Groupe Novelty

For nearly 40 years, Groupe Novelty has been supporting major events, live performances and audiovisual projects in France and around the world. Born from a passion for music and technology, the Group has grown with one constant ambition: to bring excellence, innovation and technical expertise to the most demanding live experiences.

Over the years, Groupe Novelty has brought together leading brands and complementary areas of expertise, becoming one of Europe's leading providers of technical solutions for the events and live entertainment industries.

Its independence, entrepreneurial spirit and long-term vision are the foundations of its growth. This momentum is driven by continuous investment in people, skills, expertise and technologies, enabling the Group to support the most ambitious projects in France and internationally.

Beyond technical performance, Groupe Novelty's true strength lies in the dedication of its teams. Every day, they bring their passion and creativity to creating exceptional moments that inspire emotion, bring people together and leave lasting memories for our clients and their audiences.

Jacques de La Guillonnière
Founder President



Groupe Novelty

ABOUT THE GROUP

OUR EXPERIENCE

As the leading provider of technical event services in Europe, Groupe Novelty boasts the largest inventory of AV and event equipment anywhere in the continent.
Through our specialised brands and worldwide locations, Groupe Novelty offers expert know-how, tailor-mode support and the latest event technology – including video, sound, lighting, power, stage structures, technical direction and backline services.
Drawing on decades of expertise and distinctive ‘French touch’, the group supports clients around the globe. With a state-of-the-art equipment inventory and teams of skilled professionals, we know how to make a difference!

OUR VALUES

We craft solutions that are perfectly aligned with your needs, combining practical expertise and strong values to consistently deliver operational excellence.. At all stages in the process, our teams are service-minded and keep their sights set on success in both touch technical and human terms.

OUR MISSION

From brainstorming to scouting, consulting to R&D, design to implementation, set-up to dismantling, our mission is to excel at every stage in the value chain to promote your ideas, concepts, artists and creations.

ANTICIPATION INNOVATION *Know-How* *Kindness*
CREATIVITY ***Engagement*** *PRIDE* Reliability Humain
Team Spirit Expertise Support



OUR SKILLS AND KNOW-HOW



“Expert & Specialist at your service.”

To meet the expectations of our customers, we master the entire chain of technical services for events.

VIDEO | SOUND | LIGHTING | TRUSS | POWER

BACKLINE | SPECIAL EFFECTS | STAGE | DESIGN OFFICE | TECHNICAL MANAGEMENT

3 skills

- Service delivery for events (72% of our turnover)
- AV equipment rental (9% of our turnover)
- Engineering, sales, installation and maintenance of audiovisual equipment (10% of our turnover)

Groupe Novelty

OUR SECTORS OF ACTIVITY



By bringing together specialized companies and qualified experts in the entertainment industry, Groupe Novelty provides quality service in all its areas of operation.

CORPORATE

Trade Fairs
Fashion Shows
Product launches
General meetings
Conferences
Automotive

EVENT

Sports events
International events
Ceremonies
Exhibitions
Major meetings

LIVE

Festivals
Concerts
Tour

PRIVATE EVENTS

Weddings
Wedding planners
Private parties

TELEVISION

TV sets
Live recording

FIXED INSTALLATIONS

Engineering, sales, installation and maintenance of audiovisual equipment, management of the premises by dedicated teams.

THEATRE

Tour
Stage productions

CINEMA

Virtual set
Shooting studios

Groupe Novelty

OUR CLIENTS



COMPANIES AND ADVERTISERS



EVENT COMMUNICATION CONSULTING AGENCIES



AGENCIES SPECIALIZING IN THE LUXURY AND FASHION INDUSTRIES



SHOW PRODUCERS



DESIGN AND SCENOGRAPHY STUDIO



COMPANIES AND LOCAL AUTHORITIES



EVENT SPACE MANAGERS



TRADE SHOW ORGANIZERS



ORGANIZERS OF SPORTS / CULTURAL EVENTS



OTHER EVENT SERVICE PROVIDERS

AT YOUR SERVICE

BY YOUR SIDE

With state-of-the-art equipment and skilled professionals, our teams know the secret to success.

