

GRAND PALAIS IMMERSIF



**International touring exhibitions
host presentation**

GRĀND PĀLĀIS ĪMMĒRSĪF

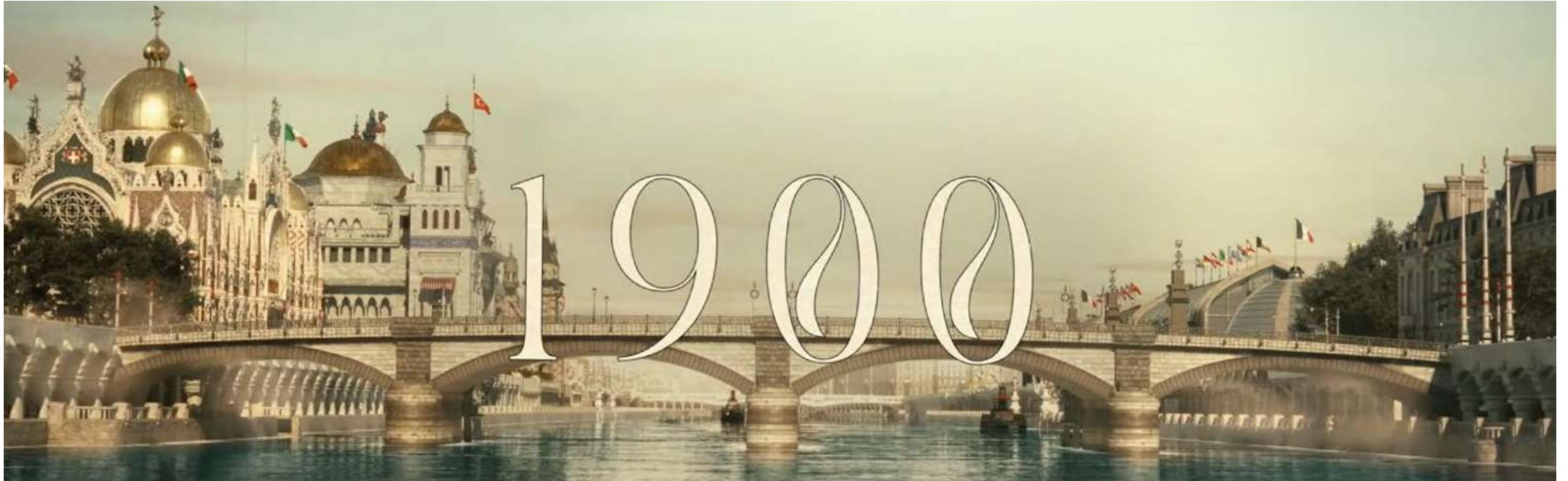
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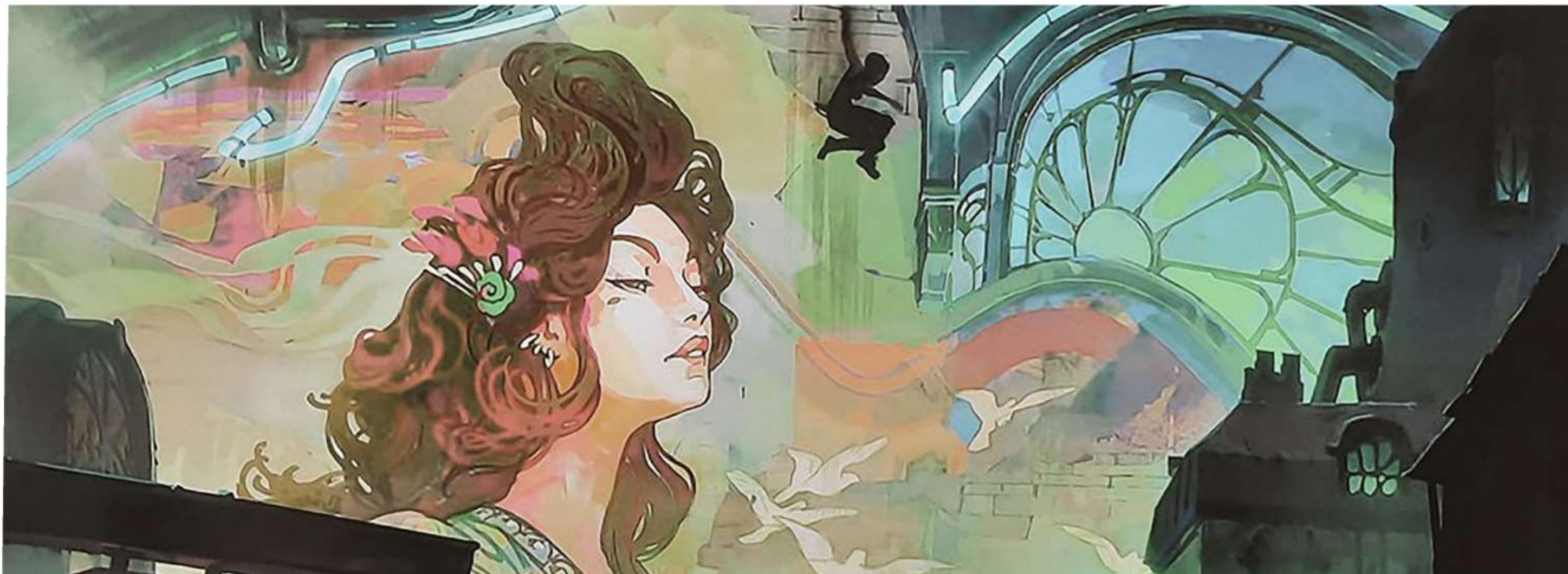
Introducing Eternal Mucha



Eternal Mucha



A spectacular, aesthetical, immersive and interactive exhibition offering visitors to find themselves at the heart of effervescent Paris during the Belle Époque and the Universal Exhibition. A unique mean to discover Alphonse Mucha as a master of Art nouveau and of poster and monumental works, as an artist and humanist.



