

International touring exhibitions



GRAND PALAIS IMMERSIF

6 EXHIBITIONS

**Presented by Grand Palais Immersif
and to tour across the world**

- 1. LOADING, urban art in the digital age**
- 2. MUCHA, beyond Art Nouveau**
- 3. VENISE REVEALED**
- 4. MONA LISA, an immersive exhibition**
- 5. POMPEII immersive**
- 6. IN THE WORLD OF GHOSTS OF ASIA**



6 EXHIBITIONS

with same artistic and social ambitions, and scalable and customized solutions.



All exhibitions are available:

- Under a tailored approach
- Under the Blackbox set-up (500sqm) where a full package with media assets and technical rider is provided, this configuration allowing to play all exhibitions (and other sources).



LOADING Urban Art in the digital age



GRAND PALAIS IMMERSIF
GRANDPALAIS-IMMERSIF.FR #EXPOLOADING

110 RUE DE LYON
PARIS 12^E
MÉTRO BASTILLE

LOADING

URBAN ART
IN THE DIGITAL AGE

DECEMBRE 6
- JULY 21
2024



HACKING THE CITY, urban art in the digital age

An immersion in urban artistic creation, to discover its history, key figures, social and digital transformation.

The street and the internet as arenas of artistic expression accessible to all.

A new immersive experience to discover and reconsider street art.

Monumental urban scale projections Worldwide influences

Much more than just a story of street art, the exhibition aims to show how the digital revolution of the past twenty years has paved the way for a revolution in practices relating urban art and its public appropriation.

From the New York subway to drone painting, through Banksy's stencils, the graffiti in Tahrir Square during the Arab Spring or the recent spread of NFT, four sections explore an urban history of art.

In 2023, the Grand Palais Immersif presents its new exhibition, Hacking the City, urban art in the digital age. Visitors will discover how new artistic practices, which were initially seen as marginal and disruptive have changed to achieve widespread public popularity.

The exhibition explores the artistic recognition of major artists and their creations. Including today projects using new technologies to redraw new boundaries between the real world and the digital sphere.



Production and curatorial team Chief curator :

Christian Omodeo

Music : Roque Rivas - Ircam

Set design : Olivier Palatres

Coproduction : Atlas V

Conception and audiovisual production : Atlas V

Tailored setup

Experience duration : up to 1h30

Area : up to 1000 sqm

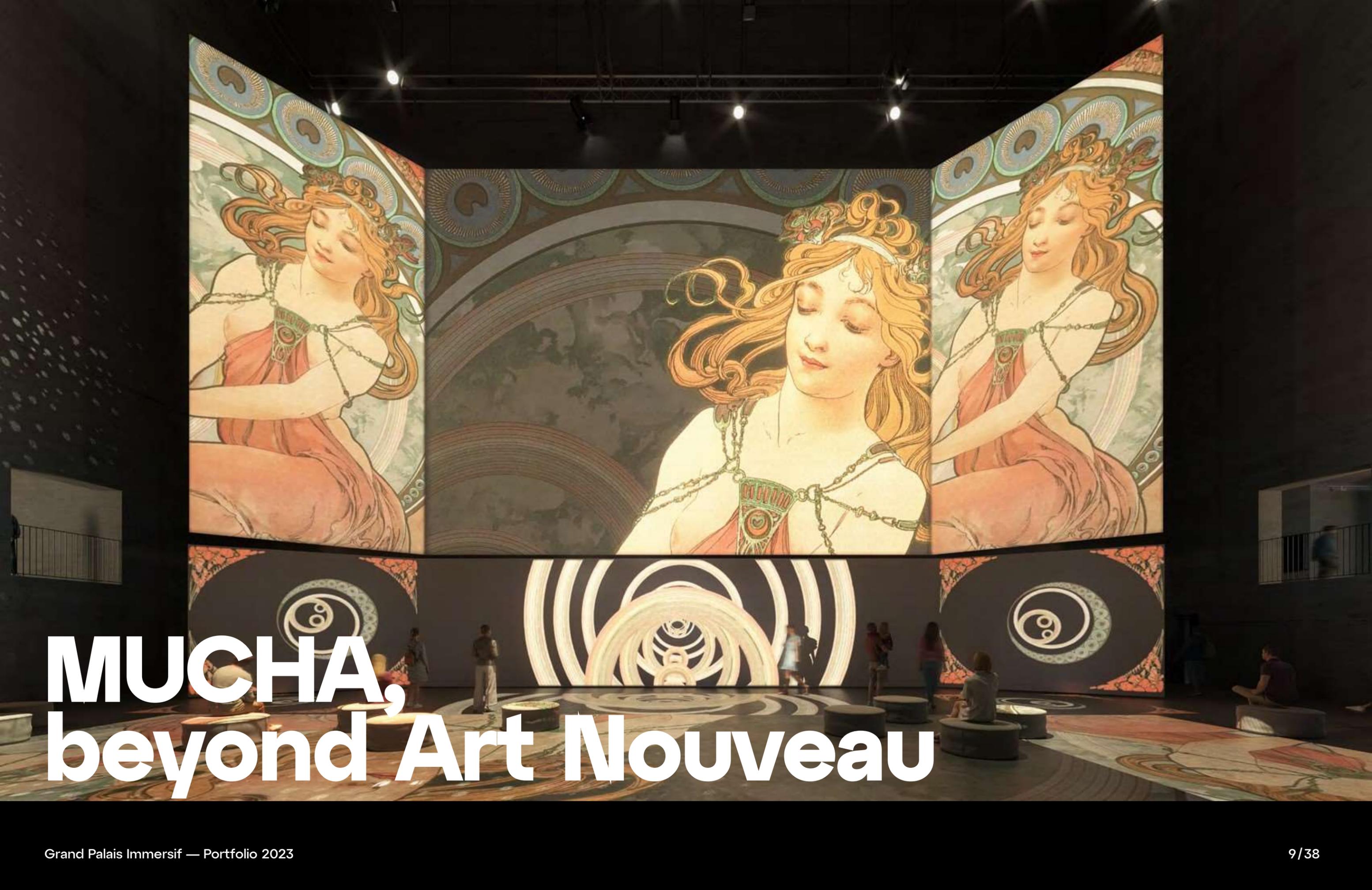
Venue height : up to 5,5 m Projectors: up to 36

Production available in a Blackbox setup



An exhibition designed with the latest technological innovations, where visitors are invited to look at urban art forms through new eyes and perspectives, from social expression to society's appropriation, from walls to digital screens.





