

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, 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 art history of jewelry.

L'ÉCOLE was established in Paris in 2012 with the support of Van Cleef & Arpels, and L'ÉCOLE also regularly travels across the world during its nomadic sessions. While traveling around the world to share its knowledge, the three successful nomadic editions in Hong Kong have notably let L'ÉCOLE find a home in Asia: 2019 marked the official opening of L'ÉCOLE Asia Pacific in K11 MUSEA to be its first permanent campus outside of Paris.

Located at the heart of Hong Kong's vibrant art hub in Tsim Sha Tsui, L'ÉCOLE Asia Pacific welcomes you and your guests in its beautiful premises.

Discover our activities on our website: www.lecolevanclleafarpels.com/hk/en



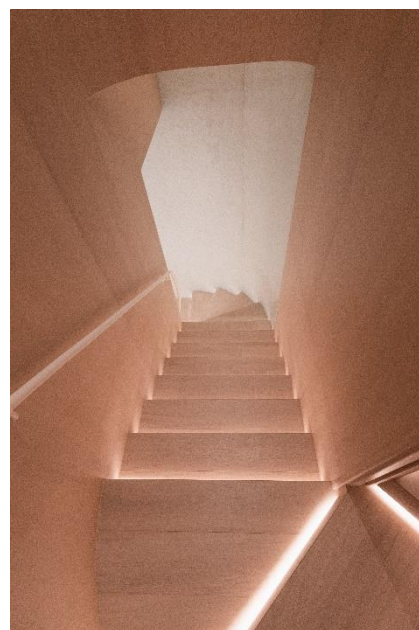
L'ÉCOLE, School of Jewelry Arts in **Paris**
31 rue Danielle Casanova, Paris 1^{er}
@lecolevanclleafarpels
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L'ÉCOLE Asia Pacific in **Hong Kong**
K11 MUSEA, Victoria Dockside
Unit 510A, 18 Salisbury Road, Hong Kong
@lecoleasiapacific
#lecoleasiapacific



A third permanent campus in **Shanghai**
L'ÉCOLE China to open mid 2023
Twin Villa, Huaihai Middle Road, Shanghai
WC: LECOLE_China



THE LOCATION & ATMOSPHERE

While traveling around the world to share its knowledge, the three successful nomadic editions in Hong Kong have notably let L'ÉCOLE find a home in Asia: 2019 marked the official opening of L'ÉCOLE Asia Pacific in K11 MUSEA, Hong Kong to be its first permanent school outside Paris.

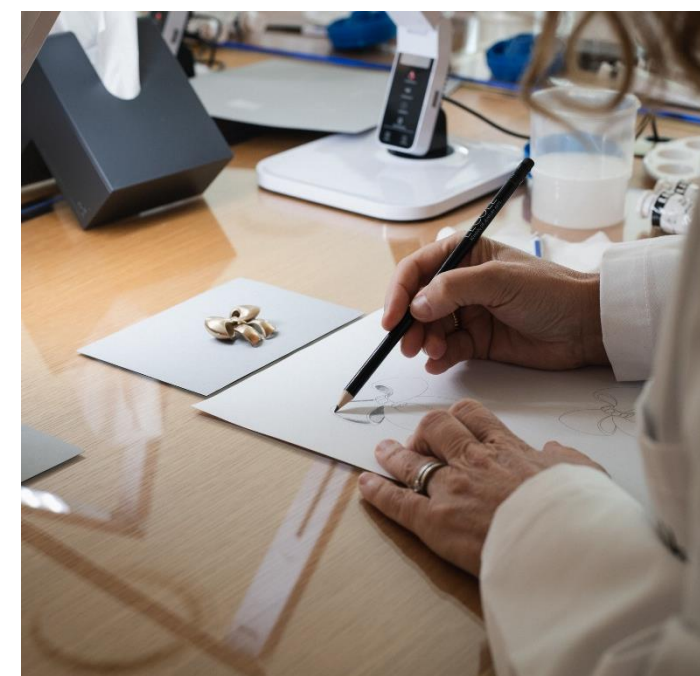
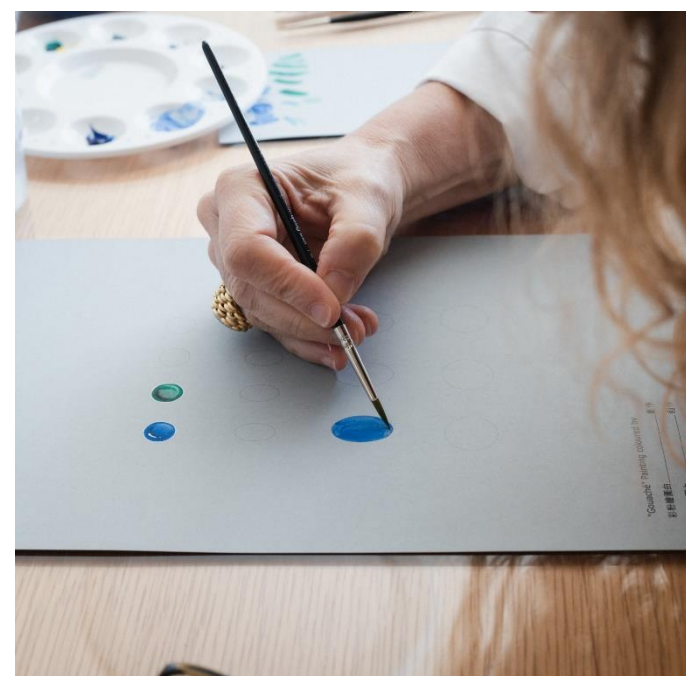
Located at the heart of Hong Kong's vibrant art hub in Tsim Sha Tsui, L'ÉCOLE welcomes you and your guests in its beautiful premises.

