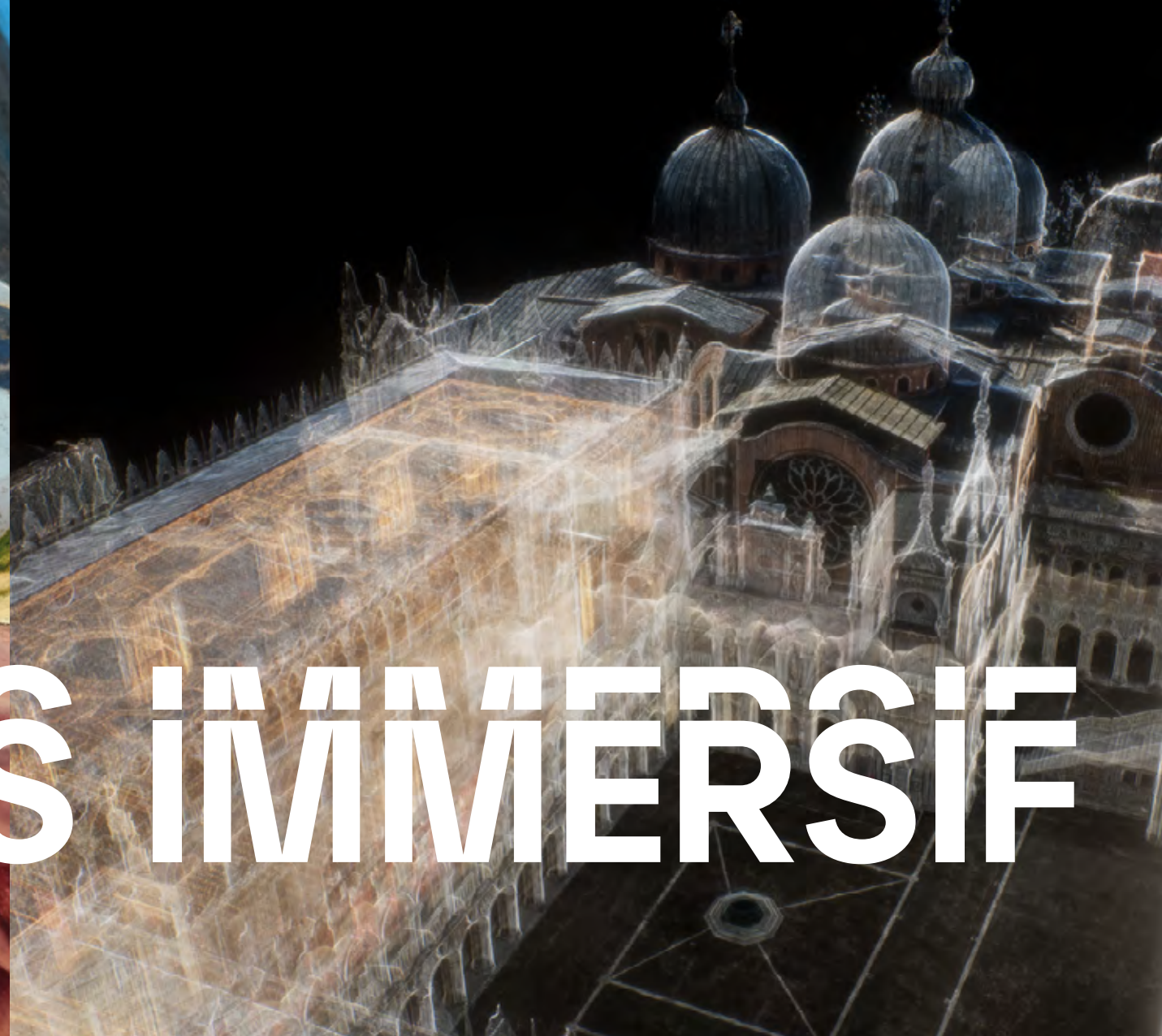
