



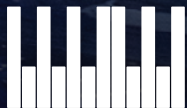
IMAGINE
VAN GOGH

IMAGINE
DA VINCI

IMAGINE
PICASSO

IMAGINE
MONET

IMAGINE
PARIS



IMMERSIVE EXHIBITIONS WITH SIGNATURE



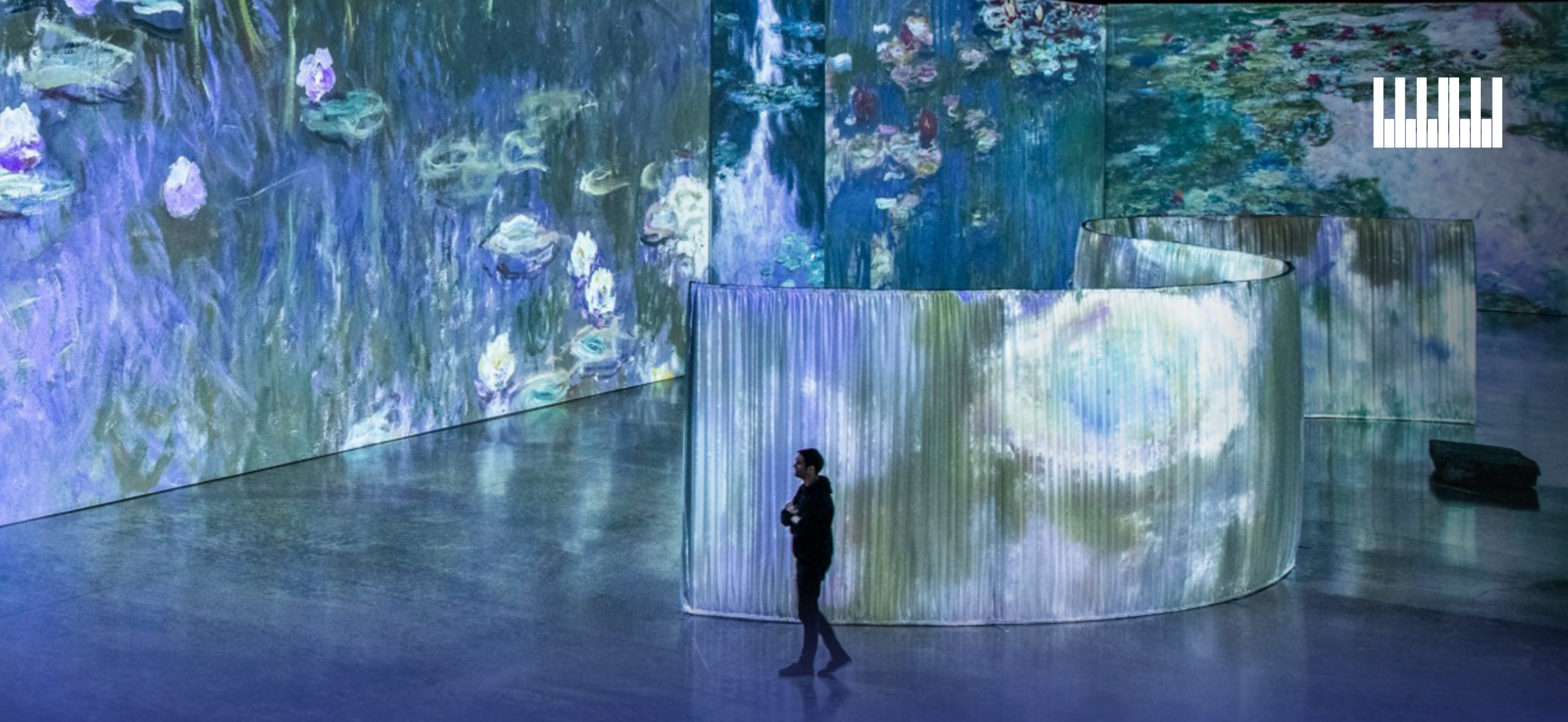
IMAGINE PARIS

Created by Annabelle Mauger & Julien Baron



Imagine Paris is the original immersive exhibition created by the French directors Annabelle Mauger and Julien Baron, taking visitors on a promenade in the heart of Paris 1900.

Paris 1900 was the climax of the Belle Époque, a moment engraved in French history. Based on **in-depth historical research**, this artistic experience introduces viewers to the French capital's most emblematic landmarks, with the architecture and the artworks associated. Through **Notre-Dame de Paris, the Louvre, Versailles, the Invalides, the Eiffel Tower, the Musée d'Orsay, Montmartre...** this exhibition takes the public on a waking dream in Paris!



