



Acacias art center **Reiffers** —— **initiatives**

**An emblematic place
with an artistic vocation
and events**

30 rue des Acacias



A signed facade Daniel Buren to enter in history

A cultural space ideally located near the Etoile in Paris, which welcomes and presents to the general public the work of the new French and international contemporary scene.

On the occasion of the fifth anniversary of Reiffers Mentorship in September 2025, the famous artist Daniel Buren signs a permanent *in situ* work on the facade of the Acacias Art Center building, entitled "La Façade aux Acacias".



DANIEL BUREN

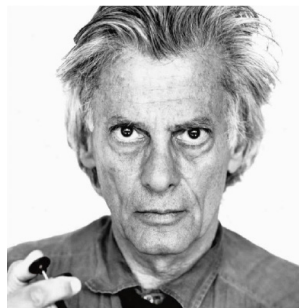
A historic place who welcomed the greatest fashion photographers since the 60s

The emblematic Acacias Art Center which today houses the Reiffers Initiatives was, in the 1960s, a mecca of creation for the greatest French and international photographers.

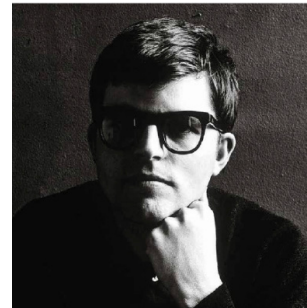
In the 1960s, photographers Richard Avedon, Guy Bourdin, Irving Penn and Francis Giacobetti were accustomed to there and took legendary photos.

In the 90s, the famous Studio Harcourt moved there and carried out the shootings of many personalities.

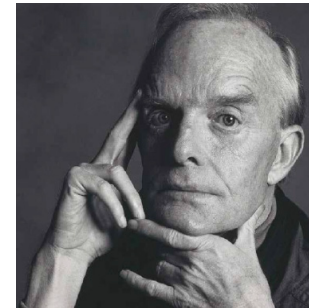
In 2013, the studio was completely renovated and joined the Mazarine group under the leadership of Paul-Emmanuel Reiffers. It thus rediscovers its artistic vocation by hosting exhibitions by French and international artists.



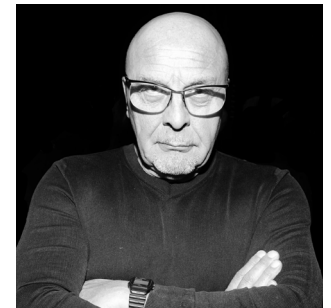
RICHARD AVEDON



GUY BOURDIN



IRVING PENN



JEAN-BAPTISTE MONDINO

A place that welcomes today the greatest artists of Contemporary Art

Today, Reiffers Initiatives perpetuates the history of this iconic place by offering artistic programming recognized in the international contemporary art landscape.

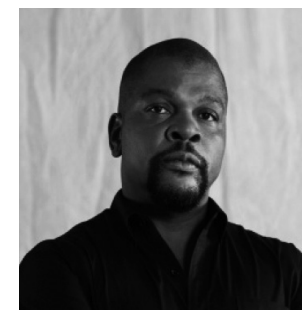
Reiffers Initiatives welcomes the greatest contemporary artists as part of its artistic programming: international figures such as Benjamin Millepied and Barbara Kruger then, under the aegis of Reiffers Initiatives, international mentors Rashid Johnson and Kehinde Wiley as well as young talents from the new French contemporary scene, Raphaël Barontini, Kenny Dunkan, Pol Taburet and Alexandre Diop.



DANIEL BUREN
French visual artist
famous for his *in situ* works



BARBARA KRUGER
American conceptual artist
famous for his hijackings
advertising



KEHINDE WILEY
American artist, famous
portraitist of Barack Obama.
Mentor 2022



UGO RONDINONE
Swiss contemporary artist, widely
recognized for his mastery of
several different media.



BENJAMIN MILLEPIED
Dancer-choreographer artist at
the head of the L.A. Dance Project



RASHID JOHNSON
Artist committed to
African-American art scene.
Mentor 2021



An exceptional place for create unique events

Located a stone's throw from the Arc de Triomphe, the Acacias Art Center offers 600m² spread over two levels. Fully equipped, it has a spacious reception area, a large ground floor and a glass-roofed floor, adjustable according to needs.