Our staff receive regular training in the latest techniques in sound, lighting, video, stage structures and power management, bringing unparalleled expertise to the planning, assembly, operation and execution of events of all scales.

This training means they are able to adapt to any situation to ensure a successful outcome.

OPTIMUM SECURITY

Safety is our priority for every production, no matter the size.

Rigorous standards in place for set-up and equipment usage ensure secure, successful delivery at every one of our 15,000 annual events.







> ***With a state-of-the-art equipment inventory and teams of skilled professionals, we know how to make a difference.***

OUR LOCATIONS

BORDEAUX • CAEN • CANNES • LYON • MARSEILLE
NANTES • NICE • PARIS • STRASBOURG • TOULOUSE

BANGKOK • BARCELONA • BRUSSELS • DAMMAM • DOHA
DUBAI • KUALA LUMPUR • LISBON • LONDON • MADRID
MARRAKECH • MILAN • MONACO • RIYAD • SINGAPORE

New York & Geneva offices



A GROUP TURNED TOWARDS THE WORLD

The Groupe Novelty supports its clients internationally.

We are committed to exporting our services and know-how worldwide.

We bring to our clients a quality service and the «French Touch» that makes all the difference, with an office and a stock of material within each warehouse.



Saudi National Day (Saudi Arabia)



Vogue x Snapchat (London)



Nissan convention (Spain)



Dior Cruise (Mexico)

OUR BRANDS

novelty

Corporate & Fashion events

magnum

Corporate, Big events & Sport

DUSHOW

Live & Entertainment

alabama

Video

BBS BACKLINE

Backline

BEST AUDIO & LIGHTING

Official French Distributor – Meyer Sound & Elation

C17 SPECIAL EFFECTS

Special Effects

De Préférence®

Audio Engineering

DUSHOWTV

TV Studio Lighting

MAGNUM POWER

Power Distribution & Generation

mediacom BY DUSHOW

Audiovisuel monégasque

MUSIC live

Rehearsal Studios

On STAGE

Stage Structures

PLANET live

Rehearsal Studios

POTAR

Live Events & Touring

SEVEN

technical consulting and rigging solutions...

Rigging

teamagine

Design & Engineering Department

EMC ECOLE SUPERIEURE SON • CINEMA • EVENT

Also Part of Groupe Novelty

Groupe Novelty

OUR FLAGSHIP BRANDS

novelty

- Agencies in Paris, Nice, Toulouse, Bordeaux, Nantes, Lyon, Caen, Strasbourg, Monaco, Brussels, London, Milan, Barcelona, Madrid, Marrakech, Lisbon, Dammam, Dubai, Riyadh, Doha, Singapore, Bangkok and Kuala Lumpur
- Corporate & Fashion Events

magnum

- Locations in Paris and Cannes
- Forporate, Big Event & Sport

DUSHOW

- Locations in Paris, Nice, Marseille and Monaco
- Live & Entertainement

LEADER IN AV FOR EVENT AND ENTERTAINMENT with up to 2,600 employees
Nearly 15,000 events per year on 5 continents
Over 40 years of experience with international references
The largest stock of equipment in Europe