The school design itself was created by renowned Japanese architect Sou Fujimoto, a long-time friend of L'ÉCOLE, who imagined a modern identity for this Asian venue, with organic shapes, playing with natural day light of the site.

The campus is composed of:

- Reception & Bookstore area
- Jewelry atelier
- Design studio
- Art History rooms
- Gemology workshop
- Library
- Exhibition area
- Panoramic terrace







ART HISTORY Classrooms



GEMOLOGY
Workshop





EXHIBITION
area



PANORAMIC TERRACE





COURSES

L'ÉCOLE offers classes in English, with Cantonese or Mandarin interpretation upon request, arranged around three broad themes: *Savoir-Faire*, the Art history of Jewelry, and the Universe of Gemstones.

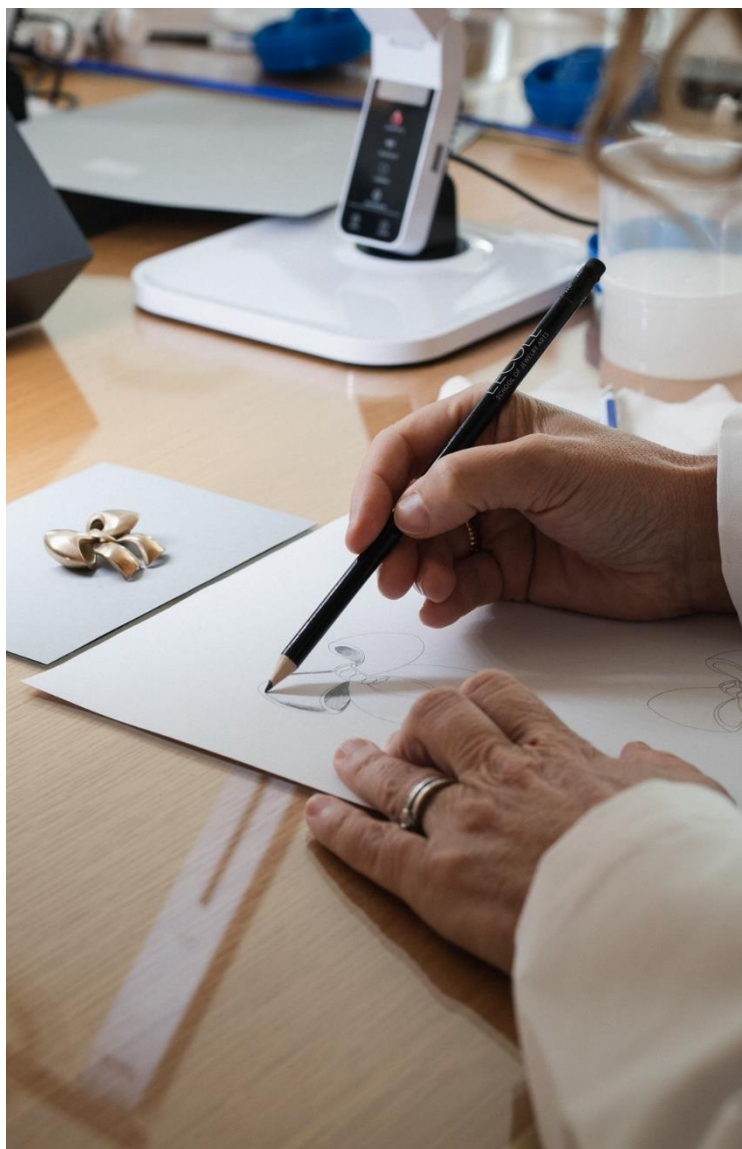
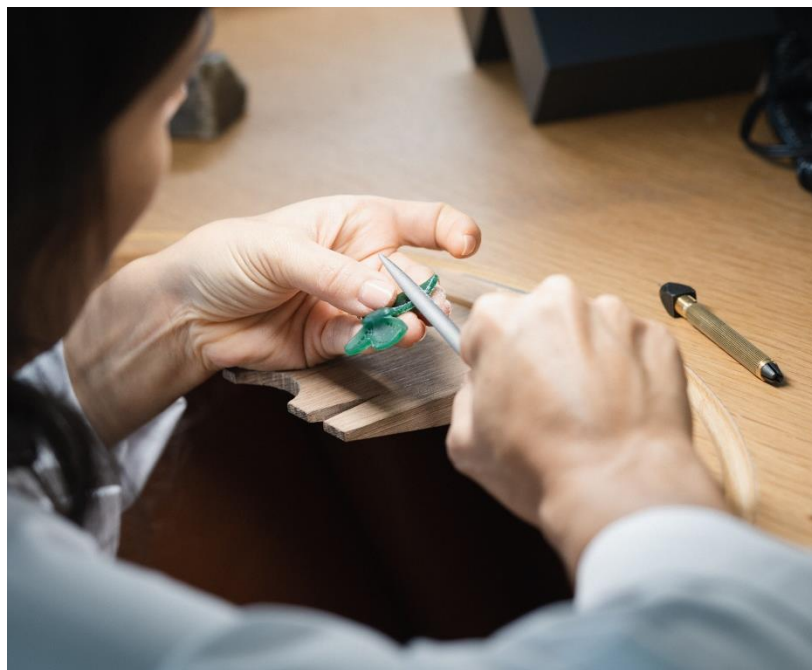
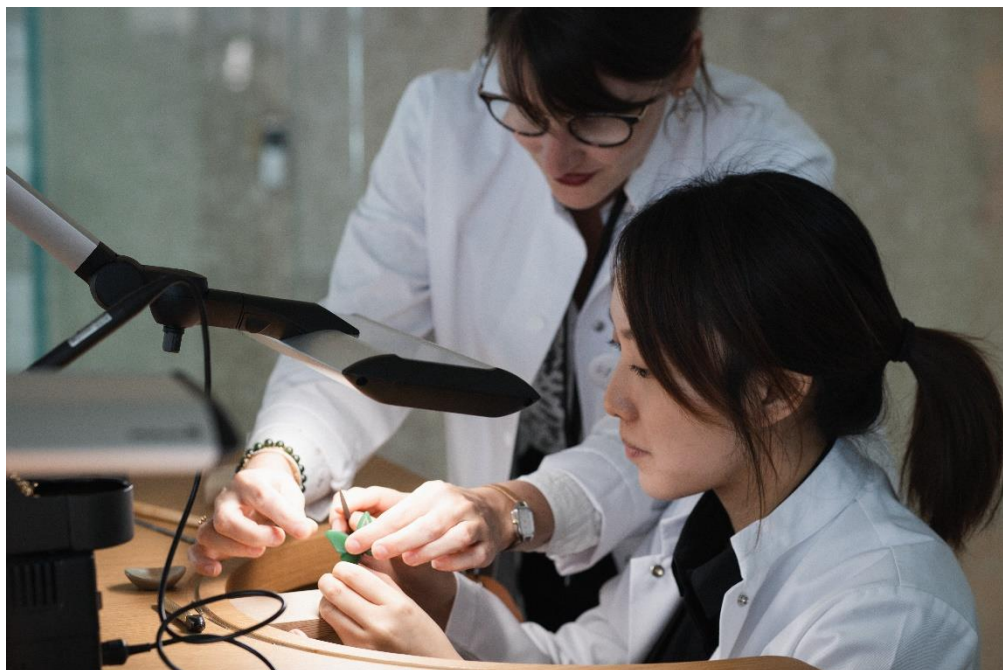
The classes are very hands-on and there is no prerequisite of knowledge or skills. Lasting for 2 to 4 hours, they are given by at least two instructors and welcome 6 to 12 participants* maximum. Whatever their length, all classes are carefully scripted to keep students on the edge of their seats.

