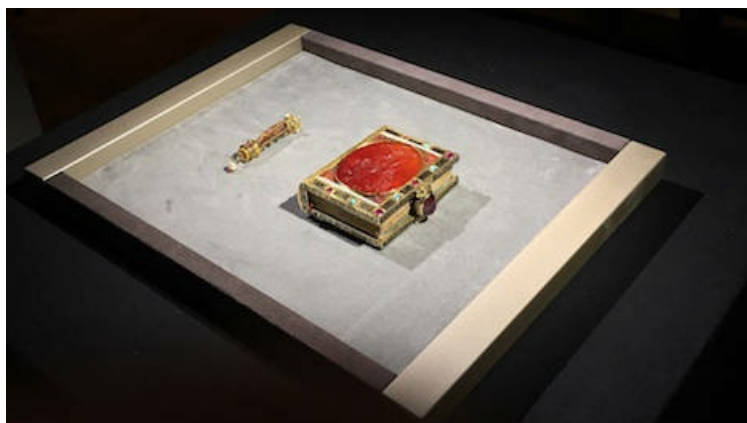


ARTS AND ENTERTAINMENT

LVMH enriches Louvre's collections via funds, public crowdfunding

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The Book of Hours of King Francois I. Image credit: LVMH

By STAFF REPORTS

French luxury conglomerate LVMH is leading a crowdfunding campaign to bring a national treasure back to France.

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LVMH is leading a Tous Mcnes! Crowdfunding campaign to return the Book of Hours of King Francois I back to France. The bound book, inlaid with precious stones including rubies, tells of the royal court and demonstrates French art from the Renaissance era.

All Patrons!

Well-known for its philanthropic efforts to support French art and culture, LVMH will assist in bringing the Book of Hours to the Louvre Museum in Paris.

LVMH will lead crowdfunding efforts on Tous Mcnes!, meaning All Patrons! in English, a platform launched in 2010. The program encourages individuals and businesses to become patrons of the arts to enrich the Louvre's collections via donations.

The mission is two-fold: the campaign will help the museum acquire exceptional works while strengthening the Louvre's ties with the public.

LVMH's involvement comes after Jean-Luc Martinez, president of the Louvre Museum, put out a call for donations. The luxury goods conglomerate announced it would fund 50 percent of the budget needed to acquire the Book of Hours for the museum's collections.

The Book of Hours of King Francois I, which tells of the day-to-day life of French King Francois I, who ruled from 1515 to 1547, is currently included in the collections of The Metropolitan Museum of Art in New York.

The **Tous Mcnes!** involvement is the most-recent LVMH initiative to support, preserve, enrich and promote France's cultural and artistic heritage.

Tous mcnes du Livre d'heures de Franois Ier - Muse du Louvre

Earlier this year, LVMH supported philosophical thinking by joining forces with Britain's Oxford University to publish

the complete works of 18th century French philosopher Voltaire.

LVMH's project with Oxford University will see the publication of the "Complete Works of Voltaire," an edition that will include unpublished texts. The ambitious undertaking is a tribute to Voltaire's seminal thinking and philosophies, which remain relevant to this day ([see story](#)).

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