Eternal Mucha reveals in an original presentation the permanent influence of Alphonse Mucha, from the pacifist “Flower Power” movement of the sixties to Japanese manga, superheroes, street artists, the hit Netflix Arcane TV series and tattoo art.

Trailer to view [here](#)

An experience to be shared

Since its opening on March 22nd, 2023, Eternal Mucha immersive exhibition was greeted by more than 1,000 visitors 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

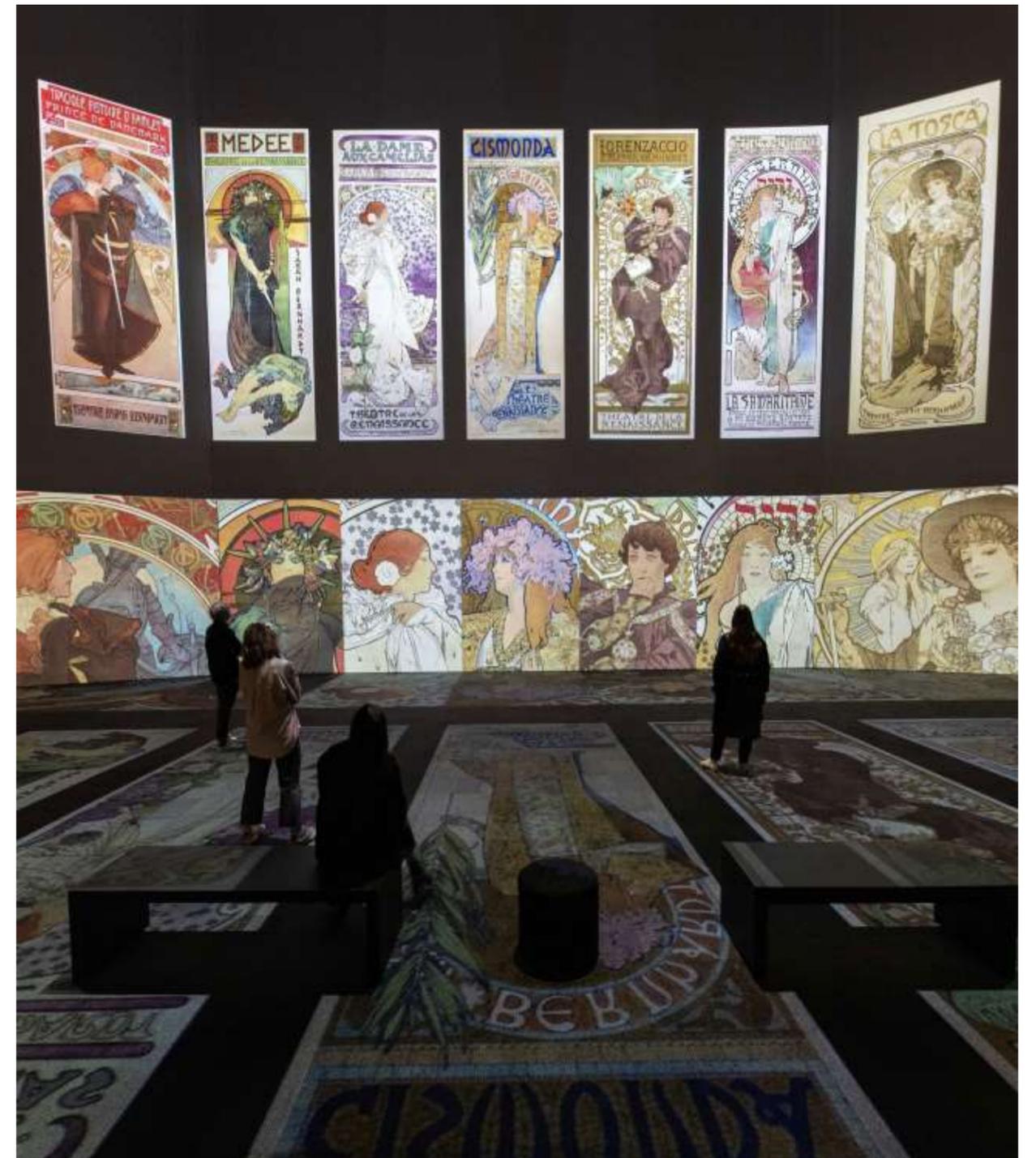
“The Art Nouveau sublimated at Grand Palais Immersif”

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





Exhibition content

Three major chapters are presented with their key presentation features

The main stage

Icons / 1900 / Utopia

On giant screens (29 min)

A first film presents the arrival of Alphonse Mucha and its astounding success in poster art, the second one, his involvement in the Universal Exhibition in Paris, and the third one, the dedication of Alphonse Mucha to monumental humanist and allegoric giant paintings about the Slav Epic.

The after show and back stage

History and making

Interactive devices and giant video mapping films (6 minutes)

Visitors are invited to an active encounter in the history and creation of the Artist thanks to interactive screens, a hologram, his illustrations of the Pater, the giant apparition of drawings and costumed characters on giant walls, the reconstitution of his workshop (with scent) and the possibility for all to make its “own Mucha”.