Our teaching team is composed of jewelers, designers, mock-up makers, art historians, and gemologists.

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.

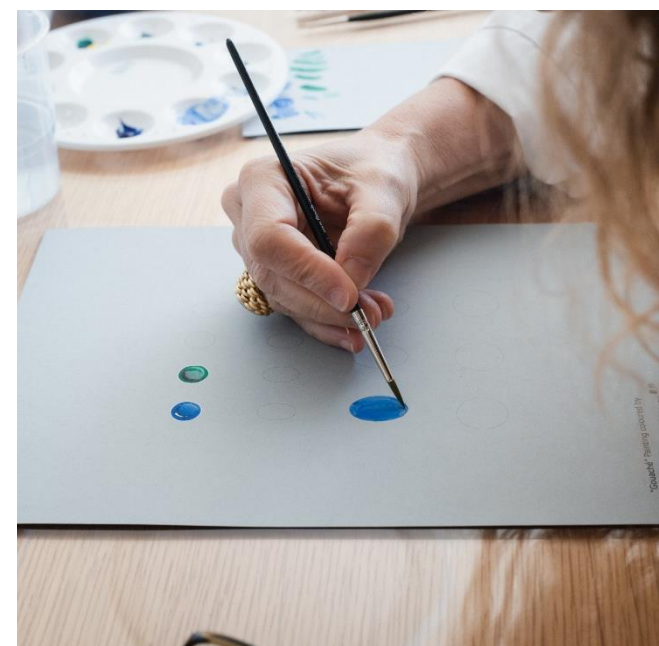
* Capacity varies in accordance with the latest government announcements and social distancing measures.



SAVOIR-FAIRE

Discover and experience the richness of jewelry *savoir-faire*, from the gouaché to the setting techniques.

Courses of 2, 3 and 4 hours
From 6 to 12 people* maximum depending on the course



* Capacity varies in accordance with the latest government announcements and social distancing measures.



ART 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.

Courses of 2.5 and 4 hours
Up to 12 people* per course



* Capacity varies in accordance with the latest government announcements and social distancing measures.



THE UNIVERSE OF GEMSTONES

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

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



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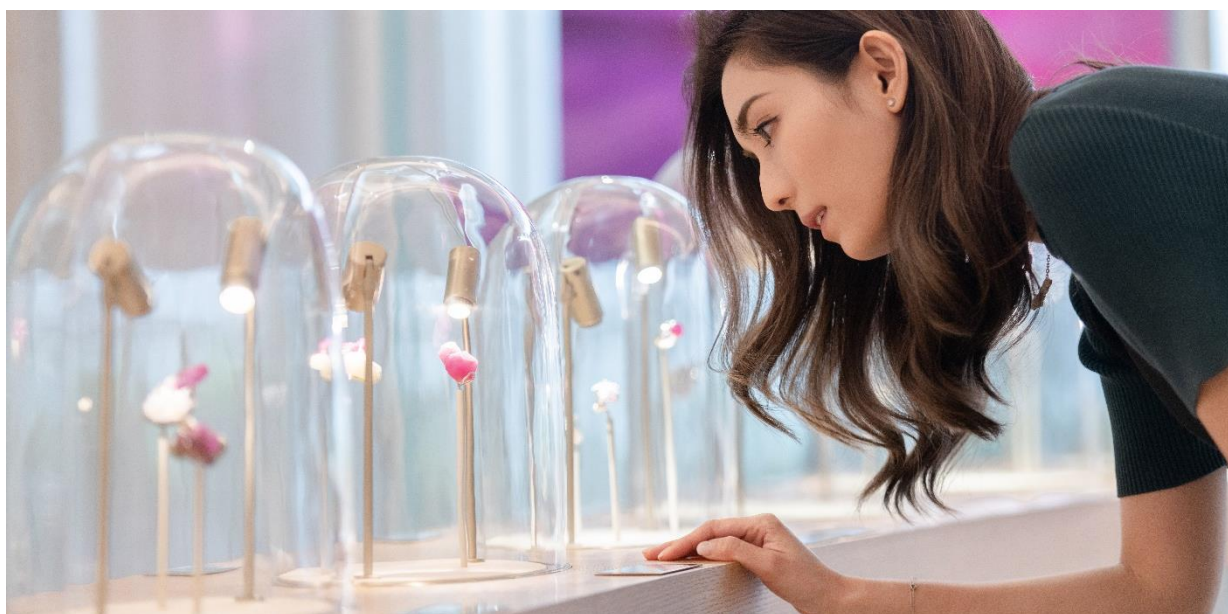
CREATIVE WORKSHOPS for children and teenagers

