

GRAND PALAIS IMMERSIF

MUCHA

BEYOND ART NOUVEAU

IMMERSIVE EXHIBITION

PARIS - OPÉRA BASTILLE



MUCHA

SPRING 2023
PARIS – OPÉRA BASTILLE



A

BEYOND ART NOUVEAU

At the turn of the 20th century, Alphonse Mucha was one of the most famous artists in Europe.

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 it was created, and was applied to a variety of artworks and objects that adorned art lovers’ homes around the world at the time.

In spring 2023, the Grand Palais Immersif invites you to rediscover this artist, his work and his current prestige. The exhibition tells visitors the story of Alphonse Mucha and his influence, from the pacifist “Flower Power” movement of the sixties to Japanese manga, superheroes, street artists and even tattoo art.

The exhibition also 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.

“The world’s greatest decorative artist”

The New York
Daily News, 1904



B



C



D

A REDISCOVERY OF THE MASTER OF ART NOUVEAU, AN ARTIST AND PHILOSOPHER AND THE SOURCE OF INSPIRATION FOR MODERN CREATION

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. Throughout, the exhibition will highlight 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 "Mucha: Beyond Art Nouveau" invites visitors to dive deep into the work of this avant-garde artists, an icon of refinement, elegance and modernity.



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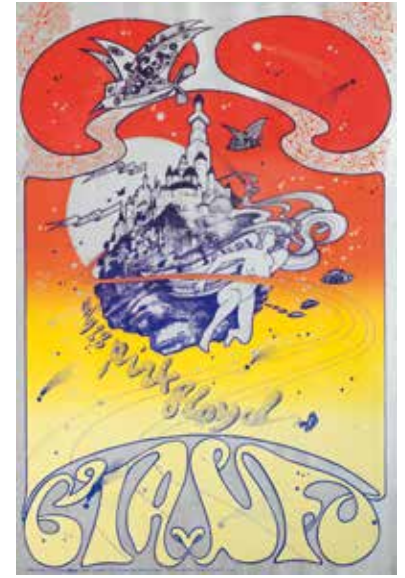
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An exhibition to rediscover an avant-garde artist who continues to influence contemporary culture today

The inventor of Art Nouveau, a pioneer of poster art and advertising

A sensory immersive experience celebrating the beauty of nature

CURATOR

Tomoko Sato is curator of the Mucha Foundation, Prague. She has organised a host of exhibitions on Alphonse Mucha around the world, as well as on design and photography.

The Mucha Foundation aims to protect and preserve the works of Alphonse Mucha that make up the family collection. It also seeks to promote his artistic heritage. Since it was founded in 1992, the Mucha Foundation has organised over 50 exhibitions around the world, with over 6,500,000 visitors.

Exhibition presented by the Grand Palais Immersif and the Mucha Foundation

The Grand Palais Immersif, a subsidiary of the Réunion des musées nationaux - Grand Palais, offers digital exhibitions with a strong editorial line that combines the spectacular with storytelling and knowledge. It aims to share art with large audience in France and around the world, by promoting innovation in all its forms: immersive scenography, digital engagement, interactions, virtual, augmented and mixed reality, etc. The Grand Palais Immersif is located at the Opéra Bastille, 110 rue de Lyon.

CONTACT

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COVER: DETAIL - RÊVERIE, 1897/98. DETAIL - THE ARTS DANCE, 1898. **A.** MUCHA, LA TRAPPISTINE, 1897. **B.** MUCHA, UNTITLED, 1901. **C.** MUCHA, ZODIAC, 1896. **D.** MUCHA, THE SEASONS, 1896. **E.** MUCHA, PLANCHE DE DESSIN. **F.** MUCHA, JOB, 1896. **G.** SELF-PORTRAIT OF ALFONSE MUCHA, PARIS, CIRCA 1901. **H.** JOE QUESADA (B.1962, USA), NINJAK (APRIL NO.3, 1994) - COMIC MAGAZINE COVER. **I.** HAPSHASH & THE COLOURED COAT (UK GRAPHIC DESIGN GROUP, ACTIVE 1967-69). POSTER FOR THE PINK FLOYD CONCERT AT THE CIA-UFO CLUB, LONDON, JULY 28, 1967.