

MONNA LISA

IMMERSIVE DIGITAL EXHIBITION



LOUVRE

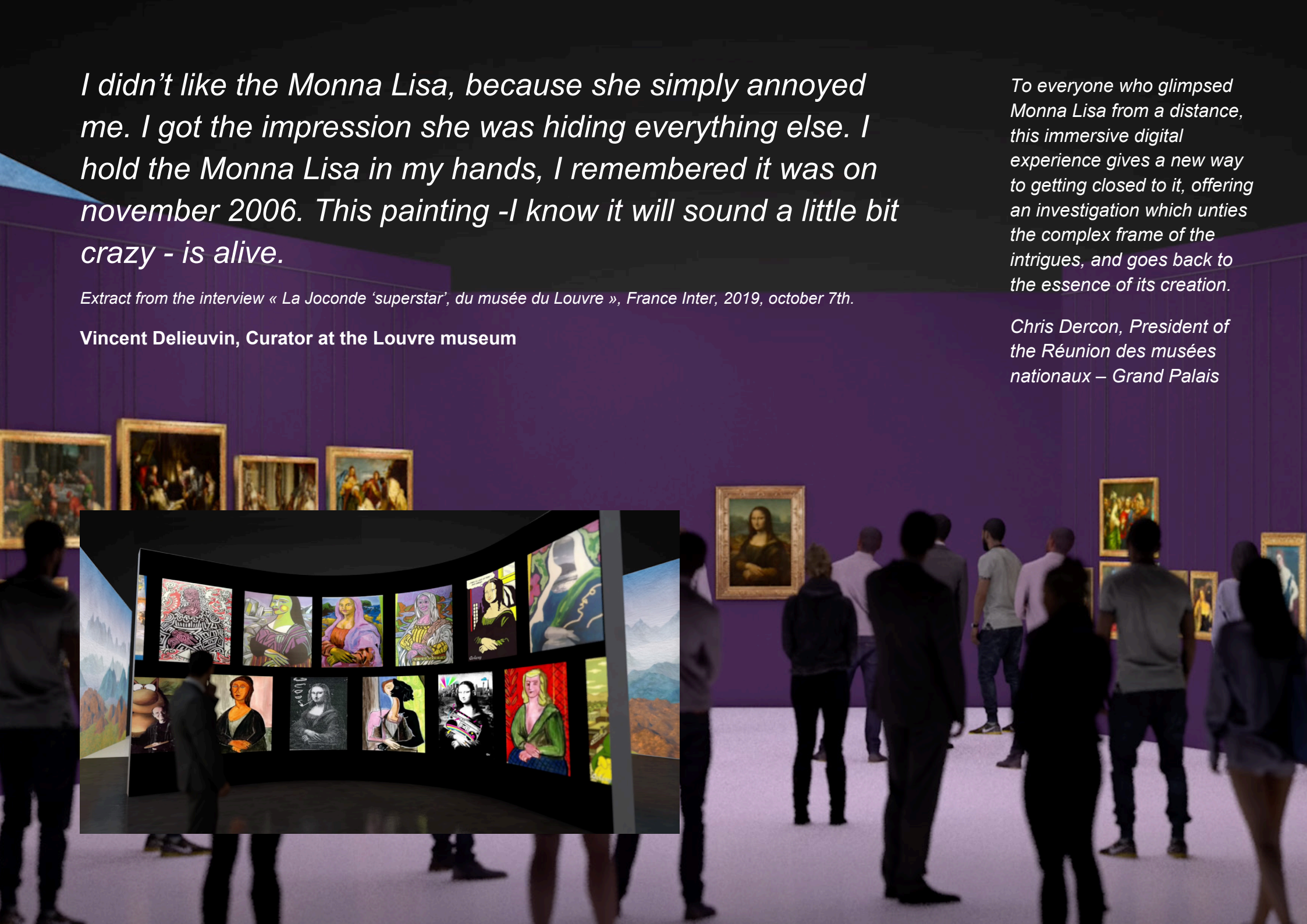
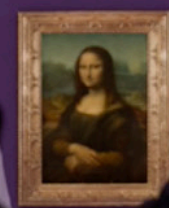
I didn't like the Monna Lisa, because she simply annoyed me. I got the impression she was hiding everything else. I hold the Monna Lisa in my hands, I remembered it was on november 2006. This painting -I know it will sound a little bit crazy - is alive.

Extract from the interview « La Joconde 'superstar', du musée du Louvre », France Inter, 2019, october 7th.

Vincent Delieuvin, Curator at the Louvre museum

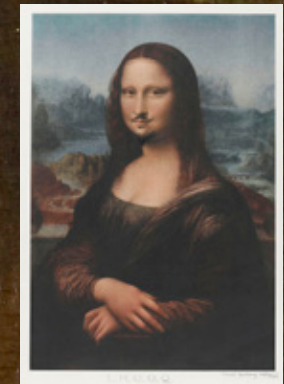
To everyone who glimpsed Monna Lisa from a distance, this immersive digital experience gives a new way to getting closed to it, offering an investigation which unties the complex frame of the intrigues, and goes back to the essence of its creation.

