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School of  
Jewelry Arts

Supported by  
Van Cleef & Arpels

# BESPOKE EVENTS

# L'ÉCOLE, School of Jewelry Arts

## **Explaining, sharing and revealing the culture of jewelry.**

The mission of L'ÉCOLE, School of Jewelry Arts is to share the culture of jewelry with a large and varied audience, both in France and abroad. By offering hands-on à la carte classes taught by passionate experts, videos and books, talks and exhibitions, L'ÉCOLE welcomes the public to learn about the savoir faire of jewelry-making techniques, the world of precious stones, and the history of jewelry.

L'ÉCOLE was established in 2012 with the support of Van Cleef & Arpels.

Based in Paris and Hong Kong, L'ÉCOLE also travels across the world during its nomadic sessions.

Discover our international activities on our website: [www.lecolevanclleafarpels.com](http://www.lecolevanclleafarpels.com)



**LÉCOLE, School of Jewelry Arts in Paris**  
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**LÉCOLE Asia Pacific in Hong Kong**  
K11 MUSEA, Victoria Dockside Unit 510A, L5, 18 Salisbury  
Road Tsim Sha Tsui, Hong Kong  
@lecoleasiapacific • #lecoleasiapacific





# L'ÉCOLE, School of Jewelry Arts Paris

## BESPOKE EVENTS

L'ÉCOLE offers an exceptional encounter with passionate experts. Discover the history of jewelry, the savoir-faire and the world of gemstones during your board meetings, conferences, study days, team building, team seminars, training days, brainstorming sessions, year-end evenings, client receptions, prize ceremonies, breakfasts, dinners (seated or buffet), etc.



From simply hiring our premises to organizing tailor-made classes, whose format can vary from a few hours to several days. Depending on the type of event, we can accommodate up to 200 people.



# Examples of private events at L'ÉCOLE, School of Jewelry Arts - Paris



For your clients

## End of year party

### **110 people**

Welcome of the participants in the evening with a welcome drink in the reception area. Your guests roam freely in all L'ÉCOLE, School of Jewelry Arts in order to discover several demonstration workshops including:

- A demonstration of savoir-faire with a master jeweler and a stonesetter.
- handling and observation of fine and precious stones with two gemologists
- observation and presentation with an art historian of antique jewels to illustrate the evolution of jewelry through the ages.

The evening then continues with a cocktail reception in our lounges.



## Wine & Gems

### **12 people**

An oenologist and a gemologist guide you in the joint discovery of wine and precious stones.

This experience focuses on wine tasting and observation of gemstones, two worlds with many similarities.





# Examples of private events at L'ÉCOLE, School of Jewelry Arts - Paris



## For your team members

### **Team Building Day** **30 employees**

The morning is devoted to the discovery of the professions at the heart of jewelry creation. The group is divided into 3 sub-groups of about ten people, each following a 2h course in parallel: "Trying Out the Jeweler's Techniques" to learn the gestures of a master jeweler, "Discover the Gemstones" to learn about gemology, and "Trying your hand at Japanese Urushi Lacquer" to discover an ancestral craft. This is followed by a lunch in the *Salon Or* organized by one of our caterers. In the afternoon, we put at your disposal the *Salon Blanc* for your business meeting.

### **Training Session** **12 employees**

As part of a training seminar that you organize, your sales teams come to spend 2 hours at L'ÉCOLE, School of Jewelry Arts to acculturate themselves to a world of excellence and discover how to highlight exceptional savoir-faire in a concrete and hands-on way. After an introduction to the world of jewelry and to the creation process of a jewel, your teams will meet with master jewelers and stone-setters for a demonstration of their savoir-faire and an exchange around their professions.

# Examples of private events at L'ÉCOLE, School of Jewelry Arts - Paris

## For your partners



### **Press Conference**

#### **70 people**

Journalists reception in the morning with a breakfast buffet served by one of our caterers.

Journalists are then invited to take part in a press conference for one hour.



### **Recreational activities offered to foreign partners visiting France**

#### **16 people**

Reception of the group with a buffet including tea, coffee, refreshments and pastries.

Two courses are offered in parallel, one on the techniques of Japanese Urushi lacquer and the second on mock-up in jewelry. Classes are given in English by our English-speaking teachers. The group finishes with a guided tour of the temporary exhibition at the L'ÉCOLE.





