

World
Tour

IMAGINE
PARIS

Yours
in 2024

Created by Annabelle Mauger & Julien Baron

THE IMMERSIVE
EXHIBITION

Hosting partner book

Imagine Paris

HOSTING PARTNER BOOK

AN IMMERSIVE PROMENADE THROUGH THE CITY OF LIGHT

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 works of art associated. Image Totale® allows Imagine Paris to fill the space and visitors to **experience a full immersion in a universe of images**.

Visit Paris

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Bonjour Paris !

The Imagine Paris exhibition is a historical tour of the French capital's most emblematic landmarks: **Notre-Dame de Paris, the Invalides, the Eiffel Tower, Montmartre...** This original exhibition was **created by the directors of the world's first digital immersive exhibition**, Imagine Van Gogh, in 2008.

With **360° and floor projections in Image Totale®**, the scenography perfectly fits all types of venues. The immersive space is preceded by a discovery room. Complementary activities and playful workshops enhance the visitor experience, allowing them to wonder within Paris 1900.



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Discovery room

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The Imagine Paris experience is preceded by a discovery room adapted to all audiences. This room is a playful way to discover Paris. It is made up of **several panels whose design finds its inspiration in the signs of the Parisian subway**.

The discovery room was designed to provide visitors with **a wealth of knowledge about the city of Paris** prior to their arrival in the immersive space. It fulfills the following missions:

- Immerse visitors in the *Belle Époque* (1871 - 1914) and tell the story of Paris's 1900 Universal Exhibition
- Present the artistic, architectural and scientific effervescence of this period
- Emphasize the cultural dimension of Paris at the crossroads of the 19th and 20th centuries

In short, **history, culture and anecdotes** punctuate the visitor's journey through a space that's suitable for all ages and all levels of knowledge about Paris.



Discovery room

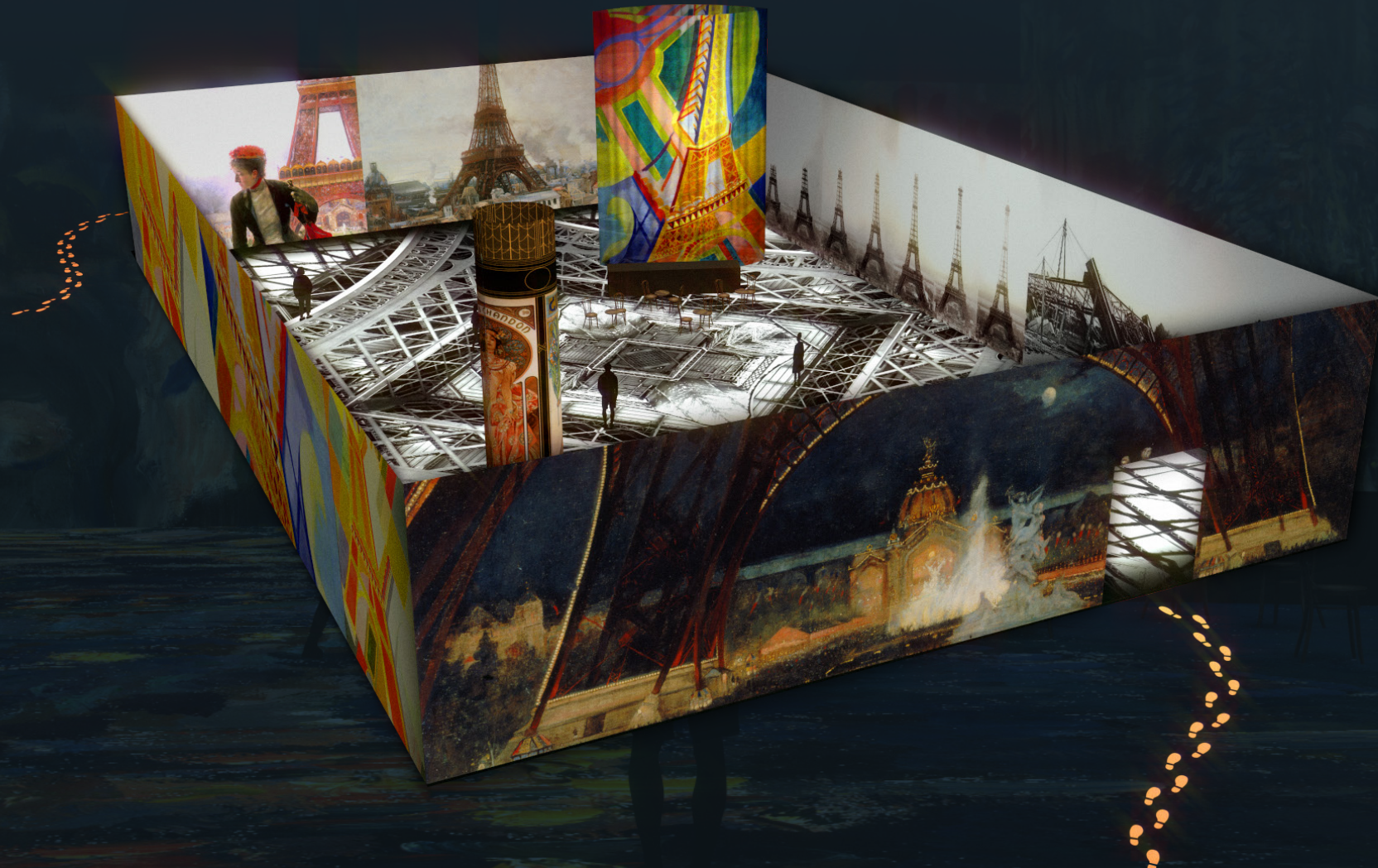
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In the immersive exhibition Imagine Paris, the City of Light is depicted by artists over the centuries.

