



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.

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**

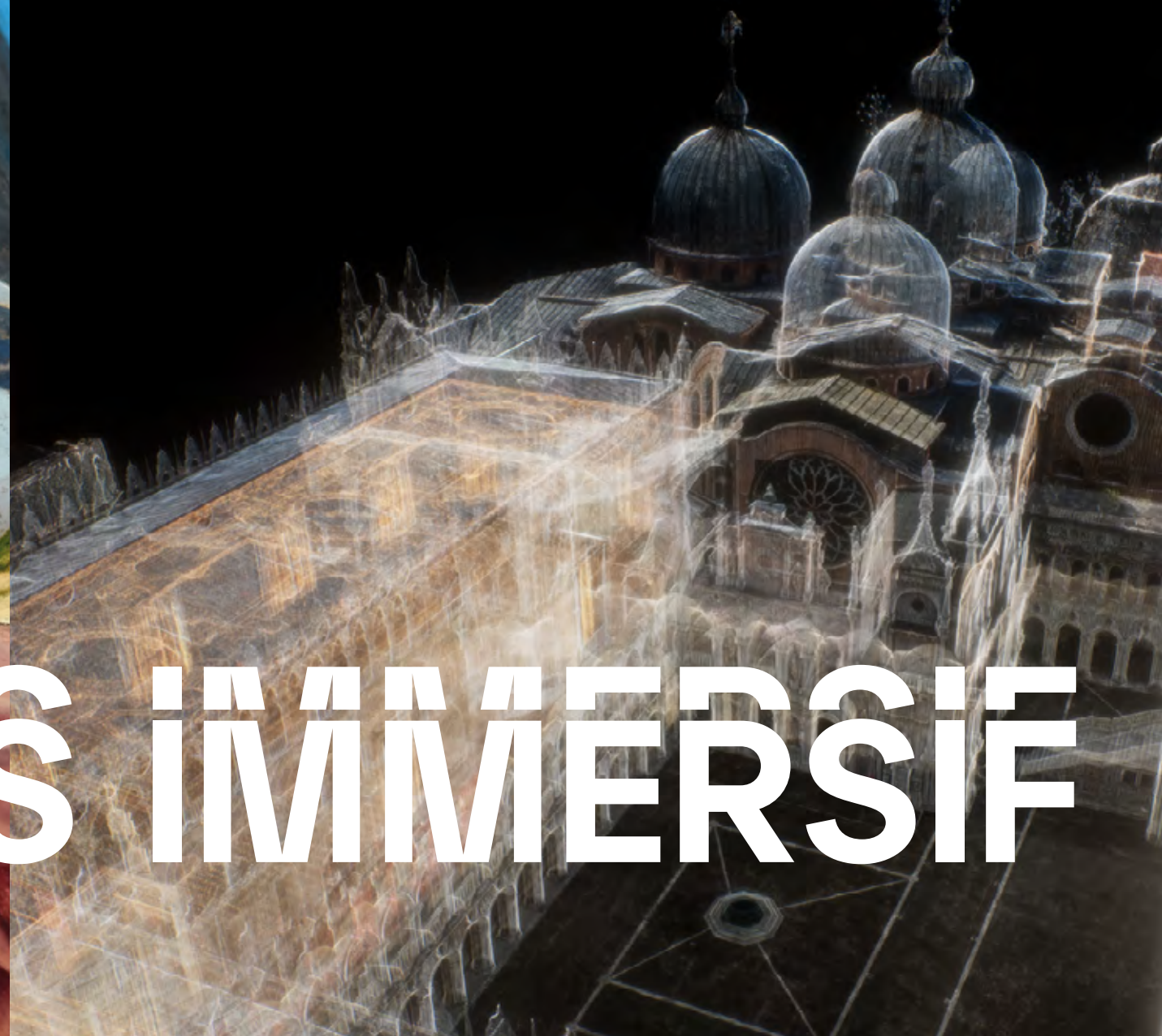
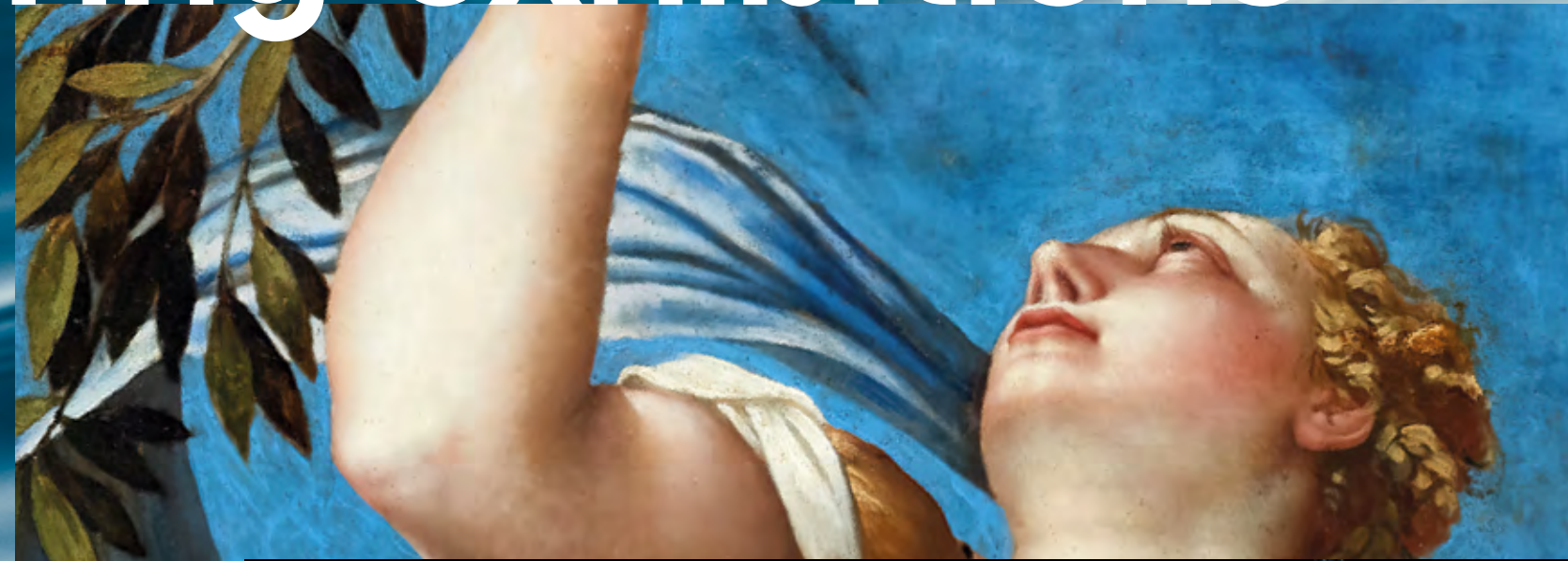
Contact the Grand Palais Immersif team