IMAGINE **MONET**

Created by Annabelle Mauger & Julien Baron



Imagine Monet the Immersive Exhibition in Image Totale® enhances the work of French painter Claude Monet, considered the father of Impressionism and the first immersive painter ever.

Monet's pieces are exhibited around the globe, from the Musée Marmottan in Paris to the Art Institute of Chicago. Some artworks even entered private collections, never seen by the public. Imagine Monet reunites famous series and masterpieces together for a unique exhibition.

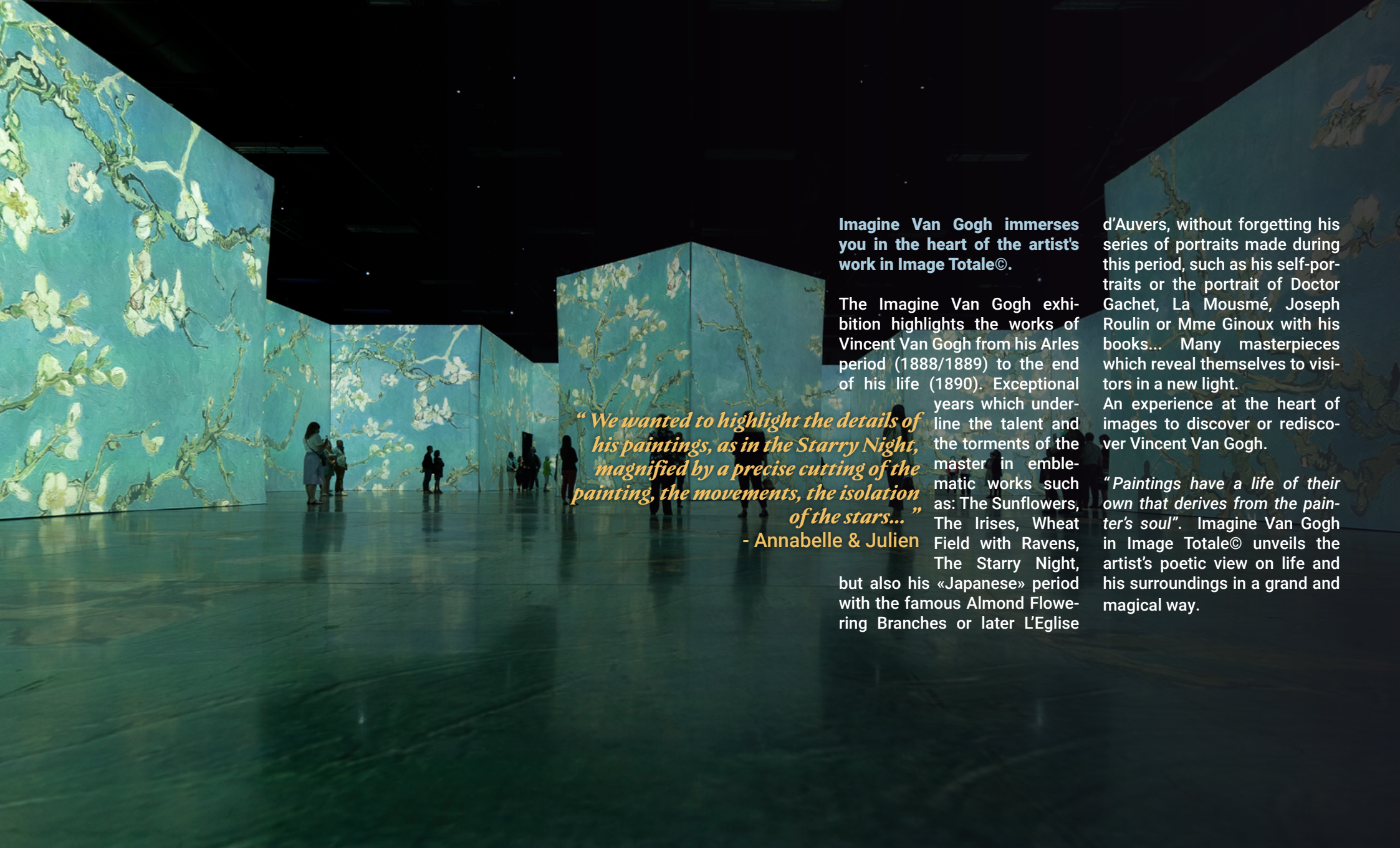
Imagine Monet immerses you in the heart of the artist's work in Image Totale®. The exhibition is splitted into three parts. You will discover the environment of Monet, his family, his garden and the fields where he likes to walk. Then, you will be transported through the artist's series. The millstones, Gare Saint Lazare, The Thames or even The London Parliament will come alive under a multitude of variations of lights and colors. The exhibition ends with a trip to Giverny with the series of Water Lilies that Monet loved so much and that he would paint until his death.