GROUP KEY FIGURES

420M€
CONSOLIDATED TURNOVER

15 000
EVENTS PER YEAR

1 500
EMPLOYEES

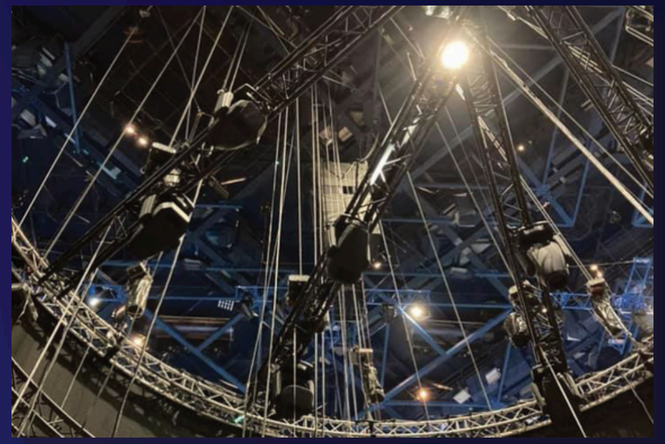
3 500
TEMPORARY STAFF PER MONTH

22
WAREHOUSES IN FRANCE

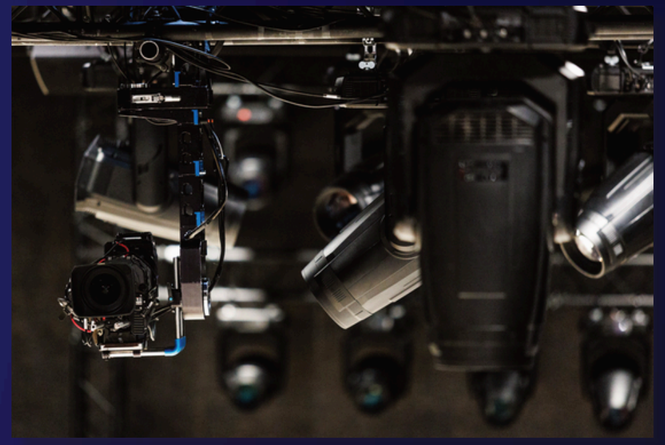
14
OVERSEAS WAREHOUSES

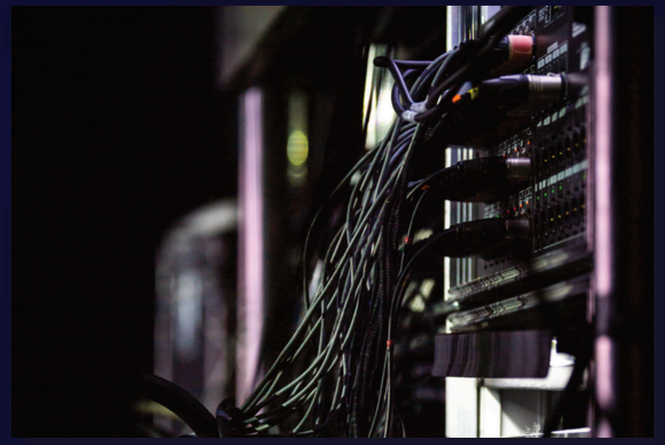


OUR DESIGN OFFICE









In order to offer our clients a high quality service, our Group accompanies them in the technical preparation of their events.

Our design office assesses the technical part of the operation upstream and down to the smallest detail.

A team is dedicated to technical studies (calculation of load plans, modelling of fire plans, etc.), to technological monitoring and to mechanical design.

Coming from different backgrounds, the team members all have a long experience in the operational field. Assisted by the best CAD software, they design reliable piloting tools to carry out the services.

CSR | PERFORMANCE POLICY

To consult our booklet “Responsabilities and Sustainable Development”, click here

Groupe Novelty, as a leader in audiovisual technical services for entertainment and events, is committed to continuous improvement and aims, through its policies, to integrate sustainably into the environmental, economic, and social fabric.

Concretely, the CSR policy of Groupe Novelty is structured around three major strategic development axes:



ECONOMIC RESPONSIBILITY

Economic performance is achieved through the **continuous improvement of our processes**, in line with our ethical principles, with a responsible procurement policy, and a commitment to philanthropy.



SOCIAL RESPONSIBILITY

The development of **social and societal performance** is achieved through the retention of our employees, training, diversity, and gender equality.



