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PARC LEONARDO DA VINCI**

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**THE TWELFTH LEONARDO DA VINCI  
PRIZE IS AWARDED TO THE SWISS  
FAMILY BUSINESS CARAN D'ACHE BY  
JEAN-CLAUDE BIVER**

**IN GENEVA**

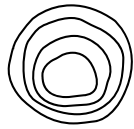
**ON THURSDAY, 28 SEPTEMBER 2023**



*Trophy for the Leonardo da Vinci prize. It is inspired by the aerial screw invented by Leonardo da Vinci, embodying the values of elevation, progress and vision that the Leonardo da Vinci Prize seeks to promote, recognise and honour. © D.R.*

**The twelfth Leonardo da Vinci Prize is awarded to Carole Hubscher, President of the Board of Directors of the Swiss family business Caran d'Ache, in the presence of a large audience of international business leaders and public and political figures. The award, co-founded by the Henokiens Association and Château du Clos Lucé, aims to promote family entrepreneurship as a dynamic and sustainable growth model, reflecting the values held by its creators.**

**Carole Hubscher, representative of the 4<sup>th</sup> generation of the family at the head of Caran d'Ache, receives the trophy from Jean-Claude Biver, entrepreneur and icon of the Swiss watchmaking industry.**



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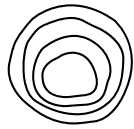


*Carole Hubscher*  
© D.R.

## **THE WINNING BUSINESS RECEIVES THE AWARD FOR ITS VALUES OF TRANSMISSION AND INNOVATION, THE INSPIRATIONS OF LEONARDO DA VINCI**

“On behalf of the entire Caran d’Ache family, I am honoured to receive the Leonardo da Vinci prize today. Since it was founded in 1915, the values of social and environmental responsibility, know-how, transmission and continuity, shared by family businesses, have been an intrinsic part of Caran d’Ache’s DNA. Added to this, for us, is the importance of being “Swiss Made”. We are committed to producing drawing and writing instruments that meet the criteria of excellence and innovation, goals that have been handed down from generation to generation.”

**Carole Hubscher,**  
**President of the Board of Directors of Caran d’Ache**



Caran d'Ache is a Swiss family business founded in 1915, recognised as an international benchmark for fine art and Haute Écriture writing instruments. An icon of the "Swiss Made" label, the 100% Swiss business is now headed by Carole Hubscher, representative of a family that has been involved at the highest level in its management since the 1930s.

The 2023 edition of the Leonardo da Vinci Prize pays tribute to a company whose shared ethical values, respect for human beings and social and environmental responsibility are at the heart of its development. The distinctive family character of Caran d'Ache, which considers its human capital to be one of its greatest assets, corresponds perfectly with the values championed by the award. The promise of excellence in the creation of each drawing and writing instrument testifies to the fact that Caran d'Ache has been respectfully carrying on the art of drawing and writing, so dear to Leonardo, for over 100 years.

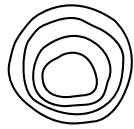
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The Leonardo da Vinci Prize rewards five fundamental values:

1. History and Tradition
2. Business and Family
3. Loyalty and Commitment
4. Memory and Transfer
5. Innovation and Modernity

### **CARAN D'ACHE**

Caran d'Ache, whose headquarters and factory are located in Thônex, in the canton of Geneva, embodies a passion for fine art, elegance and excellence of craftsmanship at the service of creativity. Caran d'Ache employs around 300 people, has a network of ten boutiques in Switzerland and more than 120 shop-in-shops internationally, and exports to 90 countries.

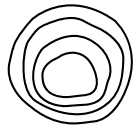


**Business and Family** - Founded in 1915 as “Fabrique Genevoise de Crayons”, before becoming “Fabrique de Crayons Ecridor S.A.” in 1920, it was finally rechristened Maison “Caran d’Ache” in 1924 by Arnold Schweitzer, an ambitious Swiss financier. While sales of Caran d’Ache pencils grew steadily in Switzerland, the same was not true abroad, leading entrepreneur Jacques Hubscher senior and his son Henri to invest in the company in 1930, before becoming owners a few years later. Jacques Hubscher left his mark on the company from 1960 onwards, developing its international activities and diversifying into *haute écriture*, high-end writing instruments. Since 2012, the Maison has been headed by Carole Hubscher, representing the 4<sup>th</sup> generation of the family, with her sister Patricia Hubscher, in charge of governance and activities related to the next generation, and their cousin Dominique Christin, by her side on the Board of Directors.

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**Loyalty and Commitment** - Since its creation, Caran d’Ache has never strayed from its mission: to design and manufacture in its workshops long-lasting drawing, writing and *Haute Écriture* instruments, designed to support all generations in the free and authentic expression of their creativity and personality. Proud of its heritage, Caran d’Ache has always chosen to favour a circular and local economy, both in terms of raw materials and the recruitment of local talent. True to its values, in 2018 Caran d’Ache joined the “UN Global Compact”, an initiative of the United Nations in Geneva aimed at encouraging companies around the world to adopt a socially responsible attitude, by committing to integrate and promote certain humanist principles relating to international labour standards, the environment and the fight against corruption, to help change the world.

**Memory and Transfer** - In addition to having the necessary skills, adherence to the company’s shared values is essential. Solidarity, involvement and responsibility are the fundamentals that underpin the culture of Caran d’Ache, where the transmission of knowledge of fine arts and writing and a strong attachment to the company and its products are handed down from generation to generation.