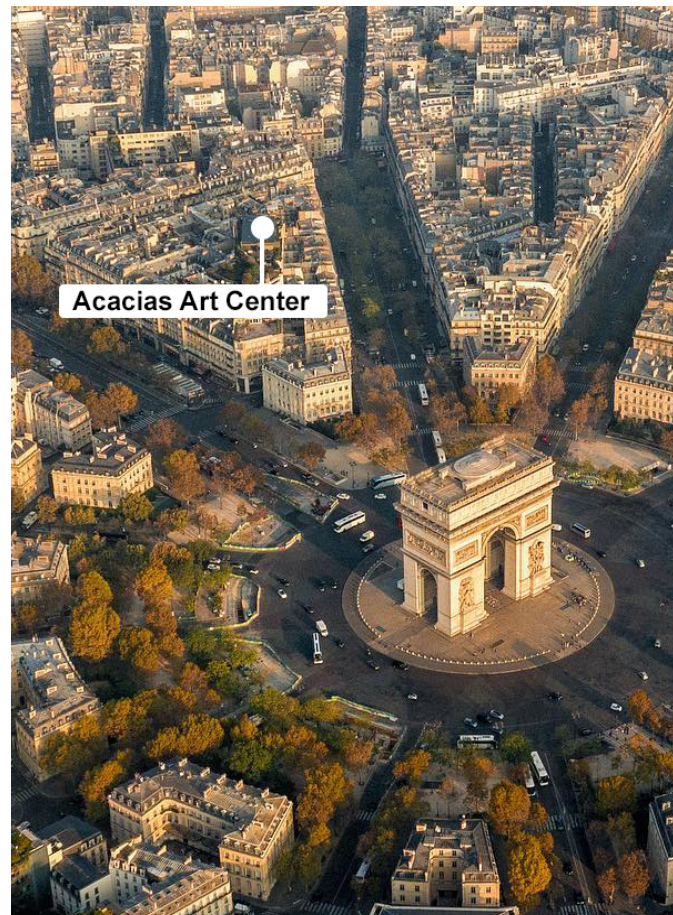
- Showrooms and parades
- Product launches
- Private receptions and dinners
- Press conferences
- Pop-up store
- Shooting and filming
- Exhibitions
- Artistic meetings

This place, designed as a creative gallery, can be transformed as desired, inviting artistic expression.

A rare space, ready to accommodate the most ambitious projects.

A place located in the heart of Paris under the Étoile

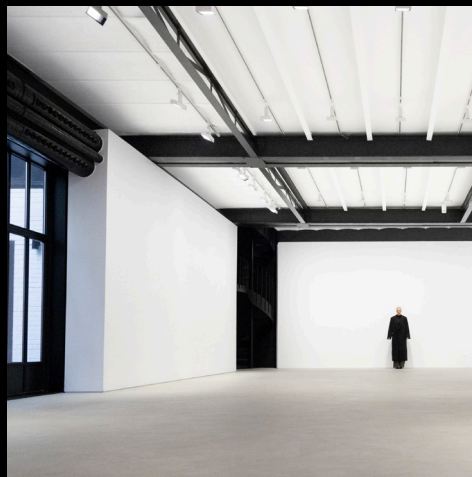
Near the Étoile district, Reiffers Initiatives - L'Acacias Art Center is located in the emblematic Parisian Golden Triangle, epicenter of luxury and new nerve center of contemporary art.



Reiffers Initiatives - The Acacias Art Center is a unique and rare setting, close to the Arc de Triomphe and a few steps from the bustling Matignon Saint-Honoré district, the new golden triangle of contemporary art and a favorite place for international art galleries setting up in Paris.

It is also close to the essential cultural institutions of Western Paris such as the Louis Vuitton Foundation, the Paris Museum of Modern Art and the Palais de Tokyo.

**Spaces exceptional,
completely renovated
by architect Olivier Dwek**



An immersive entrance



An immersive entrance



A museum-sized exhibition platform



A museum-sized exhibition platform



A museum-sized exhibition platform



A floor under the Paris sky



A floor under the Paris sky



Technical sheet

Spaces and volumes



A space of 600m²

Reception area at the entrance:

- A large bay window overlooking Rue des Acacias
- Surface area of 100 m² with its tunnel which leads to the historic spaces of the place

Ground floor:

- A large 250 m² platform with a ceiling height of 4 meters, ideal for hosting conferences.
- A fully fitted kitchen of 30 m²

Ceiling height 7m under glass roof

First floor:

- A large 150 m² platform bathed in light
- A 15 m² dressing room
- A beautiful ceiling height of 7 meters and its glass roof: an ideal space for organizing meetings, shootings with natural lighting and cocktail dinners.

