

L'ORÉAL

L'ORÉAL SUPPORTS AN EMBLEMATIC EXHIBITION ON BEAUTY IN ANCIENT GREECE AT THE MUSEUM OF CYCLADIC ART IN ATHENS: "KÁLLOS. The Ultimate Beauty"

Clichy, 27 September 2021 – L'Oréal, the world's leader in beauty, is proud to support the emblematic archaeological exhibition of the Museum of Cycladic Art in Athens, "KÁLLOS. The Ultimate Beauty", which will run from September 29, 2021 to January 16, 2022. The exhibition, created by the former Director of the Museum of Cycladic Art, General Director of the Acropolis Museum Professor Nikolaos Chr. Stampolidis and curated by himself and the Curator of Antiquities, Dr Ioannis D. Fappas, is mounted in collaboration with the Ministry of Culture and Sport.

The Museum of Cycladic Art, continuing its series of ground-breaking archaeological exhibitions focused on Humankind and Antiquity, is bringing to life this unique exploration of beauty in Ancient Greece and the concept of Kállos, through 300 exceptional antiquities from Museums, Ephorates of Antiquities and Collections in Greece, Italy (the Italian Peninsula and Sicily) and the Vatican.

The desire for beauty has existed since the beginning of humanity. It's a universal aspiration which crosses time, countries, and cultures. Dedicated to beauty for over a century, L'Oréal has always sought to explore the concepts of beauty across different civilizations and has participated in research, exhibitions and books. It is the first time that L'Oréal has supported an exhibition solely dedicated to beauty in Ancient Greece.

Jean-Paul Agon, Chairman of L'Oréal, has declared: *"Beauty in Ancient Greece is one of the most captivating eras in the history of beauty. The greatest thinkers of the time invented the vision and ideal of Kállos, where beauty and aesthetics are intimately linked to values and virtues. Kállos is a perfect example of the idea of beauty inside and out, body and soul, that we can still see today. It demonstrates how beauty can be a powerful force for good that moves the world. We are proud to support this insightful exhibition which is fundamental both artistically and culturally. I am convinced that "Kállos, the Ultimate Beauty" will resonate in people's hearts".*

Because beauty played a central role in the everyday life and philosophical thinking of Ancient Greece, the concept of Kállos in its ultimate dimension is not a word signifying merely beauty. It is an ideal that was developed in ancient Greek thought and expressed through the poems of the epic (8th century BC) and the lyric (7th – 6th century BC) poets. From the 5th/4th century BC onward, Kállos was formulated gradually in the texts of philosophers, who describe it as a combination of the physical appearance with the virtues of the soul.

About L'Oréal

L'Oréal has devoted itself to beauty for over 100 years. With its unique international portfolio of 35 diverse and complementary brands, the Group generated sales amounting to 27.99 billion euros in 2020 and employs 85,400 people worldwide. As the world's leading beauty company, L'Oréal is present across all distribution networks: mass market, department stores, pharmacies and drugstores, hair salons, travel retail, branded retail and e-commerce.

Research and innovation, and a dedicated research team of 4,000 people, are at the core of L'Oréal's strategy, working to meet beauty aspirations all over the world. L'Oréal sets out ambitious sustainable development goals across the Group for 2030 and aims to empower its ecosystem for a more inclusive and sustainable society.

More information on <https://www.loreal.com/en/mediaroom>

About the Museum of Cycladic Art in Athens

The Museum of Cycladic Art is a living, most appealing destination in the heart of Athens. It focuses on promoting the ancient cultures of the Aegean and Cyprus, with particular emphasis on Cycladic art of the third millennium BC. Founded in 1986 to house the Nicholas and Dolly Goulandris Collection, the Museum holds one of the most comprehensive private collections of Cycladic art in the world. The minimalist marble figurines it is renowned for, has inspired artists of the 20th century, such as Brancusi, Modigliani, Giacometti, Hepworth and Moore.

The Museum's permanent collections include more than 3,000 Cycladic, ancient Greek, and ancient Cypriot artefacts, witnesses to the cultures that flourished in the Aegean and the Eastern Mediterranean from the fourth millennium BC to approximately the sixth century AD. Exhibits from the Museum's permanent collections have been hosted at some of the greatest Museums worldwide, like Tokyo (National Museum of Western Art), Kyoto (National Museum), Houston (The Museum of Fine Arts), Brussels (Musées royaux d'Art et d'Histoire), London (The British Museum), Paris (Galeries nationales du Grand Palais), New York (Onassis Foundation), Madrid (Museo Nacional Centro de Arte Reina Sofía), Rome (Musei Capitolini), Beijing (Beijing Art Museum of Imperial City), and Istanbul (Sakip Sabanci Museum).

The temporary exhibitions of the Museum of Cycladic Art focus on archaeology, modern and contemporary art, aiming to introduce the public not only to antiquity but also to important 20th and 21st century artists and explore the links between ancient cultures and modern and contemporary artistic creation. The Museum has invited artists and curators from all over the world to study and get inspired by its collections, creating a dialogue between ancient artefacts and the creations of our times. So far, the Museum has hosted exhibitions on Salvador Dali, Pablo Picasso, Thomas Struth, Louise Bourgeois, Sarah Lucas, Ugo Rondinone, Jannis Kounellis, Mario Merz, Ai Weiwei, Cy Twombly, and George Condo, among others.

More information on <https://cycladic.gr/en>

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