

JEWELRY

Chaumet promotes stewards of French culture with new awards series

March 10, 2023



The house's new engagement initiative seeks to spotlight French women-led projects that will positively impact French culture over the longterm. Image credit: Chaumet

By LUXURY DAILY NEWS SERVICE

LVMH-owned jeweler [Chaumet](#) is helping grassroots organizations sow the seeds of culture.

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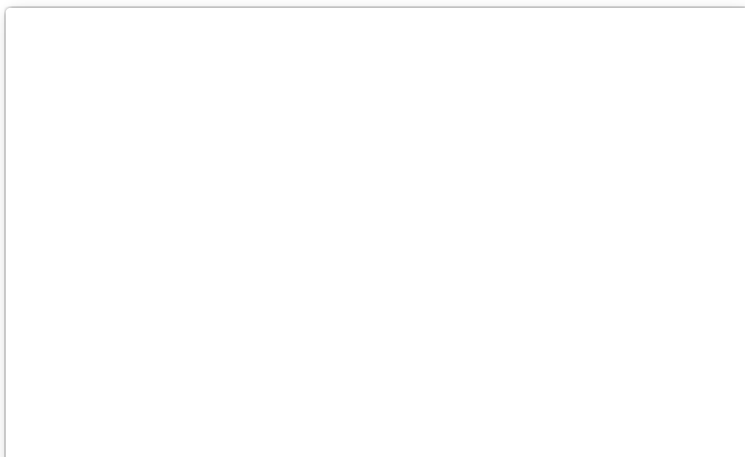
The centuries-old French maison has debuted the *Echo Culture Awards*, an engagement initiative that promotes female-led artistic projects which create measurable daily impact on French culture.

The deadline to apply is March 10, and winners will be announced at an awards ceremony on April 18.

Growing culture

The Echo awards seek to raise the profile of France's female culture stewards, whose long-term projects stir up interest in culture, encourage curiosity, promote change and inspire creativity.

Submissions may come from any field across the creative spectrum including literature, visual arts, heritage preservation, performance and education. Projects must be executed and realized in France, and on behalf of France-headquartered organizations which employ 20 people or fewer.



[View this post on Instagram](#)

A post shared by Chaumet (@chaumetofficial)

Projects can be new or ongoing.

Founded in 1780, Chaumet is a French cultural institution unto itself. It was once the jeweler of choice to Empress Josephine, wife to Napoleon I ([see story](#)).

The brand has nonetheless embraced change and looked toward the future, showcasing its history of craftsmanship and savoir-faire in a series of digital displays and applications ([see story](#)).

Judging the submissions will be a panel of prominent and influential figures from France's contemporary culture scene. Among them are the jury's president, actress Sandrine Kiberlain.

"Culture and art are most often the result of teamwork, a team that unites those in the shadows and in the spotlight," Ms. Kiberlain said in a statement. "This personal adventure with Chaumet allows me to take advantage of my exposure to shed light on those who, hidden, make artistic and cultural projects come to life."

Also serving on the jury will be multi-disciplinary artist-entrepreneur Francois Alu and Ingrid Brochard whose traveling museum MuMo works to engage children with culture, especially those with the least access to it. Joining them will be Mercedes Erra, founder and president of BETC, one of Europe's leading advertising agency.

More information on the prize and how to apply can be found [here](#).

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