The legacy

Corridor of influences and marks of Alphonse Mucha

Visitors stroll to discover comparisons of images with creations of the 70's, the manga world, video games' graphics, those of TV series or even of body art, interviews, 60 kakemonos, film clips and olfactory experiences to realize the extent of the influence and multisensorial dimensions of Alphonse Mucha.

The main stage

Giant screens igniting emotion with immersion (29 minutes)

Acte 1: Icons (12 min)

This sequence takes place in the plains of Moravia, to evoke Mucha's childhood, the landscapes that inspired him, we approach the church in Ivančice. Then, once inside, we go straight to the streets of Paris and then on to the Théâtre de la Renaissance. The following sequence presents all of Mucha's "iconic" works. This is the first part laid out in animatic style before a focus on the 5 posters: The Lady of the Camellias, JOB, The Trappistine, Gismonda and Monaco Monte Carlo and The Arts: Painting.

The animations are based on the elements pointed out by Tomoko Sato, the curator with visual effects such as wireframe animation that runs along the curves of the work to reveal details to the viewer as it goes along. The aim is to create a driving, changing rhythm and a real sensory spectacle with images and sound (original score and sound engineering by Studio Radio France).

Total film to view [here](#).





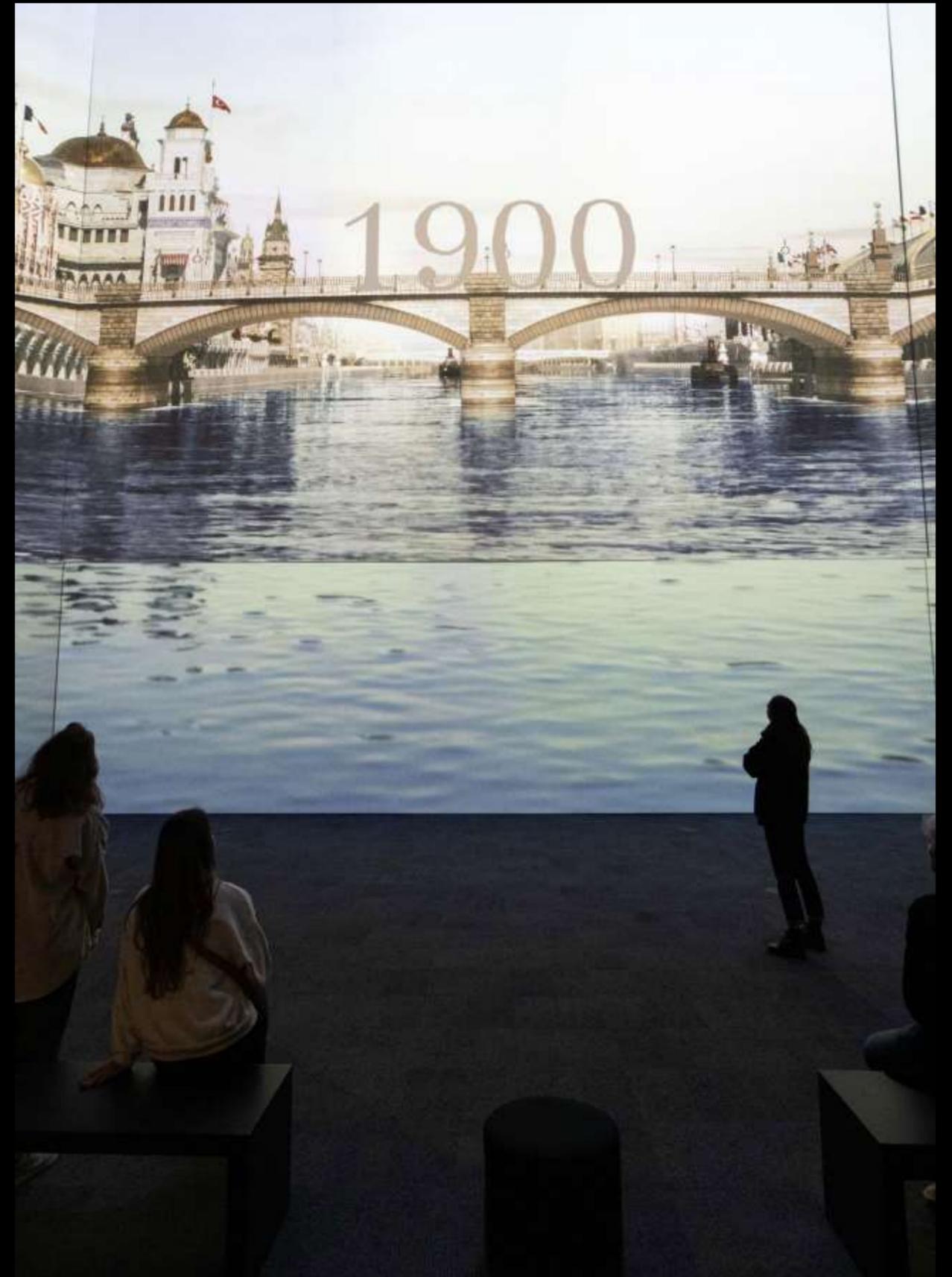
The main stage

Giant screens igniting emotion with immersion (29 minutes)

Acte 2: 1900 (5 min)

This sequence takes place in Paris, it evokes his arrival in the French capital, we sail on the Seine at the time of the Expo 1900 until we stop in front of the Bosnia-Herzegovina pavilion and enter to discover, in a conceptual decor, the frescos painted by Alphonse Mucha.

Total film to view [here](#).



The main stage

Giant screens igniting emotion with immersion (29 minutes)

Acte 3: Utopias (11 min)

The Slav epic travelling sequence. This scene takes the viewer on a journey to Zbiroh's castle, which they will enter to discover the series of paintings from the Slavic Epic.