MUCHA, beyond Art Nouveau



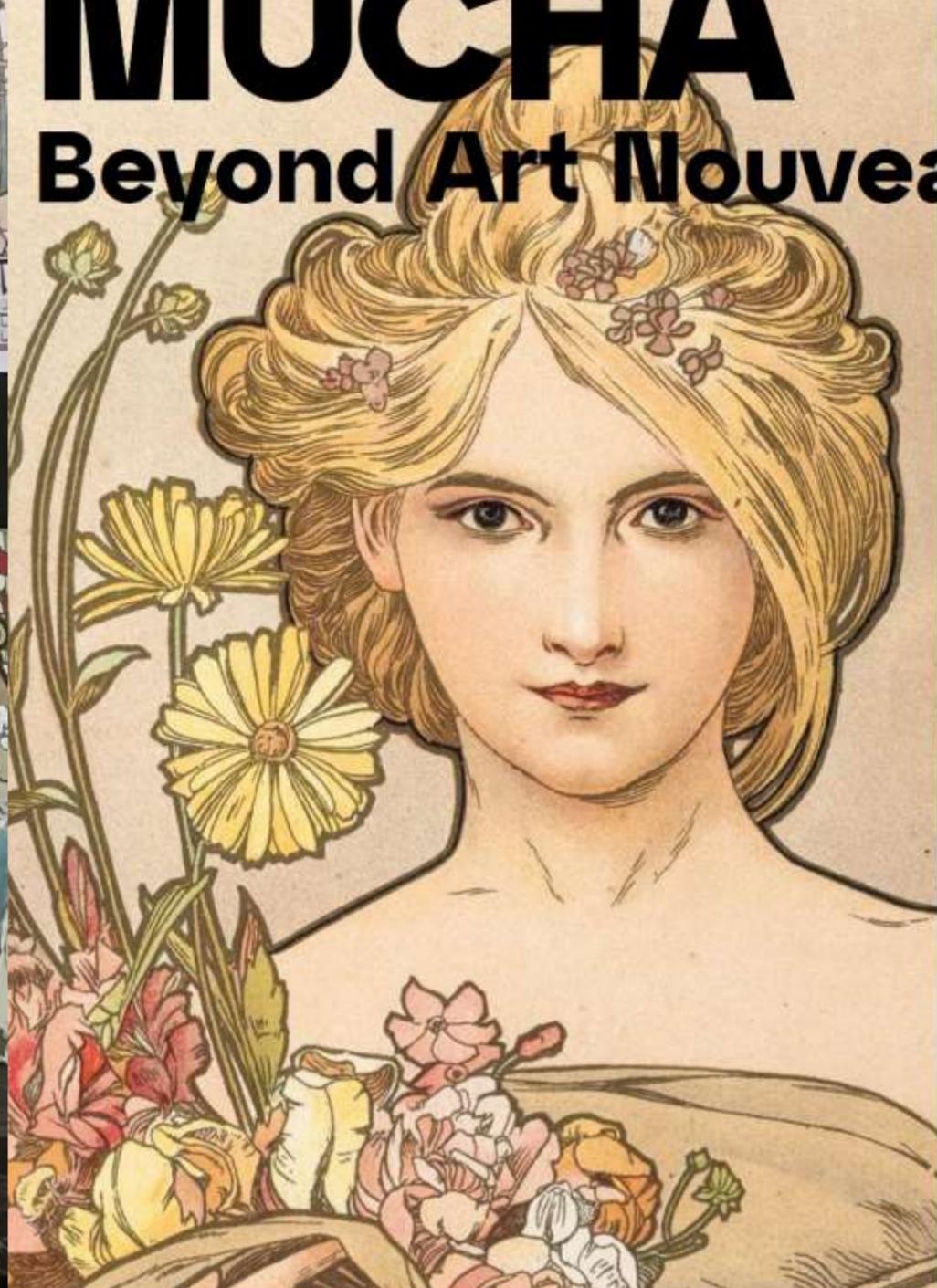
GRAND PALAIS IMMERSIF
 GRANDPALAIS-IMMERSIF.FR #ETERNELMUCHA

110 RUE DE LYON
 PARIS 12^E
 MÉTRO BASTILLE

March 22nd – November 5th 2023

MUCHA

Beyond Art Nouveau












 RÉSERVEZ VOS PLACES


An experience to be shared

**162,000 visitors, 832 per day,
Unparalleled gift shop sales and great press
and social network reviews.**

“Very stylish!”

Instagram influencer - 04/10/2023

“A walk-show not to be missed”

