

Impact



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Joined-up action for more impact and global reach

Over the past ten years, the Pictet Group Charitable Foundation has given support to more than 1,000 philanthropic projects in Switzerland and around the world. Among these have been funding for girls' education in the Democratic Republic of Congo (find out more on page 4), resources for a solar power plant in Madagascar as well as educational programmes at the Grand Théâtre de Genève.

Whether at home or abroad, the Foundation aims to have a positive impact where other forms of support are either insufficient or unavailable. Inspired by the philanthropic work that the Partners had undertaken individually for decades, if not centuries, the Charitable Foundation intends to build on the solid base created in the ten years since it was established in 2009. As Renaud de Planta, Senior Partner, said recently, "The Foundation helps give another dimension to the Group's philanthropic activities. In the years to come, our work will take on a more global reach because philanthropy expresses a sense of responsibility and embodies one of our guiding principles. As a company that takes a long-term view, we believe that we're accountable to future generations."

The Foundation's efforts also incorporate a wider sense of civic duty that extends beyond having a positive social impact. This means establishing public-private partnerships, especially in the arts, where many organisations would struggle to survive without the help the Foundation provides. In this issue of Impact, you can read about several theatre companies in the Geneva area which receive ongoing support with a view to preserving a diverse cultural offering and access to culture for all.

You will also learn more about Malaika, Fauna & Flora International and Make-A-Wish Switzerland. These were the three organisations that won the in-house competition held this summer to mark the 10th anniversary of the Pictet Group Charity Foundation. The aim of the competition was to support humanitarian projects and charities in which Pictet employees are involved.

Strengthening our charitable work means taking a more collaborative approach. In recent months, we have joined a number of academic committees and working groups to draw up the blueprints for an approach to philanthropy that is more efficient and has greater reach.

By engaging and working with other professionals in the field of philanthropy in Switzerland and around the world, the Foundation hopes to become an even greater agent of change.

On behalf of the Foundation Board

Claude Demole
Foundation Board Member

Stephany Malquarti
General Secretary



Water, education and community: nurturing growth in the DRC

In 2007 the model, philanthropist, entrepreneur and mother of two, Noëlla Coursaris Musunka, had a vision.

Create a non-profit organisation (NGO) that provides education to young girls in one of the most impoverished regions of the Democratic Republic of the Congo (DRC). Noëlla was driven, in part, by her own journey and early childhood in the DRC, which took a dramatic turn after her father died when she was just five. Her mother faced the bleak choice of trying to raise her without any financial support—either that or ask family members abroad to help out. In the end, against every maternal instinct, Noëlla’s mother decided to send her to relatives in Belgium, where she grew up and studied business management before moving to Switzerland.

Pictet Group Foundation's in-house competition 2019 - 1st prize

Yowa Kabongo (Pictet Wealth Management, Geneva) nominated the charity “Malaika”, which received almost 52% of all casted votes. The prize will allow the DRC-based organisation to expand the existing school in the south of the country and enlarge its network of wells.



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Noëlla's vision led to the creation of the Charity "Malaika", an NGO focused on education for girls and issues arising from water scarcity, as well as tackling some of the region's most pressing health and nutritional concerns.

"Getting things off the ground was really tough for lots of reasons," the inspirational founder explains. "But what we're building is life altering and positive in so many ways, which keeps us all focused and helps us attract supporters and grow further."

The three pillars of education, water and health that Malaika targets are interconnected in ways that might not come to mind initially when thinking of a charitable organisation.

"I started out just wanting to build a school, but since there was no water, we had to build a well first. After the first well was up and running, people started coming from afar and so, very slowly, we started to build the entire infrastructure from scratch. It happened very organically and was only possible with support from the local community."

The first one-room school opened in 2011, with an initial intake of 104 girls. Since then, Noëlla has seen her brainchild evolve into a school that operates according to international standards and provides an accredited education for more than 340 young girls annually. It also runs sports, health and literacy programmes for around 5,000 teenagers and adults.

Not forgetting the clean water it provides to over 30,000 people through 19 wells in the south of the vast country.

While changing individual lives in such a profound manner can be incredibly rewarding, running such a vast organisation comes with challenges.