# Examples of private events at L'ÉCOLE, School of Jewelry Arts - Paris

For groups of individuals



## **Family experience**

### ***4 parents and their children***

Set up of the workshop « Discovering the World of Gems », ideal for bringing together parents and children between 12 and 18 years old. Enconced in the gemology workshop, parents and teenagers use gemologist's tools to examine colored and ornamental stones. In touching and manipulating the materials with their own hands, they become initiated into the mysterious world of stones.



## **Experience to discover the French savoir-faire**

### ***12 people***

Set up of private courses for your groups of foreigners on tour package on the theme of French savoir-faire. The courses can be given in English, or translated into other languages by our certified and trained interpreters.







## THE LOCATION & ATMOSPHERE

L'ÉCOLE, School of Jewelry Arts is located at the heart of Paris' Place Vendôme, in an 18th century mansion representative of French decorative art.

600 m2 spread over 3 floors within the *Hôtel de Ségur*.



A gemology workshop

A jewelry workshop

A lapidary's art workshop

A design studio

A lacquer, enameling workshop

Two salons: *Salon Or* and *Salon Blanc*

A library

An exhibition and conference room

A reception area

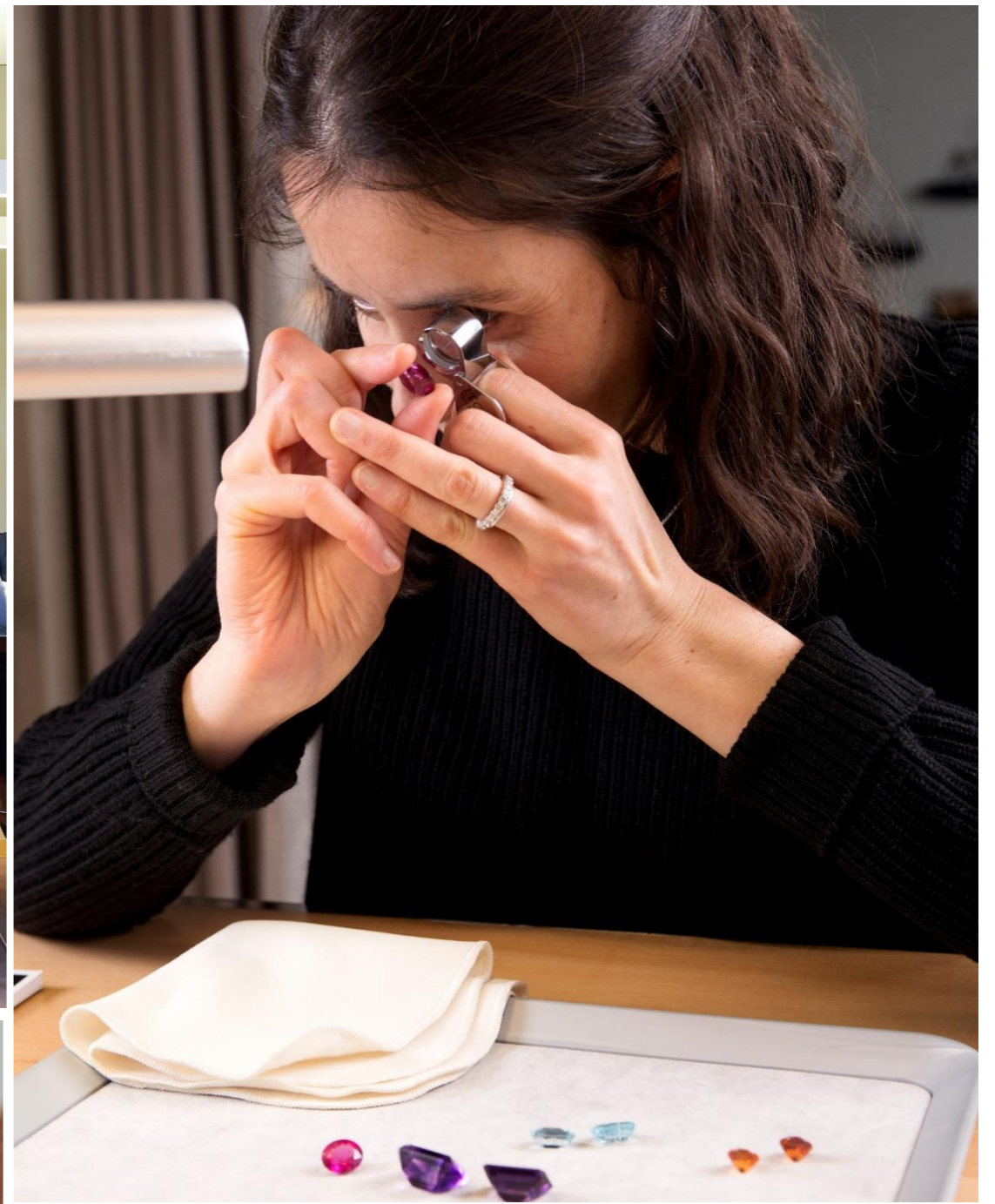






RECEPTION AREA





GEMOLOGY  
workshop





JEWELRY  
workshop

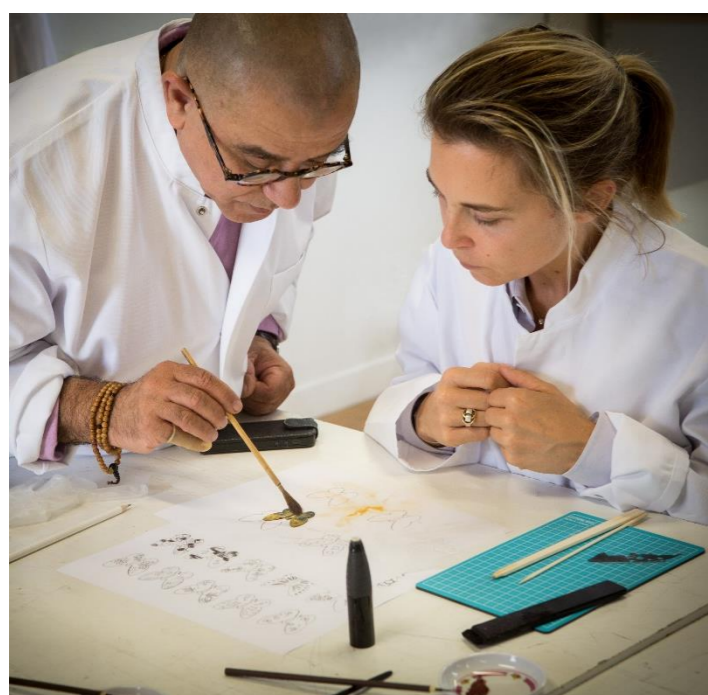
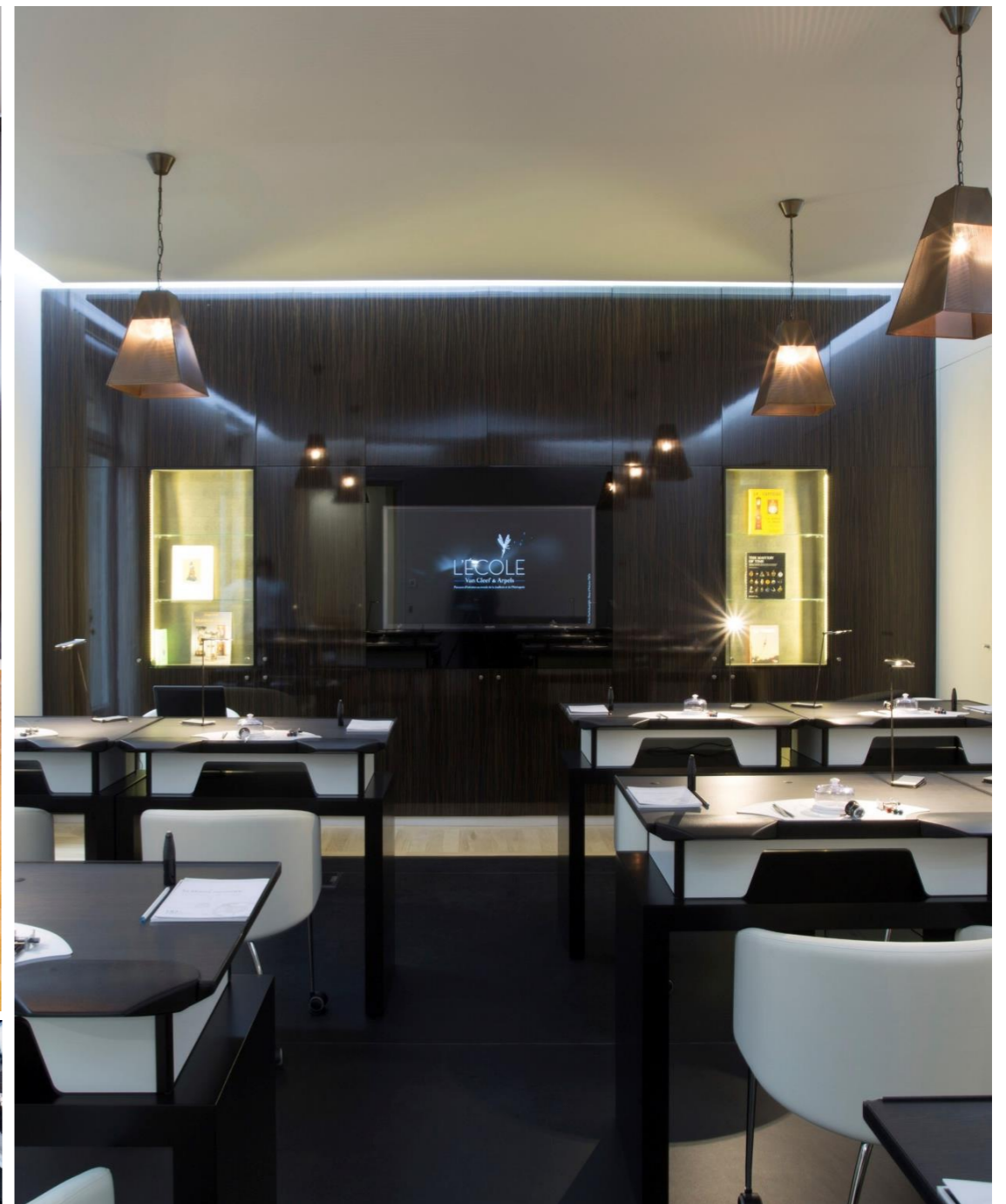