Vogue France – 03/25/2023

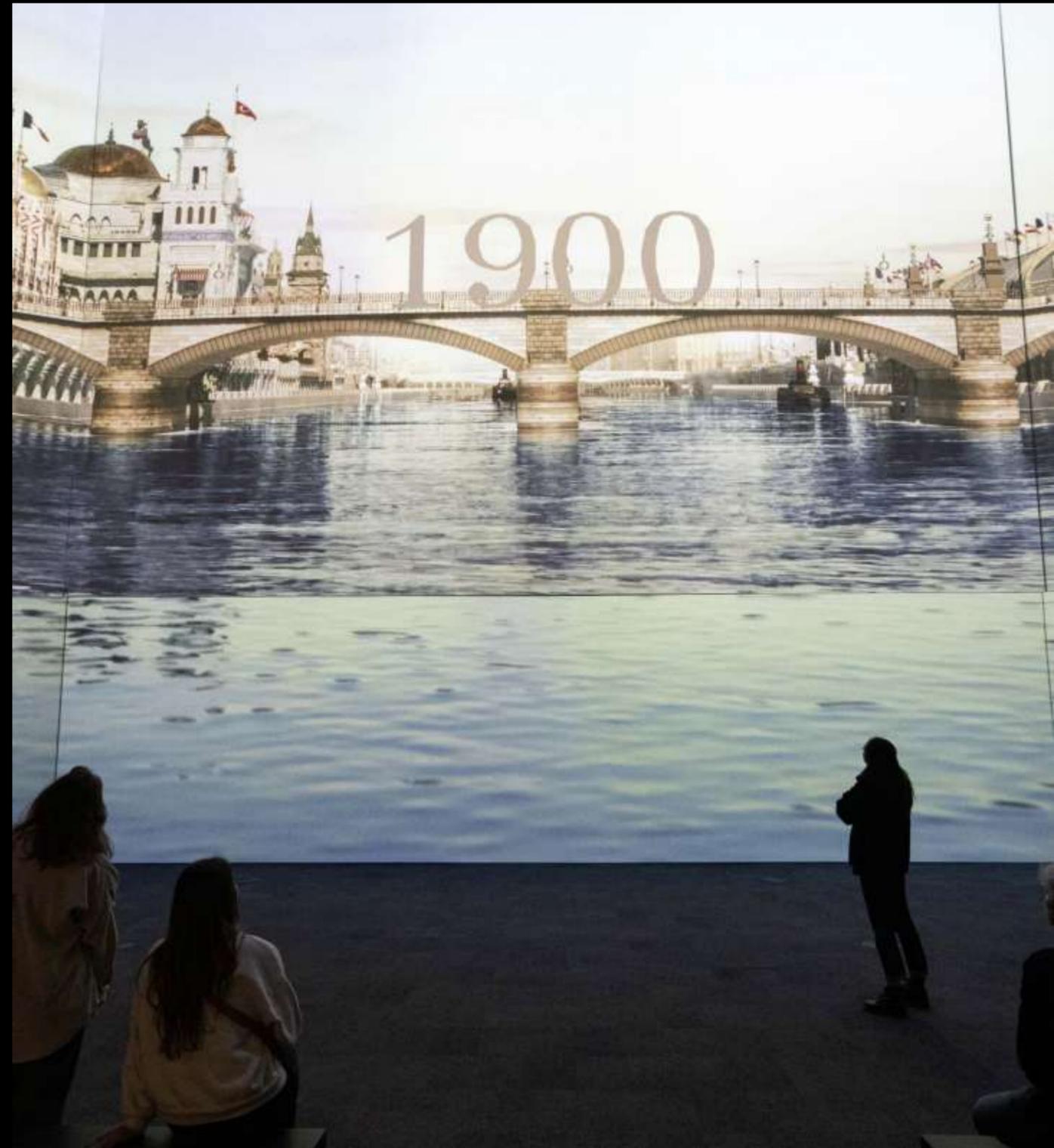
**“The Art Nouveau sublimated at Grand
Palais Immersif”**

Vivre Paris – 03/27/2023

**“Eternal mucha, the incredible exhibition on
Art Nouveau unveiled at the Grand Palais
Immersif”**

Sortiraparis – 03/21/2023

Click on logo



MUCHA, beyond art nouveau

Visitors experience an immersive, interactive, and sensory experience into the work of an avant-garde artist of Art Nouveau in Paris. An icon of refinement, elegance and modernity, great influencer of the Flower Power period, of the manga worlds, of video game and TV series and even body art. Alphonse Mucha is also an inspiring humanist.



In spring 2023, the Grand Palais Immersif invites visitors to rediscover Alphonse Mucha, his work and his current prestige. The exhibition tells visitors the story of the artist and his influence, from the pacifist “Flower Power” movement of the sixties to Japanese manga, superheroes, street artists, videogames and even tattoo art.

The exhibition highlights the artist’s humanist ambitions through the pre- sentation of his monumental works, most notably the Slav Epic, which develops a vision of Slav history as a pacifist model for the world and particularly for East-West relations, making it resonate today more than ever.

At the turn of the 20th century, Alphonse Mucha became a key figure of Art Nouveau and the inventor of an original style of graphic art. His work combined female beauty and stylised nature with a resolutely innovative composition and typography. The “Mucha style” has been a source of fas- cination ever since.

At the heart of effervescent Paris during the Belle Époque, Alphonse Mucha invented a new visual language that continues to inspire many artists to this day. The exhibition brings out the striking modernity and the philoso- phical influences of this major artist, a reference for many creators.

The immersive and interactive exhibition uses the most advanced projec- tion technologies within captivating scenography in order to offer visitors a unique experience of Mucha’s work and influences. Using images in very high definition, the immersive exhibition “Eternal Mucha” invites visitors to dive deep into the work of this avant-garde artists, an icon of refinement, elegance and modernity.

Production and curatorial team

Chief curator : Tomoko Sato of the Mucha Foundation

Music : Benoît de Villeneuve – Benjamin Morando
Studio Radio France

Set design : Atelier Tsuyoshi Tane Architects

Coproduction : Fondation Mucha

Conception and audiovisual production :