Here, Noëlla's varied background, which saw her move into modelling after her business degree, helps and provides a platform to highlight some of the day-to-day struggles girls are facing in the DRC. This experience also leads to collaborations that end up supporting her cause. Noëlla spends between four and six hours per day working for nothing on her project, besides travelling to Congo twice a year. In recognition of her tireless work, she was named one of the BBC's 100 Most Influential and Inspirational Women of 2017, not to mention an award from the House of Mandela at the Nelson Mandela centenary celebration. She recently partnered with fashion designer Roksanda and The Outnet to launch a high-end collection with the proceeds supporting Malaika.

"I had a clear vision of what I wanted Malaika to become," says Noëlla, reflecting on the progress the NGO has made so far. What does she think still needs to be done? Where does she think the charity will be in 2022, its 15th anniversary year? When asked,



her face lights up and it becomes clear that she is far from done. “It’s hard to describe how moving it is to see the girls grow into young adults and the entire community evolve into a self-sustaining ecosystem that just keeps on getting bigger. Soon, the first generation of girls will leave the school with an education and aspirations to change their lives, become role models to the next generation and give back to the community. There’s so much more we can do – yes, we’ve come a long way, but we’re only at the beginning of our journey.” ■

“I started out just wanting to build a school, but since there was no water, we had to build a well first. After the first well was up and running, people started coming from afar and so, very slowly, we started to build the entire infrastructure from scratch.”

Noëlla Coursaris Musunka



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Thanks to the Centre Protestant de Vacances, children whose parents have very low incomes can enjoy free leisure activities

HELP IN SWITZERLAND

True to Pictet's tradition of giving back to the local community, the Pictet Group Charitable Foundation supports a variety of Geneva-based associations that provide direct and practical assistance to people facing hardship in Switzerland



Creating holiday camps with a difference

Centre Protestant de Vacances (CPV)

The right to leisure and recreation is universal, according to the UN—and who can argue with that? The *Centre Protestant de Vacances* (CPV) in Geneva has spent a good half-century creating the means for children and teenagers—principally from low-income families—to enjoy outdoor experiences in Switzerland and beyond.

The essential concept is to train volunteers and provide the funding for them to develop original holiday-camp ideas and turn them into reality. In 2018 more than 350 volunteers realised six new overnight-stay concepts and ran 85 other holiday camps, 21 of which exist under the CPV's Camp Planning Fund.

For example, a group of younger children enjoyed outdoor camping under the "A bud's life" initiative. Older children could choose between a cycling tour along the Swiss Rhine or pursue scientific research in Brittany. The CPV also organises day camps for younger children, especially during the summer, to help parents who aren't able to take time off work.

The CPV, then, is an organisation that's fully satisfying Article 24 of the Universal Declaration of Human Rights. ■



Listening – by ear, chatline and email

La Main Tendue

For 60 years now, *La Main Tendue* has been available around the clock for anyone who needs to talk to someone. A simple, accessible and anonymous number to call.

Those who dial 143 can hear a friendly voice, feel a presence, and get emotional support. More than 60 volunteers of the Geneva branch of *La Main Tendue* take turns to offer quality listening. They respond 7 days a week to some 18,000 calls a year from people in distress, desperate or lonely. After all, loneliness, which is one of the most frequently mentioned topics, is a growing problem in all age groups.

For over 15 years now, the association has been offering the possibility to ask for help. Since January 2018 the website has also included a live chat. This has helped reach more of the under-25 age bracket. "That's the population group most at risk of suicide," says Henry Morgan, president of the Geneva branch. "In Switzerland, one young person takes their own life every other day."

The Geneva branch's volunteers operate a rota to answer 50 or so calls that come in day and night. "We're aware," Henry Morgan adds, "just how important it is to be able to reach someone who will listen to you. It can completely change a person's life." ■



Children dream of possible futures

Villa YoYo

Fun as a driving force, play as a tool and discovery as a source of learning. These are the principles on which *Villa YoYo* runs 18 free childcare centres across Switzerland.

The first of *Villa YoYo*'s centres for children aged 4 to 12 opened in 1998. It recognised the fact that even in wealthy countries some children don't have access to education, leisure or cultural activities. The centres provide a safe environment where children are welcomed by adults after school. They can play, have a snack or do their homework. The striking concept behind these centres is that they aim to promote integration, prevent violence and encourage children's independence and creativity.

Children are also able to take part in workshops and specific projects. In 2018, for example, the children at the Europe-Charmilles villa in Geneva were asked to imagine a possible future, choosing from five themes: health, new technologies, ecology, cities and families.