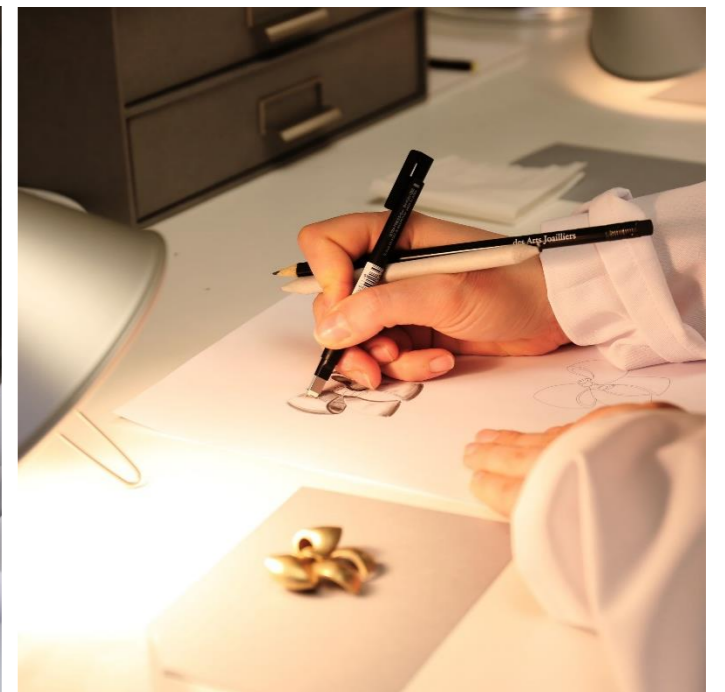
LAPIDARY'S ART  
workshop





# LACQUER AND ENAMELING workshop





DESIGN  
studio





Salon  
OR



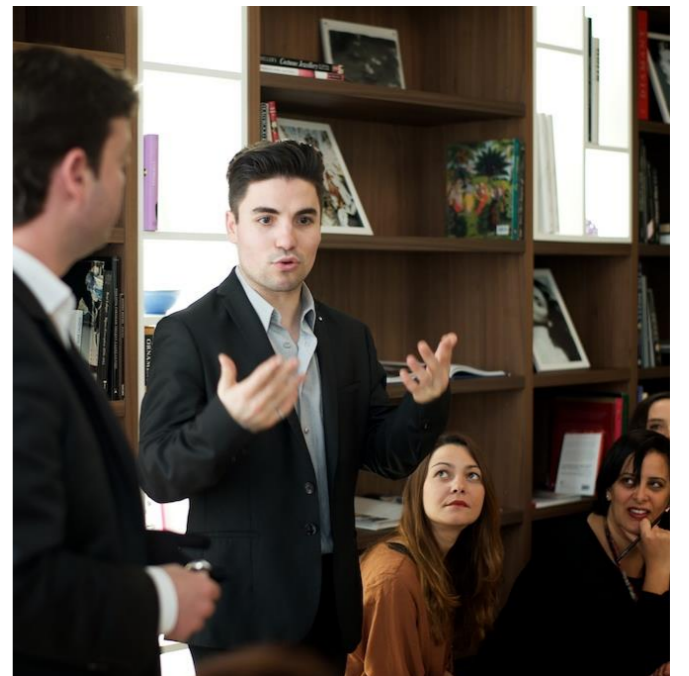




# Salon BLANC







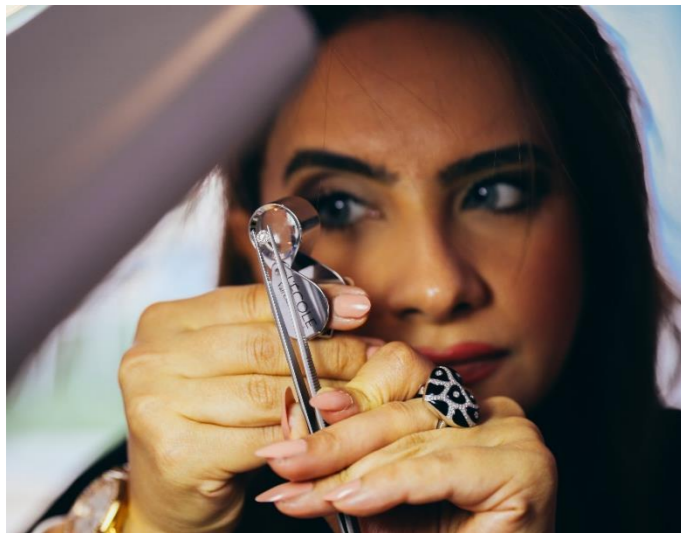
LIBRARY





EXHIBITION AND  
CONFERENCE  
room





## COURSES

L'ÉCOLE offers some 20 classes in both French or English, arranged around three broad themes: Savoir-Faire, History of Jewelry and the Universe of Gemstones.

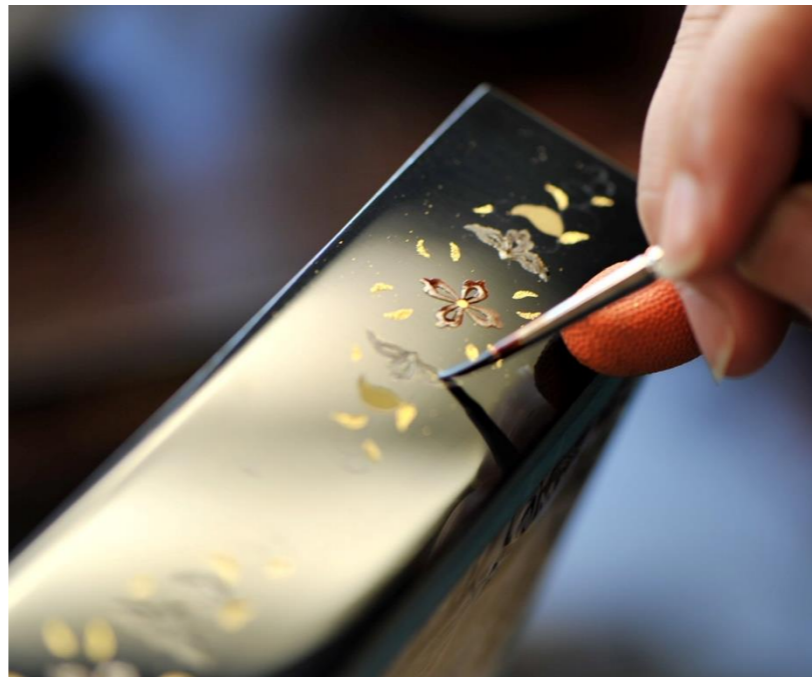
The classes are very hands-on and there is no prerequisite of knowledge or skills. Each lasting for 2 to 4 hours, they are given by at least two instructors. Whatever their length, all classes are carefully scripted to keep students on the edge of their seats.

Our teaching team is composed of: jewelers, designers, mockup makers, art historians, gemologists, lacquer craftsmen and enamellers.

These experts have an enthusiasm for sharing their knowledge and have all been trained to be excellent teachers.

The list of courses is available on request.