**For any question about our touring programme,
please contact :**

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International touring exhibitions



GRÄND PÄLAIS IMMERSIF

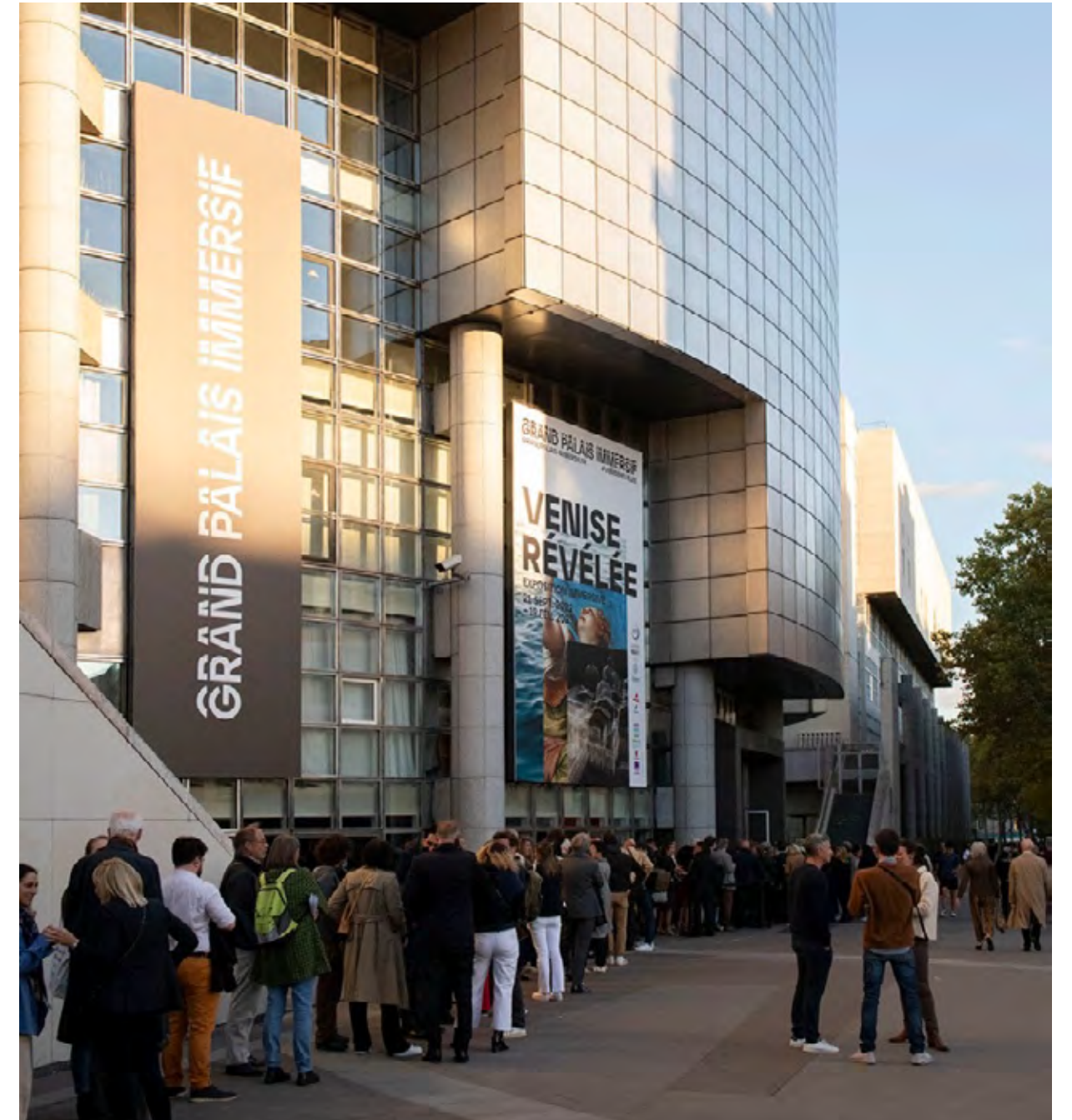
Our travelling exhibitions portfolio



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

