



BEETHOVEN FACTORY 2020

An audiovisual installation
to celebrate Beethoven's 250th anniversary

Designed by the Cité de la musique - Philharmonie de Paris

3 PROJECT PRINCIPLES

2020 : Beethoven's birthday...

2020 will be marked by Beethoven's 250th birthday celebration. On this occasion, the Cité de la musique-Philharmonie de Paris has developed an immersive and audiovisual installation that tells about the creation process of Beethoven's "genius" myth and its ubiquity in today's artistic and popular culture.

Available from the **fall 2019**, the installation **can be customised to different setting up** (see page 8).

Celebrated by an innovative project...

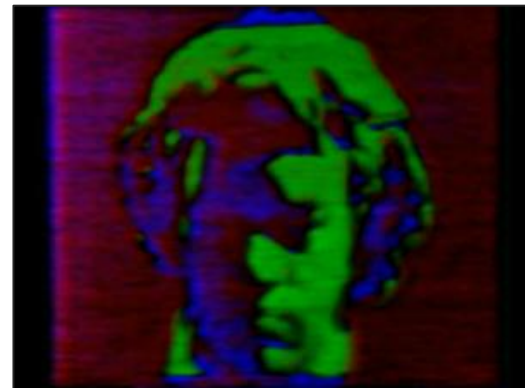
Around a hundred of videos, extracted from movies, commercials, concerts, historical archives, TV shows and video artworks, have been assembled into a dynamic video editing, screened in a dedicated space. The visitor is thus invited to discover a unique exploration of Beethoven's exceptional posterity, from China to Venezuela, from Gabon to Japan.

On tour around the world .

To the present day, the global mystical aura surrounding Beethoven competes with that of major political figures and rock icons. The *Beethoven Factory* installation pays tribute to this extraordinary influence, showing artworks and audiovisual images from all over the world, and is to travel from venues to venues to celebrate Beethoven's heritage.



Bernard Rose, *Immortal Beloved*, 1995



Nam June Paik, *Beethoven*, audiovisual artwork

AN AUDIOVISUAL NARRATION

A unique montage

What have **Mr. Bean's** improvisations on the *Pathetic Sonata* and the famous images of **Chuck Berry** singing his *Roll over Beethoven* in common ?

How to understand **popular revolutions singing** Beethoven's *Ode to Joy*, in Paris, Beijing, Kiev or Mainz ?

Why have hundreds of **commercial adds** turned the *5th Symphony* into a commercial argument? Why do so many **films** - including many cinema masterpieces - get their audio identity from Beethoven ?

What can major video artists such as **Nam June Paik** or **Jan Fabre** draw from Beethoven's immortal image ?

Gathered in a **unique narrative edit**, these examples show the currentness of the romantic musician, that neither movements of History nor media shifts have buried or damaged.



5000 choristers singing the *Ode to Joy*, Tokyo. 2006



Samsung commercial starring David Beckham playing the *9th Symphony* on drums.

A dynamic projection

The *Beethoven Factory* video edit is screened on three of the four walls of a dedicated space (the « Black Box »).

It aims at creating a unique immersive experience.



Exhibition view - *Ludwig Van, the Beethoven myth*.
Cité de la Musique – Philharmonie de Paris, 2016

THE 4 EXPLORED THEMES

Roll Over Beethoven

From Gabon to Japan, from China to the United States, Beethoven embarked upon a worldwide career: referred to by Chuck Berry, Pete Seeger, Miguel Rios, his music has also been hijacked by the consumer industry (Samsung, Mac Donalds, Bosch, Tokyo Gaz, Hyundai...). Since the 1970's, humoristic and off-the-wall approaches of Beethoven have flourished in the popular audio-visual culture : The Peanuts, The Pink Panther, or Mr. Bean have promoted the music-righter to the status of icon.



C. Wischmann, M. Baer, *Kinshasa Symphony*, 2010
5000 choristers singing the *Ode to Joy*, 2006

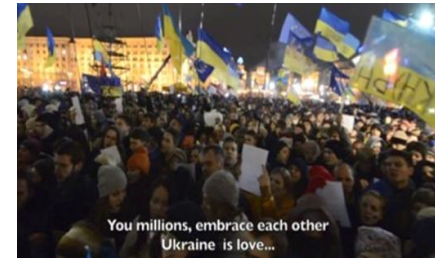


The Pink Panther, *Pink, Plunk, Plink*, 1996

The *Ninth* : A political symphony

Since its creation in 1824, the “*Ninth*” has had the longest political career in music works history.