In situation, the scene of the parade of the works of the Slavic Epic in an undefined space, recalling the modesty and rusticity desired by Mucha.

Total film to view [here](#).



The after show and back stage

The Historical friese

The Interactive films

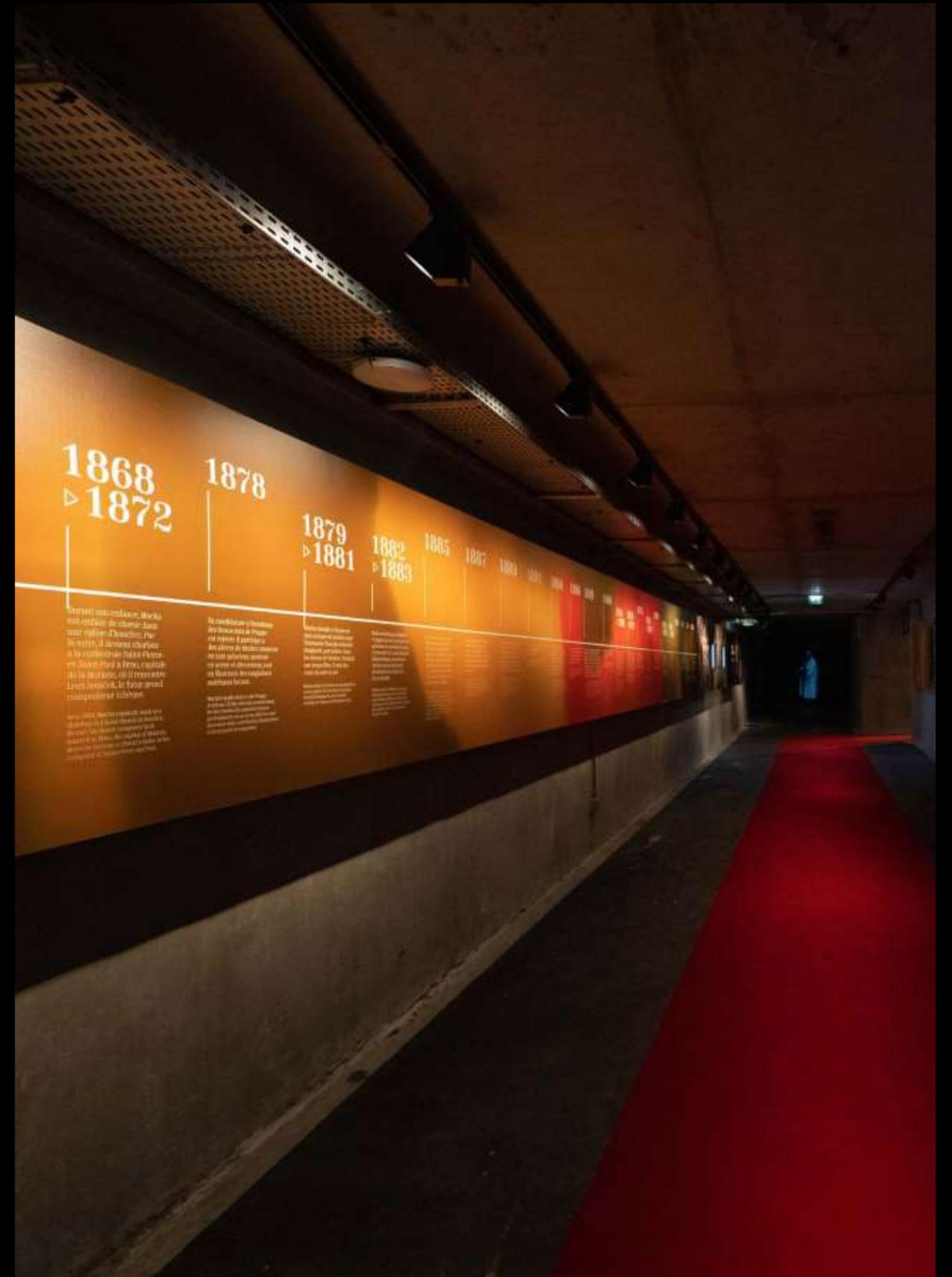
Four touch screens to review the main film and stop at points of interest, zoom in

