



LE GROUPE

## PRESS RELEASE

Boulogne, September 11, 2019

### **LCI IS A PARTNER OF " LES GRANDS MAÎTRES DE L'ART NAÏF – DU DOUANIER ROUSSEAU A SERAPHINE ", A MAIN AUTOMN EXHIBITION AT THE MAILLOL MUSEUM IN PARIS**

LCI has chosen to support the prestigious exhibition "Les grands maîtres de l'art naïf - Du Douanier Rousseau à Séraphine" which will be held from Wednesday September 11, 2019 to Sunday January 19, 2020 at the Maillol Museum.

The Maillol Museum hosts more than a hundred pieces from the exciting and unusual world of "naive" artists, who have renewed painting in their own way, away from avant-garde and academicism. The exhibition leads us in the footsteps of Henri Rousseau and Séraphine Louis, and aims to bring out of oblivion a constellation of artists such as André Bauchant, Camille Bombois, or Ferdinand Desnos, through a selection of surprising and counter-current works from major public and private collections.

LCI is very proud to associate its brand with this major cultural event. Gathered together for the first time in Paris, the works of these artists show an often neglected movement in the history of art in the interwar period.

For many years, the TF1 group has been actively pursuing a policy of partnerships and cultural patronage through LCI and TF1 . The TF1 Group is associated with around a hundred events each year (exhibitions, concerts, ballets, films, etc.). The Group reinforces its position as a privileged partner and a key ally in the promotion of the world's cultural heritage.

"Les Borgia et leurs temps", "Pop Art", "Giacometti entre traditions et avant-garde"... The TF1 group has been involved for several years with the Maillol Museum and has strengthened its links as exhibitions progress.

#### **About the TF1 group**

The TF1 Group is the leading private-sector television broadcaster in France, with five unencrypted channels (TF1, TMC, TFX, TF1 Séries Films and LCI) and four pay-TV theme channels (TV Breizh, Histoire, Ushuaïa and Serieclub, the last of which is 50% owned). The Group is adding a highly effective digital dimension to our channels on MYTF1, and video-on-demand offers via MYTF1VOD and TFOU MAX. The TF1 Group is also present in the production and distribution of content, mainly via Newen, through which it aims to accelerate international expansion of its production and distribution activities.

The TF1 Group has extended its digital footprint, in particular through the acquisition of the aufeminin group in April 2018. This led to the creation of its digital division Unify build around well-known brands such as Marmiton, MyLittleParis and Doctissimo, all of which support strong, engaged communities. This has enhanced the Group's offer and its ability to deploy federating, complementary special-interest themes to reach all audiences, especially women and millennials. The TF1 Group has created a large range of businesses in key entertainment and leisure fields, with TF1 Entertainment (board games, music and live show production, licences and publishing) ; the film industry with TF1 Films Production and TF1 Studio.

#### **TF1 GROUP**

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