"We dream of having swimming pools and gardens on the roofs of all buildings in the city and that all lifts will be replaced by slides," was one ambitious response. Another dream was to build free schools in poor countries so that all children in those countries could do the work they love.

The ethos of *Villa YoYo*—that children have rights and opinions that need to be heard—is well captured in this particular workshop. Every moment spent with the children imparts a lesson for life. At least that's what the dedicated volunteers have learnt from their encounters at *Villa YoYo*. ■



Thanks to Make-a-Wish Switzerland, little Leonor's dream came true: to become Princess Elsa from the Disney movie "Frozen"

Health

The Foundation supports local and international projects aimed at improving public health by funding research or by supporting associations helping people affected by physical and mental issues



Foyer-Handicap's "50 years in motion" awareness campaign in Geneva

Mum, Dad... Why?

Foyer-Handicap

Why is that man in a wheelchair? Can I catch what he has? How does that disabled lady over there do her shopping? These are all questions that children will naturally ask, but parents sometimes struggle to answer. Children, after all, have no filter and their curiosity outweighs any inhibitions. To mark its fiftieth anniversary, *Foyer-Handicap* held an awareness campaign under the motto *50 years in motion*. Attention-grabbing posters featuring children's questions were put up around a stand in Geneva, staffed by people with disabilities, who answered questions from passers-by.

What was the purpose? To meet the general public, in parks and at schools; and thus initiate a dialogue and improve people's understanding of disability with

a view to promoting a more positive and inclusive approach.

"We've received a lot of positive feedback on the campaign – from the authorities, the wider population and our residents," says Ludovic Jaugey, managing director of *Foyer-Handicap*. "It's very encouraging, and we'll be organising more talks and opportunities to meet in the years ahead."

The foundation has come a long way since its beginnings in 1969, yet there is still a long way to go before people with disabilities are fully accepted in society. There are also new issues arising. "Two of the most significant challenges we face in the years ahead are linked to the change in the populations we look after," explains Ludovic Jaugey. "First, the ageing of people with

disabilities requires us to think about how to meet their specific needs. And then, the increase in psychiatric conditions requires extra training for care teams."

Foyer-Handicap plays an important part in Geneva's approach to social and preventive care. It takes an inter-disciplinary approach to running its five care homes and eight workshops and provides work for more than 185 people with disabilities. Some have even become successful SMEs. Its transport service, for example, has a fleet of 30 modified vehicles and makes more than 55,000 trips per year. In all, *Foyer-Handicap* employs close to 500 staff, half of whom are disabled. ■



Relief is as important as healing

Fondation privée des HUG

This year the Charitable Foundation has helped the HUG Private Foundation to purchase a new electrochemotherapy device to provide relief for skin cancer patients. The treatment won't actually heal patients, but improving their quality of life and the care they receive is a worthy ambition. The new device's single aim is to relieve the terrible pain that people with advanced skin cancer endure.

Most who suffer from those cancers are fighting hard against the disease. On top of the shock of the diagnosis and physical pain caused by these tumours on the surface of the skin, they also face exclusion and social isolation as the wounds caused by the cancers are unsightly.

By ensuring the wounds heal faster and better, the new device allows patients to regain a certain dignity and quality of life. This means a lot to them as they can spend more time with their family and friends. Easing their pain is also a way to help them fight and keep hope. ■



A sanctuary in Châtelaine

Le Salon de Sylvia

The *Salon de Sylvia*, in the working-class district of Châtelaine in Geneva, provides day-care facilities for the elderly with cognitive impairment. Each day the centre welcomes up to seven clients, who have the opportunity to express their creativity through dance, art-therapy, DIY and gardening. The daily programme is complemented with board games, laughter therapy, gymnastics and workshops. No single day looks alike – it's a sanctuary away from the rigours of their daily lives.

At various times, caseworkers, nurses, volunteers and young students bring their energy and ideas to activities of the *Salon de Sylvia*. Among the adventures organised by these committed team members for their elderly clients was a three-day trip to the Vallée de Joux, deep in the Jura mountains.

Last year, the *Salon de Sylvia* set up a project for young children with cognitive impairment or behavioural difficulties. They came to spend a day at the *Salon* to celebrate the Escalade (Geneva's traditional December festival). It was remarkable how easily the children were able to connect with their older companions. The encounter was one of the most moving of the year, both for the carers and the elderly residents. ■



An entrepreneurial approach to saving hearts

Le Petit Coeur

A child's heart starts beating just weeks after conception and progressively develops into one of the most vital organs of the body. But it doesn't always function perfectly. In Mozambique and Cambodia some 2,000 children are born every year with a heart defect.