Mardi 8 - Artisans d'idées

Tailored setup

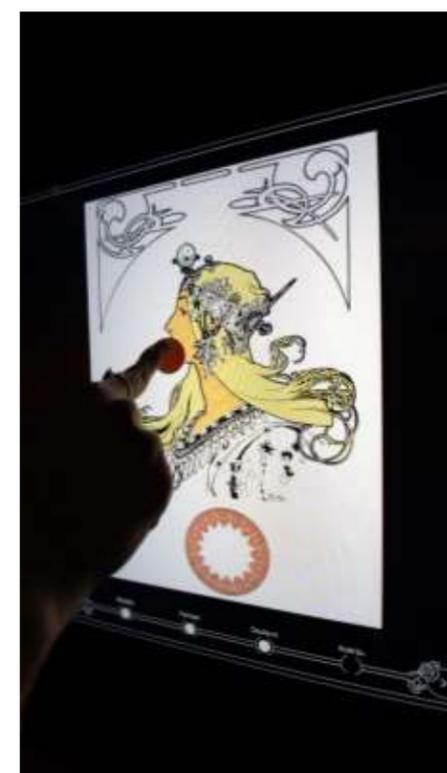
Experience duration : up to 1h30

Area : up to 1000 sqm

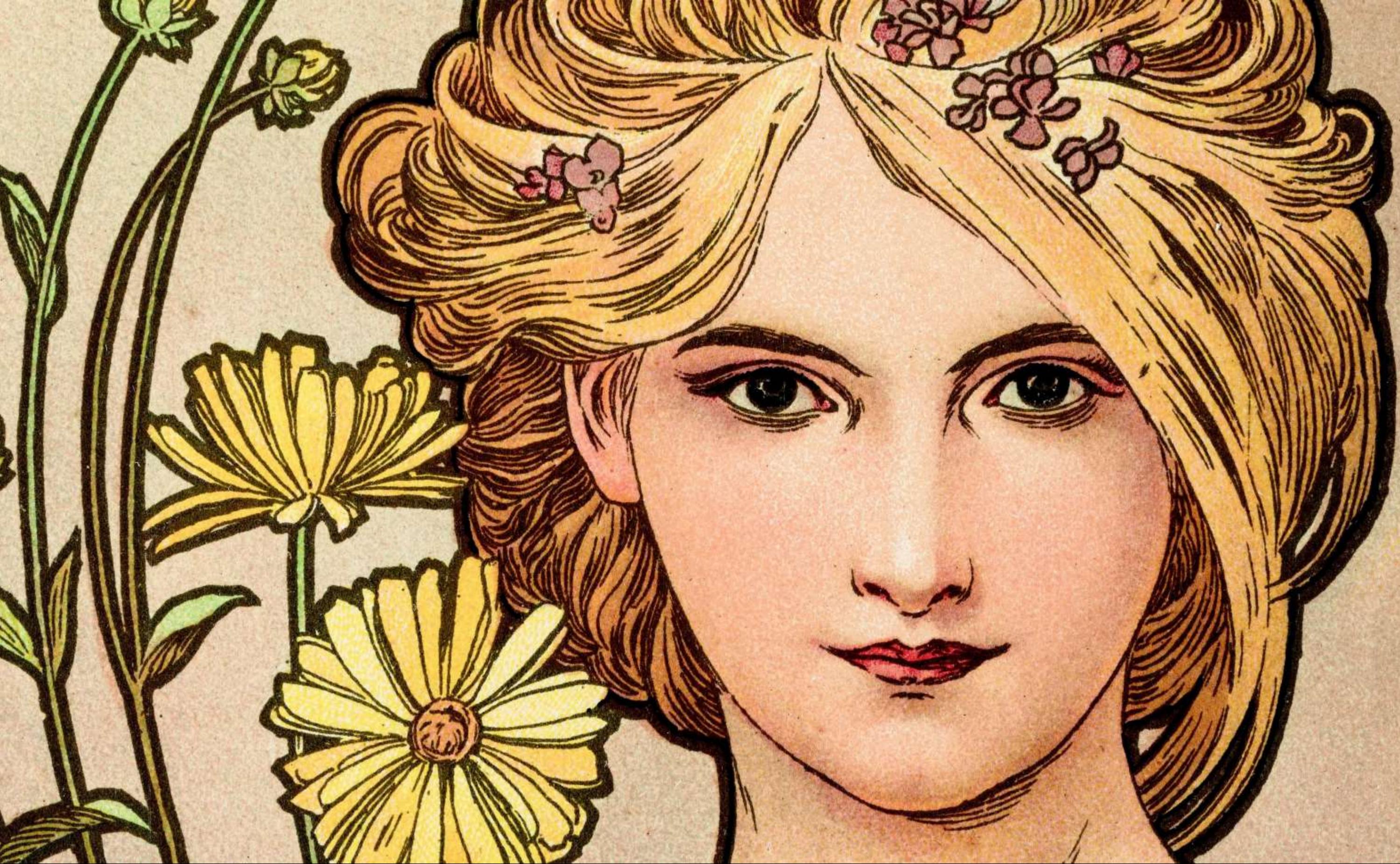
Venue height : up to 5,5 m

Projectors : up to 36

Production available in a Blackbox setup



The immersive and interactive exhibition uses the most advanced projection technologies within captivating scenography. “Eternal Mucha” invites visitors to dive deep into the work of this avant-garde artist, an icon of refinement, elegance and modernity.





Venice revealed



GRAND PALAIS IMMERSIF
GRANDPALAIS-IMMERSIF.FR #VENISEREVELEE

110 RUE DE LYON
PARIS 12^{ÈME}
MÉTRO BASTILLE

SEPT. 21, 2022 – 19 FEB. 19 2023

VENICE REVEALED

IMMERSIVE EXHIBITION



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Venice revealed

To walk through walls and discover what hides behind them is the dream of all lovers of Venice. It is this dream that became a reality for 60,000 visitors of Venice revealed at Grand Palais Immersif new venue in the building of Paris-Bastille. They enjoyed the history, going into palaces and work of arts presented in unprecedented ways.

The existence of a city such as Venice is nothing short of a miracle of ingenuity, a miracle of architecture and art, a miracle of society and politics. Built on the muddy bed of a lagoon, with no stable ground or fresh water, La Serenissima has been under attack from the sea ever since, a merciless threat that was also the source of its wealth and global reputation.