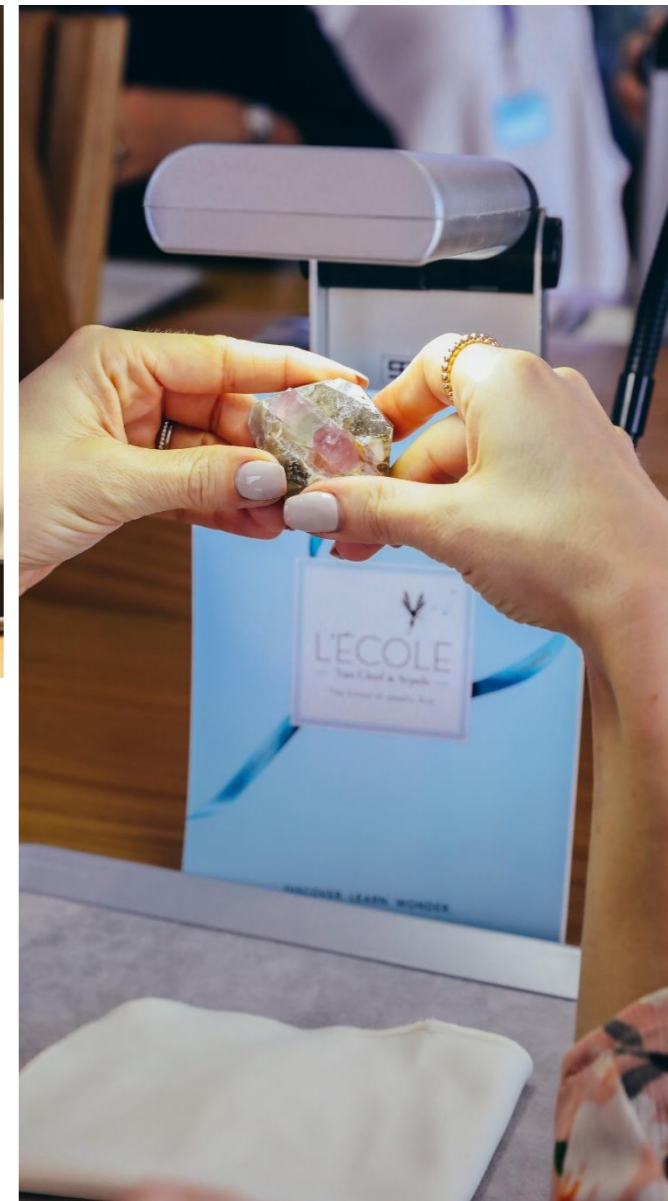
## SAVOIR-FAIRE

Discover and experience the richness of jewelry savoir-faire, from Japanese lacquer to the wax project and setting techniques.

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Courses of 2, 3 and 4 hours  
From 6 to 16 people maximum depending on the course