Enter René Prêtre, head surgeon of the cardiovascular service at *Centre Hospitalier Universitaire Vaudois (CHUV)* in Switzerland. With over 6,000 heart operations on children to his name, his work for the *Fondation Le Petit Coeur* over the past 13 years has saved hundreds of young lives in Cambodia and Mozambique.

The first time he went to Africa, he operated on almost 30 children in just twelve days. "They would all have been dead in the next couple of months or years," he notes, without the complex operations demanded. To ensure the highest reach possible, the surgeon and his team look for children who only need a single operation. With limited time and resources, more lives are saved this way.

To date, René Prêtre and his team have operated on over 300 children in the country. But their efforts go beyond the operating room. "I looked at the problem with an entrepreneurial instead of a medical eye." The team provides training to local doctors to encourage the development of medical expertise and create jobs. More than hundred positions have been created on each site since the beginning of *Le Petit Coeur's* work.

Prêtre hopes the training will inspire local talents to stay in their country instead of practising abroad. ■



Bringing children's dreams to life

Make-A-Wish Switzerland

Getting backspin tips from Roger Federer, singing on stage with Mika or learning the intrinsic details and secrets of cheesemaking... These are just some of the many dreams Make-A-Wish Switzerland has made come true, since 2003. The Nyon-based foundation is affiliated to Make-A-Wish International, the charitable organisation that has been changing the lives of severely ill children for nearly 40 years. Somewhere in the world, a wish is granted every 17 minutes.

It all began with Chris, a seven-year-old American boy suffering from leukaemia, who dreamed of being a highway patrol officer. His mother was convinced that making his wish come true would offer Chris respite from his desperate condition. She was able to persuade local law enforcement officials to grant his wish. They invited the boy to spend a day with the team, after which he was made the only honorary Arizona highway patrol officer in the history of the force.

The joy of his special day — complete with a custom-made uniform and a ride on one of the imposing Harley Davidson police motorcycles — served as an inspiration to one officer.

That officer and a group of friends went on to found an organisation with the express purpose of making magical experiences for severely ill

children come true — The Make-A-Wish charity.

The Swiss affiliation of the organisation was founded in 2003.

It has since fulfilled hundreds of the most heartfelt wishes of children. The foundation works with all the paediatric hospitals in the country who recognise the beneficial effects on the children and the relief it gives their caring families.

Creating once in a lifetime experiences is, of course, not easy. It requires a team with a diverse network, dedicated volunteers, as well as grit and tenacity to make these special dreams come true. The organisation relies on charitable giving and corporate donations to support their wishes. ■

Pictet Group Charitable Foundation's in-house competition 2019 - 3rd prize

Make-A-Wish Switzerland came in third, after receiving 20% of your votes. Paul-Alexander de Sousa (Pictet Wealth Management, Geneva) nominated the organisation, which will enable it to keep up the great work and continue putting smiles on children's faces.



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Help abroad

Our support for social causes abroad goes mainly to Swiss associations operating in developing countries. There is a particular focus on access to education for children and young people.



Walking towards inclusion

Maison Chance

Most of us do it unconsciously: Our ability to walk enables us to work and live independently. Promoting health and social inclusion, the initiatives of *Maison Chance* increase the self-confidence of differently abled people. It encourages their ability to move, communicate and learn, to help them become more independent.

When orphan Thu Hien arrived at *Maison Chance* in 1998, her motor disability prevented her from pursuing an appropriate education. Thanks to the organisation's school, she learned French, sewing, and even tried drawing and IT. Today, her entrepreneurial spirit is paying off. "I am in charge of the *Maison Chance*'s shop that sells handmade products. I am also the receptionist and secretary of the Chance Village management committee" she explains. She even met her husband at the organisation, with whom she has two daughters. "It is like the second page of a book to be written."

Accompanying young Vietnamese with physical and mental conditions, *Maison Chance* has provided education and vocational training to thousands of individuals since 1993. After Ho Chi Minh City, the organisation recently opened a centre in Đắk Nông province, where it currently supports 61 beneficiaries after just one year in operation. ■



Returning smiles to faces

Sentinelles

It's caused by malnutrition and lack of hygiene. It's a gangrenous infection that destroys the facial tissue, leaves victims disfigured and requiring complex surgery. And it's called noma. Parents hide their children out of shame or a sense of helplessness. The tragedy is that, if caught in time, a simple antibiotic would cure the disease. But this antibiotic is out of reach for most of the victims and their families in Africa.

