

## AUDREY AZOULAY

### BIOGRAPHY



Audrey Azoulay, born on 4 August 1972 in La Celle-Saint-Cloud (Yvelines – France) has been Minister of Culture and Communication since 11 February 2016. Her childhood was spent in France and Morocco, where she has family ties.

A graduate of the *Ecole nationale d'administration* (ENA) (1998-2000, “Averroès” graduation), she is also a graduate of the Paris Institute of Political Studies (Sciences Po) (1996) and holds a Master of Business Administration (Lancaster University, Great Britain – 1993) obtained under the Erasmus European exchange programme.

She began her career as Head of the Public Broadcasting Sector Office at the Media Development Directorate, where she worked on the roll-out of Digital Terrestrial Television (DTT) in France, the establishment of an international news channel and the reform of public broadcasting.

From 2000 to 2003, she worked as rapporteur for the Court of Auditors and legislation expert for the European Commission in the fields of culture and communication.

In 2006, she joined the French National Centre of Cinematography and the Moving Image (CNC), successively holding the positions of Deputy Director for Multimedia Affairs, Chief Financial and Legal Officer and Deputy Director-General. She reformed and modernized the systems of aid to France’s cinema, audiovisual and video games sectors by adapting the financial support mechanisms to new forms of broadcasting audiovisual works in the digital domain. She thus established new revenue streams for the cultural industries, based on Internet service providers.

She implemented a wide-ranging national plan to assist digital transition in France for the film and audiovisual industry, including the digitization of cinemas and films. She also launched a recovery plan for the audiovisual sector.

In September 2014, she was appointed Culture Adviser to the President of the French Republic, François Hollande.

At the time of the destruction of the archaeological sites of Nineveh, Nimrud, Hatra, and the Museum of Mosul, perpetrated by the “Islamic State” group, she proposed that the President of the Republic entrust the Director of the Louvre Museum with formulating a plan to protect endangered heritage, which was announced in partnership with Irina Bokova, Director-General of UNESCO, on 18 March 2015.

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She is implementing the plan of action for the protection of endangered heritage in conflict zones. She supported a statement by the Director of the Louvre Museum at the G7 Summit held in Tokyo on 26 May 2016, and the organization by France and the United Arab Emirates of the International Conference on Safeguarding Endangered Cultural Heritage, held in Abu Dhabi in December 2016,

in conjunction with UNESCO, aimed at establishing an international fund for the protection of endangered heritage and financing prevention and restoration action, and at building a network of safe haven countries for threatened cultural property. The fund was effectively established in March 2017.

In November 2016, she launched an international plan for cultural diversity through books, in the form of support for French-language bookshops abroad and translation in the Mediterranean basin. These measures are part of the proactive and comprehensive approach to strengthening cultural relations between countries on both sides of the Mediterranean in the name of diversity, freedom of thought and increased mutual understanding among peoples.

In France, she has undertaken several modernization reforms thanks to her considerable mediation and consensus-building capacities, including the reform of the unemployment insurance scheme for casual workers, a historic agreement that has secured the status of professional creative artists.

In July 2016, Audrey Azoulay introduced the bill adopted on freedom of creation, architecture and heritage, which enshrines in French law the principle of freedom of creation, including an important aspect relating to the protection of heritage and the fight against trafficking in cultural property as well as the modernization of copyright and related rights in the digital domain.

She launched the project “Creation in progress” with the French Ministry of National Education, which provides for an extensive programme of artist residencies in schools throughout France.

Convinced that the crises facing contemporary society can find remedies through access to culture and cultural and artistic exchanges, she has obtained an unprecedented increase in the budget of the Ministry of Culture and Communication.

She introduced gender parity measures for cultural institutions into the Law on Equality and Citizenship.

She is working to strengthen the independence of information with the Act adopted in the autumn of 2016 on media freedom, independence and pluralism, strengthening the guarantees of editorial independence with regard to economic interests.

With the “*Micro-folies*” project, she has promoted an innovative project of hyper-connected digital culture, bringing together performance, museums, video games, artists and schools. The first project was established in a working-class district in the Paris region.

Finally, within the European Union Council of Ministers of Culture, in the framework of the digital agenda and the construction of the digital single market, she is working to protect the rights of authors and creators and to protect the funding systems for artistic creativity.

Audrey Azoulay is actively engaged in innovation and intercultural and intergenerational dialogue, to advance education for all and to involve museums in civic education and fostering a desire to live together, as attested by the “Museums of the Twenty-First Century” mission, which she launched in 2016, and whose recommendations have just been published.

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In her capacity as Minister of Culture and Communication, Audrey Azoulay has been made *Commandeur de l'Ordre des Arts et des Lettres*.

In addition to her mother tongue, Audrey Azoulay is fluent in English and Spanish.

She is married and has two children.