Monet had a very precise intention for his project: "[...] transported along the walls, enveloping all the corners of his unit, it would have given the illusion of an endless whole". Imagine Monet the Immersive Exhibition in Image Totale® makes Monet's dream come true in a grand and magical way.



IMAGINE VAN GOGH

Created by Annabelle Mauger & Julien Baron



Imagine Van Gogh immerses you in the heart of the artist's work in Image Totale©.

The Imagine Van Gogh exhibition highlights the works of Vincent Van Gogh from his Arles period (1888/1889) to the end of his life (1890). Exceptional

“ We wanted to highlight the details of his paintings, as in the Starry Night, magnified by a precise cutting of the painting, the movements, the isolation of the stars... ”

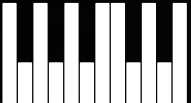
- Annabelle & Julien

years which underline the talent and the torments of the master in emblematic works such as: The Sunflowers, The Irises, Wheat Field with Ravens, The Starry Night, but also his «Japanese» period with the famous Almond Flowering Branches or later L'Eglise

d'Auvers, without forgetting his series of portraits made during this period, such as his self-portraits or the portrait of Doctor Gachet, La Mousmé, Joseph Roulin or Mme Ginoux with his books... Many masterpieces which reveal themselves to visitors in a new light.

An experience at the heart of images to discover or rediscover Vincent Van Gogh.

“ Paintings have a life of their own that derives from the painter's soul ”. Imagine Van Gogh in Image Totale© unveils the artist's poetic view on life and his surroundings in a grand and magical way.



IMAGINE PICASSO

Created by Annabelle Mauger & Julien Baron

More than 200 of the most renowned masterpieces of Picasso shown together for the first time.

Imagine Picasso is the only immersive exhibition about Pablo Picasso, made with the authorization of Picasso Administration.

The exhibition is the result of a meeting between Annabelle Mauger, pioneer of immersive art, and Rudy Ricciotti, Grand Prix National d'architecture, both fascinated by Picasso. Together, with Julien

Baron, they imagine a spectacular scenography, inspired by Picasso's tender gaze on childhood. The image is projected onto gigantic origami to deconstruct and restructure the work of the Master of Modern Art.

"Educational in substance and moving in form, this exhibition is a way of looking at art with new eyes," said Androula Michael, the curator specialising in Picasso's work.

"The aim of this immersive exhibition, accessible to all, regardless of age, language, and culture, is to open the space to emotion, dreams and contemplation for everyone, even the youngest visitors."

Choosing their own route in close proximity to the paintings, visitors can feel the power of Picasso's work. Each visitor is swept along without noticing the technological innovation that lies behind an exhibition like this.





IMAGINE DA VINCI

Created by Annabelle Mauger & Julien Baron



The first immersive exhibition dedicated to the Italian genius – painter of the Mona Lisa, inventor, architect, scientist, sculptor and much more...

A world-famous figure, a universal artist, a genius... There is something conventional about the widespread image of Leonardo da Vinci, like an obligation to admire, which makes it difficult to understand.

Imagine Da Vinci takes a **fresh look at Leonardo da Vinci**. It shows how this self-taught man became, through curiosity and observation, one of the greatest thinkers of his time.

How did Leonardo da Vinci manage to accomplish the work of a **civil and military engineer, town planner, theater and celebration designer, architect, sculptor,**

musician, writer and painter? How can such a vast and diverse work be so coherent? Imagine Da Vinci offers a new perspective on this artist that has fascinated the world for five centuries...

Discovery Room



Imagine immersive exhibitions are preceded by a "discovery room" designed as a didactic journey adapted to all audiences. It is made up of several panels conceived to provide visitors with knowledge on the topic of the exhibition.

History, culture and anecdotes punctuate the visitor's journey through a room that's suitable for all ages and all levels of knowledge.



