

# Aluminium Heritage Partner Companies





**The Aluminium Heritage Partner Companies** is an original initiative for promoting and sharing the unique cultural heritage of a material – aluminium – and an industry that are unfamiliar to the general public. The Partnership is intended, on a lasting basis, to spotlight and develop the knowledge of aluminium and its contributions to society as a whole. It includes support for academic research, actions to promote architectural, technical and documentary heritage, and public projects and events such as books, exhibitions and Internet development.

The Partnership was instigated by Institute for the History of Aluminium (IHA), a not-for-profit organisation based in Paris. For more than 20 years, IHA's team of experts has focused its know-how and experience on serving mutual understanding between business and society through information management projects, research in history, economics, management and other fields, publishing and cultural event engineering.

The Partnership is based on the international network of resource people that IHA has built in businesses, trade organisations, universities, museums, publishing houses and administrations. IHA benefits from the support of Rio Tinto Alcan, Association française de l'aluminium (AFA), Aluminium Research and development Centre of Quebec (CQRDA) and French public institutions. To give its work a new dimension, IHA is looking to involve new partners. It offers them a flexible, modular partnership contract centred on a federative project: helping to enhance aluminium's status by highlighting cultural aspects, a pillar of its sustainable development.

## Cultural Heritage and Sustainability

Sustainability has established itself over the past ten years as a fundamental requirement in the pact between businesses and their stakeholders. It has become a change driver as well as a core vector of communication in the aluminium sector.

Tangible and intangible culture has not featured heavily in sustainable development practices to date, yet it is an essential aspect. It is the focus of IHA's work through the international development of the Institute's programmes:

- ▶ Identification, diagnosis and conservation of companies' "memory assets" (archives, collections, in-house memory, etc.)
- ▶ Studies and research (history, economics, management, etc.) in partnership with universities in the network
- ▶ Cultural projects that constitute events (publications, exhibitions, conventions, seminars, etc.)
- ▶ Global internet portal for aluminium heritage (resource mapping, digital iconography, online resources, etc.)

Aluminium's past heritage is the key to its future. For industrial companies, grasping that heritage means drawing on their roots for strength to look ahead.

# Becoming a Partner Company

## ■ WHY?

For your company and/or its employees, it's a way to...

- ▶ be a player in the development of your own "memory assets"
- ▶ assert your attachment to your roots and heritage
- ▶ commit to a cultural project that is both professionally and personally rewarding

For the entire aluminium industry, it's a way to...

- ▶ assert itself as a fully-fledged player in relations between business and society
- ▶ improve the image of aluminium and its industries
- ▶ bring business and academic research closer together.

## ■ HOW?

By making a commitment alongside IHA to:

- ▶ a global partnership for aluminium heritage
- ▶ support for one or more of IHA's leading projects

By choosing the form(s) of commitment best suited to your goals:

- ▶ financial contribution
- ▶ contribution in kind
- ▶ skill sponsoring, involving your company's employees

## ■ AT WHAT PRICE?

- ▶ Four levels of annual contribution from 3,000 euros
- ▶ Tax deduction (in France) under the 2003 law on sponsoring (60% of donation within the limit of 0.5% of turnover)
- ▶ Possibility of paying the donation locally to benefit from the relevant legislation (in some European countries).

Category	Annual amount	Duration
Partner Company	€ 3 000	1 year
Associate Partner	€ 10 000	2 years
Major Partner	from € 30 000	2 years
Founding Partner	from € 120 000	3 years

## ■ IN RETURN FOR WHAT?

IHA offers to work with its Partners to define what they receive in return for their support (in France, this can amount to up to 25% of the sponsors' donations). Here are a few examples:

- ▶ Visibility in IHA's media and at its public events
- ▶ Internal communications: conferences, on-site exhibitions, etc.
- ▶ Public and trade relations: possibility of events on our partners' site: Musée des arts et métiers, Espace Alu, Archives de France, etc.
- ▶ Admission and passes to IHA's partner museums
- ▶ Cost-price services: "memory diagnosis", research, exhibitions, etc.

