

World  
Tour

IMAGINE  
PARIS

Now  
Available

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

HOSTING PARTNER BOOK





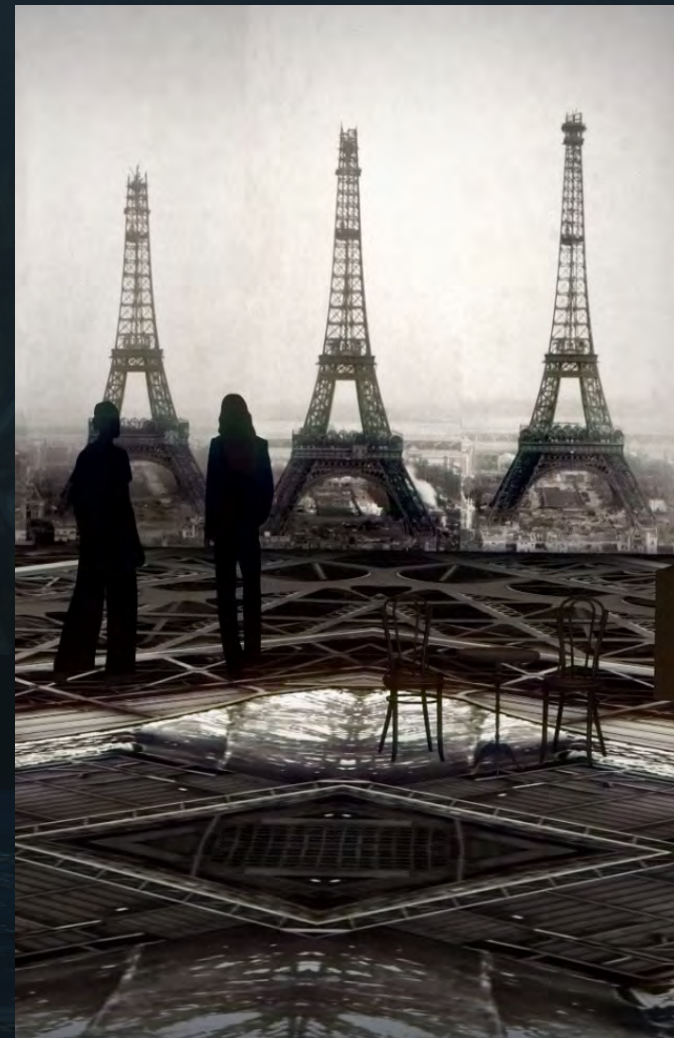
# Bonjour Paris !

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.