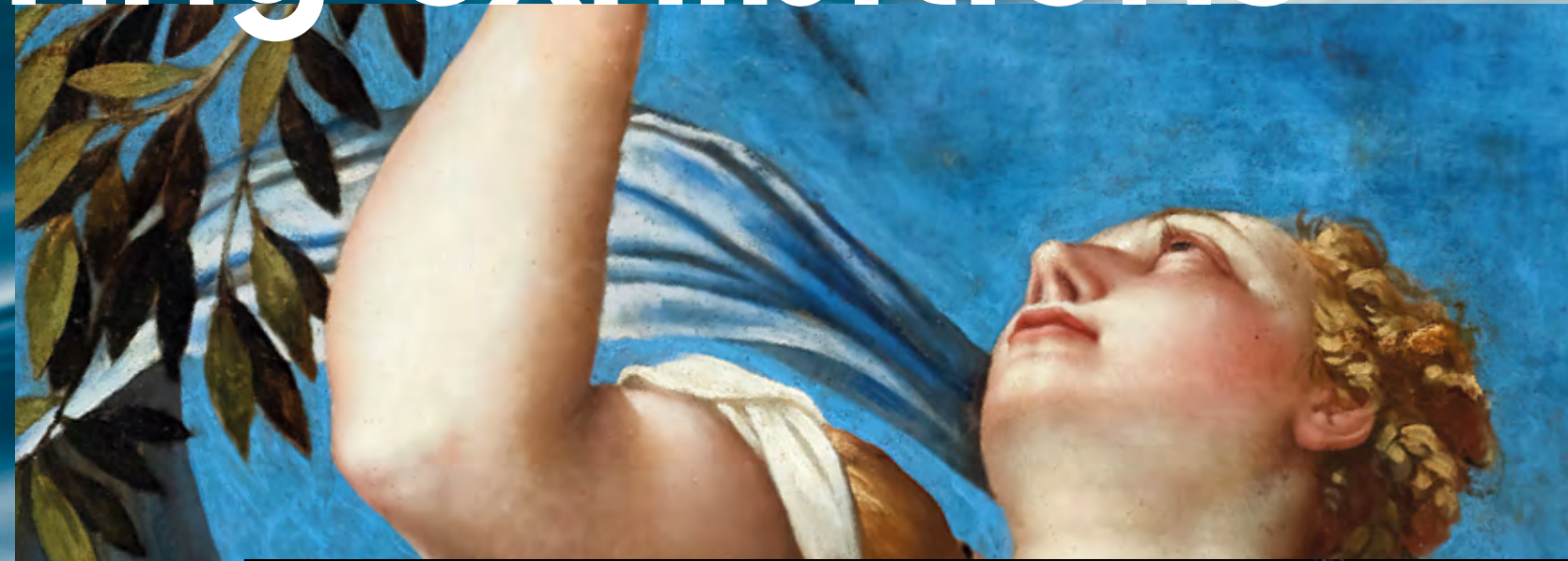


