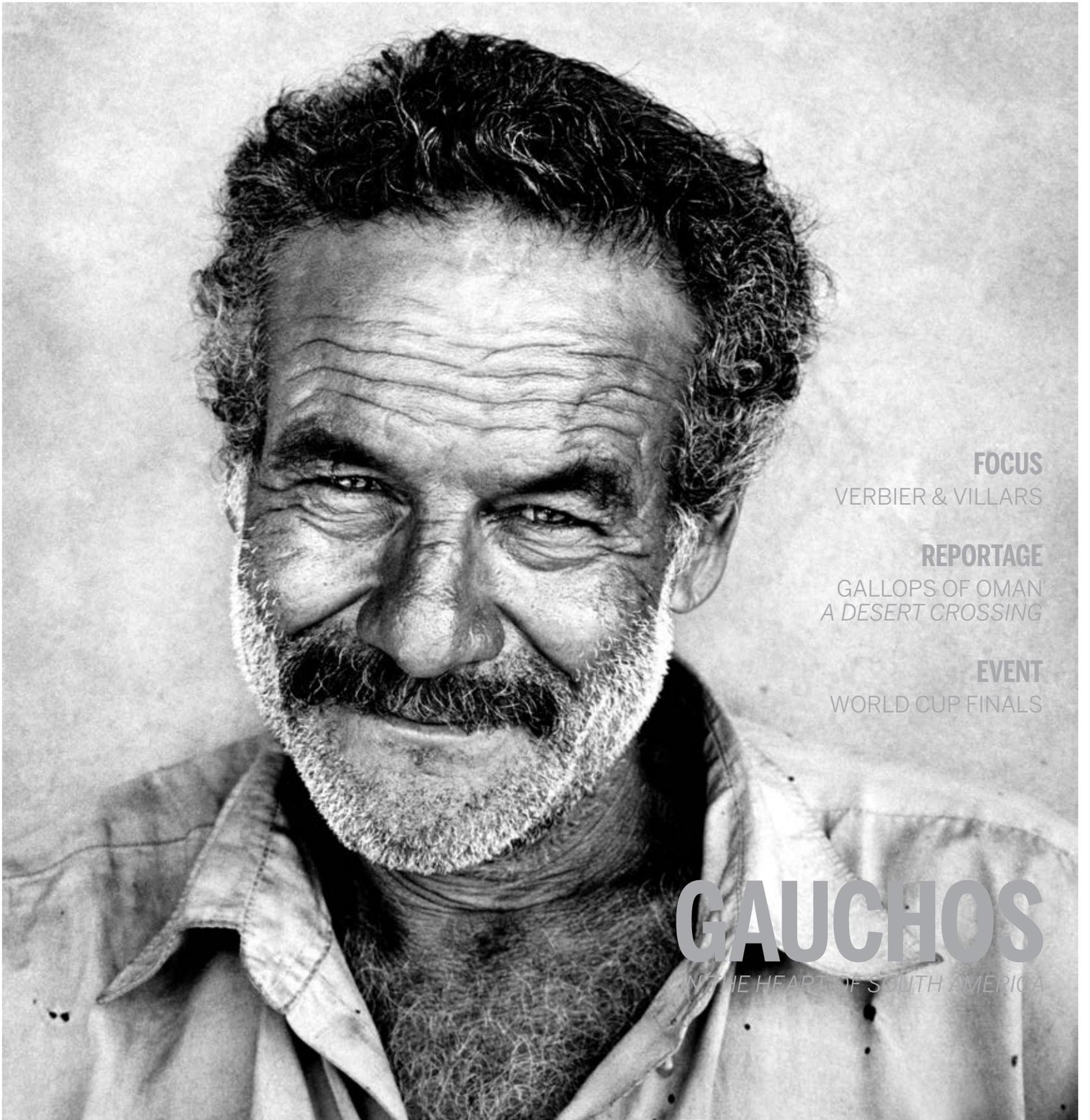




EQUESTRIANO

THE VOICE OF THE EQUESTRIAN WORLD



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EVENT

WORLD CUP FINALS

GAUCHOS

IN THE HEART OF SOUTH AMERICA

SWISS EDITION

OWNERS

ANNE CATHERINE JEAN GUILLAUME **PIEYRE** NEW ARRIVALS HIGH ASPIRATIONS

INTERVIEW MARGAUX ZUKERVAR PHOTO SÉBASTIEN SIXT

Passion, drive and dedication are the fundamentals of horsemanship. It was with the aim of being in harmony with these principles that the Pieyres acquired the Ecuries de la Renfile, near Geneva in Switzerland. Owners of four horses, the Pieyres have crossed to the other side of the fence and have every intention of offering their perspective on things to the equestrian world.

You became involved in this adventure although you weren't professionals. Tell us about it?

