



Moët Hennessy

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PRESS RELEASE

MOËT HENNESSY IS THE MAIN BENEFACTOR OF THE FIRST ÉTOILE ROYALE REPLANTING CAMPAIGN

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THE ÉTABLISSEMENT PUBLIC DU CHÂTEAU, DU MUSÉE ET DU DOMAINE NATIONAL DE VERSAILLES PLANS TO RENOVATE THE ÉTOILE ROYALE SITE, CURRENTLY IN A SEVERELY RUNDOWN CONDITION, BY REHABILITATING THE AVENUES AND CARRYING OUT A SWEEPING CAMPAIGN TO REPLANT THE TREE ALIGNMENT PATTERN. MOËT HENNESSY HAS ANNOUNCED ITS INTENTION TO HELP REPLANT THE ÉTOILE ROYALE'S LINDEN TREES. LVMH'S WINE AND SPIRITS GROUP WILL BE THE MAIN BENEFACTOR. TODAY THE PALACE OF VERSAILLES IS LAUNCHING A CALL FOR INDIVIDUAL AND CORPORATE BENEFACTORS WHO WOULD LIKE TO TAKE PART IN THIS INITIATIVE BY ADOPTING ONE OR MORE TREES.

THE LATE 17TH-CENTURY ÉTOILE ROYALE, a masterpiece of Le Nôtre's composition in the heart of the Park of Versailles's main axis, extends the Grand Canal's water perspective for over 10 hectares. The avenues' width and the rows of trees frame the views. A 1999 storm severely damaged the Étoile Royale, which in the past few years has been reduced to a huge stretch of lawn sparsely dotted by approximately 40 Italian poplars still standing from the original rows.

THE REHABILITATION OF THE ÉTOILE ROYALE'S VEGETATION and landscape architecture is currently under way with a complete replanting of the tree alignment pattern of the central circular esplanade (four rows) and the two axial strips (two rows). In all, 446 linden trees (*Tilia cordata*), the traditional species making up the Park of Versailles' rows of trees, have just been replanted following the historic pattern of the grand perspective's main feature.

MOËT HENNESSY IS JOINING THE REPLANTING CAMPAIGN, pursuing its faithful commitment to the Palace of Versailles. Since 1993 Moët Hennessy and its companies have sponsored the « Versailles and the Royal Tables in Europe » exhibition, the restoration of Girardon's « Pluto's Abduction of Proserpine », the restoration of a group of seven sculptures based on the theme of Bacchus in the palace gardens and the « Louis XIV, the Man and the King » show.

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MOËT HENNESSY CHAIRMAN CHRISTOPHE NAVARRE SAYS « *our group's support for the renovation of the Etoile Royale's vegetation and landscape architecture by the Etablissement public de Versailles naturally fits in with the continuity of the sponsorship activities we have been leading for many years at Versailles. It seems essential for us to help save one of our most famous national monuments, which symbolises France's art of living around the world. This landscape and architectural heritage is part of our history and one of our country's cultural treasures. We take pride in contributing to its successful restoration.*»

JEAN-JACQUES AILLAGON, PRESIDENT OF THE ÉTABLISSEMENT PUBLIC DU CHÂTEAU, DU MUSÉE ET DU DOMAINE NATIONAL DE VERSAILLES, SAYS « *I am delighted by this new, faithful and precious collaboration between Moët Hennessy and the Palace of Versailles. I am sure this announcement will be the start of a huge mobilisation of all the companies and private individuals who would like to participate in the Etoile Royale replanting campaign by adopting one or more trees.*»

For more information:

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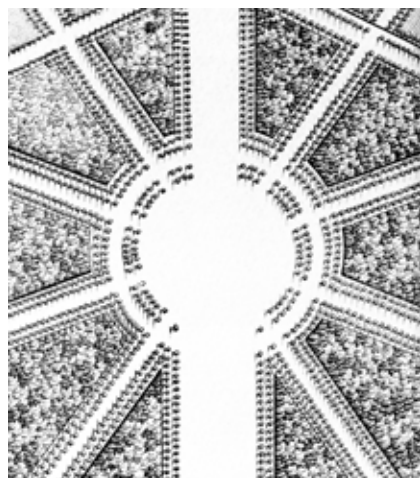
www.chateauversailles.fr/soutenir-versailles

IT COSTS €1,000 TO ADOPT A TREE (the cost of purchasing, transporting and planting a tree and maintaining it for one year). Donors will receive an adoption certificate with their names or the name of the person to whom they would like to offer it to. To make a donation, just send the President of the Palace of Versailles (RP 834 - 78008 Versailles cedex) a declaration of adoption specifying the intention of supporting the replanting of the Étoile Royale, enclosing a bank or postal cheque made out to the order of «l'agent comptable de l'Établissement public du château de Versailles». Donors will receive a tax receipt to benefit from the law on sponsorship entitling them to a tax reduction of 66% of the amount paid for individuals and 60% for companies.

COLAS, A PARTNER OF THE PALACE OF VERSAILLES for the rehabilitation of the park's avenues and terraces, is donating its skills for the redevelopment of the Etoile Royale's avenues and roads (re-establishment of a circular road around the central esplanade and creation of sandy side lanes).



Map of Versailles, the Little Park and its outbuildings, Abbé Delagrive, 1746



Detail of «Map of Versailles...» by Abbé Delagrive, 1746