**GRAND PALAIS IMMERSIF**

International touring exhibitions



GRÄND PÄLAIS IMMERSIF

# 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**



# Content

<b>Introducing Grand Palais Immersif</b>	<b>5</b>
--	----------

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## **What's on tour**

<b>Pompeii immersive</b>	<b>10</b>
--------------------------	-----------

---

<b>The Mona Lisa, an immersive exhibition</b>	<b>14</b>
---	-----------

---

<b>Venice revealed</b>	<b>18</b>
------------------------	-----------

---

<b>Eternal Mucha</b>	<b>22</b>
----------------------	-----------

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## **In development**

<b>Street Art, from street to screens</b>	<b>26</b>
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<b>Key terms</b>	<b>30</b>
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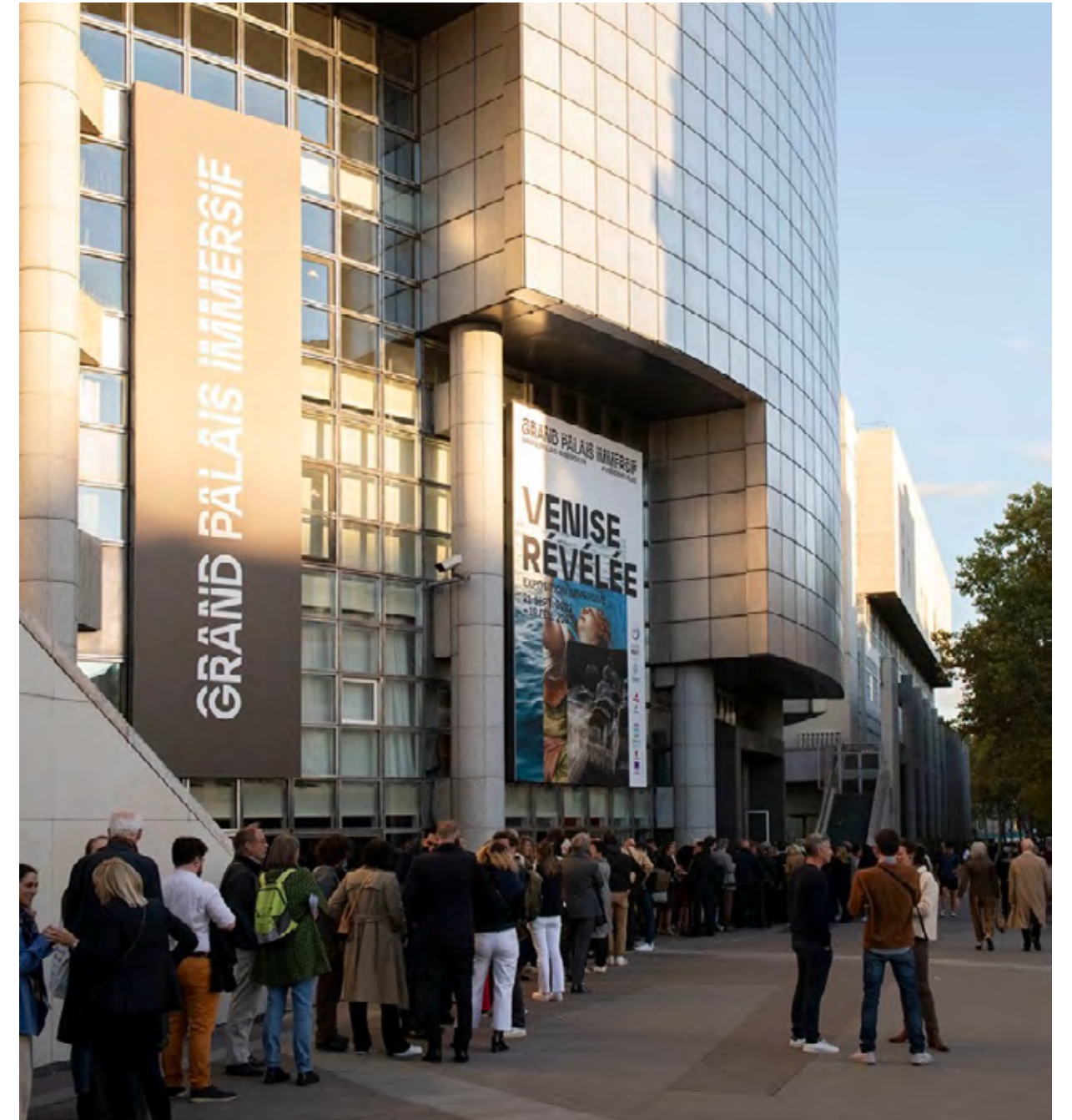
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<b>Contact</b>	<b>31</b>
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# About us

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.