Facts & Figures

2 million
visitors worldwide

2008
first opening of
Imagine Van Gogh

3 000 Days
of exploitation

32 Exhibitions
in 24 cities

4 Continents



The solutions

01 THE SIGNATURE SOLUTION

TAILOR-MADE COLLABORATION

The Signature version offers every type of venue the opportunity to benefit from **comprehensive artistic and technical support, as well as tailor-made services.**

Annabelle Mauger and Julien Baron's know-how and expertise enable them to **design authentic scenographies** and offer the best possible experience to every visitor.

02 THE LIL BOX SOLUTION



READY-TO-SHOW EXHIBITION

lil box is a **groundbreaking solution that adapts to any location and any situation** to make immersive art more accessible. This **cost-effective and turnkey service** includes set-up **in 48 hours and dismantling in 24 hours**, while maintaining a spectacular and entertaining result for visitors.

The desired duration, as well as the size of the surface, are **adjustable**. lil box is suitable for all types of venue, whether designed for art exhibitions or not.

03 THE SOLUTION FOR IMMERSIVE HALLS

CONTENT FOR EQUIPPED VENUES

Our exhibitions suit **digital art centers and venues dedicated to immersive digital exhibitions**, where all the technical requirements for an immersive installation are fulfilled.

In this type of venues, imagine immersive exhibitions reveal **art and technology in a new light**. Immersive content adaptable to any image distribution software.

Imagine Tours

Imagine Van Gogh

Stockholm , Artipelag museum	06.2024 → 01.2025
Trois-Rivières , Centre Vidéotron	07.2023 → 08.2023
Quito , CCI Centro Comercial Iñaquito	10.2022 → 01.2023
London (Ontario) , Kellogg Factory	10.2022 → 01.2023
Seattle , Tacoma Armory	03.2022 → 04.2022
Buenos Aires , La Rural, Pabellon Frers	02.2022 → 08.2022
Boston , Sowa Power Station	12.2021 → 03.2022
Saskatoon , Thatcher Avenue Warehouse	09.2021 → 11.2021
Edmonton , Expo Centre	06.2021 → 09.2021
Vancouver , RBC Convention Centre	01.2021 → 10.2021
Winnipeg , RBC Convention Centre	09.2020 → 11.2020
Québec , RBC Convention Centre	07.2020 → 09.2020
Montréal , Arsenal Contemporary Art	12.2019 → 03.2020
Le Havre , Carré des Docks	06.2019 → 09.2019
Paris , Grande Halle de la Villette	06.2017 → 09.2017

Imagine Monet

Seattle , Tacoma Armory	02.2024 → 04.2024
Stockholm , Artipelag museum	06.2023 → 09.2023
London (Ontario) , Kellogg Factory	03.2023 → 04.2023
Québec , Quai 30	06.2022 → 09.2022
Edmonton , Expo Centre	06.2022 → 09.2022
Ottawa , EY Center	06.2022 → 09.2022
Montréal , Arsenal Contemporary Art	12.2021 → 04.2022

Imagine Picasso

Riyadh , Laysen Valley	02.2024 → 03.2024
Zürich , Lichthalle MAAG	11.2023 → 04.2024
São Paulo , Morumbi Shopping center	03.2023 → 06.2023
Madrid , IFEMA	11.2022 → 04.2023
Atlanta , Pullman Yards	03.2022 → 06.2022
San Francisco , Skylight Armory	02.2022 → 04.2022
Vancouver , RBC Convention Centre	10.2021 → 01.2022
Québec , RBC Convention Centre	06.2021 → 09.2021
Lyon , La Sucrière	10.2019 → 02.2020

Retrospective

1914

Albert Plécy is born. He was a journalist, photographer, publisher, painter, author, creator and researcher who was passionate about the power of images.



1955

Albert Plécy brings together enthusiasts of photography and pictures to encourage innovation in these fields. He sets up the Gens d'Images association with Jacques Henri Lartigue and Raymond Grosset.

1975

Albert Plécy needs to find a place to put this idea into practice. He visits the impressive limestone quarries of Baux-de-Provence and finds it staring at him in the face - this is where he decides to build his Cathédrale d'Images.

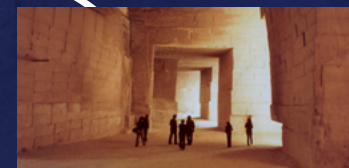


1965

Czechoslovakian artist and scenographer Joseph Svoboda exhibits his Wall of Images in Montreal. This inspires Albert Plécy to develop his dream: of integrating spectators into works of art by setting the images free. This is how the idea of ImageTotale© was born.