The purpose of the *Sentinelles* Foundation, which is active in Burkina Faso and Niger, helps victims on the spot and organises transfers to Europe for the children requiring complex surgery. In the past 30 years the organisation has helped about 1300 children. Currently 400 children are cared for by the charity through individual monitoring, medical assistance, physiotherapy sessions and academic support.

But *Sentinelles'* programme doesn't stop there. The Foundation is constantly searching for noma victims, while raising awareness in villages with the help of local health facilities.

It is a long-term undertaking, but Edmond Kaiser, the founder of *Sentinelles*, had a clear objective: "Believe, undertake, hope. In the beginning, always by the smallest part. From the smallest part a star will be born, and from the star, a constellation. Until things change." ■

Protecting Cambodia's coasts

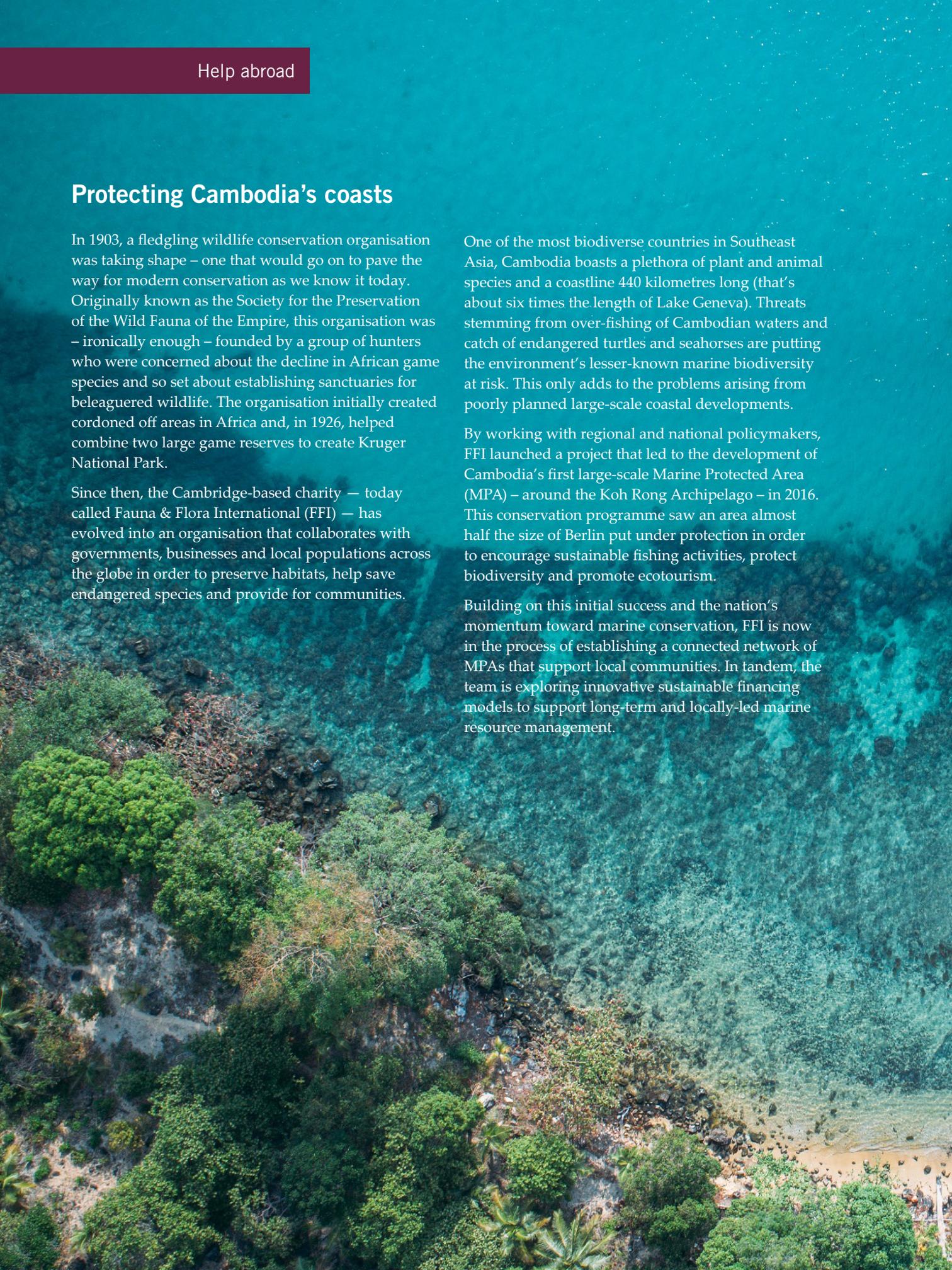
In 1903, a fledgling wildlife conservation organisation was taking shape – one that would go on to pave the way for modern conservation as we know it today. Originally known as the Society for the Preservation of the Wild Fauna of the Empire, this organisation was – ironically enough – founded by a group of hunters who were concerned about the decline in African game species and so set about establishing sanctuaries for beleaguered wildlife. The organisation initially created cordoned off areas in Africa and, in 1926, helped combine two large game reserves to create Kruger National Park.