Chris Dercon, President of the Réunion des musées nationaux – Grand Palais



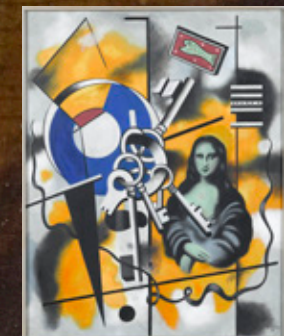


No painting is more famous than the Italian Renaissance female portrait, *La Joconde* for the French or *Monna Lisa* for the Italians and the Anglo-Saxons. Leonardo da Vinci began the painting in Florence in the early years of the sixteenth century, but never quite put the finishing touch to it, as he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

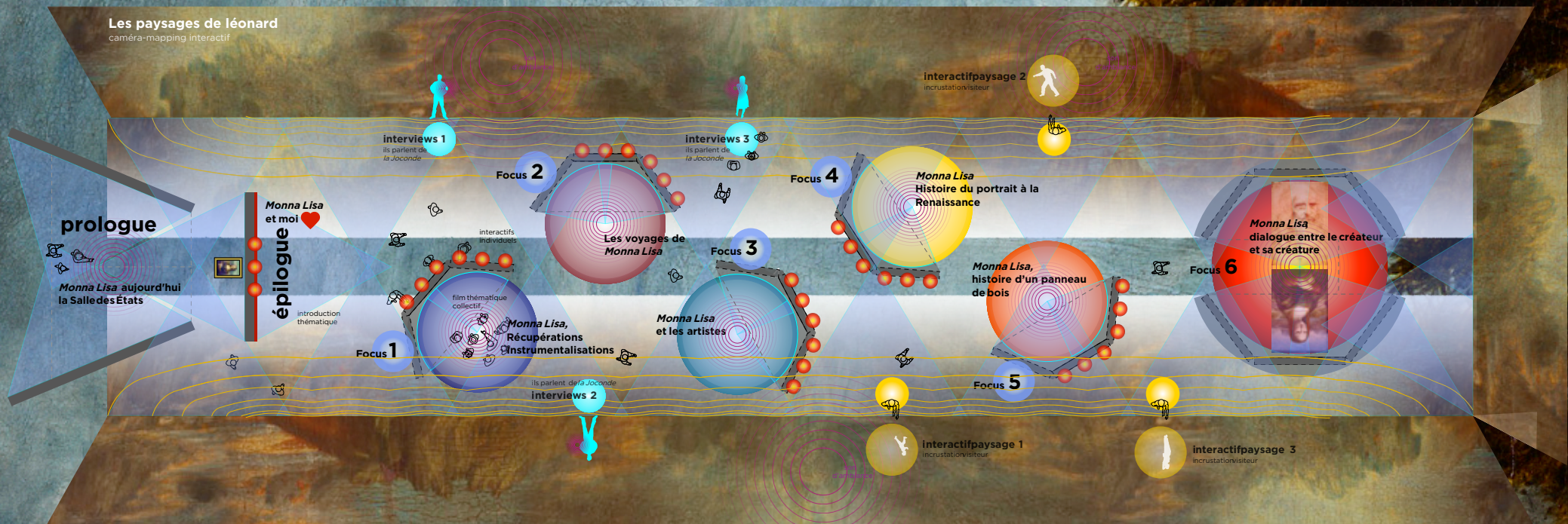


But what is so extraordinary about it, fundamentally? Where does this global celebrity stem from? The strangest theories have been put forward in an attempt to answer this question, but often only fuel a mystery built from nothing.

The immersive digital experience designed by the Louvre Museum and the Réunion des musées nationaux - Grand Palais will allow visitors to discover the work **in a new light**, to travel through its history and closer to its pictorial surface, provoking wonder and stimulating intellectual curiosity. It will seek to explore the feelings that the work arouses, to understand where Leonardo's stroke of genius lies and why this portrait of a woman still captivates five centuries later.



Built around a narrative thread playing on **the investigative and the spectacular**, several sequences will invite visitors to travel through time, starting from the icon that it is today, back to the earliest stages of its creation. Themes will structure the tour: the *Monna Lisa* hijacked and exploited, its journeys outside the Louvre, its relationship to artists of yesterday and today, its position in the history of Renaissance portraiture and the materials and methods used by Leonardo da Vinci. As an epilogue, a face-to-face encounter between the *Monna Lisa* and her creator will allow us to look at the preconceptions that have skewed our perception of the painting.





Each of these themes will be the subject of an open pavilion within the scenography, containing **a group projection** on one side and **touch-screen interactive stations** on the other, offering additional information or fun activities. Everyone will be able to make their visit unique.

On the walls around these pavilions will be projected a **gigantic landscape** inspired by Leonardo's works, including the *Monna Lisa* and also *Sainte-Anne*, recently restored.

Accompanied by an audio backdrop, this Leonardesque landscape will envelop the visitor and open up space in depth on a motif, characteristic and fascinating, from the imagination of the Renaissance master.

TECHNICAL INFORMATION

Content duration 55 min

Estimated duration of the visit
1 hour

Area required
500-1000m² (ideally 800 m²)

Ceiling height
5,5m

Number of video projectors
40

Number of screens 42 of which 36 interactive

CONTACT

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