# 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





# Pompeii immersive

## **Production and curatorial team**

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

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**Set design** : Sylvain Roca

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**Audiovisual production** : GEDEON Programmes

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**Direction** : Olivier Brune

## **Tailored setup**

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**Experience duration** : up to 1h30

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**Area** : up to 1000 sqm

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**Venue height** : up to 5,5 m

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**Projectors** : up to 36

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**Production available in a Blackbox setup**



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



# Pompeii immersive

**With a powerful blend of immersive, interactive, sensorial, audiovisual, virtual and didactic elements, Pompeii immersive brings the ancient city back to life in an unprecedented manner, from happy daily life to utter devastation; from oblivion to rediscovery and greater appreciation of sophisticated early Roman society.**



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.



# The Mona Lisa, an immersive exhibition\*

## **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.





# 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 ?**

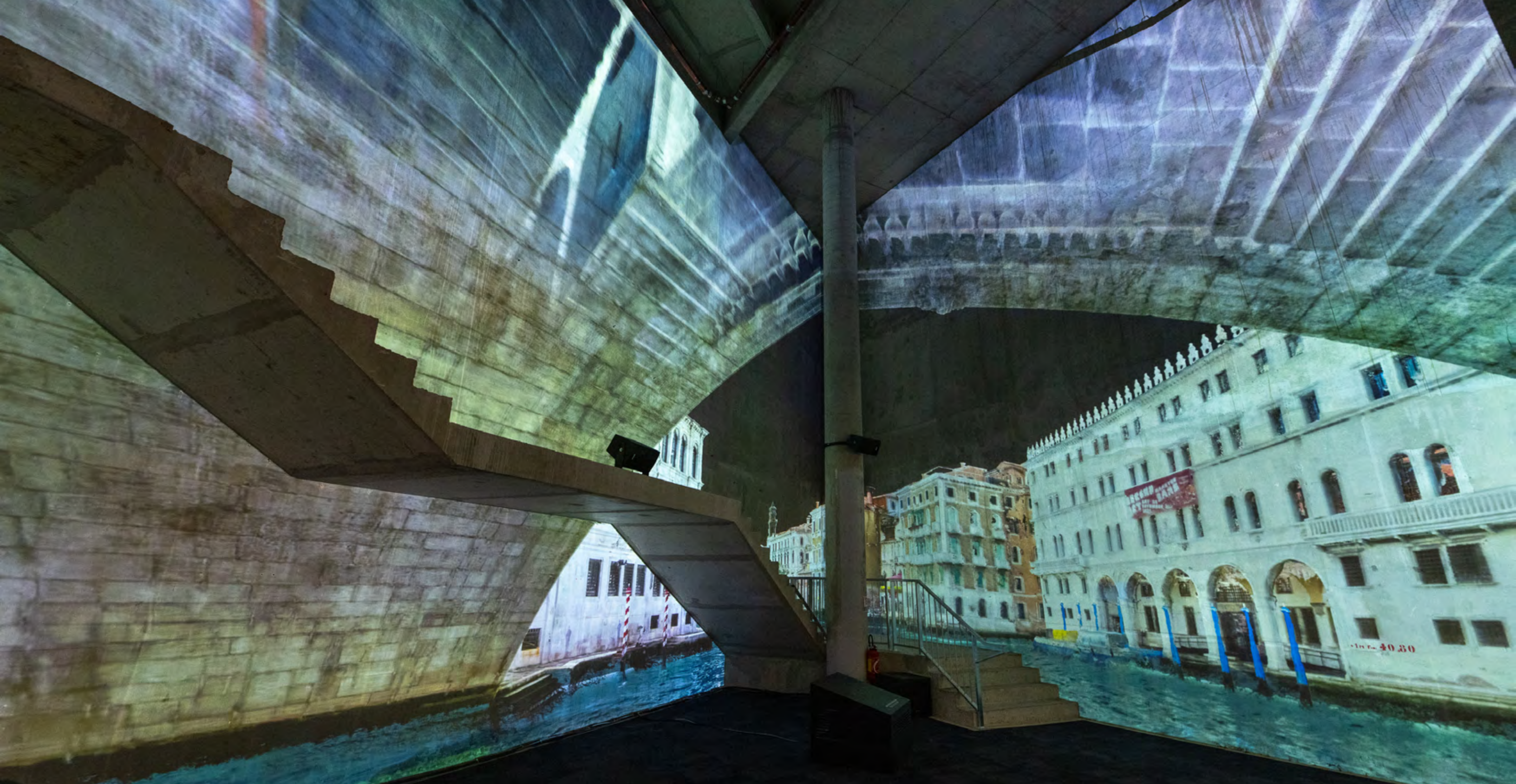


