

EDUCATION

Kering welcomes visitors to headquarters for European Heritage Days

September 15, 2022



Kering will focus on the theme "Sustainable Heritage," highlighting the house's heritage while acknowledging the realities of climate change.
Image credit: Kering

By LUXURY DAILY NEWS SERVICE

French luxury conglomerate **Kering** is opening its maison doors to cultural immersion for the seventh year in a row.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

On Sept. 17 and 18, the luxury leader will invite visitors in for a series of history lessons and architectural learnings. Kering will focus on the theme "Sustainable Heritage," highlighting the house's French heritage against the surrounding reality of climate change, in honor of European Heritage Days.

European Heritage Days 2022: Sustainable Heritage

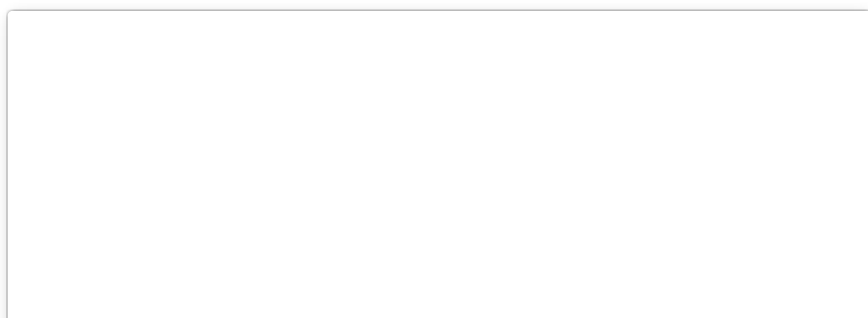
Kering's 39th European Heritage Days program is packed, and kicks off with a rundown on the history of its own headquarters.

After many years of restoration, Kering is sharing all of the ways in which the architectural undertaking rises to its eco-friendly occasion, as 40 rue de Sèvres remains one of the first historic monuments to earn the French Haute Qualit Environnementale certification, a recognition of high standard for green building within the country.

The site also became the first in France to obtain Britain's certification equivalent.

Kering has also banned the use of chemical products for its garden, which spans more than half of the total site.

A trio of activities at 40 rue de Sèvres complete Kering's itinerary.



[View this post on Instagram](#)

A post shared by KERING (@kering_official)

Pinault Collection will present a solo exhibition from Belgian artist Edith Dekyndt in the space, which formerly served as France's Laennec Hospital up until renovations began at the turn of the century.

The collection will also form part of the conglomerate's Women in Motion initiative, which spotlights women in art and culture, for the first time ever.

Two creative directors are juxtaposed for the program's next piece. Founder Cristbal Balenciaga's archived designs will be placed on display alongside the house's more current couture work.

After a 53-year pause, artistic director Demna Gvasalia brought Haute Couture back to Balenciaga with a fall 2022 high fashion collection. Kering will include the creations in this year's European Heritage Days celebrations.

To round out architectural, cultural and artistic musings, Kering points to its preservation projects for iconic structures such as Htel de Noc, Former Penthamonth Abbey and Ruse Monsieur, restored courtesy of Bucheron, Saint Laurent and Kering Imagination Lab, respectively.

The holding company's ongoing commitment to restoration, and larger sustainability efforts ([see story](#)), support this year's theme.

Kering's headquarters, located at 40, rue de Svres in Paris' 7th arrondissement, is open to the public on Saturday, Sept. 17 and Sunday, Sept. 18 from 10 a.m. to 7 p.m. local time.

© 2022 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.