

## Nexans supports the Museum of Modern Art in Paris

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### PRESS RELEASE

- Nexans partners with the Museum of Modern Art in Paris to develop an educational tool around one of its icons, “La Fée Électricité” by Raoul Dufy.
- This educational tool is also intended to become an evolving content platform via its dedicated website and a program of thematic podcasts.

**Paris, June 3, 2021** – As a global player in the energy transition, Nexans has been playing a crucial role in the electrification of the planet for over 120 years. These are years of innovation, flagship projects and international growth as illustrated in this film on Nexans and the history of electricity: <https://www.nexans.com/en/newsroom/news/details/2020/06/Nexans-full-story.html>

With this in mind, Nexans naturally wanted to be a partner of the Museum of Modern Art in Paris for its project on Raoul Dufy's masterpiece “La Fée Électricité” [The Electricity Fairy].

The Museum of Modern Art is developing a free digital mediation tool around this great painting of more than 600m2, one of the largest modern art creations in the world. His monumental work represents, through the portraits of 108 scientists and intellectuals, the history of electricity and its many applications. Commissioned for the International Exhibition of Arts and Techniques in modern life in 1937, Raoul Dufy gives us a precious testimonial on the incredible quest for technological progress that animated those years, while allowing us to put it into perspective through current issues. The Electricity Fairy allows visitors of the museum, including many young people and students, to discover the history of electricity in a fun, original and modern way. This approach is also an awareness to the notion of progress through time.

Nexans is proud to contribute to the design and development of a tool integrating an enhanced reality device and a dedicated website. The enhanced reality exploration will offer visitors an experience that combines art and science by providing content on the artwork as well as scientific popularization.

On this occasion, Christopher Guérin, CEO of Nexans, said: *"We are very enthusiastic about being associated with this project of the Museum of Modern Art, which is both innovative and educational, to highlight Raoul Dufy's masterpiece, the Electricity Fairy. It will illustrate in an original way the core business of Nexans around energy and its supply."*

Fabrice Hergott, Director of the Museum of Modern Art in Paris, adds: *"For the Museum of Modern Art, Nexans' support is part of a process of valuing and re-discovering the richness of its collection. By linking arts, sciences and industry, this partnership will enrich and renew the understanding of the "Electricity Fairy" beyond the strictly artistic field. This support is part of a large-scale digital mediation project designed to bring this masterpiece to more diverse audiences around the world."*

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## About Nexans

Nexans is a global player in energy transition. Our purpose: electrify the future. For over a century, Nexans has played a crucial role in the electrification of the planet. With around 25,000 people in 38 countries, the Group is leading the charge to the new world of electrification: safer, sustainable, renewable, decarbonized and accessible to everyone. In 2020, Nexans generated 5.7 billion euros in standard sales.

The Group designs solutions and services along the entire value chain in four main business areas: Building & Territories (including utilities and mobility), High Voltage & Projects (covering offshore wind farms, subsea interconnections, land high voltage), Industry & Solutions (including renewables, transportation with automotive, railway and aerospace, automation) and Telecom & Data (including terrestrial and submarine fiber optic networks, Local Area Network systems, data centers and mobile networks).

Corporate Social Responsibility is a guiding principle of Nexans' business activities and internal practices. As a signatory of the Global Compact since 2008, Nexans is committed to contribute to a responsible global economy and strives to promote the ten principles defined by the UN to all its stakeholders.

The Group pledged to contribute to carbon neutrality by 2030 and was the first cable provider to create a Foundation supporting sustainable initiatives bringing access to energy to disadvantaged communities worldwide. Nexans' commitment to developing ethical, sustainable and high-quality cables also drives its active involvement within leading industry associations, including Europacable, the NEMA, ICF and CIGRE.

Nexans is listed on Euronext Paris, compartment A.

For more information, please visit [www.nexans.com](http://www.nexans.com)

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