From Second World War to the recent Euromaidan uprisings in Ukraine (2013), it crystallizes the most differing ideologies.



Euromaidan gathering , Kiev, 2013
Investiture of François Mitterrand, 1981.

The listening cinema

From Hitchcock, Bergman and Tarkovski, to Takahata's mangas, including Godard and Gus van Sant, Beethoven's music has entered and inspired cinema : never being ornamental, it turned into a real actor, playing a full role in plot or staging, and unleashing with full force the visual imagination of the filmmaker.



Stanley Kubrick, *A clockwork orange*, 1971
Tom Hooper, *The King's Speech*, 2011

Isador Duncan dances Beethoven



Isadora Duncan, ©Albert Harlingue



J.L Godard, *A married woman*, 1964
Gus van Sant, *Elephant*, 2003

OPTIONAL: A DIGITAL TOOL PATH

Interactive units

Tactile Screens –

Beethoven's quaint lives :

This unit remains to be build with the host venue

The Beethoven myth rests largely on his life story's transmission from history to an ensemble of quaint or extraordinary anecdotes, like a succession of episodes building a series to the glory of Beethoven.

Activating this parallel life on a tactile screen, the visitor becomes a witness of the – often moralized – destiny of Ludwig's life scenario.

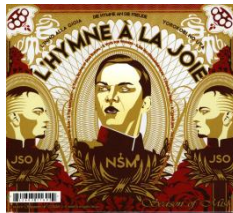


Beethoven's sad youth, Liebig advertising card

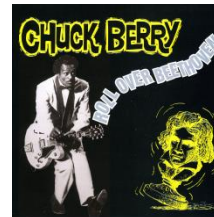
Playlist –

Beethoven Pop:

An outstanding selection of about twenty music tracks brings to the visitor a perspective on Beethoven's heritage to popular music, from rock to electronic music (The Other Frohman), from folk (Pete Seegers) to funk (Soulwax), jazz (Hiromi) or hard metal (Cosa Nostra Klub).



Cosa Nostra Klub, Ode to Joy, disc, 2010



Chuck Berry, Roll over Beethoven, disc, 1972

Digital Cartography -

Beethoven monumentalized:

On an interactive and digital world map, designed like a game, the visitor can discover a hundred of monuments erected around the world as a tribute to Ludwig Van Beethoven : from Bonn to Oslo, Mexico to Qingdao (China), from New York to Naruto (Japan).



Monument to Beethoven, Naruto, Japan

THE INSTALLATION SETUP

The installation format

- To **rebuilt** with yours materials in your exhibition space
- **Dimensions** : 11,2 m long x 5,6m large x 4,5 m high

Can be adapted regarding the host venue's place, keeping the same ratio

- Optional : a **dark and acoustically isolated space**, for a fully immersive experience (depending on the host venue)

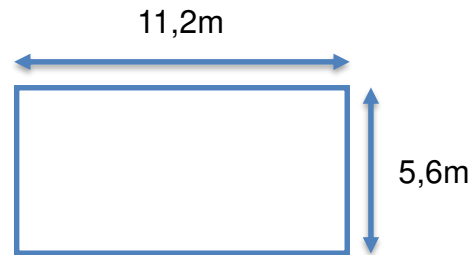
The projection

- **Film Duration** : 25 minutes
- **Projected by** 4 video-projectors
- **Editing delivered with the subtitles integrated by Philharmonie de Paris.**

MATERIAL REQUIREMENT

Material requirement for the projection space

- 4 x Video Projectors 1920 x 1200 Optoma ZU500TSTB
- 4 x Video Server Brightsign HD224
- 4 x Video Transmitter
- 2 x Loudspeaker Tannoy VXP8



THE PROJECT AUTHORS

The *Beethoven Factory* installation is a project designed and created by the Cité de la Musique-Philharmonie de Paris.

- Curator

Marie-Pauline Martin

- Audiovisual conception

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