Since then, the Cambridge-based charity – today called Fauna & Flora International (FFI) – has evolved into an organisation that collaborates with governments, businesses and local populations across the globe in order to preserve habitats, help save endangered species and provide for communities.

One of the most biodiverse countries in Southeast Asia, Cambodia boasts a plethora of plant and animal species and a coastline 440 kilometres long (that's about six times the length of Lake Geneva). Threats stemming from over-fishing of Cambodian waters and catch of endangered turtles and seahorses are putting the environment's lesser-known marine biodiversity at risk. This only adds to the problems arising from poorly planned large-scale coastal developments.

By working with regional and national policymakers, FFI launched a project that led to the development of Cambodia's first large-scale Marine Protected Area (MPA) – around the Koh Rong Archipelago – in 2016. This conservation programme saw an area almost half the size of Berlin put under protection in order to encourage sustainable fishing activities, protect biodiversity and promote ecotourism.

Building on this initial success and the nation's momentum toward marine conservation, FFI is now in the process of establishing a connected network of MPAs that support local communities. In tandem, the team is exploring innovative sustainable financing models to support long-term and locally-led marine resource management.



Pictet's donation will go towards protecting the Koh Sdach Archipelago, an area of similar size, north of the Koh Rong region. FFI believes the research gathered from the two archipelagos, combined with initiatives to build local capacity and collaborative management will enable them to strengthen the resilience of the coastal communities and the marine ecosystem. ■

“The project embodies all that I love about FFI. They engage with all relevant parties, however small or large, and work with them to find solutions that work for all and protect the environment.”

Mark Boulton

Pictet Group Charitable Foundation's in-house competition 2019 - 2nd prize

The conservation charity Fauna & Flora International received almost 28% of all votes, landing it this year's second prize. The foundation's donation will go towards supporting phase-two of a conservation project off the coast of Cambodia.



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High-tech programme to combat displacement

Amnesty International

Amnesty International has launched an initiative that harnesses the latest technology to tackle the global refugee crisis, in a bid to save lives and safeguard the dignity of millions affected by displacement. The “Be There” initiative is a five-year, CHF 50 million programme that seeks to address problems arising from the displacement of people. It is the largest project in the organisation’s history and is split into three parts:

- Utilise high-tech and open-source tools to monitor trends — such as the rise of hate speech on social media — and identify patterns of harm even before a conflict escalates.
- Develop a scalable refugee study scheme in five cities and offer places to live and support to refugees.
- Offer training and legal assistance to increase the capacity of locally based human rights organisations.

Amnesty recognises the need to adapt to changing times and use technology to gather evidence and speak out against human injustices.

The charitable organisation — describing itself as a global movement of more than seven million — has a long history of challenging dictators, scrutinising governments and pointing towards human rights violations.

Since its foundation more than four decades ago, it has been guided by the belief that people everywhere can unite to bring about justice and freedom.