The Hologram

Photos of Alphonse Mucha projected onto a canvas whilst he speaks

The Pater

Two screens present the illustrated book The Pater



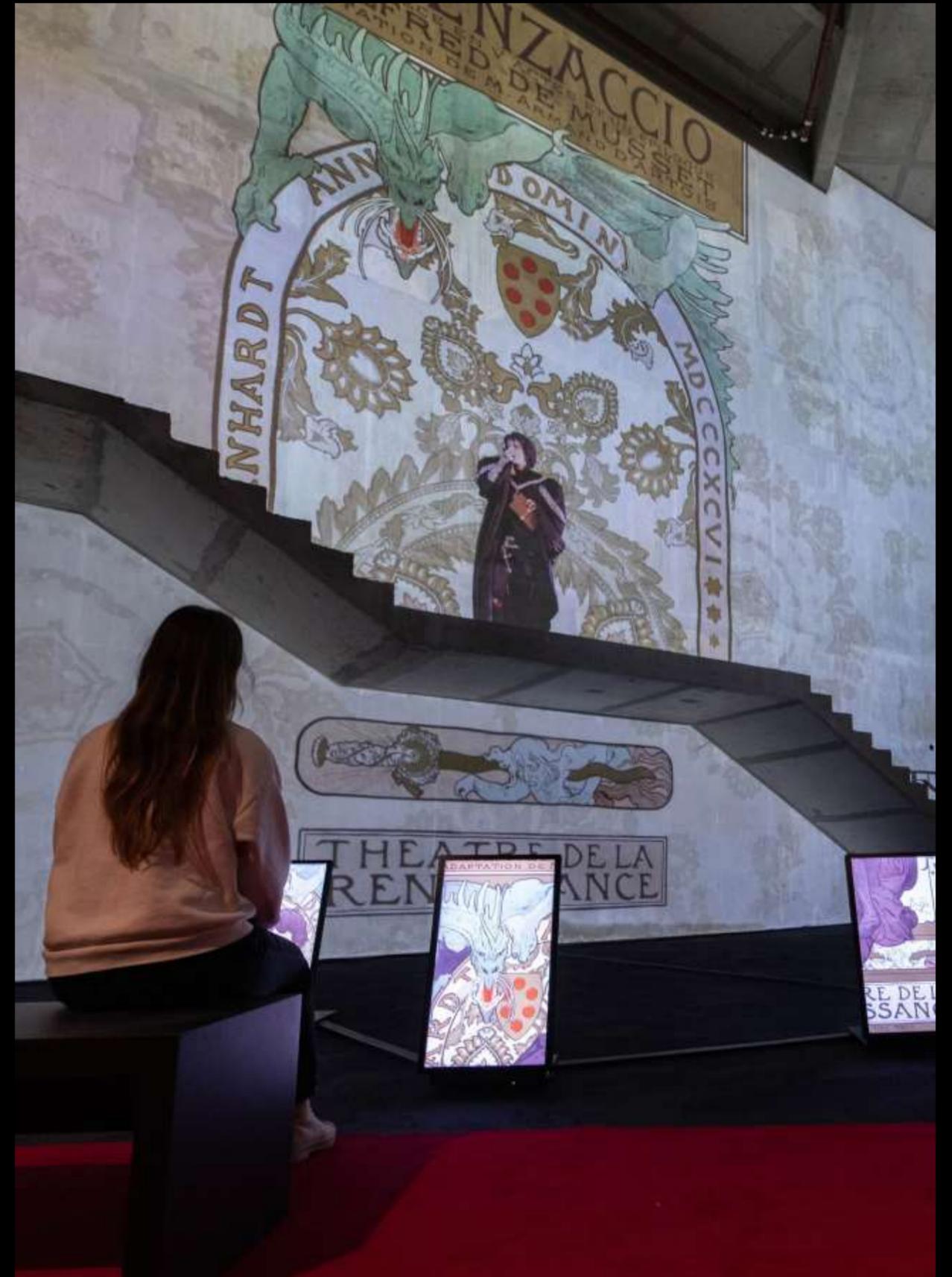


The after show and back stage

The Backstage immersive experience

An immersive two-wall large space presents in video mapping 4 audiovisual contents (6 minutes) with actresses who embody costumes related to the Mucha style according Lorenzaccio, Gismonda, and sketches and drawings about Autumn and Dreaming works, using graphic animations with motifs used by the artist. In synch with 8 screens on the floor showing details of Mucha's motifs and inspiration.

Total film to view [here](#)



The after show and back stage

Draw your own Mucha

Create own Mucha picture using landscapes, characters and motifs. 1 large interactive screen and 2 smaller ones.

The Studio painting workshop (5 min)

A room reproducing the studio of Alphonse Mucha. Two screens, scent diffuser, explanatory panel and sound effects.



The Legacy

A corridor of influences and marks of Alphonse Mucha.

A dedicated place decorated with 60 kakémonos showing the influences of Alphonse Mucha, displaying screens, audio displays, films and olfactive devices to realize and feel the impact of the Artist.

Presentation of contemporary artists

Presentation on 4 screens of comparative works of Mucha next to 70's, Manga, urban artists work of arts.

Interviews

8 interviews with contemporary artists and Marcus Mucha (3min40 each). 4 screens with 4 headphones per screen.