# IHA in Brief

## ■ OUR MISSIONS

- ▶ Enable a diverse audience – company employees, educational sphere, general public – to discover aluminium and its history, economy and uses
- ▶ Promote knowledge of aluminium by supporting research on history, management, geography, sociology, architecture, environment, etc.
- ▶ Conserve and develop aluminium's global heritage

## ■ OUR STRENGTHS

- ▶ 20 years' experience and acknowledged expertise in information management, research project management, cultural engineering, publishing and Internet development
- ▶ An international network of relations at the crossroads of business, education – from primary to higher -, cultural institutions and local associations and authorities
- ▶ A benchmark website on aluminium "civilisation", the showcase for a unique resource centre (image and book libraries, academic work, etc.)
- ▶ An exclusive partnership with the Jean Plateau-IHA Collection, the world's largest collection of aluminium objects

## ■ OUR SCOPE OF ACTION

IHA covers the world of aluminium as a whole thanks to its bilingual website, researcher network, presence at international exhibitions and publications, etc. The Institute is located less than 30 minutes from the centre of Paris, in Gennevilliers (Hauts-de-Seine, France). Through its various channels and networks, IHA acts as both a local and a global player.

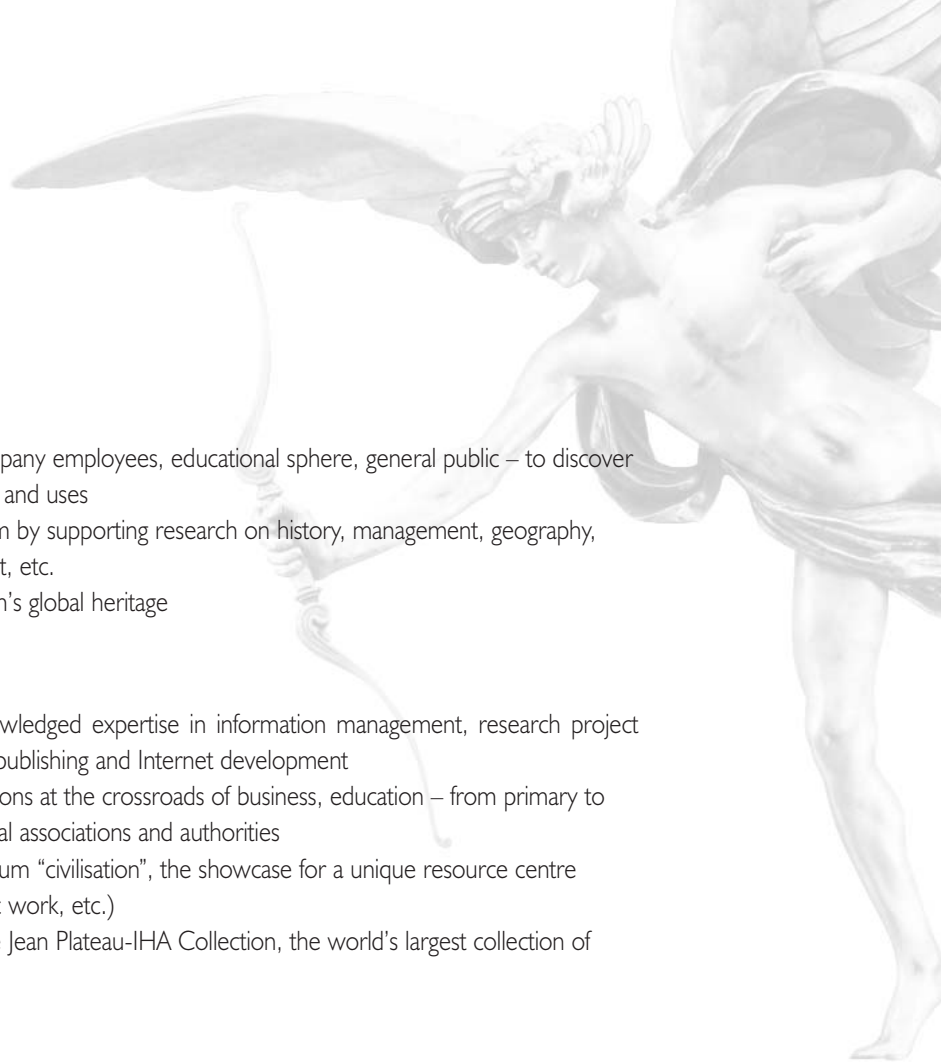
## ■ OUR ORGANIZATION

The Board of Directors is made up of representatives of the world of aluminium and qualified personalities (research and heritage).