1977

First exhibition in ImageTotale®. Albert Plécy died three weeks after the opening of Cathédrale d'Images. His wife Anne Plécy and then his grandson Timothée Polad became the guardians of his heritage.



2008

Annabelle Mauger and Julien Baron create the first immersive exhibition in the world dedicated to the work of Van Gogh.

2001

Annabelle Mauger joins Cathédrale d'Images' team.



2017

An improved version of the original show, called Imagine Van Gogh, is presented by Encore Productions at the Grande Halle de la Villette in Paris. Since then, Imagine Van Gogh has been on tour around the world.

2006

After exploring many aspects of the audiovisual world, Julien Baron joins the Cathédrale d'Images in Les Baux-de-Provence.



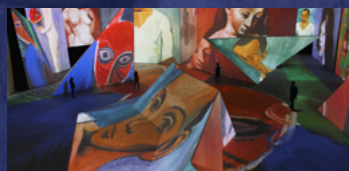
2020

After the success of Imagine Van Gogh and Imagine Picasso, Annabelle Mauger and Julien Baron create Imagine Monet which enhances the work of French painter Claude Monet.



2019

Annabelle Mauger and Julien Baron create Imagine Picasso, an exclusive immersive exhibition, in collaboration with art historian Androula Michael and the winner of the French's Grand Prix National de l'Architecture, Rudy Ricciotti, with the authorization of Picasso Administration (representative of Picasso Estate).



2023

More than 30 exhibitions have been presented all around the world.

2024

The new license Imagine Paris is created by Annabelle Mauger and Julien Baron. It takes visitors on an immersive promenade through the City of Light, its art, architecture and history

Albert Plécy

A life in images

Born in 1914, Albert Plécy's life was characterised by a **desire to communicate, in words and especially in pictures**. He worked as a journalist, photographer, publisher, painter, author, designer and researcher and was passionate about the power of images.

His vocation showed itself early on as he edited a scout newspaper, a student newspaper and an army newspaper, before becoming editor-in-chief of the magazine Point de Vue – Images du Monde in 1946, then of Parisien Libere in 1958. In 1955, he and two friends from the world of photography set up a society for professional and amateur

picture enthusiasts called Gens d'Images. Out of this came the Niépce Prize and the Nadar Prize, but also serious consideration of a revolutionary projection process...

Gradually, Albert Plécy came up with the idea of vision totale, in which the spectator, forced to give up their usual way of looking at things, could allow themselves to be overwhelmed by the image and all the truth and emotion contained within it.



Cathédrale d'Images

It would take many years for the project to come to fruition and find a venue to match its ambition. In 1975, on the advice of his friend Jean Cocteau, Albert Plécy chose the gigantic abandoned quarries of Baux-de-Provence. It was here that he would construct his Cathédrale d'Images. After two years of intensive research and considerable investment of his own funds, the first visual show in Image Totale© was born.

It was a unique experience: the spectator was immersed in 4,000 square metres of images projected on to white limestone walls reaching up to 12 metres high, divided into 12 rooms. Each image covered an area of

50 to 100 square metres using slides magnified 1,000 times. Every part, every edge, every angle and every surface was used in this new type of artistic production.

The synchronised broadcast of a musical soundtrack in harmony with the images completed the dreamlike experience. Albert Plécy had achieved his aim of unleashing the image from its frame to create a new relationship with the spectator.

He died in 1977, a few weeks after the opening of his Cathédrale d'Images. His wife Anne Plécy, then his grandson Timothée Polad, continue his work.