Our offer consists of 4 workshops for children and 2 workshops for teenagers, for 6 to 12 participants* maximum depending on the workshop.

Parents can participate in the workshops.



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EXHIBITIONS

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

Previous exhibitions:

- Precious Art Deco Objects
- Discover the Gemstones, Ruby & Sapphire
- The Art of Gold, 3000 Years of Chinese Treasures
- Lacloche, Parisian Jewelers, 1892-1967
- Men's Rings
- Daniel Brush *(to open in Q2 2023)*

TALKS

L'ÉCOLE has developed about 30 conference themes that you can privatize. With topics such as "The Great Jewelry Collectors", "Marie Antoinette's Jewelry", "Ruby, Art & Science" and many others, our talks are moments of exchange and discovery. Our conference room can accommodate up to 60 people*.

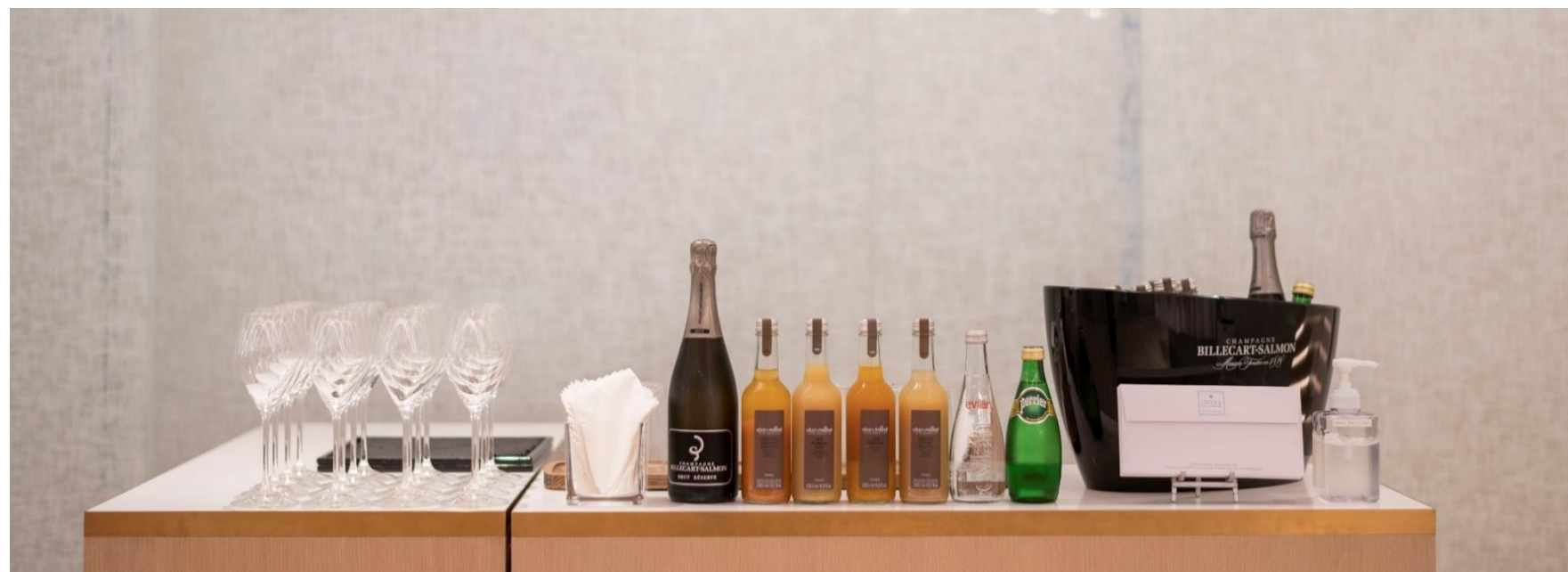
These talks are offered face-to-face, but we can also organize Live Online sessions upon request.