Basement :

- A large storage space of 100 m²

Venue capacity and times



350 people COCKTAIL format

Reception area at the entrance:

- 50 people (COCKTAIL format)

Ground floor:

- 110 people (SITTING format)
- 130 people (PLENARY format)
- 200 people (COCKTAIL format)

First floor:

- 80 people (SITTING format)
- 100 people (PLENARY format)
- 100 people (COCKTAIL format)

The Acacias ART CENTER courtyard cannot be used.

Access from 9 a.m. to 10:30 p.m.

Access for the public: 9:00 a.m. - 10:30 p.m.

Assembly & disassembly: 09:00 a.m. - 08:00 p.m.

Equipment



Equipment provided:

- Connection: high-speed wifi throughout the space
- Sound: speakers available with an iPad control
- Light: ERCO equipment

Novelty technical pack in addition:

- A QSC digital mixing console
- Touchmix 16
- Two microphones together UHF Main
- A Panasonic 7000LM brand video projector
- Qualified sound/video technical assistance

Furniture available at an additional cost:

- 1 large sofa
- 3 coffee tables
- 6 armchairs (4 gray - 2 black)
- 1 mat
- 4 black Prouvé armchairs
- 6 black Verner Panton modules

Our partner caterer

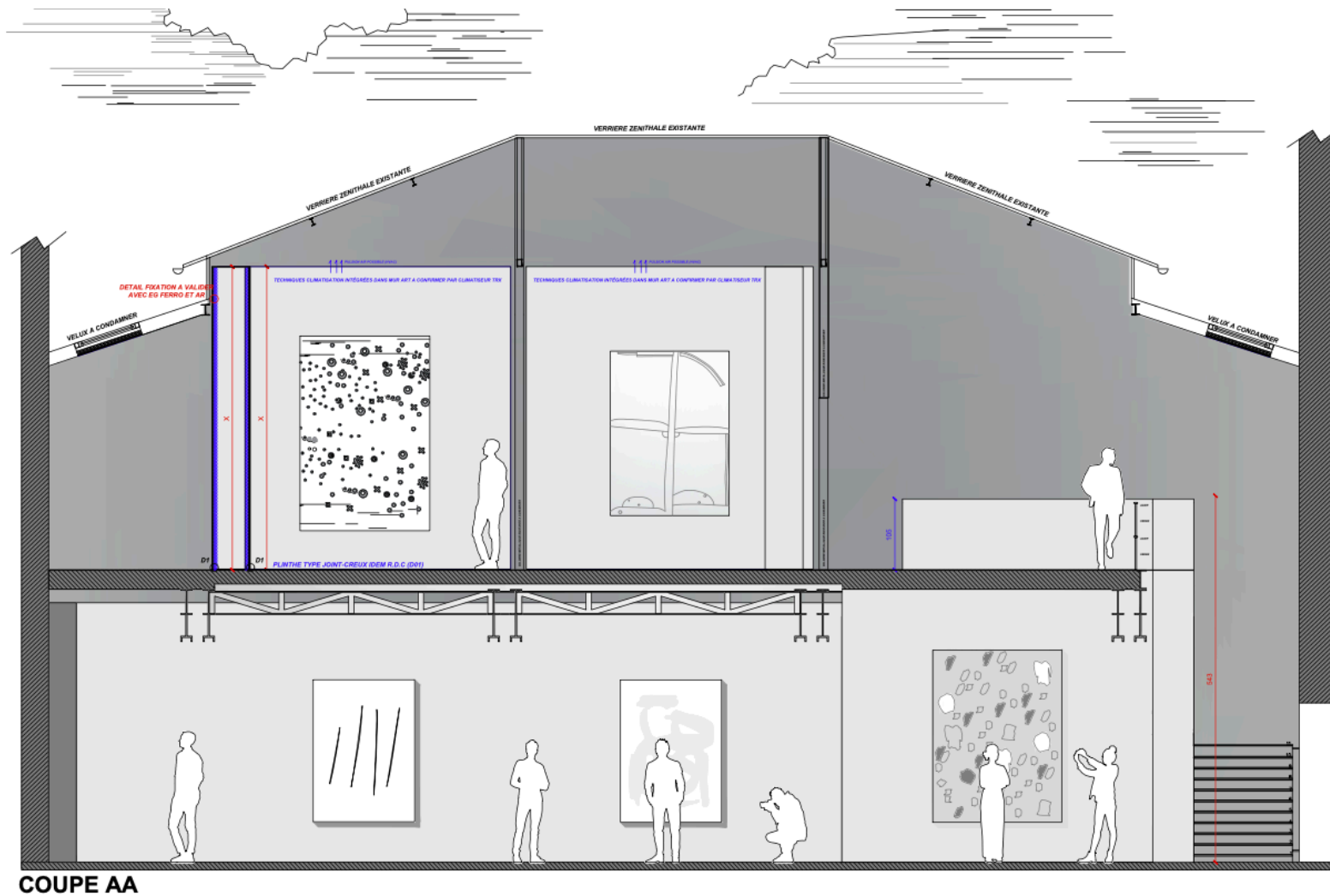
Resident caterer:

LA
MAISON VILLARET
PARIS

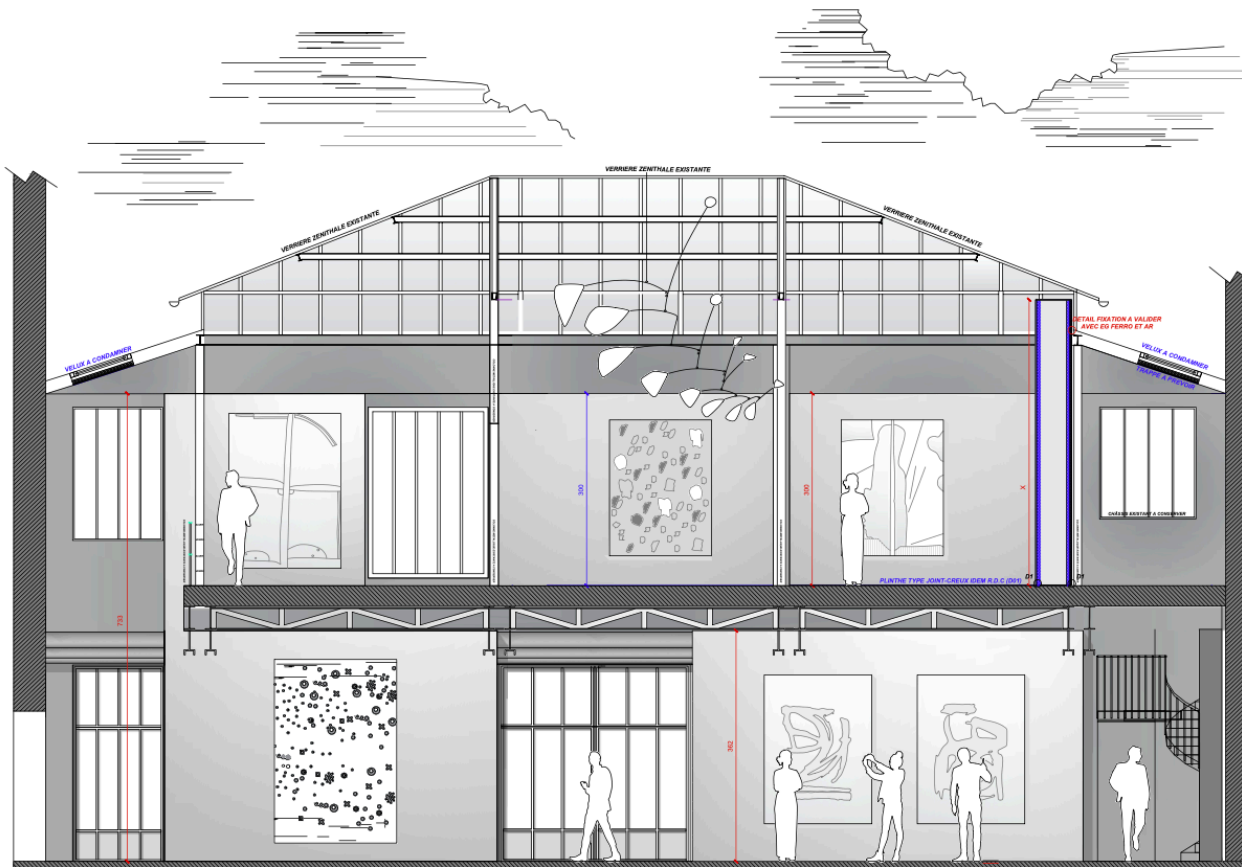
Maele BAILLARGE
m.baillarge@mazarine.com
Phone: +33 (0)1 58 05 49 49

