

THOUGHT LEADERSHIP FACTORY

Increasing the reach through collaborative philanthropy

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Since ten years we are seeing more and more collaborations between foundations. It is about finding synergies and sharing best practices in order to maximize the impact of the engagement. Working with other foundations at different levels further enables the founders to deepen their field knowledge and benefit from a local support system to implement and follow up on projects, while at the same time broadening the scope of opportunities

and providing a holistic approach to the missions that are carried out. One of the key challenges for effective collaborations is to find adequate partners that share common values and goals. In order to facilitate such collaborations, the Fondation de Luxembourg organizes regularly round tables with the founders of the foundations under its aegis. The participants of each roundtable all share a common theme. This can for example be the theme of family foundations,

corporate philanthropy or foundations active in the academic area. The latest roundtable was organized by the Fondation de Luxembourg in October 2014 and involved a dozen founders of foundations active in the area of culture and art. The intention was to contribute to the exchange and the opportunity to share experiences and explore different approaches to philanthropy.

One of the conclusions of the discussions among the philanthropists



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Tonika Hirdman

was that in the current climate of lacking trust, art is an excellent way to make the connection between the different groups of a multicultural society. To quote one of the participants: “You have to wake people up, so that they look themselves in the mirror and thereby also gain respect for others. The event which was held at the Luxembourg club House 17 was followed by a walking lunch during which the discussions between the founders continued in a less formal way.



Patrice Lucas, who created the Loo&Lou Foundation together with his partner, herself an artist two years ago was among the participants of this roundtable. The theme of their foundation reflects very well the above conclusion of the roundtable. The Loo & Lou Foundation’s intention is to contribute to a better world by creating more links between people, in a society where the lack of understanding of each other’s perspectives is generating more violence, more crises and more conflicts.

The Loo & Lou Foundation is a direct reference to this purpose of forming new links to make more sense: a link from the Extreme Orient (“Loo”) to the Western world (“Lou”), a link between the Southern and the Northern hemispheres, a link between tradition and modernity, a link between religion and secularism and a link between human beings, all the same but each different.

The founders of the foundation believe that the act of Art Creation and Contemporary Art are two very powerful vehicles that serve great purposes. Contributing to their promotion has a direct impact that

generates more links between people. In this perspective the foundation supports artists, events and projects with the aim of stimulating the desire to discover, understand, create and get involved in creative design and contemporary art.

To illustrate this with some examples, during the first two years of its existence, the Loo & Lou Foundation has supported a number of emerging artists in conjunction with the famous annual “Nuit Blanche” event in Paris. Patrice Lucas and his partner have acknowledged the lack of supporting structures and funding opportunities for emerging artists, who are therefore very limited in the development of their artistic projects. In the long term they believe that this may well impact the future of Contemporary Art as such.

Another more local project, which is just being initiated is the ArtFreaks project in collaboration with the Luxembourg museum of modern art, Mudam. The purpose of this three-year project is to allow young people to be inspired by contemporary art by exposing them directly to artists and other professionals in the area.

FONDATION DE LUXEMBOURG