



NOOR

THE NEW FRENCH TOUCH

filc
by Maud Lévesque

NOOR

A PROJECT PROMOTING THE CULTURE OF TODAY & TOMORROW

Noor is a venue in Paris for contemporary artistic and academic creativity, focusing mainly on technological innovation.

The two main guiding objectives are developing digital transition and promoting eco-responsible behaviour.



Noor aims to promote the cultural resources of contemporary French creativity to bring the artistic digital re-evolution to the heart of the French capital.

OUR VISION

THE SHARING REPUBLIC

Discovery & communication

To bring crypto-art to the general public's attention and provide a forum for dialogue and discussion between academics, institutions, politicians and artists

ART & CONTEMPORARY CREATION

A venue for contemporary, artistic and academic creativity

EQUALITY

An initiative to combat discrimination and promote equality for all

SOCIAL

Noor is a socially responsible e-economy project with an inclusive and fraternal attitude

ECOLOGY

The promotion of eco-responsible behaviour guides every aspect of the project





WHAT IS CRYPTO-ART ?



The virtual space of digital media is gradually reaching into all areas of our existence, including the sensory realm of art. The de-materialisation of art should not imply renouncing place, space, material and structure. In fact, by digital art, we mean art that also occupies the electronic screen. Furthermore, it involves creation and dissemination, which allow the visual and audio arts to take on new forms. This will enable artists to create and protect their art, in other words, an economic re-evolution. Using blockchain technology, artists turn their art into a file, which can be monitored at each step of the production-circulation process. This ensures copying and distribution can be controlled. When discussing Crypto-art, we frequently hear of disintermediated control by the artist of their work.

Crypto-art, like all art, must have physical and human means to be seen, experienced and shared. Therefore, the need for museums, events, places and symposiums to showcase work and encourage dialogue is apparent. Furthermore, the project aims to ensure that academic and scientific circles understand the emergence of the 'Cryptos' as a watershed in the History of Art.



In 1863, a scandal arose over the too-restrictive and conservative selection made by the Académie des beaux-arts. Religious themes were favoured at the expense of more innovative work by Manet, Courbet and Rodin, all of whom were unknown. Finally, as a result of a petition, Napoleon III issued a decree requiring all the paintings to be shown at the Salon des Refusés. And thus, Manet's *The Luncheon on the Grass*, one of the great masterpieces of French art, was viewed in awe by the public for the first time.

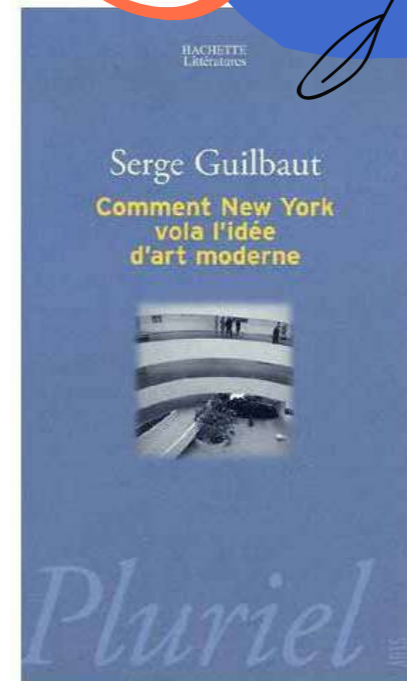




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“Everyday: the First 5000 Days”. That’s the title of the collection of drawings and animated works produced daily for 5,000 consecutive days by Mike Winkelmann, the artist more commonly known as Beeple. With a record sale of \$69 million at Christie’s, Beeple has become one of the three most valuable artists in the world within their own lifetime, regardless of discipline.

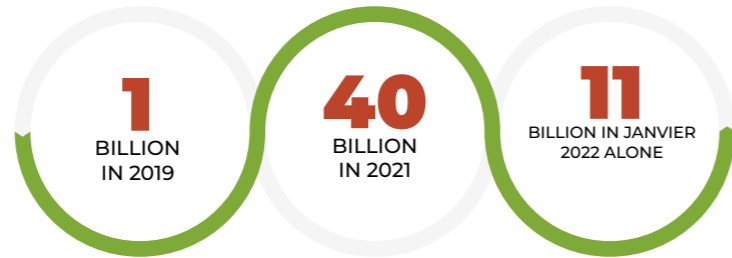
Despite the rise of new, impressively vibrant artistic trends, digital artwork is struggling to gain a foothold in major museums and institutions. Traditionally, French public authorities have supported and overseen development in the arts and culture. However, today’s, and indeed tomorrow’s, masterpieces are being created on computers to be viewed on screens. It is thus vital to encourage the emergence of future French talent and put Paris at the forefront of this technological revolution by establishing an innovative public-private partnership dedicated to Crypto-art.