Plans

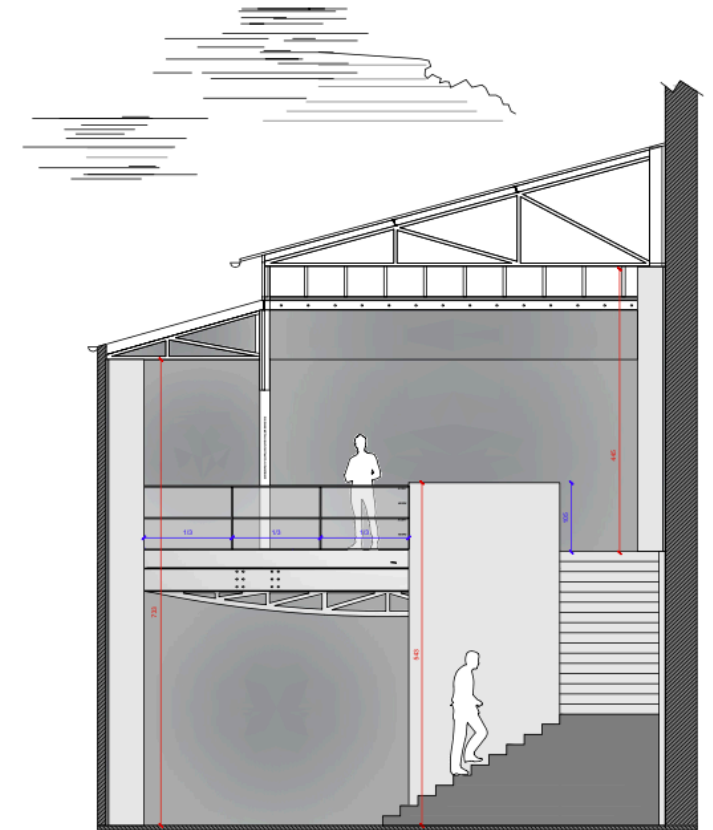
Cutting plane of the building



Cutting plane of the building

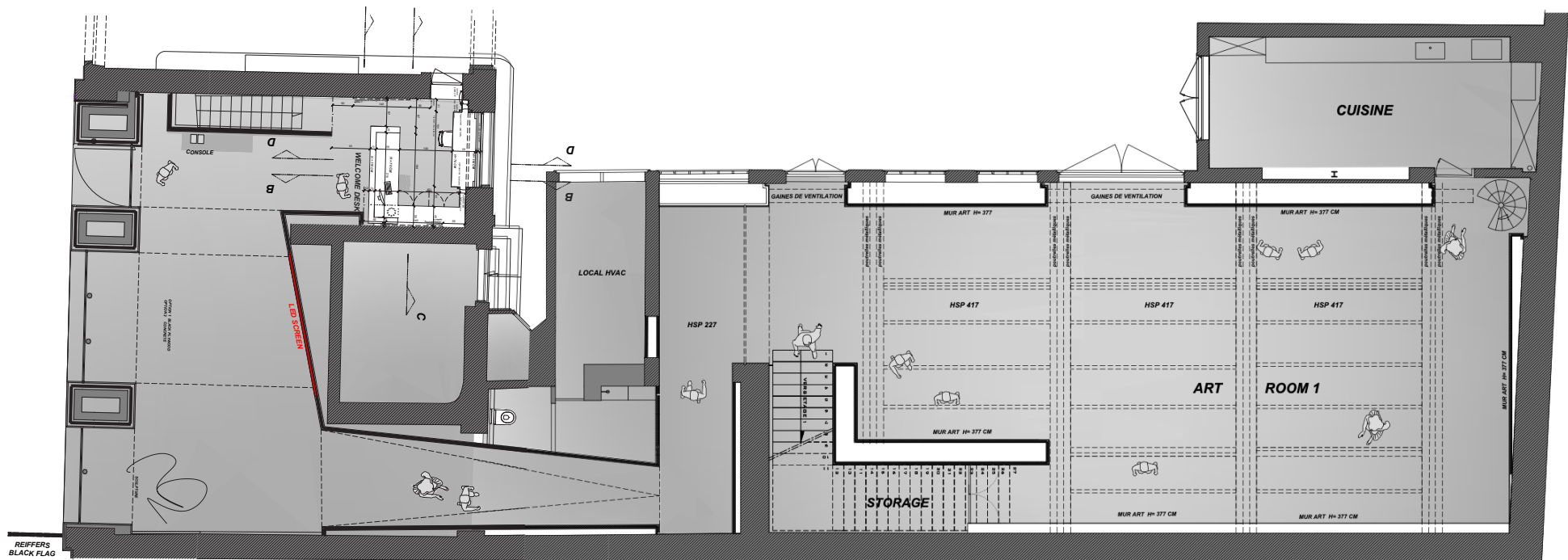


COUPE CC

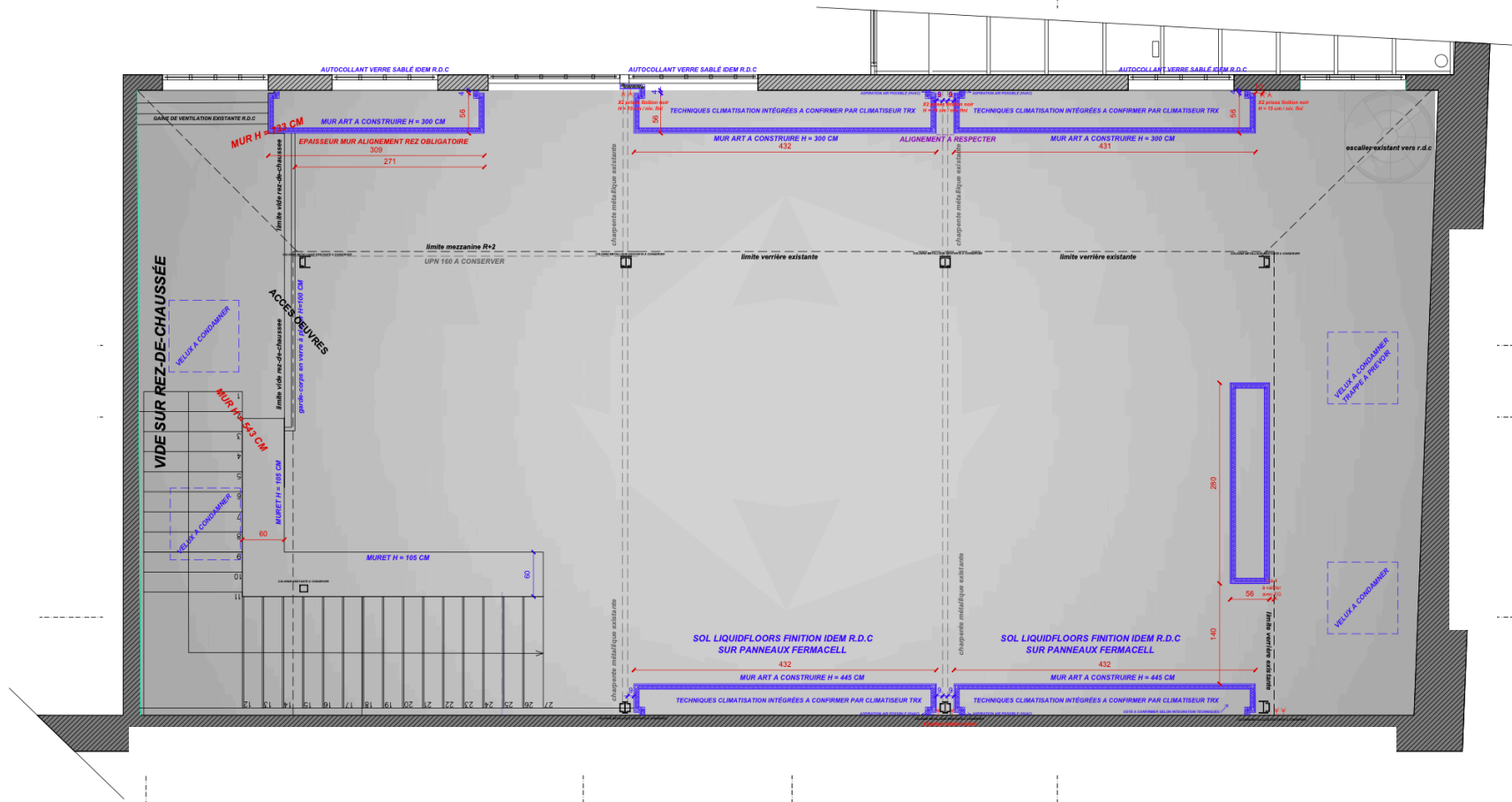


COUPE GG

Plan from the ground floor



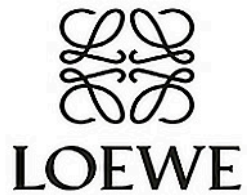
Plan from the first floor



They trusted us



GIVENCHY



BOSS
HUGO BOSS



Dior

AIRFRANCE 



L'ORÉAL



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