

**Digital
Art Centre
Paris**



ATELIER DES LUMIÈRES

**Scheduled to open
in spring 2018**

Bruno Monnier, the President of Culturespaces, is announcing the opening of the first Digital Art Centre in Paris in spring 2018: the ATELIER DES LUMIÈRES. As the leading private operator in the management and promotion of monuments, museums, and art centres, Culturespaces is continuing to develop its pioneering work in the field of digital exhibitions.

Located between Bastille and Nation, in a former foundry in the eleventh arrondissement of Paris, the **ATELIER DES LUMIÈRES** will hold monumental immersive exhibitions. Using 120 video projectors and a spatialised sound system, the highly unique multimedia equipment will cover a total surface area of 3,300 m², extending from the floors to the ceilings and over walls up to ten metres high.

As Bruno Monnier explains: *'The role of an art centre is to decompartmentalize, and that is why digital technology is so important in twenty-first-century exhibitions. Used for creative purposes, it has become a formidable vector for dissemination, and is capable of creating links between eras, add dynamism to artistic practices, amplify emotions, and reach the largest possible audience.'*

The establishment of the **ATELIER DES LUMIÈRES** complements the success of the Carrières de Lumières, which have been run by Culturespaces since 2012 at Les Baux-de-Provence, where as many as 600,000 people visit the digital exhibitions each year.



Simulation: Klimt and Schiele. The Vienna Secession – Atelier des Lumières © D.R

Three permanent exhibitions in two areas

The **ATELIER DES LUMIÈRES** will include two areas for visitors: **LA HALLE** (1,500 m²) and **LE STUDIO** (160 m²). IN **LA HALLE**, a continuous cycle of digital exhibitions will be projected, alternating between a long programme, devoted to the great figures in the history of art, and a short, more contemporary programme. For the opening of the **ATELIER DES LUMIÈRES**, the long programme will focus on **Gustav Klimt** and Egon Schiele. For around thirty minutes, visitors will be immersed in the work of these artists, who were indissociable from the Vienna Secession of the nineteenth century. *'Thanks to the virtualisation of works of art, we will enable many visitors who have never had the opportunity to visit the Secession Palace in Vienna to behold the iconic figures in Klimt's frescoes'*, explain Gianfranco Iannuzzi, Renato Gatto, and Massimiliano Siccardi, the directors responsible for projecting these works over all of the surfaces in the **ATELIER DES LUMIÈRES**.

The short programme will focus on another artist who symbolised Viennese creativity: **Friedensreich Hundertwasser** (1928–2000), the inheritor of the Secession. In an explosion of colour, the **ATELIER DES LUMIÈRES** will establish a link between the various eras and provide a visual and musical journey through the creative works of the past and the present.

IN LE STUDIO, the visitors will discover the work of experienced or emerging artists. As an area devoted to contemporary art, it will give carte blanche to digital artists who are capable of creating unique visual worlds. Snacks will be available from the bar at the far end of the studio.

A former nineteenth-century foundry transformed into a venue for digital exhibitions

The **ATELIER DES LUMIÈRES** is also about the restoration of a heritage site—that of the former **PLICHON** iron foundry. Established in the nineteenth century in the heart of the east of Paris and currently undergoing restoration, the foundry is for Culturespaces an essential part of the artistic experience. Rather than being a mere complement, the venue—with its spaces, history, and industrial character—has forged the identity of the project. Thanks to its monumental architecture, highlighted by the original metal structure that spans the great hall, the former iron foundry will provide the ideal setting for these digital experiments. In the **Halle** visitors will find various monumental elements (a tank, storeroom, and pool) that have been converted to enable the visitors to enjoy interactive experiences.

Some figures

An old foundry established in **1835** by the PLICHON family

A surface area of **2,000 m²**

3,300 m² of projection surface

10-metre-high walls

120 BARCO laser video projectors

50 Nexo speakers with controlled directivity

More than 3,000 moving images, using the **AMIEX[®]** system

And the venue is open 7 days a week

Our partners

The opening of the ATELIER DES LUMIÈRES is supported by the **Ile-de-France Region** and the **Comité Régional du Tourisme**.