AC: Absolutely – I have university degrees in economics and art history and I worked for auction houses as well as the banking world where I had different experiences but I had never really found my place. My grandmother had horses at home and each time I was able to spend my holidays with her I loved it and I think that that was when I really got bitten by the bug. So riding and horses have always been a passion but one that I indulged in as a hobby. My dream has finally come true and I am delighted that we had the opportunity of acquiring the Ecuries de la Renfile.

And how is this investment in the stables going?

AC: When we took over the stables, there was clear desire to strengthen all equitation related services. It wasn't just about finding accommodation for our horses. We wanted to realize the expectations that we had always had as clients, thereby make it possible for our

clients to enjoy the benefit of it as well. This concerns two major elements: the project of the Ecuries de la Renfile is meant as an equestrian center for our clients, with the service that we provide. It is also intended as a center of excellence. It involves riding for us and our children incorporating the sports aspect and the competitive hub that we want to develop.

Now that you are professionals in this equestrian world, how do you perceive it? Is there a change in the way amateurs and professionals see things?

AC: For the past few years already, the equestrian world has been developing rapidly and has become far more professional. Horses and riders of exceptional quality, and riders too, and everything is becoming increasingly technical and increasingly difficult. That is certainly one of the key developments. As far as I am concerned, this is a double-edged sword: sports challenges require intensive training for the both rider and horse, as in every advanced sport. However, one has to respect the animal and consider its well-being.



The boundary is sometimes a bit vague and it would be easy to exceed the limits. Nevertheless, today there seems to be a return to a more responsible ethic that shows greater respect for the horse and I am very happy about that. As far as I am concerned, ethics are essential.

JG: Looking at this sport with a more detached view, I have the impression that showjumping is undergoing a similar evolution other sports underwent 20 or 30 years ago. I am particularly referring to F1, which, 30 years ago, still included a number of amateur enthusiasts and has today become a veritable global business. My impression is that horse-trading has become a key driver in the current evolution of our sport and the showcasing of events. It seems that for many it is the only way to make economic sense in this profession today. It is an interesting combination of globalization and professionalism at an impressive level.

If you had the opportunity, what would you bring to the party, develop or improve?

AC: I am extremely concerned with the next generation and the promotion of young people in the sport. If it were possible, I would invest in this at the international level. I often look at things from a mother's perspective and I know how difficult it is for young people to access top level competition and the best trials. Spaces are very limited. We were able to accompany our daughter Laetitia to the Saut Hermès in Paris in March which was an amazing and enriching experience.

How do you see the sport evolving over the next ten years?

We already have incredibly technical trials and I ask myself where this is all leading to... Increasingly targeted horse breeding? They are already super-athletes when I compare them to the horses I rode when I

was young – there is no resemblance! The “professionalization” is taking place through new nations of riders and owners who get involved and open massive doors. We will try and go as far as possible but with a certain ethos which is already very present. Let's hope they are not setting out to win no matter what the cost!

With regard to the image in the public eye, do you think the sport will become more accessible?

AC: There is more of an increased openness. The horse world is attracting more attention. I think that this is going well – competitions like the Saut Hermès and the Gucci Paris Masters are very successful and in their wake, more and more competitions are broadcast on television, notably thanks to the efforts of the International Equestrian Federation. The organizers are also attaching



ON SATURDAY APRIL 19TH 2014, THE JUMPING OWNERS CLUB HELD ITS GENERAL ASSEMBLY DURING THE FEI WORLD CUP FINALS IN LYON.

For the first time, the General Assembly was open to non-members as well. Despite their busy schedule, important owners from different continents attended the meeting and shared their views on the developments of show jumping. Key speakers were invited to do a presentation on various aspects of major importance to horses owners such as horse-welfare, harmonisation of series running on various leagues and the information needed from the FEI.

Frank Rothenberger, Course Designer of the FEI World Cup Final explained what the real challenges were and what he had to take into consideration when building championship courses. Frank gave a very useful insight on the difficulties of course building when riders with very different levels were competing.

John Roche, FEI Jumping Director FEI made an interesting presentation on the discipline developments and updated the members on Series, Championships and upcoming nations in Equestrian Sports.

John McEwen, FEI Vice President and recognised veterinarian explained the changes currently being discussed by the various governing bodies and the efforts made by all stakeholders for the welfare of the horses.

The Jumping Owners Club members, represented by their Chairman, Mr Christian Baillet, extended their gratitude to the speakers for taking the time to answer all of their questions and for leading a very interesting discussion. The Jumping Owners Club with FEI will hold its next meeting during the FEI World Equestrian Games in Normandy.

ever greater importance to the beauty of competitions which take place in very prestigious locations, big cities or mountain resorts... This encourages the public to take an interest in our sport by facilitating access to the top level!

We have had wind of a project with a very well-known personality...

AC: We are organizing a two day course with Nelson Pessoa. This experience will be open to 16 riders. We are very happy with this initiative and can't wait for it to take place. Being able to organize this kind of event at our stables is a project that is very dear to me. We want the stables to be open to various schools of riding with broad-mindedness and share these experiences with our youth. This is very satisfying! We are also in touch with other international riders, but we can't say any more for the time being... —