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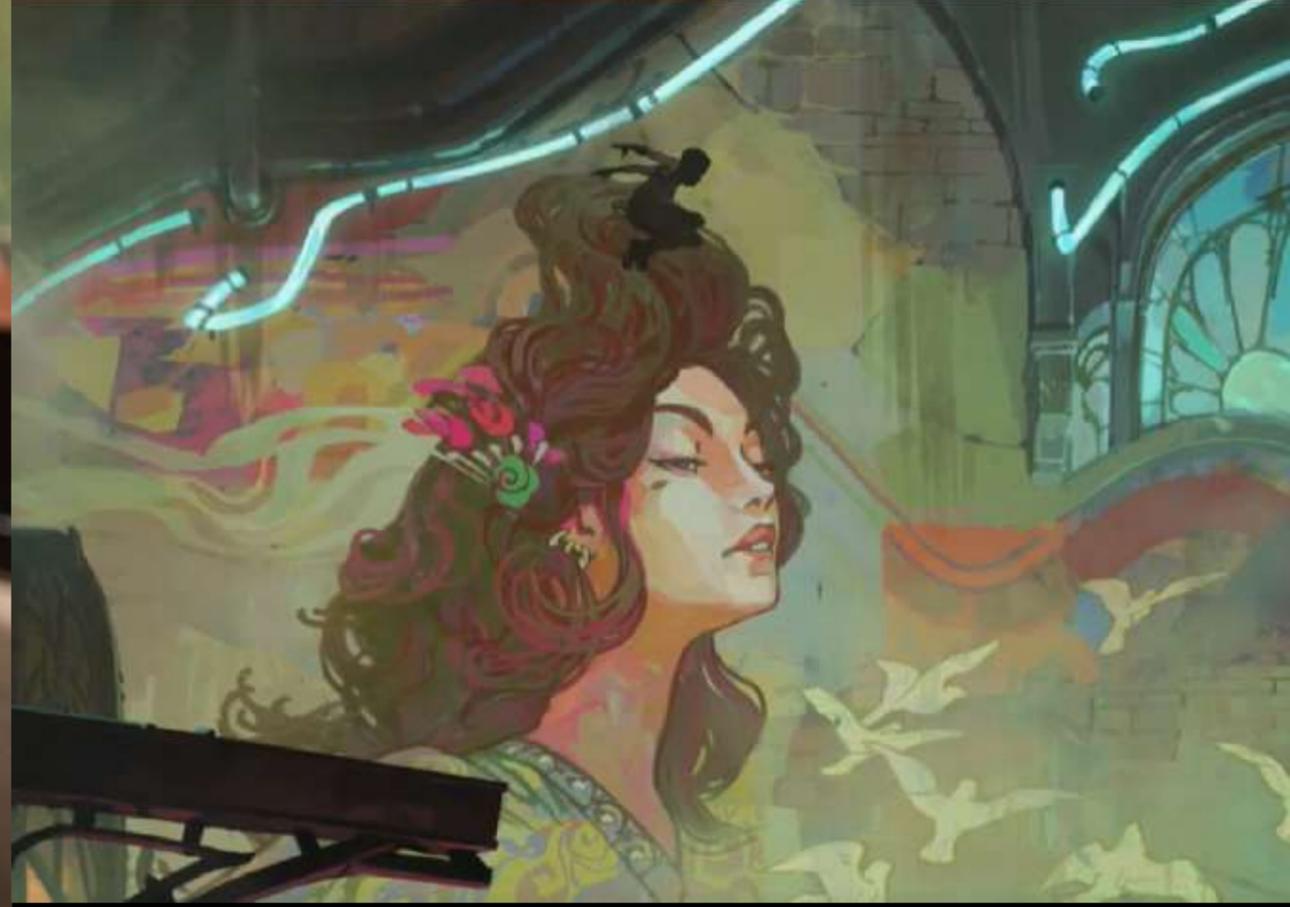
Arcane netflix tv series

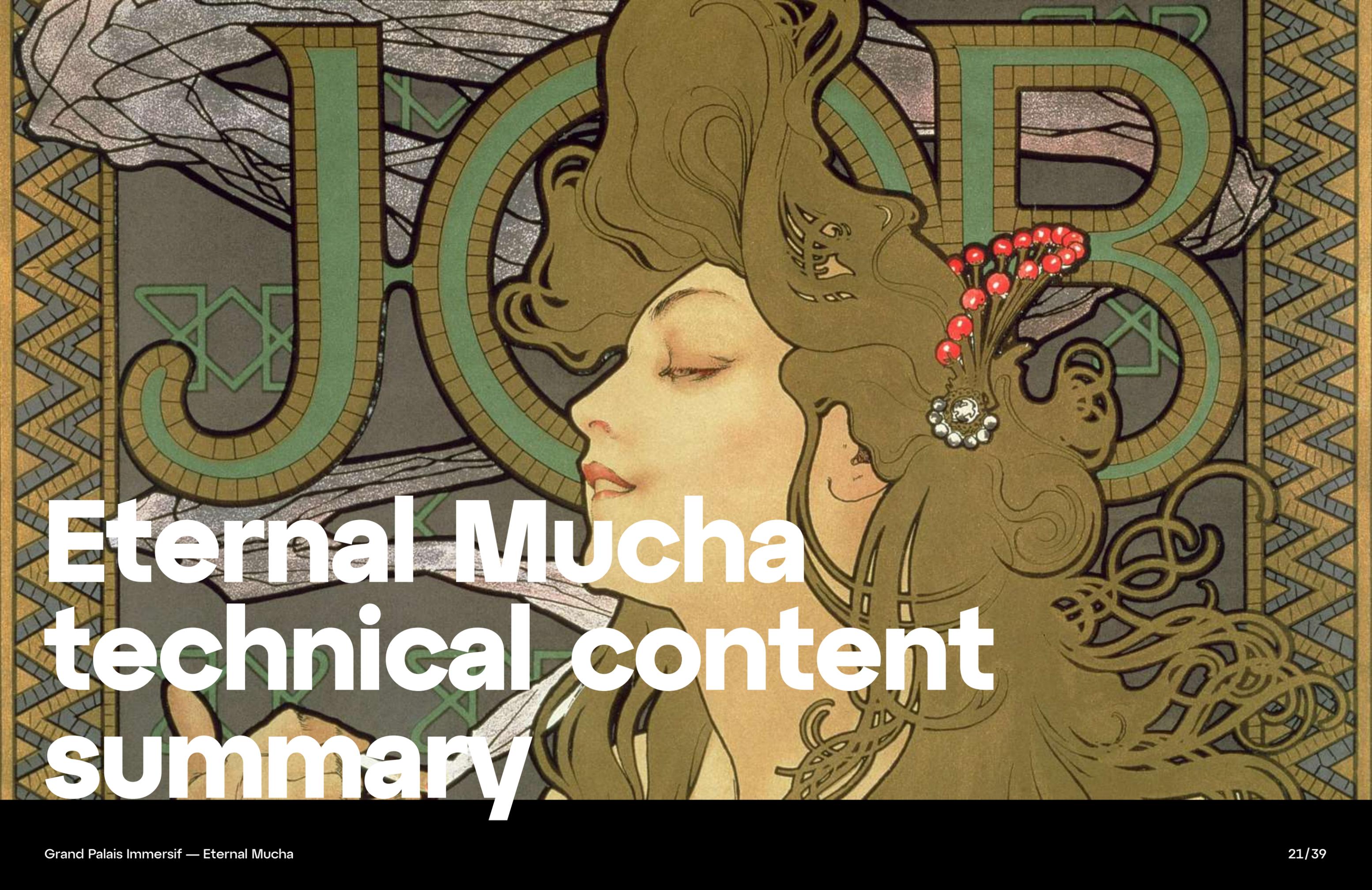
Freeze frame of the Arcane series to point out Mucha's artistic influence on visual creation. A 4 by 2 m screen with projector, no sound.