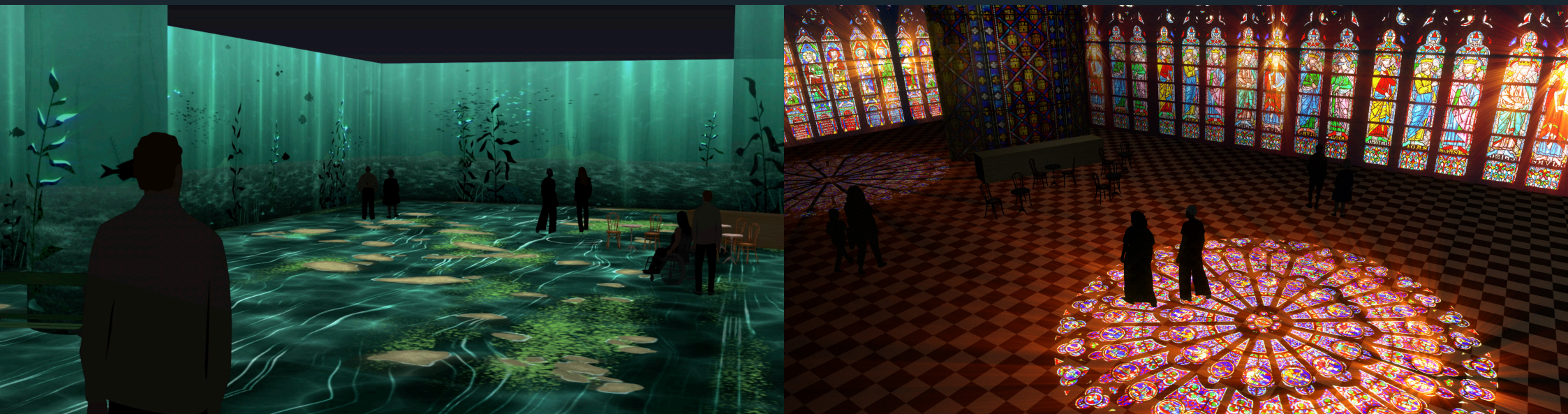
Immersive room

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Chapter 1 : Notre Dame Cathedral

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Our adventure emerges in front of the imposing silhouette of Notre-Dame Cathedral. We witness the reconstruction of its facade, and rediscover its original colors for the first time. As a kaleidoscope of stained-glass windows envelops us in the heart of the Cathedral, we are invited to contemplate every detail of its architecture: the apostles, the gargoyles, the spire...