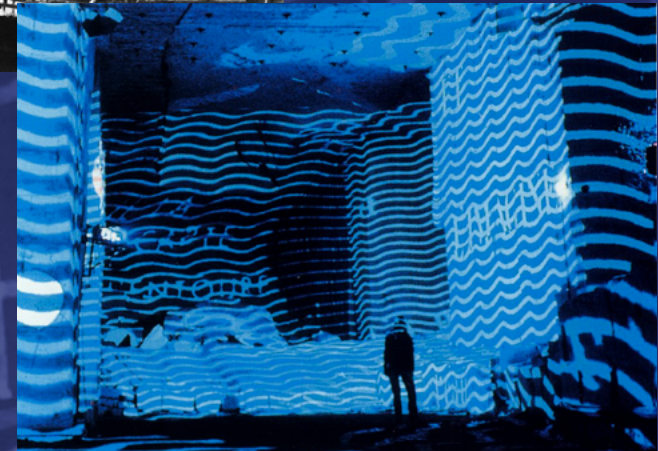
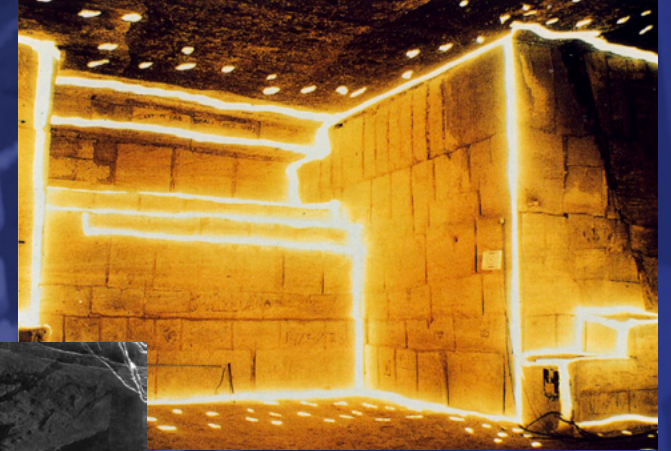


Image Totale©

Legacy

Annabelle Mauger and Julien Baron – the directors of Imagine Exhibitions, who produced their first exhibitions in 2008 in Albert Plécy's Cathédrale d'Images – are beneficiaries of the **Image Totale©** techniques. This method has of course evolved in technical terms. In the past, it involved the topoprojection of slides invented by the engineer and architect Hans Walter Muller. Now, it incorporates projection mapping based on dozens of video projectors coupled to powerful media servers. While the quality of image reproduction has made impressive leaps in terms of quality, the experience offered by Image Totale© goes over and above the simple visual dimension.

Unleashing the image and the emotion

The technical heritage of Image Totale© is firstly the achievement of plunging the spectator into a waking dream. The design of Imagine Exhibitions is based on a determination that the experience establish a direct, raw relationship between the work of art and the viewer. This relationship is based on a radical decision: to unleash the image and the emotion that the artist has breathed into it.

Each exhibition is therefore designed to nurture this relationship and must be adapted to each venue to reinvent itself, whether this be historical locations such as the Grande Halle de la Villette in Paris or modern venues such as the Art Science Museum in Singapore. The perspective on the image must also be rethought for each work.

Annabelle & Julien

The Creators

Annabelle Mauger



Annabelle Mauger discovered Cathédrale d'Images in Provence in 2000. In 2008, she became the first woman director of an immersive digital exhibition there, the first in the world dedicated to Van Gogh.

Julien Baron



After exploring many aspects of the audiovisual world, Julien Baron joined Cathédrale d'Images in 2005. In 2008, he and Annabelle worked together to set up the first immersive exhibition dedicated to Van Gogh.

About *lililillilil* & Androula Michael



Since 2005, Annabelle Mauger and Julien Baron work together pioneering in the *art of immersive exhibitions*.

From the scenographic reflection to the audiovisual realization through the technical study, their know-how allows them to provide turnkey immersive experiences. Whether it's their *own creations* or *consulting missions for other companies*, Annabelle and Julien like to create a dialogue between the venue, the imagined project and the various stakeholders in a simple perspective :

a strong experience for all visitors, from the most seasoned museum goers to those who are novice in the world of art.

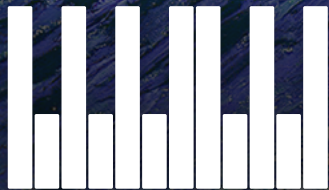
They directed the first original immersive exhibition about **Vincent Van Gogh**. Today, they're the only company allowed by the Picasso administration to design a touring and immersive exhibition fully dedicated to **Pablo Picasso**. Their latest exhibitions talks about the father of expressionism, **Claude Monet**.



Androula Michael is a historian of modern and contemporary art at the UFR des arts in l'Université de Picardie Jules Verne (France), director of the center of research in art and aesthetics (CRAE) and in charge of international relations.

She took up the challenge agreeing to collaborate on these projects for the public at large. She helped Annabelle Mauger in developing the script, driven by a desire to bring more and more coherence to the biographical and artistic career of Vincent Van Gogh, Pablo Picasso or Claude Monet. Androula Michael is the curator of the Imagine Van Gogh , Imagine Monet and Imagine Picasso exhibitions.

As a member of the International Association of Art Critics (A.I.C.A) and independent curator, Androula Michael has a scientific research approach on curating, dedicated to a wide audience.



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