

# Cartier

Press release

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## **The Cartier Jewellery Institute opens its doors to the public for European Heritage Days**

On 21st and 22nd September 2024, the Cartier Jewellery Institute is opening its doors to the public for the third year running. This exceptional event is part of the European Heritage Days initiative supported by the French Ministry of Culture. Over 300 visitors will have the opportunity to discover Cartier's exceptional jewellery craftsmanship and savoir-faire. In addition, for the 2024 edition of the event and for operation '*Levez les yeux*' (Look up), created in partnership with the French Ministry of National Education, the Institute will welcome school classes and other groups on Friday 20th September.

### **The World of Stones Revealed Through an Immersive Journey**

Planned specifically for this event, the visit to the Institute will unfold across the building's three floors.

To begin, on the first floor, visitors will be invited to follow the creation process of a jewellery piece: from gemstones to design to manufacture. Guests will be able to discover the various tools, techniques and skills used by the jewellers, setters, gem cutters and pearl stringers on-site. This will provide them with a rare opportunity to meet exceptional artisans and to talk to them about their specific skills.

The second-floor areas are dedicated to stone expertise, displaying samples of materials, glyptic stones and examples of Cartier creations. Visitors will have the opportunity to learn more about the craft of an expert gemmologist as they experience a day in the life of one of the artisans. They'll also be able to handle a selection of gems, as if they were in one of the workshops.

The third floor has been set up to allow each individual to sit at a workbench and take part in an introductory setting workshop led by instructors at the Cartier Jewellery Institute. Each guest will be able to set a creation to take home.

### **The Cartier Jewellery Institute's Missions: Preservation, Instruction and Transmission**

Opened in 2002 in an 18th-century mansion in Paris' 9th arrondissement, at the heart of the city's historic jewellery quarter, the Cartier Jewellery Institute pursues a three-fold mission: to preserve, train and transmit.

Cartier is one of the very first Maisons to have created a space dedicated to the preservation and development of its savoir-faire and jewellery craftsmanship. Every year, this space allows the Institute to welcome 150 jewellery craftspeople out of the 340 artisans active in France.

Cartier maintains strong links with both Parisian and regional schools in order to develop the jewellers of tomorrow. In 2023, the Jewellery Institute also took on around 30 interns and 20 apprentices. This year, a gem-setting class will be introduced to the curriculum in partnership with École Boulle, following the polishing class introduced last year.

This third collaboration with European Heritage Days is testament to Cartier's ambition to promote and enhance the jewellery craftsmanship it values so deeply. As part of a sustainable initiative, this event provides an opportunity to discover the world of jewellery savoir-faire and see behind the scenes of the workshops, taking in the artisans' expertise and passion. It also shines a light on the work done by the Jewellery Institute to transmit its savoir-faire through strong links with various schools, in order to inspire future talents.

**Useful information:**

The visits on 21st and 22nd September are free of charge. Booking is required. Registration opens on 2nd September at 9 a.m. on the official European Heritage Days platform.

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**About Cartier:**

A reference in the world of luxury, Cartier, whose name is synonymous with open-mindedness and curiosity, stands out with its creations and reveals beauty wherever it may lie. Jewellery, high jewellery, watchmaking and fragrances, leather goods and accessories: Cartier's creations symbolize the convergence between exceptional craftsmanship and a timeless signature.

Today, Cartier is part of the Richemont Group and has a worldwide presence through its network of flagships and boutiques, authorized retail partners, and online.

[www.cartier.com](http://www.cartier.com)