**Innovation and Modernity** – More than 80 patented inventions developed by the integrated R&D department protect the products, machines and manufacturing processes. Caran d’Ache is one of the very few manufacturers in Europe to master the age-old art of Chinese lacquer. Years of research and development have gone into applying this know-how to the most precious *Haute Écriture* instruments. Whether used in its natural form or pigmented with blue, black or red, Chinese lacquer requires many long stages of transformation and application. *Haute Écriture* instruments enhanced by Chinese lacquer are appreciated the world over for their durability, brilliance and finesse to the touch.

### **CARAN D’ACHE, 108 YEARS OF HISTORY**

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**1915** Founding of the Fabrique Genevoise de Crayons.

**1924** The business is taken over by Arnold Schweitzer, who rechristens it Caran d’Ache, from the Russian word “karandach” meaning “pencil” which has its roots in the Turkish word “kara tash” meaning black stone (graphite).

**1929** Carl Schmid, an engineer from Geneva, invents the Fixpencil, the first pencil with a clip.

**1931** The company invents the Prismalo® water-soluble colour pencil.

**1930s** Jacques Hubscher Sr. and Henri Hubscher invest in the business.

**1960** Jacques Hubscher, son of Henri, joins the business.

**1969** Creation of the iconic 849® pen.

**1970** Production of the first Madison fountain pen.

**1974** The business moves from La Terrassière to its current site in Thônex.

**1994** First limited edition writing instruments.

**2008** Caran d’Ache creates Luminance 6901®.

**2012** Carole Hubscher becomes President of Caran d’Ache, taking over from her father Jacques.

**2015** Caran d’Ache celebrates its 100th anniversary with an extraordinary exhibition entitled “Picasso’s Caran d’Ache”.

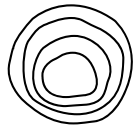
**2017** Caran d’Ache joins forces with Nespresso to create the first aluminium 849® Nespresso pen using recycled capsules.

**2018** Caran d’Ache launches Technalo & Grafcube RGB, the power of graphite fused with the magic of water-soluble colour.

The Geneva-based Maison begins its collaboration with Nespresso.

**2019** Caran d’Ache launches Timegraph, the first fountain pen to include an integrated watch with a mechanical movement.

**2021** Caran d’Ache and Nespresso design the first Fixpencil® with a lead made from recycled coffee grounds.



## **CARAN D'ACHE KEY INFORMATION**

Year founded	1915
Founder	Fabrique Genevoise de Crayons
Headquarters	Geneva, Switzerland
Number of employees	300
Sales outlets	120 in 90 countries

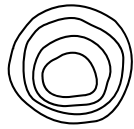
## **ABOUT THE LEONARDO DA VINCI PRIZE**

“Family businesses have succeeded in creating the oldest economic model, shared throughout the world. By creating wealth and jobs, these family-owned and humanely-operated businesses are major players in a globalised economy, and help to perpetuate noble values over the long term. Their ability to pass on their heritage, know-how, collective values and cultures to future generations is the key to their longevity and sustainable growth from one generation to the next. The Leonardo da Vinci Prize is in keeping with the tradition of passing on knowledge, in the same way that Leonardo da Vinci did with his pupils, in the spirit of the Renaissance. The prize rewards the exemplary work of family businesses.”

**François Saint Bris,**  
**President Château du Clos Lucé**

Founded in 2011 by the Henokiens Association and the Château du Clos Lucé, the Leonardo da Vinci Prize is awarded to a family business for its ability to pass on to future generations a set of cultural values and knowledge that constitutes an intangible and living heritage, essential for success and continuity. Through this prize and its winners, the Henokiens and the Château du Clos Lucé seek to bear witness to the capacity of multigenerational companies to adapt, to show they can serve as a model for the economy of tomorrow, and encourage the transmission of the cultural and traditional values and innovation that characterise them. The Leonardo da Vinci trophy was created by the jeweller Mellerio, a member of the Henokiens. It is inspired by the aerial screw invented by Leonardo da Vinci, embodying the values of elevation, progress and vision that the Leonardo da Vinci Prize seeks to promote, recognise and honour.





“The Leonardo da Vinci Prize honours family entrepreneurship that gives meaning to work, anchors it in the regions and roots it in our cultures. The prize-winners reflect the idea that it is possible to embark on and pursue an entrepreneurial venture while adding something extra to the world around us.”

**Alberto Marengi**

**President of the International Henokiens Association**

More info :

<https://vinci-closluce.com/en/leonard-prize>

[www.henokiens.com/content.php?id=31&lg=en](http://www.henokiens.com/content.php?id=31&lg=en)

**The International Henokiens Association**, created in France in 1981, brings together bicentennial family businesses from around the world. Descendants of the founders are still the owners or majority stakeholders of the 56 member companies in 10 countries. Through its members and the values they embody, the association aims to promote the concept of the family business as an alternative to multinationals.

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

**Château du Clos Lucé - Parc Leonardo da Vinci**, located in Amboise, is the residence where Leonardo da Vinci settled in 1516 at the invitation of King Francis I. Appointed “First Painter, Engineer and Architect to the King”, he worked tirelessly on numerous projects before passing away 500 years ago. The Saint Bris family has owned the property since 1855, and opened this cultural landmark to the public almost one hundred years later, in 1954. The family’s mission is to pass on the universal heritage, memory and knowledge of Leonardo da Vinci’s work to as many people as possible. In 2019, the Château du Clos Lucé welcomed 520,000 visitors, 25% of whom were from abroad. It is the 3<sup>rd</sup> most visited monument in the Loire Valley.

Thanks to digital technologies, Clos Lucé is continuing its digital transformation and in June 2021 inaugurated the Leonardo da Vinci Painter and Architect Galleries, a new 500 square metre cultural facility. Visitors are immersed in the creative process and the entire painted work of the Renaissance genius in an immersive audiovisual show.

[www.vinci-closluce.com/en](http://www.vinci-closluce.com/en)