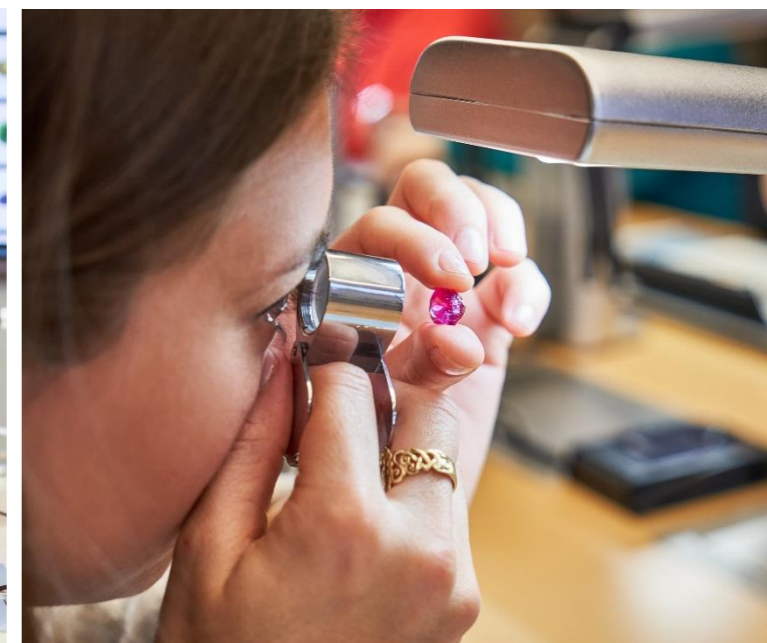


## THE UNIVERSE OF GEMSTONES

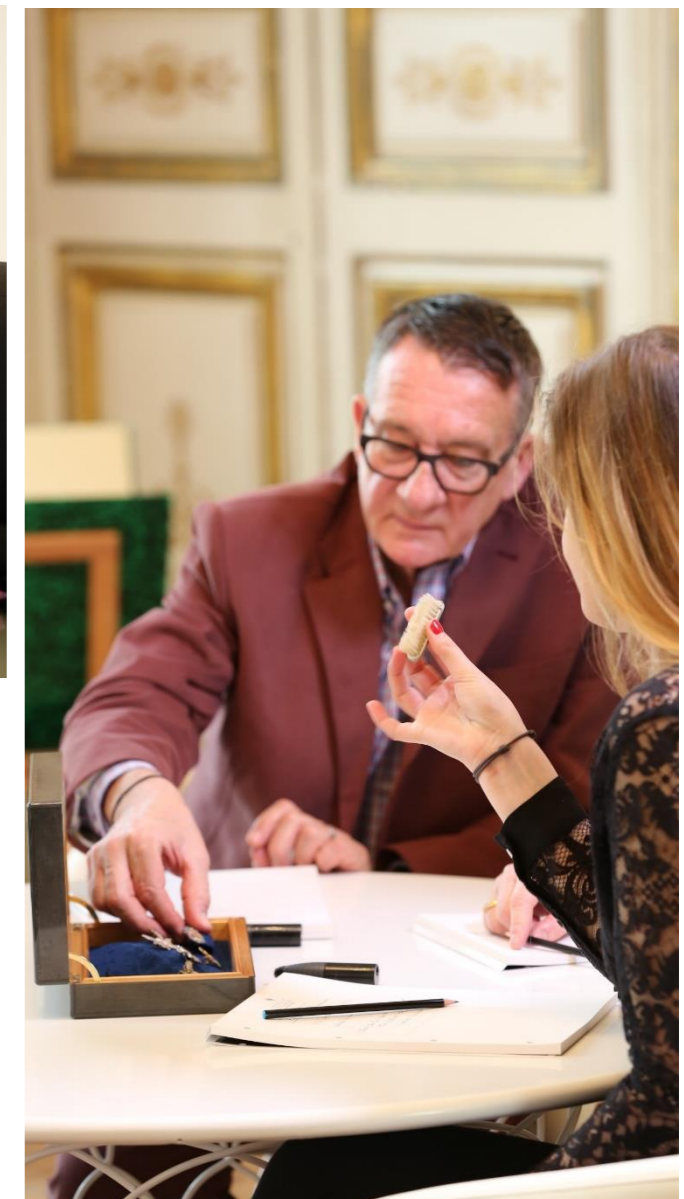
Immerse yourself in the fascinating world of gemology and learn to recognize the most precious stones.

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Courses of 2 and 4 hours  
Up to 12 people per course





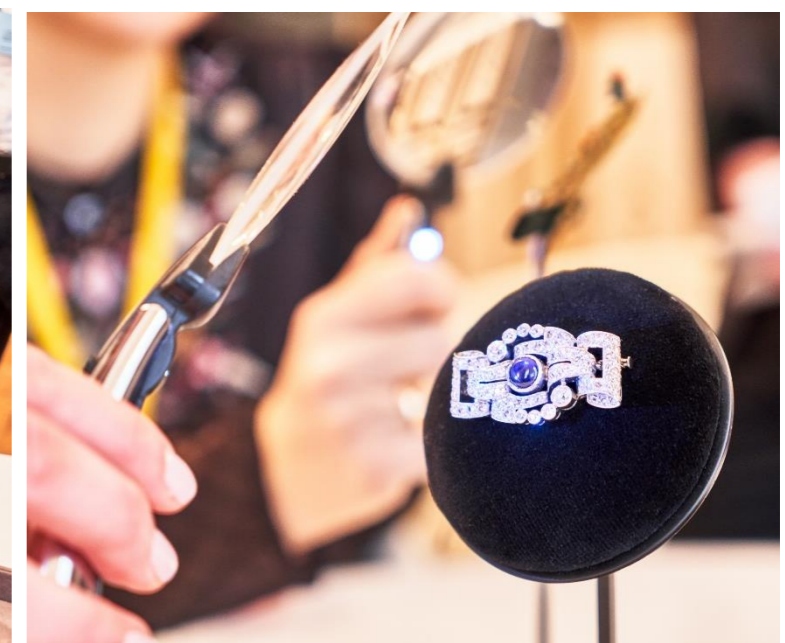


## HISTORY OF JEWELRY

Immerse yourself in the great History of Jewelry, from Antiquity to the present days, passing through the Renaissance and Art Nouveau periods.