Chapter 2 : The Louvre

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Let's continue our journey to Paris' most famous museum: the former Louvre Palace. This artistic and architectural jewel showcases many treasures from the Renaissance to Romanticism, including *The Mona Lisa*, *The Wedding Feast at Cana*, *The Raft of the Medusa* and *Liberty Guiding the People*.

Chapter 3 : Versailles

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The Imagine Paris exhibition continues to Versailles. Let's discover the Château of the Sun King, Louis XIV, where sumptuous gardens and enchanting fountains transport us to the heart of the French monarchy. Far away, we can see the Orangerie, the Petit Trianon and the Temple of Love, before making the acquaintance of Marie-Antoinette, an icon of radiant beauty and elusive charm.

Chapter 4 : Concorde and Invalides

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Welcome to the Hôtel des Invalides, France's military memorial and the final resting place of Emperor Napoleon Bonaparte. Let's discover the Concorde square, home to the oldest monument in Paris: the Luxor Obelisk. Let's take a few seconds to decipher the hieroglyphs engraved on this obelisk... They whisper ancestral secrets of Ancient Egypt!

Chapter 5 : Eiffel Tower

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In 1900, as the metro made its appearance, a famous architect drew inspiration from Art Nouveau to design its underground entrances. Let's take this new means of transport to the Eiffel Tower: a vertiginous balcony over Paris and the capital's landmark. Built for the 1889 Universal Exhibition, this monument celebrates progress and innovation. The Eiffel Tower has inspired numerous engravers, painters, photographers and cartoonists - let's discover some of their works!

Chapter 6 : Romantic Paris

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The Imagine Paris exhibition continues, taking us on a firework of emotion. Romanticism is the dominant theme as we discover the capital of the Impressionist painters. We stroll through the streets, squares and stations painted by Monet, Pissarro, Renoir and Van Gogh. Paris becomes an incredible ballet of sounds and images. The magic happens.

Chapter 7 : Paris of modernity

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Our stroll through Paris ends with an immersion in the bohemian charm of Toulouse-Lautrec's Montmartre, before revealing the moving image of the Lumière brothers: the beating heart of Paris's Golden Age.

Key Points

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- **Tailor-made, turnkey or media bundle** immersive exhibition
- Load-in: **48h***
Load-out: **24h***
- **360° + floor** laser projections
in Image Totale®
- **400 to 1500 sqm** (4,000 to 16,000 sq ft)
- **Introductory discovery room**
- **Inclusive and accessible** for all
- Available in **any language**

*Depending on the chosen solution

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Marketing & PR Materials

HOSTING PARTNER BOOK

- **Key visual**
- **Audiovisual trailer**
- **Press release**
- **Exhibition book**
- **Social content**



Trailer

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Watch the trailer : <https://tinyurl.com/imagineparis1900-trailer>

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The solutions

HOSTING PARTNER BOOK

01 THE SIGNATURE SOLUTION

TAILOR-MADE COLLABORATION

The Signature version of Imagine Paris 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

Imagine Paris suits **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 Paris reveals **art and technology in a new light**. Immersive content adaptable to any image distribution software.

Creators

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ANNABELLE MAUGER

Annabelle Mauger discovered Cathédrale d'Images in Baux-de-Provence in 2000. In 2008, **she became the first director of a digital immersive exhibition**, the first in the world dedicated to Van Gogh. With Julien Baron, her co-director from the start, they created llllllllll in 2017. She is **co-manager and artistic director** of the Imagine exhibitions.

