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# BUGATTI SUPPORTS THE WORLD ARCHIVER FOUNDATION AND UNESCO IN THE PRESERVATION OF WORLD HERITAGE




**Bugatti's legacy is one defined by excellence in craftsmanship, peerless beauty, and above all, a profound respect for heritage. Today, the iconic marque seeks to honor its founding values, harnessing the power of its guiding ethos and the platform it has built, to raise**

2026 BUGATTI AUTOMOBILES S.A.S.

## awareness. And so, Bugatti supports the World Archiver Foundation in its new project seeking to reinforce the protection of endangered UNESCO World Heritage sites, Millésime 2020.

With the Earth's heritage under increasing threat, numerous UNESCO sites are facing severe pressures that place them at risk of irreversible degradation or disappearance, should decisive action not be taken. In its precious mission, the Millésime 2020 project — created by the World Archiver Foundation in support of UNESCO's quest for preservation — reveals a world of stark duality: a dichotomy between the natural and cultural splendor that it offers, and the endangered nature of its existence.
Channeling the core essence of what captivates the hearts and minds of people around the planet, Millésime 2020 is a project fusing artistic and technological excellence with philanthropic commitment. Unveiled at the UNESCO headquarters in Paris on 14th November under the patronage of Bugatti, it is an avant-garde technological artwork. Showing thousands of hours of meticulously captured, color-graded and cinematically audio-mixed footage when connected to a screen, it reflects the exceptional beauty of life on our precious planet between 2015 and 2020, curated to reaffirm the urgency of protecting it.

Designed as a true piece of art, those that created the exquisitely crafted cabinet for the Millésime 2020 pored over the rich repository of Bugatti aesthetic over the course of a century — drawing inspiration and imbuing the artwork's design with seamless lines and materials of exceptional quality. The result of master watchmakers, cabinetmakers and engineers pursuing perfection in their craft, the Millésime 2020 sees the pride of humanity come to life, in an artwork conceived to endure the centuries and offer a mesmerizing record of the evolution of the world over the years. The masterpiece, a limited edition of only 100 pieces, can be acquired by the donators and symbolizes a contribution and commitment to the preservation of the world's beauty that can be passed from generation to generation.

At the heart of the Millésime dream is Baptiste Mabillard — a 25 year-old Swiss videographer, and founder of the World Archiver Foundation. His aerial images appear daily on the screens of some of the world's most prestigious television channels worldwide, captivating international tech giants and national institutions alike. But it is a personal philosophy that turned his talent into a mission: ''I want to help others during the time I've been given.''

His profound conviction now guides every action of the World Archiver Foundation, recognized as a public-interest organization and based in Crans-Montana, Switzerland. While Millésime 2020 has just been unveiled, the Foundation's teams continue their work — archiving the beauty of the world in the pursuit of preserving it.

During the unveiling of Millésime 2020 at the UNESCO Headquarters in Paris, Christophe Piochon, President of Bugatti Automobiles, said:

"When Baptiste Mabillard came to visit us in Molsheim to present the project, it resonated quite profoundly. As a global brand built on precious heritage, we hold a deep appreciation for the value in raising awareness of initiatives that preserve our combined history, both for present and future generations. It is therefore important for us to take part in missions like those of the World Archiver Foundation and UNESCO — to use our voice to illuminate the importance of preserving UNESCO World Heritage sites among our clients, our employees, and people around the world. As Bugatti treasures the pursuit of creating cars made for eternity, so we treasure the critical pursuit of protecting the world for all who come after us."

CHRISTOPHE PIOCHON
PRESIDENT OF BUGATTI AUTOMOBILES

Each of the 100 limited editions of the Millésime 2020 project is offered at CHF 200,000 and will benefit UNESCO initiatives dedicated to the preservation of World Heritage worldwide.

More information: World Archiver Foundation | Millésime 2020

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