Final olfactive experience

Three fragrances created for the exhibition: Moravia, about Mucha's childhood in the Moravian countryside and his attendance at church; Flowers, which refers to the floral motifs omnipresent his work; and Sarah Bernhardt, with whom Mucha collaborated for a long time.







Eternal Mucha technical content summary

Eternal Mucha technical content summary

For the large Tailored set-up:

- Experience duration: around 1 hour (4 immersive sequences and 9 experiences of various forms)
- Area: from 600 to 1,200 sqm
- Immersive setup: one main immersive stage with high ceiling secondary video mapping space with high ceiling
- Projectors: to be determined - giant projection with specific lenses
- Sound systems: 3 including a major one for the Main stage
- Projection Screens: 4 very large screens, possible projection on walls
- Display Screens: to be determined, display and interactive screens
- Scent diffusers: 4 including 1 for the painting workshop
- Informative panels and time frieze: to be determined
- Kakemonos: to be determined (60 available)
- References for recommended large gift shop: 350

For the Blackbox set-up:

- a 30 m by 17 m configuration with minimal 4,5 m ceiling height
- a 24 m by 12 m configuration with minimal 4,5 m ceiling height
- Adapted number of video-projectors, sound devices and display or interactive screens according to a revised Blackbox scenario. The set-up allows to play all exhibitions. Gift Shop to add apart.

Technical presentation Drawing plans

Tailored set-up (from 600 to 1,200 sqm, high ceilings)

The Production proposes a TAILORED configuration according to architectural plans for spaces from 800 to 1,400 + sqm and high ceilings.

Blackbox set-up (30×17 or 24×12 m, minimal 4,5 m height)

The Production has developed a BLACKBOX reduced set-up for venues as small as 400 sqm where all exhibitions can be played following redesign of content and technology for a unique space including immersive and interactive features.

In both cases, 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.

One immersive main stage projection room is central to Eternal Mucha exhibition. A major video mapping experience also requires an immersive space when other devices may be positioned in many ways.

Production and curatorial team

Coproduction: Grand Palais Immersif and Mucha Foundation

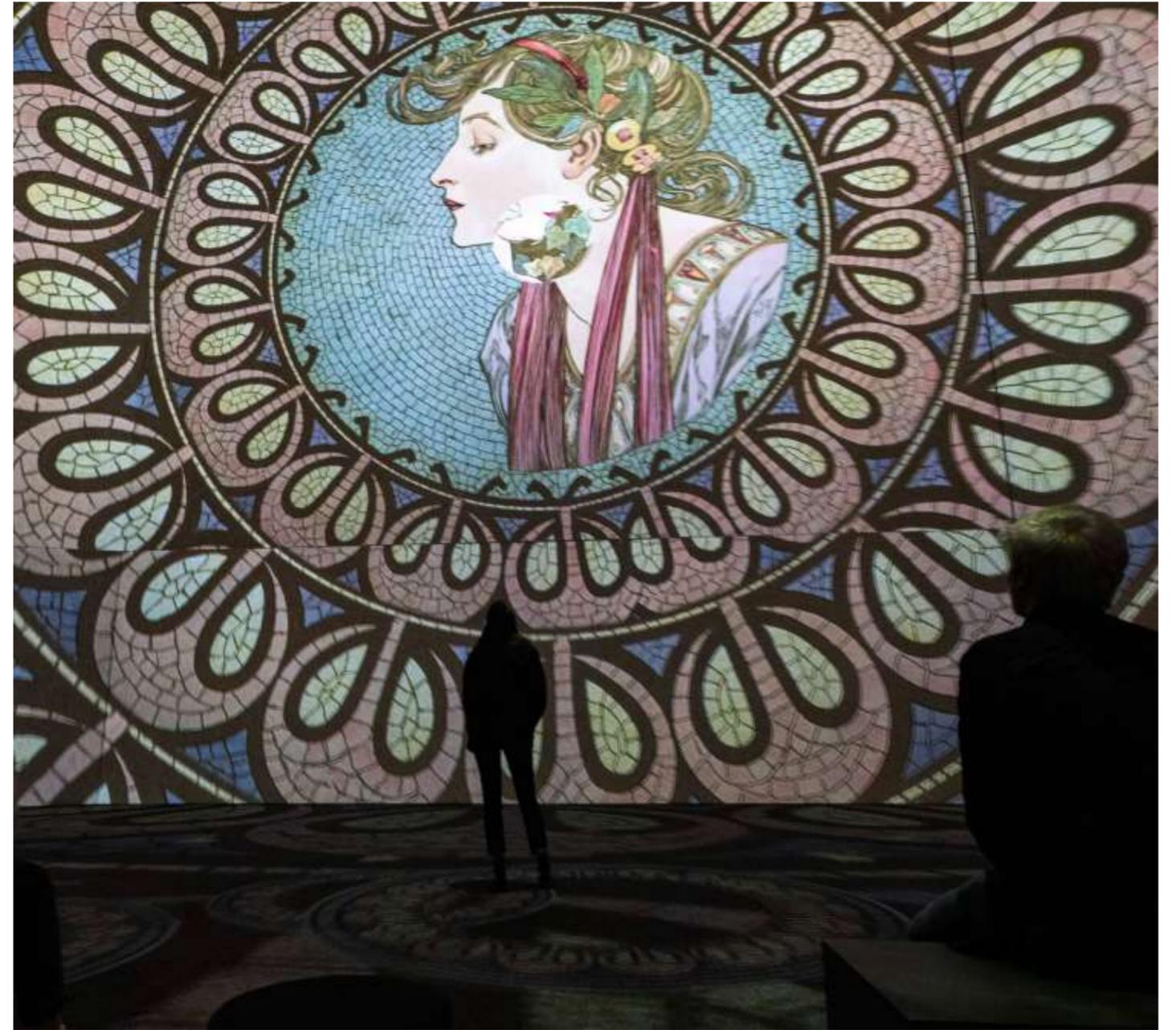
Chief curator: Tomoko Sato of the Mucha Foundation