JULIEN BARON



After exploring **many facets of the audio-visual world**, Julien Baron joined Cathédrale d'Images in Baux-de-Provence in 2006. In 2008, he co-directed with Annabelle Mauger **the world's first immersive exhibition**, dedicated to Van Gogh. Together they created llllllllll in 2017, for which he is **co-manager, designer and technical director** of Imagine exhibitions.



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Image Totale®

AN INNOVATION THAT UNLEASHED IMAGES AND EMOTIONS

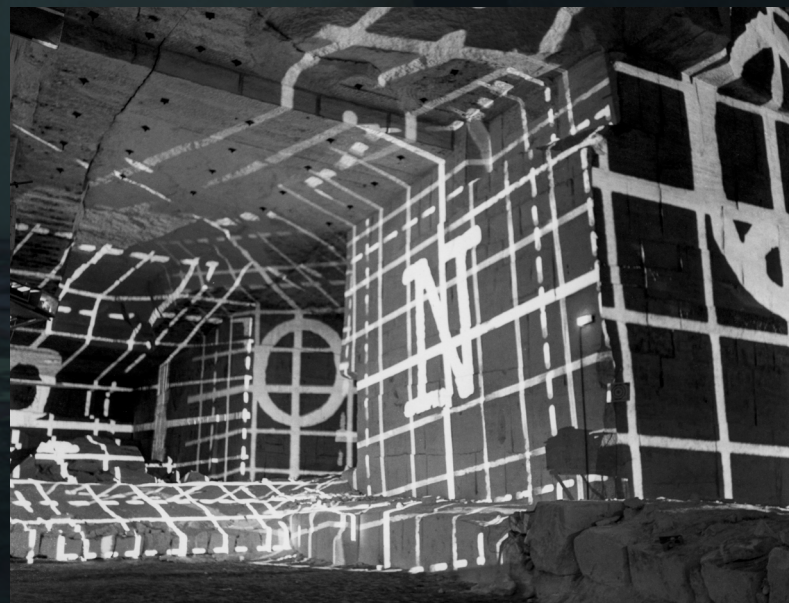
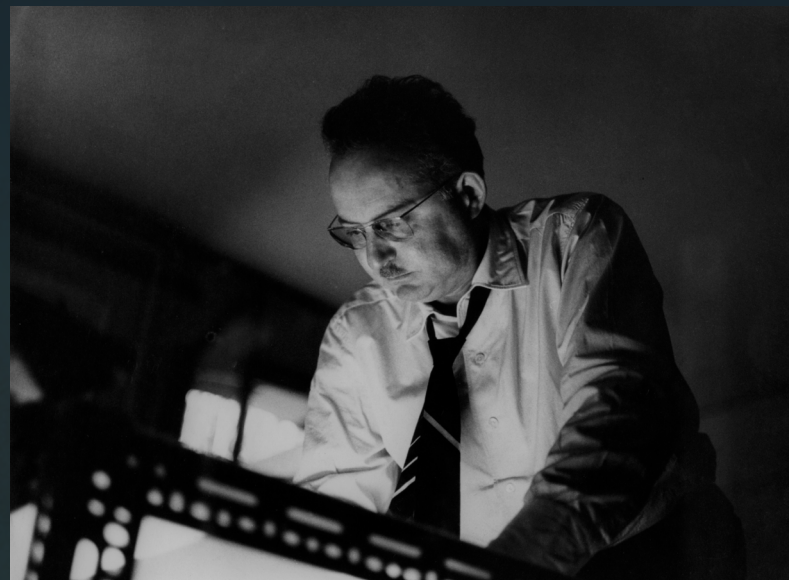
HOSTING PARTNER BOOK

In the mid-1970s, **Albert Plécy** invested in the gigantic abandoned quarries of Baux-de-Provence to create his Cathédrale d'Images. **Image Totale®** was presented to the public in 1977.