No painting is more famous than the Italian Renaissance female portrait, La Joconde for the French or Mona Lisa for the Italians and the Anglo-Saxons. Leonardo da Vinci began the painting in Florence in the early years of the sixteenth century, but never quite put the finishing touch to it, as he worked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



# Venice revealed

## **Production and curatorial team**

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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.

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**Associate curator** : Yves Ubelmann, president of Iconem

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**Music** : David Chalmin

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**Set design** : Agence Clémence Farrell

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**Graphics** : Bénédicte Rolland

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**Lighting design** : Aura studio

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**Conception and audiovisual production** : Iconem

## **Tailored setup**

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**Experience duration** : up to 1h30

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**Area** : up to 1000 sqm

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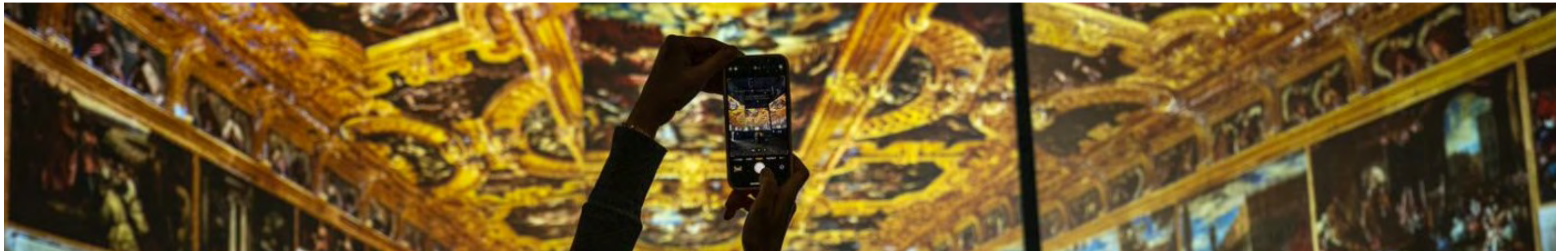
**Venue height** : up to 5,5 m