Crédit du Nord is the founding patron of the ATELIER DES LUMIÈRES.

AMIEX[®] (Art & Music Immersive Experience) immersive art exhibitions

Culturespaces developed the AMIEX[®] (Art & Music Immersive Experience) system in 2012 and held its first immersive exhibition in the Carrières de Lumières at Les Baux-de-Provence, with the help of the film directors Gianfranco Iannuzzi, Renato Gatto, and Massimiliano Siccardi. The venue has now become one of the most significant fixed multimedia installations in the world. Perfectly adapted to the venues in which they are held, the monumental exhibitions are based on the virtualization and very high-resolution projection of works of art on immense surfaces, thanks to unique digital equipment. When the first musical note is heard, technology gives way to aesthetic emotion, in a poetic scenario. Completely immersed in the images and music, the visitor is taken on a sensorial journey that sheds new light on the major artists in the history of art.

Bruno Monnier believes that 'People do not learn about culture as they did in the past. The practices are evolving and the cultural offering must be in step with them. The passive observation of works of art is no longer relevant, and I'm convinced that people are increasingly learning about art through this immersive experience and the emotions they generate. The marriage of art and digital technology is, in my opinion, the future of the dissemination of art among future generations, as it is able to reach a younger and wider audience than that of the traditional museums.'

In the year that the Carrières de Lumières opened, 239,000 visitors visited the venue. Four years later, in 2016, more than 560,000 visitors enjoyed the new immersive art experience.

About Culturespaces

Culturespaces promotes, manages, and arranges events in the monuments, museums, historic sites, and art centres with which it is entrusted by public institutions and local authorities, and in venues it creates. With more than twenty-five years of experience and 2.9 million visitors per year, Culturespaces is the leading private actor in the management of monuments, French museums, and art centres.

The sites promoted and managed by Culturespaces are as follows

- Musée Jacquemart-André, Paris (since 1996)
- Musée Maillol, Paris (since 2016)
- Hôtel Caumont - Centre d'Art, Aix-en-Provence (since 2015), property of Culturespaces
- Villa Ephrussi de Rothschild, Saint-Jean-Cap-Ferrat (since 1992)
- Carrières de Lumières aux Baux-de-Provence (since 2012)
- Château des Baux-de-Provence (since 1993)
- Théâtre Antique et le Musée d'Art et d'Histoire d'Orange (since 2002)
- Arènes de Nîmes, la Maison Carrée, la Tour Magne (since 2006)
- Cité de l'Automobile, Mulhouse (since 1999)

Culturespaces is responsible for the overall management of these establishments, the promotion of the spaces and the collections, the reception of the general public, the cultural mediation and animation, the holding of temporary exhibitions (six standard exhibitions each year), and shows. In addition, it handles the sites' national and international communication, the management of all of the reception services (cultural gift shops, restaurants, and receptions), as well as the management of the staff, using efficient and responsible certified management methods, in accordance with ISO 9001.

The Culturespaces Foundation

The Culturespaces Foundation, that aims to facilitate access to arts for children made vulnerable by social exclusion, will launch a large-scale education programme in spring 2018. "*Art en immersion*" should enable nearly 2 000 children to benefit from educational workshops on Klimt's artwork and from a visit of the *Atelier des Lumières*.

<http://www.fondation-culturespaces.com/fr/art-en-immersion>

Address

38, rue Saint-Maur
75011 Paris
www.atelier-lumieres.com

Open 7 days a week
Monday-Thursday: 10am-6pm
Friday: 10am-10pm
Saturday-Sunday: 10am-7pm

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press release

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communiqué de presse

**Atelier des Lumières, le premier Centre d'Art Numérique à Paris
ouverture printemps 2018**