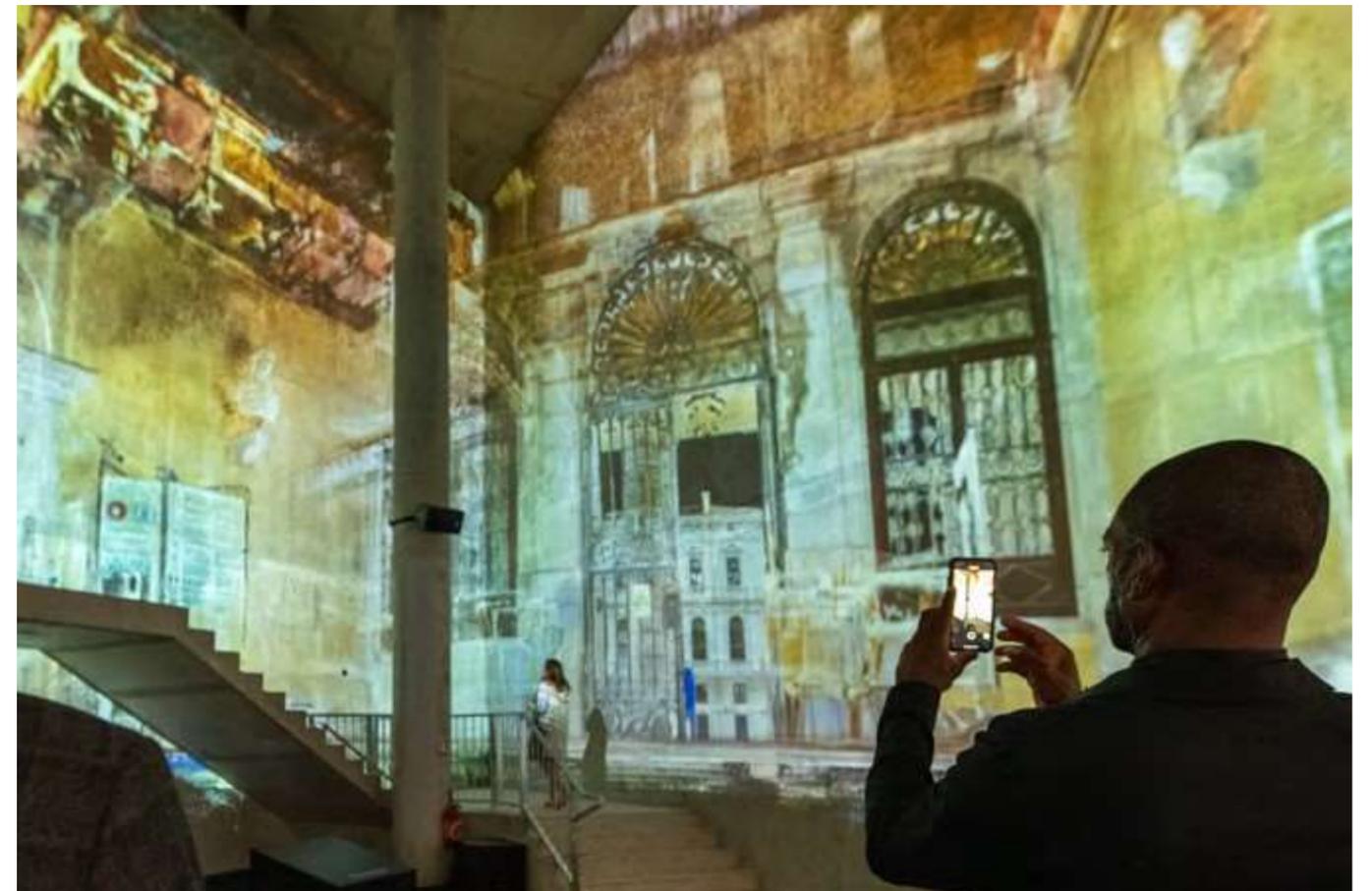
Each of Venice's canals and narrow streets keeps this heritage alive, and as they get lost in the city, visitors unearth the countless treasures that escape the eye.

The images presented in this exhibition are taken from a massive 3D model, a digital double made in photogrammetry, using drones. Through this technology, La Serenissima and its monuments have been fully reconstructed in volume.

Billions and billions of points recreate the urban space and the architecture of the palaces with millimeter accuracy, as well as the details of some of the works they house, made by the greatest painters.

This digital material documents an exceptional UNESCO World Heritage Site. This makes it a precious tool for scientists in particular, defenders of the city who work tirelessly to find innovative solutions to help preserve it and rise to the challenges of climate change. It offers a new perspective on the city, its architecture, its history and its emblematic sites and masterpieces.

Finally, it makes for a unique behind-the-scenes tour of Venice, its foundations, the resilience of a Republic that has withstood a thousand years all the secrets of a city like no other in the world and which continues to reinvent itself in the 21st century.



Production and curatorial team

Chief curator : Gabriella Belli, honorary director, Fondazione Musei Civici di Venezia, with the collaboration of Elena Marchetti, curator of the Doge's Palace, Fondazione Musei Civici di Venezia.

Associate curator : Yves Ubelmann, president of Iconem

Music : David Chalmin

Set design : Agence Clémence Farrell

Graphics : Bénédicte Rolland

Lighting design : Aura studio

Conception and audiovisual production : Iconem

Tailored setup

Experience duration : up to 1h30

Area : up to 1000 sqm

Venue height : up to 5,5 m

Projectors : up to 36

Production available in a Blackbox setup



The incomparable immersion obtained through the as-yet entirely unseen images in the digital exhibition “Venice revealed” allows visitors to experience and understand the wealth and complexity of this exceptional city like never before.





The Mona Lisa, an immersive exhibition*



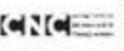
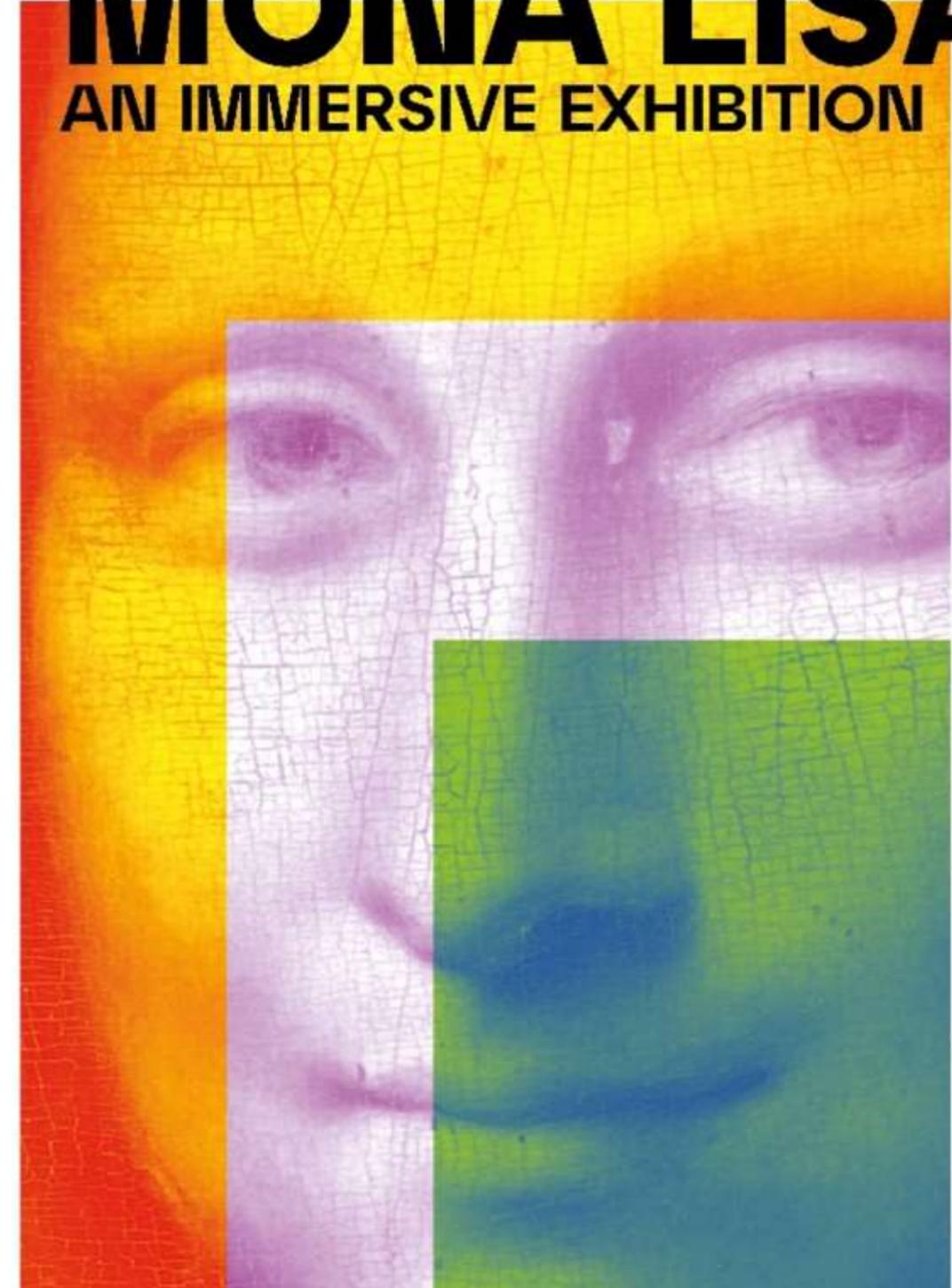
GRAND PALAIS IMMERSIF
GRANDPALAIS-IMMERSIF.FR #JOCONDEIMMERSIVE



