



## Manag'Art / Grains de Riz

### Name

Judyth Babin

### Country

France

### Find out more

<http://www.manag-art.com>



## My Motivation

My motivation to become an entrepreneur stemmed from my passion for music and management. As a former DJ and public accountant, I realized the need for a structured approach to support artists and cultural establishments. The challenges I faced in the music industry, such as the lack of administrative support and the difficulty in developing projects without releasing new material, inspired me to create Manag'Art and later Grains de Riz. My goal was to provide a comprehensive support system for artists, helping them navigate the complexities of the industry and achieve their full potential.

Being an entrepreneur from a diverse background has given me a unique perspective and resilience that have been advantageous in my business.



## My Approach

### My Inspiration:

My journey to becoming an entrepreneur began with my background as a DJ and public accountant. In my former job, I have met artists that needed support to tour in Romania and produce their own album. Then, in 2017, I founded Manag'Art to provide support to artists (tour, music production, grants, payroll...) and cultural establishments.

### Sought Guidance:

I had the chance to join program such as Place created by a local institution to support entrepreneurship in Bordeaux, La Pépinière le Rocher de Palmer, that were useful and essential as a solo entrepreneur.

### Built my Network:

The support of those organizations helped to develop my company and my network.



## Challenges

Starting and running Manag'Art and Grains de Riz came with several challenges. Access to funding was a significant hurdle, as securing financial support for cultural projects can be difficult. Banks often did not take companies focused on music seriously, which made it impossible to secure deals like overdraft facilities. Although the companies were profitable, cash flow was an issue due to delayed grant payments. Finding suitable premises for our operations was another challenge, as we needed a space that could accommodate both administrative and production needs. Additionally, recruiting skilled staff who understood the unique requirements of the cultural sector was not easy. In France, the "cultural exception" system provides crucial state support for artists and projects, but it is complicated by the plurality of existing programs and grants. Navigating the complex regulations and bureaucracy associated with the industry also posed challenges, requiring us to stay informed and compliant with various legal and administrative requirements.



## Accomplishment

Being an entrepreneur from a diverse background has given me a unique perspective and resilience that have been advantageous in my business. It has allowed me to connect with a diverse range of artists and cultural establishments, fostering a sense of solidarity and community. This experience has also driven me to be innovative and resourceful, finding creative solutions to challenges and building a supportive network for my clients.



## What interventions/ support did you receive?

My journey has been filled with valuable support and interventions. Mentoring programs MEWEM and SEWEM have been instrumental in providing guidance and insights, helping me navigate the complexities of the cultural sector. The pépinière Rocher de Palmer offered a nurturing environment for my business to grow.



## Were interventions specifically for underrepresented entrepreneurs?

Yes, the mentoring programs MEWEM and SEWEM were specifically focused on helping women entrepreneurs. However, there were no specific programs or interventions aimed at supporting entrepreneurs from other underrepresented demographics.



## Describe the impact of these interventions?

These programs helped me navigate the complexities of the cultural sector, enhancing my strategic planning and decision-making skills. The pépinière Rocher de Palmer offered a nurturing environment, providing essential resources and networking opportunities that were crucial for my business's growth. These interventions fostered a sense of community and collaboration, enabling me to connect with other entrepreneurs and industry professionals. As a result, my business has been able to expand its reach, improve its operations, and build a supportive network for our clients.





## Future Plans



My future plans involve leveraging my experience and skills to create impactful projects within this new role. I aim to continue supporting the cultural sector by fostering innovation and collaboration, and by building strong networks that can drive positive change. My vision is to contribute to projects that not only benefit the artists and cultural establishments I work with but also have a broader societal impact. By focusing on meaningful projects, I hope to create a lasting legacy that reflects my passion for the arts and my commitment to making a difference.

## What interventions or supports would help you achieve those plans and visions?

Financial support in the form of grants or sponsorship. These funds can be used to develop and implement innovative projects, support artists, and enhance cultural programs. Additionally, cash flow support, such as access to short-term loans or overdraft facilities, would have ensured that projects could continue smoothly without financial interruptions.

Follow Judyth's progress and visit [www.manag-art.com](http://www.manag-art.com)



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