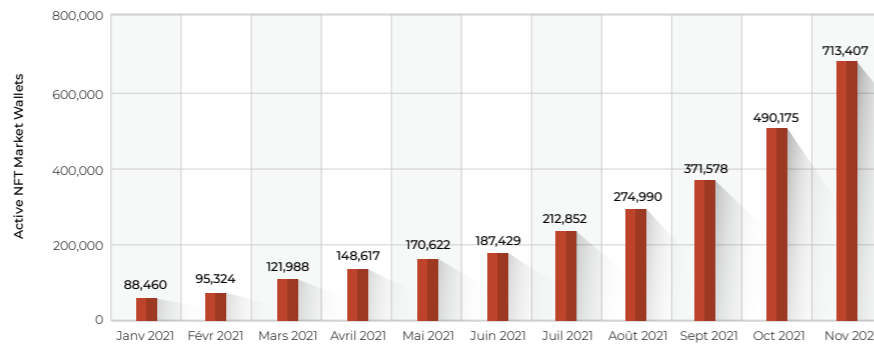
How New York stole the idea of modern art: abstract expressionism, freedom and the Cold War. The Centre for Contemporary Art was transferred from Paris to New York in the 1950s, where avant-garde, creativity and drive were found. (Serge Guilbaut, Fayard, Paris, 2006)

Paris, overtaken by New York in terms of contemporary art, is now watching Dubai gradually assert its monopoly on the world of Crypto-art. Yet Paris is a city with a long tradition of intellectual and artistic achievement and could, by rapidly repositioning itself, grasp the opportunity to renew its cultural influence on the world. NOOR intends to contribute to this initiative by rooting the cultural transition in the heart of the capital.

In addition to the soft power, the financial boost provided by the NFT market is truly unique. In fact, the market skyrocketed in 2020 and continues to thrive. According to the Financial Times, in 2021, \$40 billion were spent on NFTs. More than 300 French start-ups are active in the industry, including several unicorns (industry heavyweights) such as Superare, Ledger and Ubisoft. The rapidly-expanding framework of the digital e-economy will provide a fertile environment for investment and entrepreneurship in France if it remains adequately supported.



NUMBER OF NFT PORTFOLIOS (CLIENTS) IN 2021



Source: Nonfungible.com

Philadelphie :
2nd February 2022
opening of a museum
dedicated entirely to
NFTs

Londre : 30th January 2022 the
British Museum produced 200 NFTs
to accompany its exhibition on
Hokusai at the end of 2021

Paris : May 2022 the first major international conference
on NFTs - New French Touch

Saint-Petersbourg : In September 2021, the Hermitage staged a virtual exhibition
dedicated to Crypto-artwork, Invisible Aether. The collection also inaugurated the
"Celestial Hermitage", a digital offshoot of the Hermitage specifically dedicated to
NFT, now in the making.

With the advent of digital technology in the artistic and cultural fields, a new world of possibilities has been opened up for production, exhibition and financing. This venture is intended to become a stand-alone structure, with Crypto-art as its focus. It will take the form of a 4-day international conference at the Arab World Institute in the heart of Paris.

1

First stage
Major Convention
NFT at the Arab World
Institute 4 days of
events with :
An exhibition in the
Hypostyle Hall
An international
symposium
An art auction

2

Second stage
Fundraising
Initial Coin Offer - ICO
A collection of
collectables
Corporate outreach

3

Third step
Inauguration of the
cultural centre
Opening gala
Festival of young French
artists
Exhibition: "Art by
Nature"
Europe's first gallery
devoted entirely to
Crypto-art.

In a partnership with Samsung, we will be investing extensively in a hundred or so high-resolution screens. By using variously-sized screens, some incorporated into the building itself, the scenography will address the theme of the shaping of the digital, using the familiar concept of the "frame". This concept will be brought up to date, as will the use of projection and transparency. By using all these methods of integrating Crypto-art, we will endeavour to surprise our visitors.