Having selected the zones, angles and sizes of the projected images, as well as pathways for the "integrated and immersed" spectator in the Image Totale®, **Plécy turned the passive viewers into active spectators.**

immersed in a universe of images where they are completely free to wander and explore in their own way.

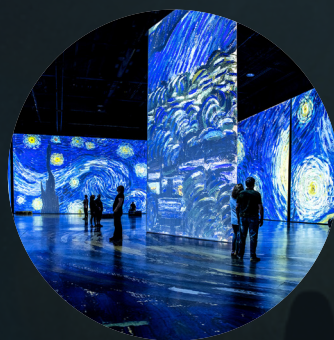
Annabelle Mauger & Julien Baron continue the legacy of Albert Plécy's Cathédrale d'Images, having inherited the specific knowledge and techniques required for presenting works in Image Totale®.





IMAGINE **PICASSO**

The only immersive exhibition dedicated to the Spanish painter Pablo Picasso, approved by the Picasso Administration.



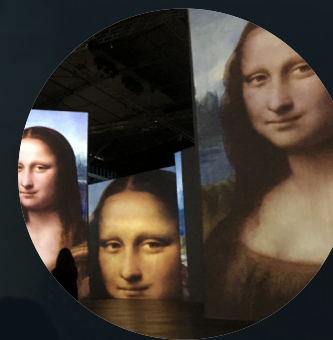
IMAGINE **VAN GOGH**

The first-ever immersive exhibition dedicated to the Dutch genius Vincent Van Gogh.



IMAGINE **MONET**

Immersive exhibition dedicated to the French painter Claude Monet, father of Impressionism and the first immersive painter in history.



IMAGINE **DA VINCI**

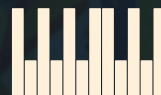
The first immersive exhibition about the Italian genius, painter of Mona Lisa, but also inventor, architect, scientist, sculptor and much more...



Production and Contact

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IMAGINE PARIS



Since 2005, Annabelle Mauger and Julien Baron have been working together **pioneering in the art of immersive exhibitions**. From scenographic thinking to audiovisual realization, their savoir-faire allows them to provide **tailor-made immersive experiences**. Annabelle and Julien wish to create a dialogue between the venue, the imagined project and the various partners in a simple perspective : a strong experience for all visitors, from kids and novices to art lovers.

Contact :

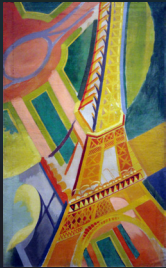


Lyon, France
business@lililililil.com
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Featured iconography

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Immersive Room



Tour Eiffel, Robert Delaunay, Musée d'Art moderne de Paris



Tour Eiffel, Robert Delaunay, Hirshhorn Museum and Sculpture Garden Collection

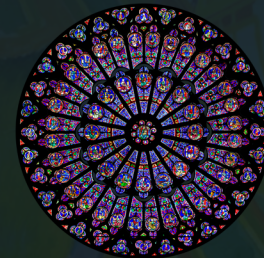
SEQUENCE 01



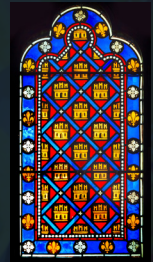
Les grands prophètes, Cathédrale Notre-Dame de Paris



Les Rois, Cathédrale Notre-Dame de Paris

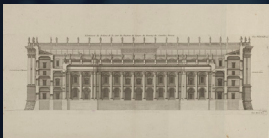


Rose Nord, Cathédrale Notre-Dame de Paris



Vitrail avec symboles des rois de France, Sainte Chappelle, Paris

SEQUENCE 02



Elevation du dedans de la Cour du Chateau du Louvre (...), Jean Marot, Musée Carnavalet