MARCH 10 – AUG 21 2022

MONA LISA

AN IMMERSIVE EXHIBITION



The Mona Lisa, an immersive exhibition*

Why is the Mona Lisa the most famous work of art in the world ? Why does a portrait of a woman, painted more than five hundred years ago, still attract so many people ? What makes it more remarkable than other beautiful paintings ?



No painting is more famous than the Italian Renaissance female portrait, La Joconde for the French or Mona Lisa for the Italians and the Anglo-Saxons. Leonardo da Vinci began the painting in Florence in the early years of the sixteenth century, but never quite put the finishing touch to it, as he worked slowly and devotedly up until his death.

Today, it attracts more than 10 million visitors every year to the Louvre, as all nationalities come and try to capture the essence and delight in the image. A myth, nourished by fantasy as well as history, adds to the perception of the painting and gives rise to a true “cult”: the simple portrait has now given way to a global icon, elevated to the rank of untouchable by some, manipulated and transformed by so many others.

The immersive digital experience designed by the Louvre Museum and the Grand Palais Immersif is presented through six sections, telling visitors the exceptional story of a painting that Leonardo da Vinci wanted to make his masterpiece, the symbol of the power of painting. The Mona Lisa has been both the treasure of kings and a myth for artists and art enthusiasts alike, becoming ever more popular.

This exhibition was presented at Palais de la Bourse in Marseille in 2022 and gathered more than 40,000 visitors and great satisfaction and press;

* This exhibition is subject to international touring specific conditions

Production and curatorial team

Scientific advisor : Vincent Delieuvin, Chief Curator of 16th century Italian painting at the Musée du Louvre