A MAJOR CONVENTION FOR NFT'S FIRST APPARITION IN A FRENCH MUSEUM

The purpose of this event is to bring together the great intellects of our era to examine Crypto-art's emergence as a watershed in the History of Art. Avoiding any kind of romanticism, the convention will also address challenges and issues related to this new medium.

In partnership with the Arab World Institute, this important 4-day convention will take place from 26th to 29th May 2022. It will include an exhibition displayed on digital screens, conferences, and a prestigious auction of the collection on display. Mapping, discovery workshops, virtual reality experiences, meetings and talks by the artists. There will be a comprehensive range of ways to surprise and encourage visitors to learn about this innovative art form.



INTERVIEW ROOM WITH VIEW ON NOTRE DAME DE PARIS



ROOM OF THE HIGH COUNCIL FOR RECEPTIONS



THE 120 COLUMNS HALL FOR THE EXHIBITION



SYMPOSIUM ROOM WITH 350 PLACES

DIGITAL ART IN THE ARAB WORLD

A 4 days summit in the Institut du monde arabe, powered by the Malek Chebel Foundation

LOCATION

In the heart of Paris this great museum and cultural center design by Jean Nouvel (the architect of the Louvre Abu Dhabi and the national museum of Qatar) will host the first exhibition of Digital Art in a French museum.



SYMPOSIUM

For this congress, a link should be made with the cultural history of Paris. To do so, we plan to rely on its pre-existing influence and its prestigious educational institutions. These include the Ecole Normale Supérieure on the rue d'Ulm, the Collège de France, the Sorbonne and Sciences Po Paris. The aim would be to create bridges between artistic and intellectual research and digital artists, between the visible and the intelligible. Art would be, through colloquiums and inter-professional dialogue, the object of scientific, technical, philosophical and political enlightenment.





EXHIBITION: DIGITAL ART IN THE ARAB WORLD

Through the use of screens of all sizes, whether or not integrated into the building, the scenography would work on the theme of digital formatting. Thus, the scenography would question the very common notion in art of “frame”, brought up to date, but also of projection and transparency. The exhibition will approach the subject of the Digital Art in the Arab world and the curators will raise a specific thematic every day.



OUTSIDE THE WALLS

All these ways of integrating crypto-art would be ways of surprising the spectator. Depending on the budget, there would also be a large mapping on the façade of the building, originals creations visible via an application and an erection on the forecourt.

Chanel installation in 2011



DIOR installation in 2020



AUCTION, PARTY & INTERVIEW IN THE RECEPTION ROOM

In addition, to remind us of the economic aspect of art, there would be a prestigious auction of the collection on display. Every day will have a specific curation and will end with an prestigious auction. This sale would thus desacralize public art by accelerating the renewal of the collections.



THE VISION

The ambition of this event would be to make the intellectual and scientific world understand the advent of crypto-art as a major turning point in the history of art. Through the dramatic arrival of crypto-art in the French museum scene, we hope to create a shock in the history of art similar to the scandalous irruption of Fauvism in the Grand Palais in 1905.

AN INITIATIVE OPEN TO THE WORLD

DISCOVERY & TRAVEL

Noor is based in Paris but also draws its inspiration from elsewhere. It is a creative crossroads between Africa and Asia, Europe and the Middle East. The simultaneous residencies of artists from diverse geographic backgrounds will allow visitors to discover distinctive cultures while at the same time promoting the diversity that contributes to contemporary French creativity.

ENLIGHTENMENT & UNIVERSALISM

Diverse origins, ties and beliefs, a commitment to Humanism and Universalism as inherited from the French Enlightenment and elsewhere. Noor aims to be a place of free thought, inspired and encouraged by reconciling diversity within a framework of Republican unity.

FRENCH UNIVERSALISM

Diversity is also apparent in an event programme including visual arts, music, cinema and also scientific exhibitions, all of them underlining the universal character of French culture.



AN INITIATIVE FOR ECOLOGICAL AND SOCIAL INNOVATION

THE AMBITION TO BUILD A COMMUNITY

Noor enables people to recreate a world in both cultural and ecological terms. Awareness of climate change and the environmental crisis are addressed in a cross-disciplinary fashion by the Noor organisation. Noor's entire project is driven by social and environmental responsibility, from architecture to cultural programming, including the cooperative use of the site.

