Beat: Lifestyle

PARCOURS SAINT-GERMAIN, A WALK THROUGH TWENTY SELECTED PLACES

INVOLVING THE HISTORICAL HERITAGE

PARIS, 13.04.2022, 12:51 Time

USPA NEWS - The 6th Arrondissement is located in the Heart of Paris' Rive Gauche, or Left Bank. Considered by Parisians and Visitors alike to be the Quintessential Paris Neighborhood, it is Home to the Atmospheric Saint-Germain-des-Prés Quartier, the Latin Quarter and the exquisite Luxembourg Gardens. One of the best Walking Neighborhoods in Paris, you'll discover countless Cafés, Restaurants, Boutiques, Art Galleries and Antique Shops, and some of the City's best small Art Museums.

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Nestled between the Seine and the Luxembourg Gardens, the Latin Quarter has been the Center of learning in Paris for more than 700 years. Many of Paris' most important Writers, Philosophers and Artists walked these Streets and attended the Schools and Universities nearby, including the Sorbonne. A Neighborhood associated with Artists and Intellectuals since the Middle Ages, the Latin Quarter still preserves its Bohemian Feel in its many Bookstores, Cafés, Quirky Boutiques, Theaters, Jazz Clubs and Bars.

Since its Creation, the Parcours Saint-Germain's Mission has been to bring together the Inhabitants, Users and Shops of the Famous District around a Cultural Event contributing to the Influence of Contemporary Art. Each year, the Parcours creates a Walk through twenty or so Selected Places, involving the Historical Heritage of Saint-Germain-des-Prés by inviting Artists to express themselves in the Partner Places.

For 20 years now, the Parcours Saint-Germain has been animating the District annually.... Under the Artistic Direction of Valéry-Rose PFEIFER and DSMNS Studio, the Book "Parcours Saint-Germain, 20 ans d'histoire" is available since this April 2022 at "La Librairie du Palais de Tokyo". Putting art in Shops? It was a Daring Gamble... Since then, the Parcours has evolved, as has the Link between Art and Fashion, which is now obvious... The Parcours Saint-Germain celebrates its 20th anniversary!

The Team is made of:

- Anne-Pierre d'Albis Ganem (Founder and Curator)
After a postgraduate degree in Contemporary Art History, Anne-Pierre d'Albis-Ganem worked in the Design and Architecture Department of the Centre Georges Pompidou. She is an Independent Consultant to the Paul Getty Museum in Los Angeles and organised the First International Colloquium on "The Condition of the Artist in the World" at U.N.E.S.C.O. Under the aegis of the Comité Saint-Germain and with the support of the LVMH Group, she founded the Parcours Saint Germain-des-Prés in 2000. In 2019 she took over The B&C Club London. She is also a Member of the board of Fluxus in London and a Member of the Advisory Committee of the Photo London Fair.

- Valéry-Rose Pfeifer (Consultant Parcours Saint-Germain)
She is a Style Strategist and Creative Consultant who works wherever Art, Fashion and Design converge. Her training as a Colourist and her qualifications in Trend Research fuel her Inexhaustible Curiosity about all the Latest Developments on the International Market. Valérie has long been a "Cool Hunter" for Le Bon Marché and ELLE magazine, and she regularly intervenes in the Fields of Culture and Beauty. Defending Quality and Know-How by rehabilitating the Notion of Time in order to produce better, work better and consume better is the fight she believes in.

- Solina Guedroitz (Consultant THE CLUB)
She has over 20 years of experience in Public Relations and Event Planning. She began her Career at Comite Colbert, a New York-based Organisation of French Luxury Brands and Cultural Institutions before moving to London. Solina's Passion for Event Planning continued and she helped organise VIP Events for Fashion brands such as Fendi, Pucci and Alice Temperley.
In particular, she set up Photography Days, a Programme allowing Women to meet Curators of Photographic Exhibitions in Brussels

and Paris.

Source: "Parcours Saint-Germain, 20 ans d'histoire" Book Signing by Anne-Pierre d'ALBISGANEM (Founder and Curator) @ Librairie du Palais de Tokyo on Wednesday April 6, 2022.

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Article online:
https://www.uspa24.com/bericht-20470/parcours-saint-germain-a-walk-through-twenty-selected-places.html

Editorial office and responsibility:
V.i.S.d.P. & Sect. 6 MDStV (German Interstate Media Services Agreement): Ruby BIRD & Yasmina BEDDOU (Journalists/Directors)

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Editorial program service of General News Agency:
UPA United Press Agency LTD
483 Green Lanes
UK, London N13NV 4BS
contact (at) unitedpressagency.com
Official Federal Reg. No. 7442619