Beat: Entertainment

MIN. OF CULTURE & ECONOMY R. DATI & E. LOMBARD APPOINT LAURENCE TISON VUILLAUME

AS PRESIDENT OF SAS CULTURE PASS

Paris, Washington DC, 15.02.2025, 18:49 Time

USPA NEWS - On the proposal of Ms. Rachida Dati, Minister of Culture, and Mr. Eric Lombard, Minister of Economy, Finance and Industrial and Digital Sovereignty, the President of the Republic has decided to appoint Ms. Laurence Tison-Vuillaume as President of the simplified joint-stock company (SAS) Pass Culture. Ms. Laurence Tison-Vuillaume will be tasked with addressing the many challenges facing the Pass Culture system and the company that manages it. Upon her appointment, the Minister of Culture, while acknowledging a quantitative success with 4 million young users and 87% of an age group, considered that the Pass Culture had not fulfilled all of the objectives assigned to it. Source French Ministry of Culture. In a column published on October 11, 2024 in Le Monde, Rachida Dati, Minister of Culture, announced her desire to thoroughly reform the Culture Pass. She believes that the collective part "is a resounding success", but that the individual part "still remains, too often, an instrument of cultural consumption and social reproduction". Minister of culture, Rachida DATI wishes to take up two challenges: diversifying audiences and diversifying the cultural practices of young people.

LAURENCE TISON VUILLAUME IS ASSIGNED SPREADING THE PASS CULTURE IN THE NAME OF DIVERSITY & INCLUSION FOR YOUNGSTERS

Ms. Laurence Tison-Vuillaume will be tasked with addressing the many challenges facing the Pass Culture system and the company that manages it. Upon her appointment, the Minister of Culture, while acknowledging a quantitative success with 4 million young users and 87% of an age group, considered that the Pass Culture had not fulfilled all of the objectives assigned to it. She wanted the system to evolve towards greater democracy, to turn towards young people who are furthest removed from culture, particularly in rural areas, and to provide greater incentives to diversify their cultural practices. To this end, she decided on fundamental reforms, which are underway in a difficult budgetary context: bonuses for the least well-off young people, those who have dropped out of school or who are disabled; development of geolocation, mediation and editorialization of the application. She made strong demands on the SAS: an expanded strategic council in contact with stakeholders on the ground, total transparency in the eligibility criteria, strict control of operating costs.

LAURENCE TISON VUILLAUME IS A HIGH PUBLIC SERVANT

A graduate of the ENA in the Rene Cassin class (2003), Laurence Tison -Vuillaume began her career at the Ministry of Economy and Finance before continuing it in particular at the Court of Auditors and having a brilliant career in various strategic positions in the General Directorate of Artistic Creation. She was Deputy Mayor of Rouen, Regional Councilor and then Vice-President of the Haute-Normandie region between 2004 and 2012. She finally headed the offices of the Minister of Culture Françoise Nyssen (2017-2018) then of the government spokesperson Sibeth Ndiaye (2019-2020) before joining the General Inspectorate of Cultural Affairs, which she has headed since December 2022. Her knowledge of local authorities, her expertise of the evaluation of public policies and her expertise in the field of creation will be all assets to fulfill this mission. The Minister of Culture would like to thank Sebastien Cavalier, appointed in 2021 and whose term ended on August 31.

She highlights the work carried out under his presidency for the generalization of the Pass Culture which, thanks to the SAS teams, has become an object recognized and acclaimed by young people, available in schools and open to minors from the age of 15. (Source: French Ministry of Culture)

RACHIDA DATI IS PUTING EFFORTS TO MAINTAIN THE SUCCESS OF CULTURE PASS LEVERAGING A UNIQUE FACTOR OF SOCIAL INCLUSION

In a column published on October 11, 2024 in Le Monde, Rachida DATI announced her desire to thoroughly reform the Culture Pass. She believes that the collective part "is a resounding success", but that the individual part "still remains, too often, an instrument of cultural consumption and social reproduction". Minister of culture, Rachida DATI wishes to take up two challenges: diversifying

audiences and diversifying the cultural practices of young people. She wants to "strengthen the democratic mission of the Culture Pass" by giving more to young people from modest backgrounds.

THE CULTURE PASS IS A VERY FRENCH INITATIVE AS A POWERFUL INCENTIVE AMID « CULTURE FOR ALL"

Up to date, four (4) million teenagers have been benefiting from the numerous advantages of the CULTURE PASS since it was launched 2019, with more than 35,000 offers for festivals, cultural spaces. It is a one of kind French initiative initiated by former Minister of Culture Françoise Nyssen back then, and continued by Rachida Dati who is a renowned defender of Diversity& Inclusion policy, doing her best to enable remote population in rural areas, or suburbs, access to cultural events. She also pledges for the accessibility to cultural places and festival, events, for the people with disability, since she is the office, of Rue Valois. A large part of Rachida Dati's programs is since then, dedicated to this cause of lowering barriers usually separating from Paris and the erst of France, even despising the rural areas, and suburbs, by breaking codes as she usually does, since she entered politics in early 2000's

THE CULTURE PASS WORTH €300 OF CULTURAL GOODS & ACCESS TO FSETIVAL, EVENTS…
The Culture Pass was launched in 2019 by the French Ministry of Culture Françoise Nyssen to improve access to culture for young people and give greater visibility to cultural actions.
Created in 2019 to promote access to culture and diversify the cultural practices of young people aged 15 to 18. The Culture Pass proved to be very profitable and a powerful channel of social inclusion, as it Includes an individual share and a collective share allocated to schools. It also aims to encourage meetings between cultural partners and young people, in a society of equal opportunities.
This is what the young French person, (Frenhc citizenship is not mandatory) aged between 15 and 20, is offered to spend up to 300 euros (subsidized by the Ministry of Culture) on cultural goods (when he has downloaded "The Culture Pass app" which is the first cultural application.

1- The application is intended to offer you a multitude of cultural offers and unique experiences near you!

2- You can spend up to €300 on cultural events.

If an event such as dated cultural outings (theater, concerts, museums, etc.), artistic practices (practice courses and workshops, dance, drawing, music classes, etc.), meetings (meetings with artists, discovery of professions...), interests you, you can buy it via the application and you will receive a code allowing you to collect your tickets, and/or an email confirming your registration for the event you have chosen.

3- You can spend up to €100 on digital goods.
If an online offer on the pass Culture application (streaming music, video on demand, online press, online video games, etc.) interests you, you can buy it via the application, you will receive a code allowing you to benefit from the offer.

If you are in the DOM/TOM (French West Indies, and French overseas territories), the ceiling for digital offers may vary depending on your location. Small important clarification concerning the digital ceiling, it is indeed €100 included in the €300 of your pass Culture and not an additional €100. (Source French Ministry for Culture)

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