

INTRODUCING THE NEW MANAGING DIRECTOR FOR CHAPLIN'S WORLD BY GRÉVIN

Corsier-sur-Vevey, 13 May 2019 – *Béatrice de Reyniès has been appointed as the new Managing Director for Chaplin's World. Her predecessor, Jean-Pierre Pigeon, had been managing Chaplin's World by Grévin since its launch, three years ago. Ms. de Reyniès has a deep knowledge of the Swiss institution, located in Corsier-sur-Vevey. In 2000, she began a ten-year tenure as director of Musée Grévin, in Paris, and worked on the development of Chaplin's World over four years before it launched, helping make the project a reality.*

With an artistic educational background and a wealth of professional experience in the cultural sector, Ms. de Reyniès has spent the bulk of her career developing and launching cultural and tourist sites, notably those managed by Culturespaces, an Engie subsidiary. In 2000, she joined La Compagnie des Alpes, a leader in the European leisure sector and owner of the Grévin brand.

She rose through the ranks to become the CEO of Grévin International, and was responsible for the strategic and artistic development of Grévin Museums worldwide.

During this time, she opened four museums, in Montreal, Prague, Seoul and Corsier-sur-Vevey, home of the aptly-named Chaplin's World, of which she was a board member. On behalf of La Compagnie des Alpes, Ms. de Reyniès has been in charge of the entire development plan for Chaplin's World since 2014. She has the best possible understanding of the history and potential of the site, and knows exactly how to manage its operations, having served as Managing Director of Grévin for over ten years.

Ms. de Reyniès is delighted to have the opportunity to further enhance the reputation of Chaplin's World, both in Switzerland and beyond, and to help keep the genius of Charlie Chaplin alive.

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