Exhibition design : Sylvain Roca

Music : Rone

Digital design : Lundi8 – Artisans d'idées

Director : Nicolas Autheman

Graphic design : Sabir Studio

Digital production : Mardi8 – Artisans d'idées

Tailored setup

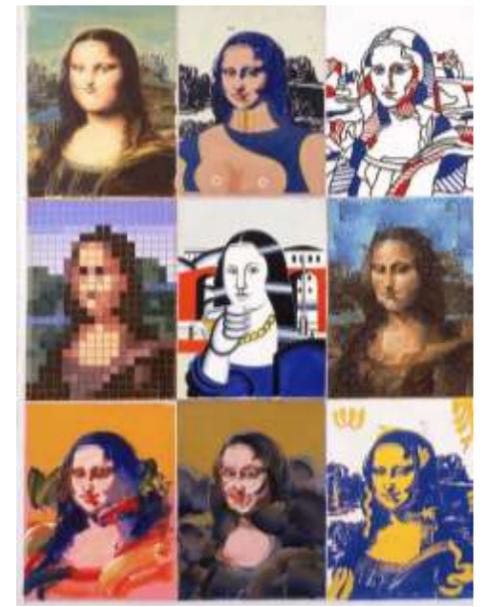
Experience duration : up to 1h30

Area : up to 1000 sqm

Venue height : up to 5,5 m

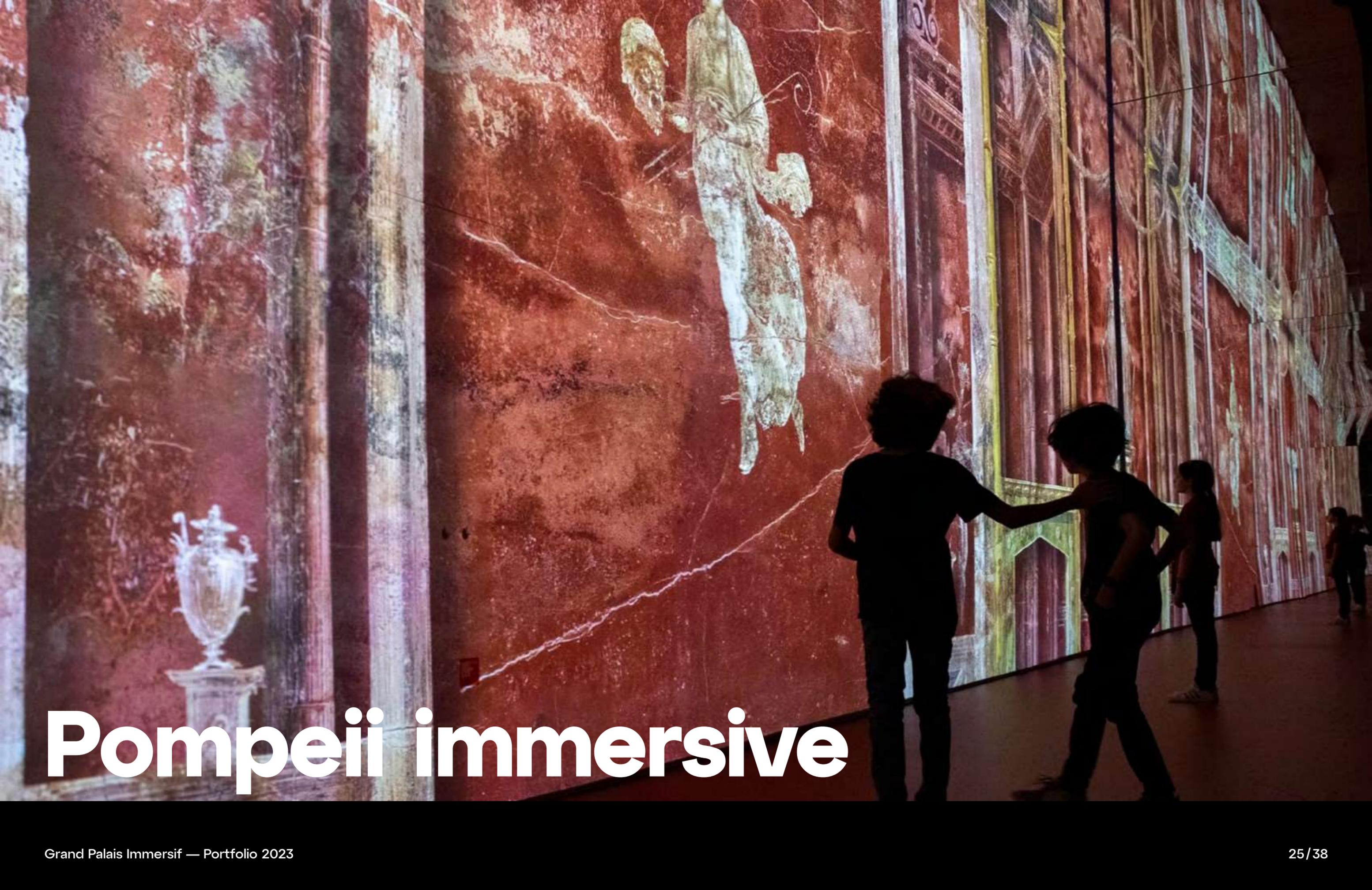
Projectors : up to 36

Production available in a Blackbox setup



The exhibition presents the work, through its history and closer to its pictorial surface, provoking wonder and stimulating intellectual curiosity. It allows to understand where Leonardo's stroke of genius lies and why this portrait of a woman still captivates viewers five centuries later.





Pompeii immersive



GRAND PALAIS
1^{er} juil. - 27 sept. 2020

Promenade
Immersive
Trésors
archéologiques
Nouvelles
découvertes

POPEA

m **GEDEON** **POMPEII**
Parco Archeologico di Pompei

Culture **auvergne** **MAIF**

France **20** **Prokupitbas** **ETI** **TERRACOTTES** **5**

Pompeii immersive

Visitors experience a rich multi-layered discovery, where large immersive art installations place the visitor at the heart of splendor and tragedy, combining virtual reconstructions, a dynamic Ancient Rome street-life experience, archaeological latest findings, and a spectacular 360-degree eruption experience throughout all spaces.



Revealing the latest findings of the site and reinterpreting it with contemporary technology, Pompeii immersive takes visitors back in time to discover the ancient Roman city through the centuries, transporting them to its streets and through the greatest excavation campaign conducted in Pompeii since the end of the second world war.

Pompeii alive, Pompeii submerged, Pompeii unearthed: visitors can wander around the city through three epochs that have made its history.

A unique journey to ancient Roman times, the exhibition presents a strong narrative, never before presented internationally, in an impressive theatrical environment of immersive art displays and projections accompanied by urban sounds and original music.

Visitors experience a rich multi-layered discovery, where large immersive art installations place the visitor at the heart of the tragedy, combining virtual reconstructions, a dynamic Ancient Rome street-life experience, and a spectacular 360-degree eruption experience throughout all spaces.

Pompeii immersive gathered more than 200,000 visitors at GRAND PALAIS in Paris (in times of Pandemic) with great public and press appreciation.