INTER-GENERATIONAL BRIDGE

Noor symbolically looks out for all generations, past, present and future, by offering a sustainable programme and facilities suited to all physical abilities and ages. The venue's opening hours allow it to cater for all these groups, offering festive events on weekend evenings for young people, focusing on international electronic music. At the same time, the venue holds daytime events during the week for older people.

INCLUSIVENESS & FELLOWSHIP

Noor also seeks to bring these groups together through discussion and exchanges concerning the sciences and the arts. That is why it intends to promote programming open to diverse influences to combat discrimination, notably by fostering LGBTQI+ identity and celebrating the national society's cultural diversity.

OUR COMMITMENT



FOOD

All our restaurateurs comply with an eco-responsible quality charter. This includes a focus on locally sourced products and produce as well as support for the producers and suppliers. In addition, we favour French produce to aid our farmers and work closely with organisations that support small-scale farming (AMAP) in the Paris region.



ACCESSIBILITY & AWARENESS

Noor is committed to ensuring that everybody is made to feel welcome in a secure environment. Awareness-raising programmes are in place to combat violent or inappropriate behaviour towards women and LGBTQI+ people. Accessibility for people with reduced mobility is a priority in designing welcoming surroundings, so everybody feels at home in a haven of peace.



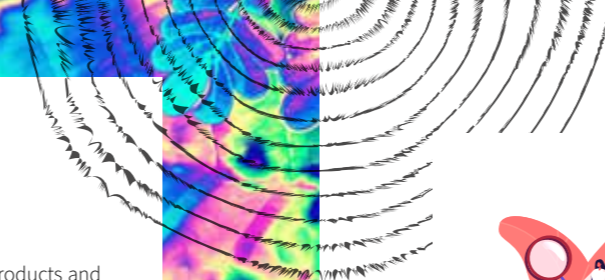
ECOLOGY & ECO-RESPONSIBILITY

We hope to promote eco-friendly behaviour among our visitors through careful and conscientious use of resources. We strive to reduce our waste by using recycled materials by producing our own cleaning products and fertilisers based on natural ingredients. In this respect, we will be working with Moulinot, which will make compost and natural gas from the organic waste from the various parts of the cultural centre.



SOLIDARITY

We will donate part of our proceeds to the Red Cross to support food distribution to combat food deprivation in the area. Furthermore, in partnership with the Atelier des artistes en exil and the Refugee Food Festival, the culinary and artistic talents of those participating in our sharing and solidarity initiative are put to good use.



TRANSMISSION

Pedagogic courses for all will help gain a deeper understanding of the art world. The programme is designed to help people gain a deeper understanding of art and philosophy. We want to enhance people's knowledge of the changing art world through philosophy, illustration, and coding sessions.



INCLUSIVENESS & WORK

We strongly believe in inclusiveness through participation. A work-for-consumption scheme will give people with low incomes the opportunity to get involved in the community.



AWAKENING & REDISCOVERY



STUDIO 1839

Théo Saffroy and friends showcase photographers and illustrators from all over the world and offer low-priced prints and limited editions, as well as introductory photography workshops.

GALLERY

(From) Creation to artwork

An evolutionary exhibition space that's part gallery, part workshop where the creative and presentation spaces merge. This will enable visitors to learn about the creative process. A succession of artists from Paris and elsewhere will take up residencies lasting 3 to 5 weeks.



GRANDMOTHER'S GARDEN

This little oasis of greenery in the heart of an urban environment combines climbing, hanging, colourful and luxuriant plants at a reasonable price so that everybody can find something to their taste. Workshops will be set up so that anyone can learn and understand the cycles of nature and become green-fingered.



PEOPLE'S UNIVERSITY

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FESTIVITIES

Electronic music will provide the rhythm for the weekend celebrations with an eclectic programme that everyone can share and connect with. The Parisian electronic music scene is bursting with fresh talent, which we're more than happy to promote.



COMMUNITY INCUBATOR

A creative, artistic and musical incubator for initiatives with positive social and ecological impact will host six young developing associations. In addition, a solidarity art market will be held periodically for young creators and artisans who wish to exhibit and sell their art. Other initiatives will be put in place, all in a spirit of sharing.