Pictet has been supporting Amnesty International since 2015 and is proud to be associated with the “Be There” initiative. ■



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Culture

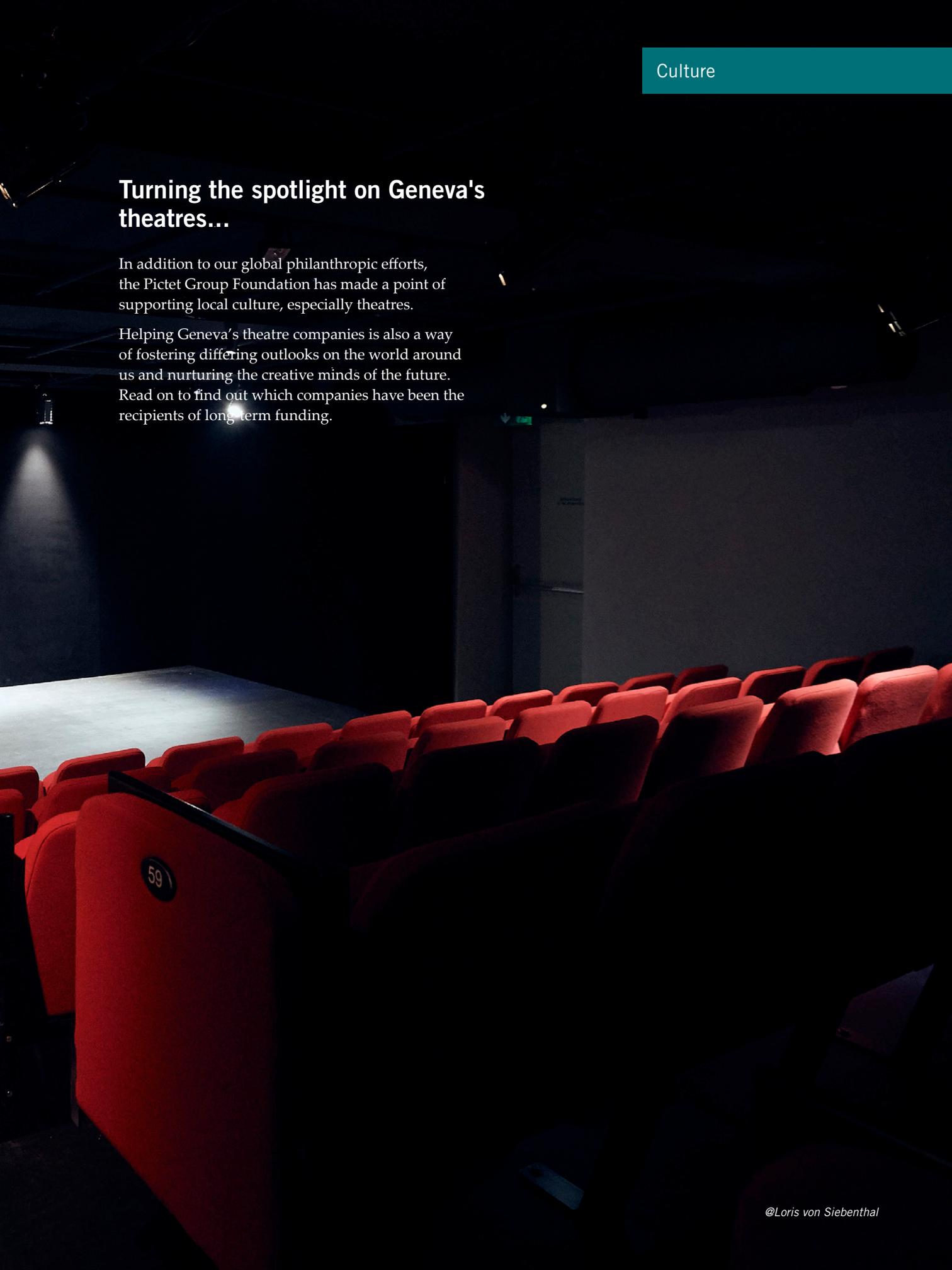
Geneva's cultural heritage is inextricably linked to Pictet's history of philanthropy. Our Partners' involvement in the arts, music, theatre, and dance over many decades is the reason why these disciplines have been among the major beneficiaries of the Foundation's patronage.



Turning the spotlight on Geneva's theatres...

In addition to our global philanthropic efforts, the Pictet Group Foundation has made a point of supporting local culture, especially theatres.

Helping Geneva's theatre companies is also a way of fostering differing outlooks on the world around us and nurturing the creative minds of the future. Read on to find out which companies have been the recipients of long term funding.





©Elisa Larvego



©Elisa Murcia Artengo

A theatre with its own museum

Théâtre du Loup

Formed in 1978, the *Théâtre du Loup* company has occupied its current home since 1993. Apart from staging its own productions, it coproduces with and hosts other independent theatre companies. The company runs around 10 shows and cultural events per season, averaging around 100 performances. It also organises the *C'est déjà demain* festival to showcase up-and-coming artists.

