

GREENLINE FOUNDATION

“A new alliance between Art & Nature”

Officially launched in 2021, the **Greenline Foundation (GLF)** endowment fund begins its activities in 2022.

OUR MISSION

GLF cultivates and harnesses the power of art to promote and preserve the value of forests in a changing world.

OUR APPROACH

- **Protect existing forests** and **re-wild** damaged areas, in particular through the planting of trees or the purchase of plots.
- **Initiate artistic events** to raise society’s awareness of this environmental cause by allowing people to rediscover the beauty and critical role of nature, and more specifically of forests.

STRIVING FOR THE FUTURE OF FORESTS

OUR PRINCIPLES

- To **ensure the survival of forest ecosystems** and their sustainable management to guarantee food and climate security.
- **Act for endangered primary and secondary forests** on all continents.
- **Endorse joint initiatives** based in particular on the sharing of expertise and the establishment of collaborative networks.

IN 2022

GLF supports two projects on two continents:

- In **Madagascar** : with the association **Coeur de Forêt** for the restoration and preservation of the Masoala forest damaged by subsistence farming.
- In **Peru** : with the **Envol Vert** association for the effective preservation of the 38,000 ha of forests in the Yanayau Maquia Conservation Concession and its surroundings.

GLF is also preparing to purchase its **first plot** of forest in order to set up a test program combining preservation and agroforestry.

By 2024, GLF wants to initiate and support **five projects on five continents** in order to create lasting partnerships and to participate directly in the purchase of plots of land.

Top uphold this ambition, we collaborate with **the all4trees collective** to establish criteria for evaluating and monitoring the proper conduct of projects. We are also setting up **a committee of experts** to gather and put into practice forestry knowledge.



Olissopolis
Eugenia MUSSA
Monitor Galerie

RAISING AWARENESS THROUGH ART

GREENLINE COLLECTION & THE VIRTUAL FOREST MUSEUM

Launched in 2019, the collection brings together more than **100 works by 50 contemporary artists** drawn together by their sensitive approach to nature. Already active within the public sphere this year, GLF has loaned works from its collection to the International Exhibition at the Venice Biennale and to *Noemie Goudal: Post Atlantica*.

In early 2023, the collection will inaugurate the first edition of its **traveling and educational exhibition**. Our goal: to shine a light on specific aspects of the vegetal realm with a carefully curated selection of works. In the longer term, 2023 will mark the launch of **an annual prize** funding the production of two works on a chosen theme.

GLF wants to go further and harness the opportunities offered by the current digital revolution by **creating the very first virtual museum of the forest**. Visitors from all over the world will be able, via the web or by joining our metaverse, to find in one place artistic works (Greenline Collection, literature, music, ...) and a resources library and to live an experience within the great forests of the world.

OTHER CULTURAL INTERVENTIONS

On the **June 17th-18th** weekend, GLF presented, as part of **Festival Nuits des Forêts**, an artistic journey in the heart of the Fontainebleau forest, exploring and revisiting the myths and folklore of forests. GLF is also currently developing **a forest immersion** project to be ready by 2023 for underprivileged young people. The goal : creating a connection with nature for those who would normally have the least access to it.

HOW TO SUPPORT US ?

JOIN OUR FUNDRAISING EVENTS

- Last **27 August: Forest Fantasy** - an immersive day and night experience of art and nature in the Ognon forest, just outside Paris.
- In **2023**, an **auction** of established and emerging artists in partnership with Artcurial.

BECOME A CORPORATE SPONSOR OR AN INDIVIDUAL DONOR

For this first year, we mainly rely on a close circle of trusted donors. For these early supporters, it is the guarantee of already working toward **a world where art and forests are center stage**. GLF wishes to integrate cryptodonation by the end of 2022. We also want to set up a circle of **godmothers and godfathers** from various spheres of influence who will commit to sharing their voices and skills.

JOIN THE 1% OF ART

GLF, firmly standing at the crossroads of art and ecology, offers the chance for the art world to join its mission from 2022. The principle is that of **1%** : artists, structures, galleries, museums, theatres and other partners can donate 1% (or more) of their turnover to us in the form of an annual partnership and thus support our activities.

Information on the traceability and use of donations is accessible to all our donors.



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