CARACTÉRISTIQUES ET PARTENARIATS



DURÉE :
minimum de 2 ans d'exploitation



DATE D'OUVERTURE PRÉVISIONNELLE :
Avril - Septembre 2022



TEMPS D'AMÉNAGEMENT :
3 - 6 mois



ESPACE :
Entre 600m2 - 1500 m2



DÉTERMINATION JURIDIQUE :
Association, SCIC, SCOP.



LICENCE D'EXPLOITATION :
Entrepreneur de spectacles



LIEU :
Paris intramuros

PROVISIONAL CALENDAR

February

Partners' meeting
Creation of the scientific and operational committees
Creation of the NOOR NFT social media

March

Creation of the ICO (initial coin offering) creation of the collectable collection material and institutional partnership

Avril

Launch of the publicity for the event
Press release
Publication of speakers
Publication of exhibited collections

May

Final preparations, reception of international guests and speakers
Launch of ICO & collectables Event starts 26th May
End of the event on 29th May

June

Post-event communication
The second round of the ICO
Handover of the cultural centre

July -August

Safety certification
Move-in - Decoration - Installation

Septembre

Opening

PROGRAMMATION

Two thematic weeks are planned to highlight a particular subject or inspiration each month.

Septembre :

Noor opens its doors wide
Opening festival, programme to come

Octobre :

Laugh and enjoy
Festival du rire: humour on the web
Exhibition : Internet meme @ yugnat999 & co.
Eroticism & sexuality: Jouisance Club - Nirvana

Novembre :

Dancing and dreaming
Arab design: @Hafandhaf
Middle East electronic music festival: Arab Acid & co - Habibi funk

Decembre :

Transcendence & Feminism
Exhibition: Spirituality in the Digital Arts
Feminisms: French Feminist Association & The Sorority

Janvier :

Planting & Beauty
Exhibition: "Art by Nature" Green fingers week: Lianes de rue - Pépín production
Producing natural cosmetics: Ombeline

THE TEAM



MIKAÏL CHEBEL

EHESS

President of the Malek Chebel Foundation and host of the Kawa radio programme at the Ecole Normale Supérieure. He has worked in political science on art practices in North Africa and on the creation of the European identity. Mikail was also Head of Communications at the Fondation de l'Islam de France.



ANTOINE COLLAY

ESCP

An investment banking consultant and graduate of ESCP Europe, Antoine leads a double life between music and finance. Musical from a young age, he is now known as LBO, DJ and producer of Melodic Techno, founder of the Smoze Records label and the 'Diktat' collective.



CAMAL DENOITTE

PARIS X

After studying philosophy, Camal pursued his love of woodworking and travelled for years in South America to hone his traditional carving skills. Nowadays, he pursues his professional artistic career within his own company that makes sets and scenery for films and commercials.



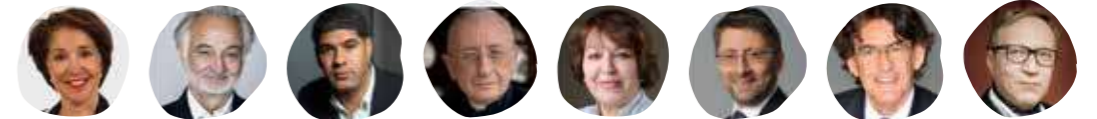
A MULTI-DISCIPLINARY FOUNDATION ENGAGED IN THE DEVELOPMENT OF KNOWLEDGE

NOOR EST UN PROJET PORTÉ PAR LA FONDATION MALEK CHEBEL

The Malek Chebel Foundation was created in December 2016 to follow in Malek Chebel's footsteps. It pursues the legacy of this eminent intellectual by contributing to the development of knowledge to counter extremist tendencies. It aims to become a central academic hub, where knowledge is developed and shared in science, culture and spirituality.

THE SCIENTIFIC COMMITTEE

The Malek Chebel Foundation enjoys the assistance and support of literary, political and religious personalities, providing valued insight and expertise: Bariza Khiari (former vice-president of the Senate), Jacques Attali (economist), Rachid Benzine (philosopher), Alain Maillard de la Morandais (priest), Fadila Mehal (elected representative), Haïm Korsia (Chief Rabbi of France), Luc Ferry (former minister of education) and Ghaleb Bencheikh (president of the Foundation of Islam in France).



NOOR

By promoting Humanism and Universalism, as inherited from the French Enlightenment and elsewhere, via contemporary creations, we wish to help define positive forms of identification and harmonious citizenship.