Set design : Atelier Tsuyoshi Tane Architects

Conception and audiovisual production :

Mardi 8 - Artisans d'idées

Music: Benoît de Villeneuve - Benjamin Morando - Studio Radio France



Eternal Mucha, an immersive and interactive experience made by first-class experts, adaptable, readily available for international touring in the Tailored and Blackbox formats.



Key terms

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.

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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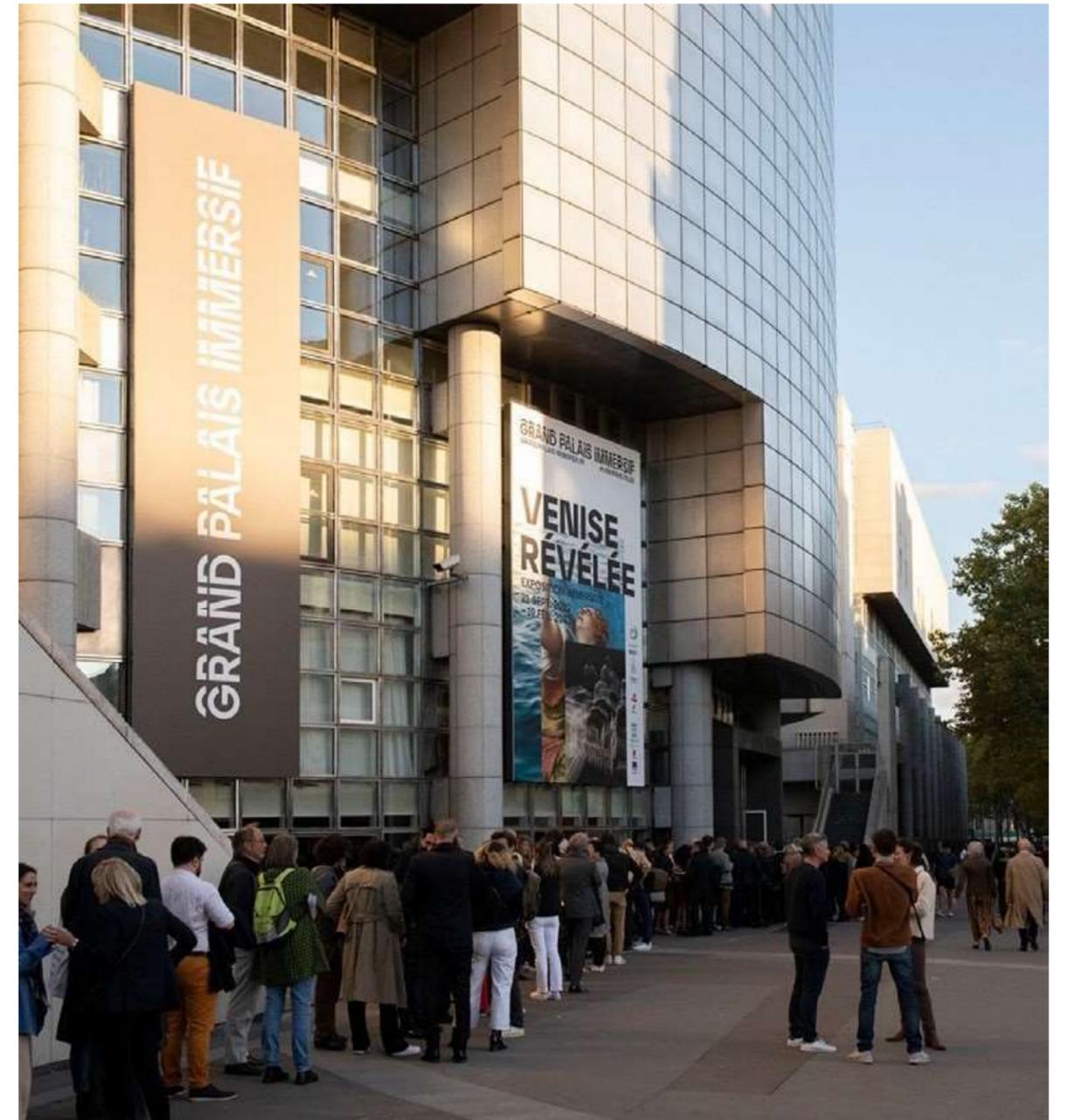
About Grand Palais Immersif

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(AD)

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