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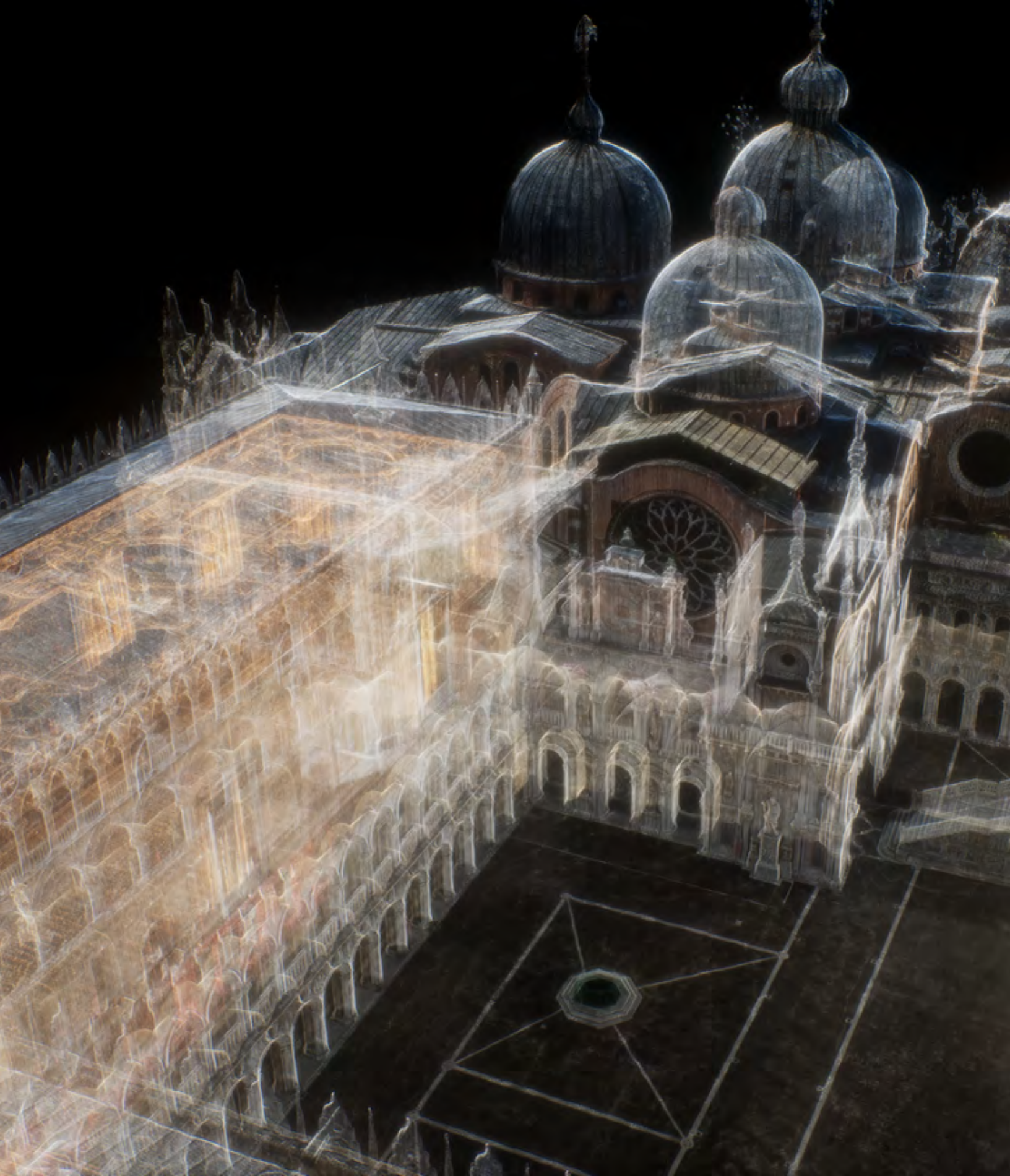
**Projectors** : up to 36

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**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.



# 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 is going to become a reality for visitors with Venice revealed. Its history, construction and work of arts are 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.





# Eternal Muncha

## 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.





# Eternal Mucha

**An exhibition to rediscover an avant-garde artist who continues to influence contemporary culture today. The inventor of Art Nouveau, a pioneer of poster art and advertising. A sensory immersive experience celebrating the beauty of stylised nature.**



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 presentation 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 fascination 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 philosophical influences of this major artist, a reference for many creators.

The immersive and interactive exhibition uses the most advanced projection 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 : 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



Through an immersive promenade designed with the latest technological innovations, 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.



# Street Art, from street to screens

**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 rediscovering street art.**



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, Street Art: from street to screens. Urban art in the digital era and looks back on an urban history of art. Visitors will discover how these artistic practices, which were initially seen as marginal and disruptive before achieving 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.

# Key terms

## **Blackbox experience - Turnkey package (450 to 600 sqm)**

- 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.

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

– **Installation and dismantling service fees**

– **On demand additional services**

## **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

– **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