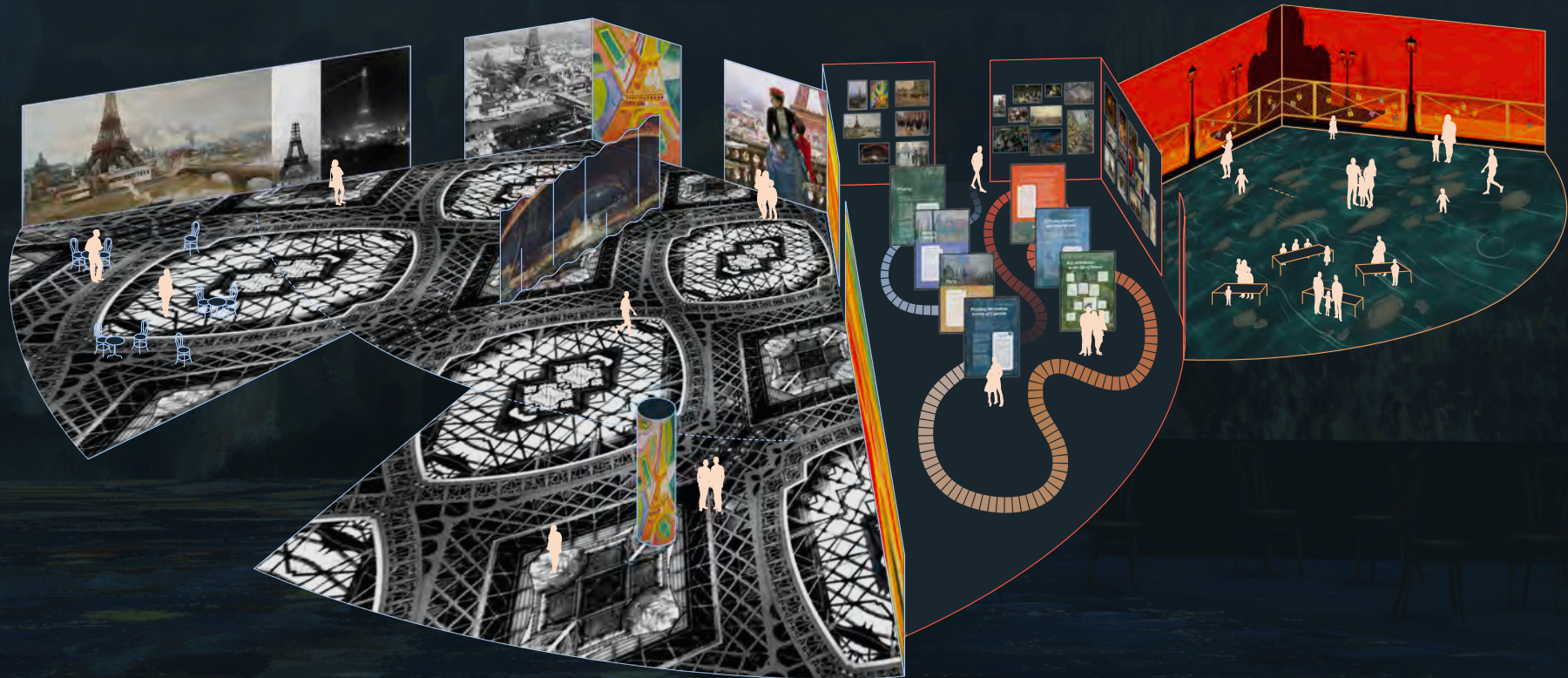
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# A Multifaceted Exhibition

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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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# Interactivity room

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In Imagine Paris exhibition, visitors will enjoy essential Parisian experiences:

- **Strike the pose in front of the “dragonfly” metro entrance** created by H. Guimard, an architectural gem in Paris since 1900.
- **Enjoy a « café crème »** accompanied by a legendary « croissant au beurre » on the terrace of our café, in the heart of the exhibition.
- Virtually hang **a personalized padlock on the Pont des Arts**.

These complementary experiences are designed to agree all types of audience: couples, families and groups. They will find something to extend their visit at Imagine Paris!



