

ARTS AND ENTERTAINMENT

Fondation Cartier finds new home base in Paris

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In celebration of its 40th anniversary, Fondation Cartier is moving to a new building on Paris' Place du Palais-Royal. Image courtesy of Cartier/Luc Boegly

By ZACH JAMES FOR LUXURY DAILY NEWS SERVICE

French jewelry maison Cartier's art museum is relocating.

In celebration of its 40th anniversary, Fondation Cartier is moving from its current home base on Paris' Boulevard Raspail to a new building on the Place du Palais-Royal. By the end of 2025, the museum will take over the historic Haussmannian structure, which was originally constructed under the rule of Napoleon III.

"From its creation, the Fondation Cartier pour l'art contemporain has based its activity around three major principles that still hold true today," said Alain Dominique Perrin, founding president of **Fondation Cartier**, in a statement.

"The first is the central position granted to artists and artistic production, including artists already known to the general public as well as emerging figures," Mr. Perrin said. "The second is the focus on transversality: the Fondation Cartier is a space dedicated to all forms of creation, from painting to photography, architecture to film, design to fashion, and more; the third is the strict separation between the Fondation Cartier's activities and the commercial development of Maison Cartier.

"These were the major principles underlying the launch of the Fondation Cartier on October 20, 1984, in Jouy-en-Josas; we have perpetuated this same philosophy on Boulevard Raspail and will continue to do so on the Place du Palais-Royal, across from the Louvre."

Historical significance

The concept for Fondation Cartier's new site comes from the mind of French architect Jean Nouvel.

The building originally opened as the Grand Hétel du Louvre in 1855, getting converted into the Grands Magasins du Louvre in 1863 and, later, the Louvre des Antiquaires in 1978.

A few key features, such as a set of facades composed of large bay windows that open up onto the Rue du Faubourg Saint-Honor, Rue de Rivoli and Place du Palais-Royal are due to extend guests and passersby "fresh perspectives of the city," frame the renovation project.



With the move away from Boulevard Raspail, Fondation Cartier will enter its third home in four decades. Image courtesy of Cartier/Martin Argyroglo

Upon completion, the venue will house nearly 70,000 square feet of exhibition space, including several mobile platforms that can be moved to reinvent displays, changing how visitors navigate the museum.

"Moving into such an impressive site, in terms of location and history, entails a form of invention; and what is invented is not automatically seen in the steel or stone," said Mr. Nouvel, in a statement.

"The space is marked by a different way of doing: a way of conceiving how artists can have maximum power of expression," he said. "A site such as this one calls for boldness, courage that artists might not necessarily demonstrate in other institutional spaces.

"The Fondation Cartier will likely be the institution offering the greatest differentiation of its spaces, the most diverse exhibition forms and viewpoints; here, it is possible to do what cannot be done elsewhere, by shifting the system of the act of showing."

Alongside the move, Fondation Cartier will roll out celebratory programming to mark its four-decade milestone, including six podcast episodes that trace the museum's history, a book showcasing various exhibitions, themed window installations and free entrance to the Olga de Amaral display on Oct. 20, 2024, within its current Boulevard Raspail location.

Fondation Cartier helps preserve art history, an important endeavor for many luxury brands, including Milanese jeweler Pomellato ([see story](#)).