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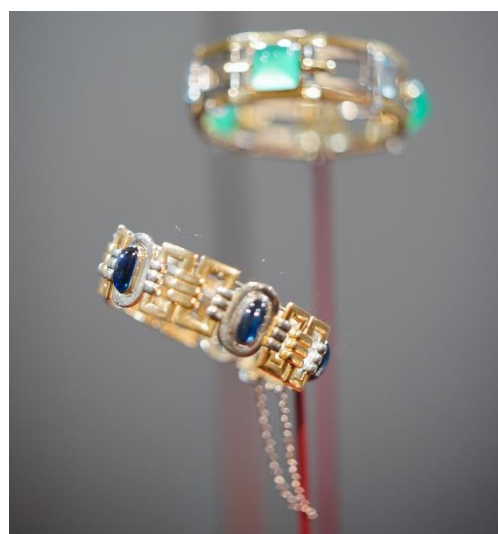


CATERING

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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BESPOKE EVENTS

L'ÉCOLE, School of Jewelry Arts, offers exceptional and privileged encounters with talented craftsmen and historians to discover the secrets of ancestral techniques and the world of gemstones.

From privatizing a class to organizing tailor-made visits and workshops, we can accommodate up to 100 people* in our premises.

We can offer several formats, depending on your needs: meetings, conferences, private classes and workshops, team building activities, private exhibition tours, or cocktail receptions on our panoramic terrace facing the iconic Victoria Harbour.

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Examples of private events at L'ÉCOLE, School of Jewelry Arts – Hong Kong



For your team members

Team Building Day

30 employees*, 3 hours (2:00pm-5:00pm)

The day is devoted to the discovery of L'ÉCOLE, School of Jewelry Arts, and of the professions at the heart of jewelry creation.

Your group of guests is divided into 3 sub-groups of about ten people, each following a 45-min activity in parallel:

- A presentation of L'ÉCOLE and exhibition tour led by one of our art historians
- A visit of our jewelry atelier and design studio, with demonstrations of jewelry techniques by our experts
- A visit of our gemology and art history classrooms, with a gemologist and an art historian sharing about gemstones, on both a scientific and a historic approach

The day will be closed with a cocktail reception on our panoramic terrace.

Training Seminar

12 employees*, 3 days

Six classes are organized over three days (two classes of 2 to 4 hours per day) on various topics:

- One day of *savoir-faire* classes
- One day of gemology classes
- One day of art history classes

On the last day, students receive their certificates during a ceremony, with a photo session and a cocktail reception.

Examples of private events at L'ÉCOLE, School of Jewelry Arts – Hong Kong



For your clients or partners

Private Reception

50 people*, 2 hours

The evening starts with a cocktail reception, and your guests can also enjoy our current exhibition with the guidance of our art historians and docents.

Two experts then animate a 1-hour evening conversation on a selected topic, such as:

- The Secrets of Jewelry Design
- Understanding Art Deco Jewels
- Emerald, Art & Science

Many other topics are also available.



Private Exhibition Tour

25 people*, 2 hours

Our experts will guide your group through a fascinating exhibition in our premises for a 1-hour sharing session. It will be ended with a cocktail reception. A catalog of the exhibition will be offered to your guests.



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Examples of private events at L'ÉCOLE, School of Jewelry Arts – Hong Kong



For groups of individuals

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.

Topics for private classes could be:

- Introduction to Setting
- The Gouaché in High Jewelry
- Discover the Gemstones
- Art Nouveau Jewelry

Family Experience

4 parents and their children*, 2 hours

Set up of the workshop « Discovering the World of Gems », ideal for bringing together parents and children between 13 and 17 years old. Ensclosed in the gemology workshop, parents and teenagers use gemologist's tools to examine colored and ornamental stones.

Workshops for Young People

12 people*, 2 hours

Children and teenagers from ages 5 to 17 are invited to develop their creativity while discovering a new world. Guided by our experts and in the presence of parents, younger children will have the opportunity to express their creativity by making their own jewel, decorating a treasure chest, a precious clock, or crowns and swords.

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Find us on