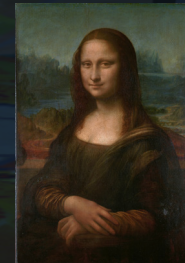
Elevation du Grand Vestibule du Louvre (...), 1619-1679, Jean Marot, Musée Carnavalet



La Liberté guidant le peuple, 1830, Eugène Delacroix Musée du Louvre



Le Radeau de La Méduse, 1819, Théodore Géricault, Musée du Louvre



La Joconde, 1503-1505, Leonardo da Vinci, Musée du Louvre

Featured iconography

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SÉQUENCE 03



Portrait en pied de Louis XIV, roi de France et de Navarre, 1670, Lefebvre Claude, Château de Versailles



Portrait de Louis XIV en costume de sacre, 1700, Hyacinthe Rigaud, Musée du Louvre



Louis XIV, 1701, Jean Ranc, Musée Fabre



Pavement de la cour de Marbre en vue aérienne, Château de Versailles

SEQUENCE 04



Erection de l'obélisque Louxor sur la place de la Concorde (...), XIXe siècle, Théodore Jung, Musée Carnavalet

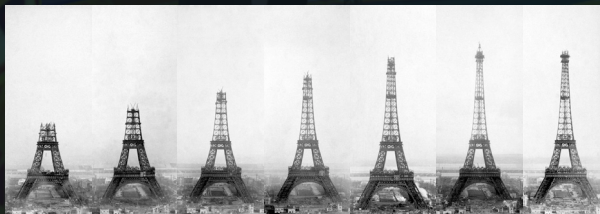


Érection de l'obélisque de Louxor sur la place de la Concorde (...), 1836, François Dubois, Musée Carnavalet

SEQUENCE 05



*Auteur, Titre, année
Musée*



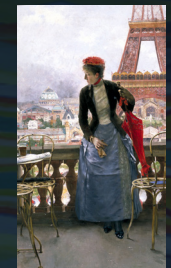
Étapes de construction de la Tour Eiffel, 1887-1889, Jules Théophile Féau, musée d'Orsay



La Tour Eiffel et les travaux de l'exposition universelle en janvier 1889, 1889, Paul-Louis Delance, Musée Carnavalet



Fête de nuit à l'Exposition universelle de 1889, sous la tour Eiffel, 1890, George Roux, Musée Carnavalet



La tour Eiffel, la nuit, 1889, Alexei-Petrovitch Bogoliouboff, Musée Carnavet

Featured iconography

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SEQUENCE 05



*Bal du moulin de la Galette, 1876,
Pierre-Auguste Renoir, Musée d'Orsay*



*La rue Montorgueil à Paris.
Fête du 30 juin 1878, 1878,
Claude Monet, Musée d'Orsay*



*Femme à l'Exposition universelle de
Paris, 1889, Luis Jiménez Aranda,
Musée Meadows*



*La Tour Eiffel, 1889,
Georges Seurat, Musées des Beaux-
Arts de San Francisco*

SEQUENCE 07



*Au Moulin-Rouge, 1892,
Henri de Toulouse-Lautrec, Art
Institute of Chicago*



*La danse au Moulin Rouge, 1890,
Henri de Toulouse-Lautrec, Musée des
Beaux-Arts de Philadelphie*

SEQUENCE 07



*Les deux valseuses, 1891,
Henri de Toulouse-Lautrec,
Galerie nationale de Prague*



*Divan Japonais, 1893,
Henri de Toulouse-Lautrec,
Musée des Beaux-Arts de Boston*



*Aristide Bruant dans son cabaret, 1892,
Henri de Toulouse-Lautrec,
Musée Toulouse-Lautrec*



*Troupe de Mlle Églantine, 1896,
Henri de Toulouse-Lautrec,
Musée Toulouse-Lautrec*



*Reine de Joie, 1892,
Henri de Toulouse-Lautrec,
Musée Toulouse-Lautrec*



*Exposition universelle de Paris 1900,
1900, Studios Lumière, Institut
Lumière*

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THE IMMERSIVE
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