ENVIRONMENTAL RESPONSIBILITY

Reducing our environmental impact through innovation, optimizing transportation, recycling, and managing the lifecycle of equipment.

CSR | MISSION AND VALUES STATEMENT


Jacques de La Guillonnière
Founder President

Groupe Novelty is the gathering of passionate experts in technical services within the event and entertainment industries. Our mission is to provide all our clients with services that perfectly meet their expectations.

Groupe Novelty has grown by overcoming incredible challenges presented by our clients, challenges that our teams have brilliantly met.

With this expertise, we are recognized for our technical prowess and the implementation of innovative, even avant-garde solutions. We owe this to our employees who constitute the DNA of Groupe Novelty.

Groupe Novelty places great importance on skills development, recognizing that sustainable progress comes through investing in human talent. Thus, it promotes continuous training, career advancement, and professional fulfillment for its employees. United by the values of kindness, creativity, commitment, teamwork, and expertise, the Groupe's teams embody the diversity of technical professions within the event and entertainment industries. Global Citizen, June 22, 2023 To materialize this commitment, the Groupe implements a responsible management system. It commits to a process of continuous improvement by systematically evaluating the environmental, social, and societal impacts of its activities. This evaluation identifies areas where actions can be taken to reduce negative impacts and promote positive effects. Dialogue with stakeholders is prioritized. The Groupe Novelty recognizes the importance of considering the expectations and needs of all interested parties. It is open to exchanges, feedback, and suggestions to adapt its practices and strategies according to societal changes.

Aligned with these values, the Groupe Novelty is committed to respecting the principles of sustainable development, particularly in terms of inclusion, integrity, vigilance, and transparency. It considers the fundamental principle of universal accessibility at every stage of its activities and in all territories where it operates.


Global Citizen, 22 Juin 2023

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Je remercie les collaborateurs du groupe de maintenir ces valeurs au quotidien.

Groupe Novelty

CSR | OUR CERTIFICATIONS AND LABELS

The Group has obtained ISO 20121 certification and places CSR at the heart of its development.
Our commitment is demonstrated through a strong and proactive adherence to initiatives and labels that, for us, signify pride, meaning, and responsibility towards our clients, employees, and suppliers.

ISO 20121

Standard dedicated to «responsible management systems applied to the event industry,» aimed at promoting sustainable development integrated into event activities.

UN GLOBAL COMPACT

Joining the UN Global Compact demonstrates our commitment to upholding the 10 key principles related to human rights, international labor standards, environmental protection, and anti-corruption efforts.

LABEL PRESTADD

Guides companies in the entertainment and events industry in their sustainable development efforts

SYNPASE

National Union of Providers of Stage and Event Audiovisuals.

LABEL N133

Brings together technical service companies aiming to offer their clients genuine professional qualifications and high-quality service.

CSR | RESPONSIBLE PROCUREMENT POLICY

The general procurement policy of Groupe Novelty is based on the pooling of orders within the various entities of the Group in most cases.

Products are selected according to the following criteria:

- Energy efficiency of the products
- Product lifespan
- Origin (we prioritize short supply chains)
- Weight and size of the products
- Repairability of the products internally
- Product lifecycle (every technical product has at least 2/3 lifecycles depending on its market typology)



Groupe Novelty is a signatory of the Supplier Relations and Responsible Purchasing Charter.

Established in 2010 by the Mediation of Enterprises and the National Council of Purchasing, the Supplier Relations and Responsible Purchasing Charter aims to encourage companies and public actors to adopt responsible practices towards their suppliers. It sensitizes all economic actors to the issues inherent in responsible purchasing and the quality of customer-supplier relationships.

Through this relationship of mutual respect and commitment, our strategic suppliers become true partners, driving and actively participating in the necessary changes and innovations for our activities in the long term.

Charte
RELATIONS FOURNISSEURS
ET ACHATS RESPONSABLES
SIGNATAIRE

Groupe Novelty

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