The Scientific Committee, composed of eminent academics and specialists, defines scientific orientations, validates activity programmes, awards research grants and assesses achievements.

### FULL-TIME STAFF

- ▶ Ivan Grinberg, Secretary General (project coordination)
- ▶ Patricia Hélié, Assistant (reception)
- ▶ Mauve Carbonell, Scientific Secretary (relations with universities and research centres, content of *Cahiers d'Histoire de l'Aluminium* / Journal for the History of Aluminium)
- ▶ Jenny Piquet, Information Manager (archive and document collections)
- ▶ Thierry Renaux, Heritage and Communications Manager (object collections and Internet development)



# Main Projects

A series of major events to enhance aluminium's status are offered to Partner Companies, including:

- 2008 Creation of digital Aluminium image library  
New format for *Cahiers d'histoire de l'aluminium* - bilingual, two editions and new layout
- 2009 Creation of global Aluminium heritage map  
Production of an audiovisual document on the Jean Plateau-IHA object Collection
- 2010 Prestigious international exhibition of aluminium objects in Essen, European capital of culture  
International Symposium on Aluminium and sustainable development, McGill University, Montreal  
Creation of a collection of fine books, "Aluminium Heritage"
- 2011 Development of the [www.histalu.org](http://www.histalu.org) online library  
Major event on aluminium heritage to tie in with IHA's 25th anniversary
- 2012 Creation of an Aluminium and architecture in the world website for the opening of the Philharmonie de Paris (architect: Jean Nouvel).



# Key Dates

- 2008 Creation of digital aluminium image library  
"Amazing Aluminium!" Exhibition at ALUMINIUM 2008, Essen
- 2007 Publication of *Alucam, An African destiny, 50 years of aluminium in Cameroon, 1957-2007*
- 2006 New Web portal, [www.histalu.org](http://www.histalu.org)  
*Comparative Aluminium Research Program* in partnership with Trondheim University (Norway)
- 2003 *L'Âge de l'aluminium* (The Aluminium Age) Exhibition at Cité des Sciences et de l'Industrie de La Villette (Paris). Publication of *L'Aluminium, un si léger métal* (Gallimard)
- 1998 Symposium: *Aluminium in Europe during the Growth Years (1945-1975)*
- 1991 Publication of *Histoire technique de la production d'aluminium* (Technical History of Aluminium Production)  
Creation of the *European Aluminium Historical Committee*, supervised by the EAA
- 1987 Creation of IHA research grant programme
- 1986 Foundation of IHA, supervised by the French Aluminium Association

# A Spectacular Collection

## ■ THE JEAN PLATEAU-IHA COLLECTION

With approximately 20,000 items dating from the 19<sup>th</sup> to the 21<sup>st</sup> centuries, the Jean Plateau-IHA Collection is a global benchmark. Items are regularly loaned to museums and cultural institutions (Paris, Pittsburgh, Montreal, London, New York, Brussels, Cologne, etc.).

This spectacular Collection is an inexhaustible source of technical, aesthetic and sociological information on aluminium working and utilisation. It illustrates the role of aluminium in the essential changes of the 20<sup>th</sup> century: leisure civilisation, transport boom, industrialisation of packaging, evolution of decorative styles, etc.



## Some of our References

► *Companies and Trade Organisations, including: Association française de l'aluminium, Centre Québécois de recherche et de développement de l'aluminium, European Aluminium Association, International Aluminium Institute, Rio Tinto Alcan...*

► *Universities: Cameroon, Canada, France, Italy, Norway, Spain, United Kingdom, USA...*

► *Publishing: Presses universitaires de Grenoble et de Rennes, Armand Colin, L'Harmattan, CNRS-Éditions, Gallimard, Presses de l'École des Mines de Paris, Éditions de l'Atelier, Vuibert, Economica, Khartala, Presses de l'aluminium (PRAL)...*

► *Museums and cultural institutions: Ministry of Research (France), Ministry of Culture (France), CNRS, Cité des Sciences et de l'Industrie (Paris), Musée des arts et métiers (Paris), Centre Georges Pompidou (Paris), Musée automobile de la Sarthe (Le Mans), Musée national de l'automobile (Mulhouse), Espace Alu (Savoie), Carnegie Museum of Art (Pittsburgh, USA), Deutsches Museum (Munich, Germany)...*



## Contact

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