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Courses of 2h30, 3 and 4 hours  
Up to 12 people per course







## WINE & GEMS

An Oenologist & a Gemmologist will guide you in a comparative discovery of wines and gemstones.

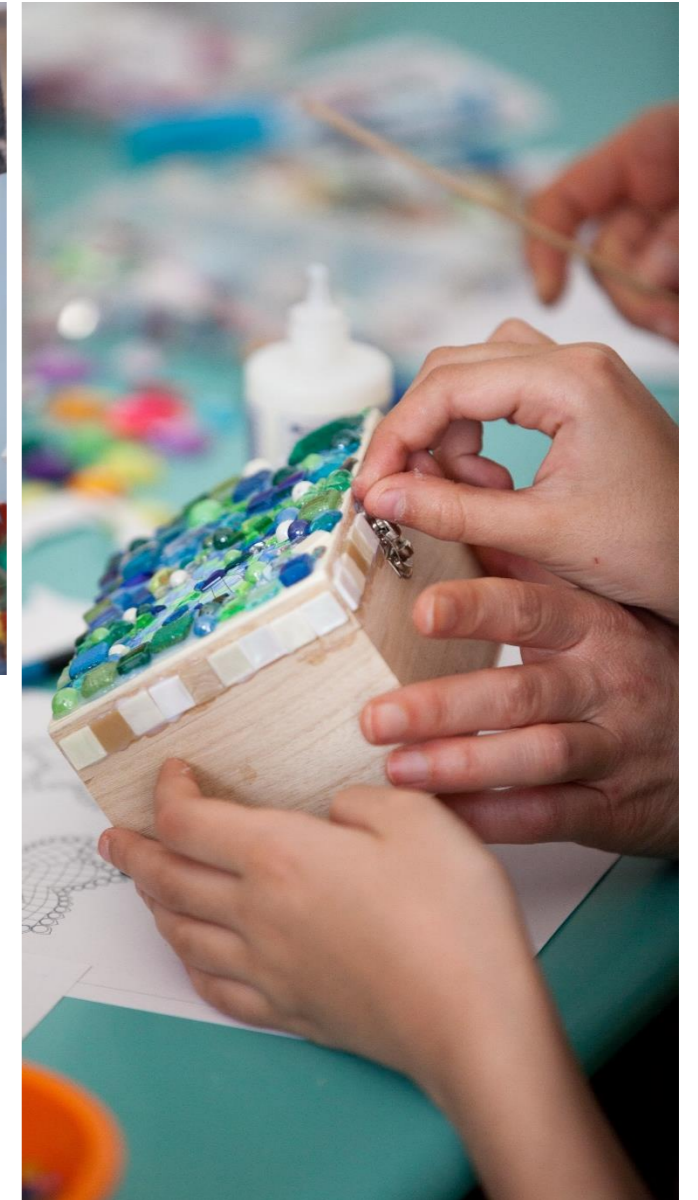
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Workshop of 3 hours  
Up to 12 people  
Exclusively in privatization



Alcohol abuse is dangerous for your health, consume in moderation.





## CREATIVE WORKSHOPS for children and teenagers

Our offer consists of 4 workshops for children and 2 workshops for teenagers, for 8 to 16 participants maximum depending on the workshop.

Parents can participate in the workshops.







## EXHIBITIONS

L'ÉCOLE, School of Jewelry Art organizes exhibitions, each time on very different subjects and with a renewed approach. Two exhibitions per year are organized and we can arrange guided tours with our teachers or docents. Privatization is possible in the morning or in the evening when the exhibition is closed to the public.

## TALKS

L'ÉCOLE has developed about twenty conference themes that you can privatize. With themes such as "Great Jewelry Collectors", "Marie Antoinette's Jewelry", "Rubies, Art and Science" and many others, our talks are moments of exchange and discovery.

In between our temporary exhibitions, our conference room can accommodate up to 70 people. During temporary exhibitions, we can privatize our talks in the *Salon Or* or *Salon Blanc* which can accommodate up to 35 people.





## CATERING

For your events, we work with our partner caterers in order to offer you a service adapted to your specific needs. Three ranges and different formats are possible for a tailor-made offer.





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