Courses and workshops are at the core of the company's artistic project, enabling it to pass on knowledge and training in the performing arts. Body and vocal work are part of the curriculum as well, together with improvisation and text interpretation. Another of its specialities are the visual arts, including mask- and puppet-making, model-making and painting.

The *Association du Théâtre du Loup* also boasts its own museum, *Muzoo*, which opened in 2014. Its collection comprises the company's historic stage designs, as well as masks of all sizes, some eye-catching accessories together with costumes and set components. The *Muzoo* and the *Théâtre du Loup*, which welcome audiences for guided tours and workshops, are in the register of Geneva museums and organise events as part of the annual *Museums at Night* festival, *Theatre Festival* and *European Artistic Craft Days*. ■

The Artistic Lab

Théâtre du Galpon

The *Galpon's* artistic project is rooted in the long-term work of three independent companies, the *Compagnie de l'Estuaire*, the *Studio d'Action Théâtrale* and the company *A Hauteur des Yeux*.

Founded in 1998, the *Galpon* provides a nurturing environment for the performing arts. Designed, developed and managed by its companies, the institution brings together creative artists and professionals from the fields of dance, theatre and arts training.

The *Galpon* is a kind of laboratory, where local artists can develop their spirit of invention and creative flair. Its programming is eclectic and not driven by expectations of results or the need to meet aesthetic guidelines set by management or fashion. ■



©Carole Parodi

A puppetry masterclass

Théâtre des Marionnettes de Genève

The *Théâtre des Marionnettes de Genève* - Switzerland's oldest puppet theatre - is one of the few European theatre companies exclusively dedicated to puppetry. Bristling with creativity and purpose, its mission is to promote and support the development of puppetry in all its forms. The *Théâtre des Marionnettes* performs shows for audiences of all ages and can stake a claim to being one of the most intergenerational theatres in the city.

It can trace its roots back to the *Les Petits Tréteaux* company founded in 1929. In 1939 the company – noted for its artistic excellence – moved permanently into the living room of the founder's private mansion, rue Constantin, in Geneva. It was then renamed *Les Marionnettes de Genève* and became a theatre when it relocated to its current home in 1984.

Under the impetus of its successive directors, the *Théâtre des Marionnettes* has expanded its repertoire by inviting foreign puppet theatre companies and embracing a broader range of puppetry techniques. In the 1970s, the string puppets used exclusively until then were joined by rod puppets and later by table puppets. Today, the theatre is open to all forms of puppetry and to performing contemporary and powerful scripts, making the *Théâtre des Marionnettes de Genève* a living and committed institution, where creativity and thought meet. ■



@Loris von Siebenthal

The family-run little gem

Théâtre Le Crève-Cœur

The *Crève-Cœur*, founded by Raymonde Gampert in 1959, is one of the oldest theatre companies in Geneva. Its first home was the winepress room at her family estate. The theatre then moved to her vegetable store. Raymonde, a mother of four, had a passion for writing and stage directing and thought it would be useful to have a theatre "close at hand". And thus the *Crève-Cœur* company was born.

Since it can accommodate an audience of only 60, the *Crève-Cœur* has to stage simple productions that encourage people to draw on their imagination and focus on the actors. The *Crève-Cœur* offers an intimate theatre experience which shapes the programming and fosters a sense of warmth and congeniality.

Aline Gampert, the founder's granddaughter, took over as the company's director in 2014. She represents the third generation of her family to occupy the role, a family that has given real soul to this unique venue – a professional theatre housed in a former family home. ■

Pictet Group Charitable Foundation

Foundation Board

Nicolas Pictet (Chair), Claude Demole
Renaud de Planta, Marc Pictet and
Marie-Laure Schaufelberger

Donations committee

Anne-Claude Betrix Pizzinato, Claude Demole,
Dariane de Planta, Stephany Malquarti,
Christine Mazières, Patrick Mulhauser
and Marie-Laure Schaufelberger

Contact

Stephany Malquarti
+41 58 817 2259
smalquarti@pictet.com

Impact publication

Editorial committee

Stephen Barber, Riccardo Bonferroni, Eric Burg,
Claude Demole, Dariane de Planta, Francine
Jacquemet Perez, Agnès Krausz, Sandrine Lauber
and Stephany Malquarti

Translations (English and French)

Service des Langues, Pictet

Design

Multimedia Production team, Pictet

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