Production and curatorial team

Curator : Professor Massimo Osanna,
director of the Pompeii archaeological Park

Set design : Sylvain Roca

Audiovisual production : GEDEON Programmes

Direction : Olivier Brune

Tailored setup

Experience duration : up to 1h30

Area : up to 1000 sqm

Venue height : up to 5,5 m

Projectors : up to 36

Production available in a Blackbox setup

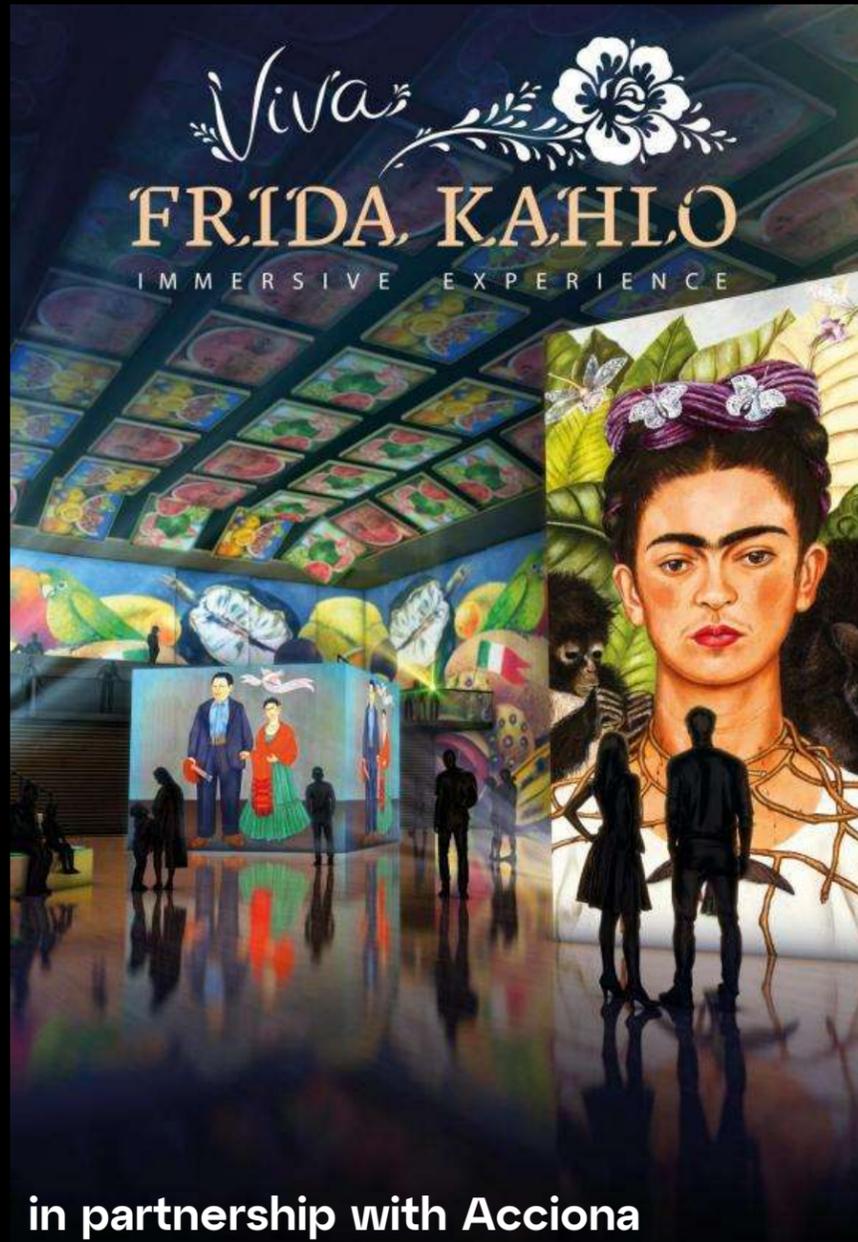


The fascinating archaeological site rediscovered at the heart of a new form of immersive and interactive art experience.



Soon to be released – opened now for presale

Fall 2024



in partnership with Acciona

Ctrl+Click



Spring 2025



Ctrl+Click



GRAND PALAIS IMMERSIF

About us

The digital art exhibitions developed by Grand Palais Immersif and its partners blend leading curatorial work and expert experience design with the latest technology innovation, to provide a new form of artistic experiences to the largest audiences.

The Grand Palais Immersif digital exhibitions are presented at its venue in the exceptional building of the Opéra Bastille before they tour internationally.

Grand Palais Immersif is a major producer of immersive and interactive digital touring exhibitions from France. Its mission: to make art accessible to the greatest number by harnessing digital and sensory innovation in all its forms.



Dear Partners,

At Grand Palais Immersif, we thrive to make art accessible to the greatest number through multi-layered immersive experiences which combine the latest technologies with the most compelling narratives on iconic artists, places and movements.

Our touring exhibitions are designed to share the latest science and the inspiring stories with fresh insights, beauty and emotions, creating links between art history and contemporary issues, with the highest level of curation and experience design.

We look forward to collaborating in dialogue with partner institutions to bring new forms of art experiences to their audiences.

**Roei Amit / General
Manager Grand Palais
Immersif**



A new form of art experience

Emotion

Igniting emotion with immersion.

New large scale highly aesthetic immersive formats are created with large video mapping projections, curated sounds and original music to provide a truly engaging immersive experience supported by the latest technology and refined gallery design.

Discovery

Disseminating knowledge with narration.

Exhibitions are highly educational, with a strong curatorial voice, powerful interpretation and compelling narratives, bringing the most engaging stories and communicating the wonder of exceptional artworks to the largest audiences.

Engagement

Fostering engagement with interaction.

An original blend of interactivity, bringing together mixed reality and interactive landscapes and experiences, provides unique opportunities of interaction and engagement within the immersive art galleries for visitors, for a uniquely paced experience.

Grand Palais Immersif exhibitions are designed as multi-layered experiences creating new art territories, where visitors can appreciate unique individual and collective discoveries combining learning, contemplation, interactivity and enjoyment.

International collaborations

Curatorial partners. The Grand Palais Immersif exhibitions are founded upon collaborations with major international institutions and the most leading international scientific experts in regard to the addressed topic, for the development of content and interpretation.

Creative and tech partners. Grand Palais Immersif brings together comprehensive teams of tech experts, with leading AV, immersion, and multimedia production studios for the creation of multi-layered immersive environments.

Grand Palais Immersif gathers multidisciplinary teams of leading international experts for the codevelopment and dissemination of innovative and highly curated exhibitions.

The production team works in close dialogue and collaboration with international host institutions and stakeholders.

Leading international partners



Our travelling exhibitions portfolio

TOURING GRAND PALAIS IMMERSIF EXHIBITIONS
Readily available and scalable



GRAND
PALAIS
IMMERSIF

Key terms

Blackbox experience - Turnkey package (from 400 sqm)

The Blackbox set-up allows single and multiprogramming opportunities

- Exhibition curated content
- Exclusive and proprietary media assets (projections, films, AV/VR/AR)
- Technical specifications for all equipment with guidelines for the installation and operating plans
- Marketing, graphics and educational resources rights and kit
- By-products catalog opportunities
- Local staff training
- Installation and dismantling supervision service fees
- Equipment is managed directly by the hosting site but with extensive help from the producer and its partners, providing specifications, estimates and contacts, equipment and possible partner local operation support.

Tailored experience package (up to 1,200 sqm)

- All the above
- Exhibition redesign with adaptation to the host galleries
- Content adaptation with integration of translation
- Marketing and Merchandising advice and adaptation
- Support for the management of the rental or acquisition of AV equipment
- Remote and onsite monitoring and maintenance

**– License fee per month
with revenue sharing possibilities**

**– Installation and dismantling
service fees**

– On demand additional services

**– Studies, adaptation and support
service fees**

**– Customized financial and services
conditions**

Contact the Grand Palais Immersif team

**For any question about our touring programme,
please contact :**

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laurent.dondey@grandpalais-immersif.fr

↳ Roei Amit : General Manager
roei.amit@grandpalais-immersif.fr