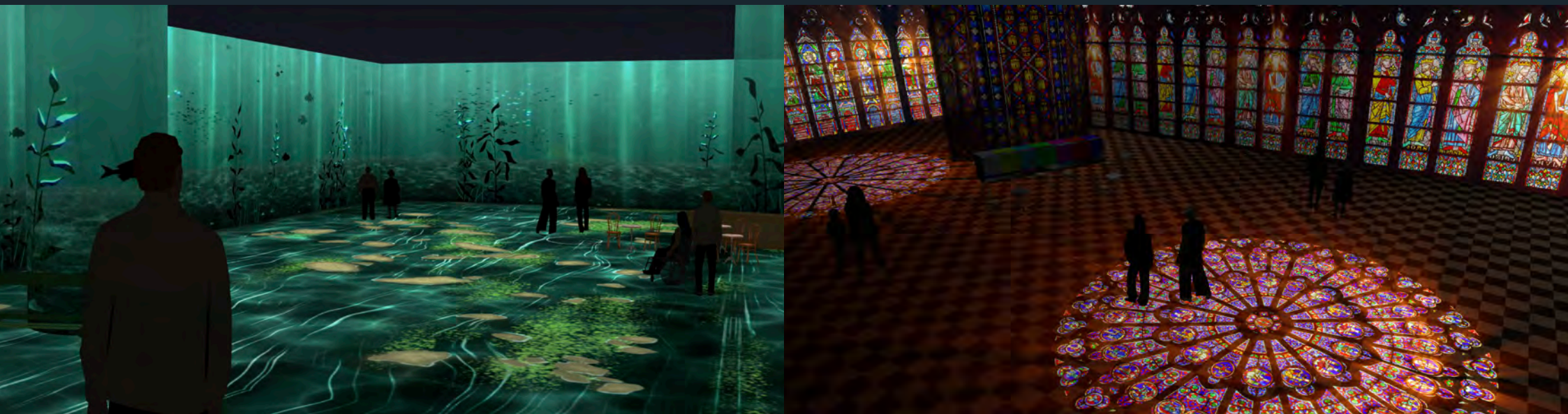






# Chapter 1 : Notre Dame Cathedral

HOSTING PARTNER BOOK



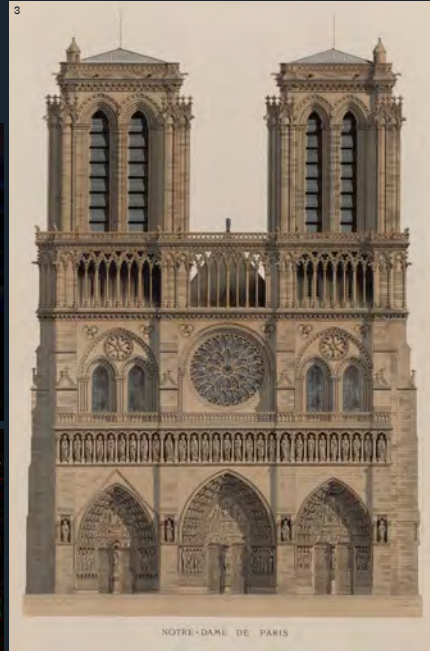
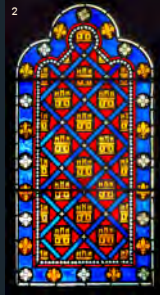
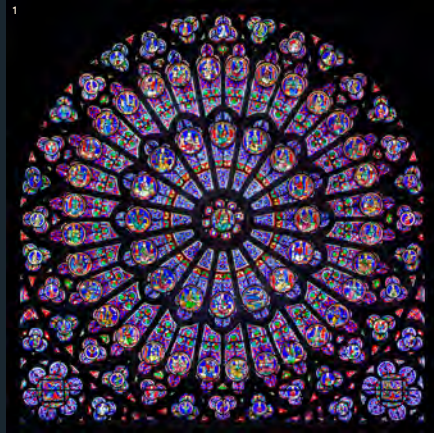
Our adventure emerges in front of the imposing silhouette of Notre-Dame Cathedral. We witness the reconstruction of its facade, and rediscover its original colors for the first time. As a kaleidoscope of stained-glass windows envelops us in the heart of the Cathedral, we are invited to contemplate every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



# Chapter 1 : Notre Dame Cathedral

HOSTING PARTNER BOOK

## MAJOR WORKS OF ARTS



(1) Photo de la Rose Nord de Notre-Dame de Paris, 2010, Workman, Julie Anne (License: CC-BY-SA 3.0), (2) Photo des Symboles de la Monarchie française, Vitrail de la Sainte-Chapelle, Perry, Bill, (3) Notre-Dame de Paris, XIX<sup>e</sup> siècle, Petit, Victor Jean-Baptiste / Inconnu / Monroq frères, Musée Carnavalet, (4) Photo de la Galerie des Saints de Notre-Dame de Paris, wjarek, (5) Rose du Portail méridional, (...), Thierry (écrivain) / Anonyme, Musée Carnavalet, (6) Vue de l'île Saint Louis avec Notre-Dame de Paris, 1752, Raguenet, Raguenet, Nicolas Jean-Baptiste, (7) Photo de la Galerie des Rois de Notre-Dame de Paris, Perry, Bill, (8) Paris, au XVIII<sup>e</sup> siècle, Champin / Anonyme, Musée Carnavalet, (9) Panorama de Paris, pris des tours Notre-Dame, Martens, Frédéric / Schmidt, Anna / Rittner, Henri, Musée Carnavet, (10) Notre-Dame de Paris, 1901, Houbbron, Frédéric, Musée Carnavalet



## 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 2 : The Louvre

HOSTING PARTNER BOOK

## MAJOR WORKS OF ARTS

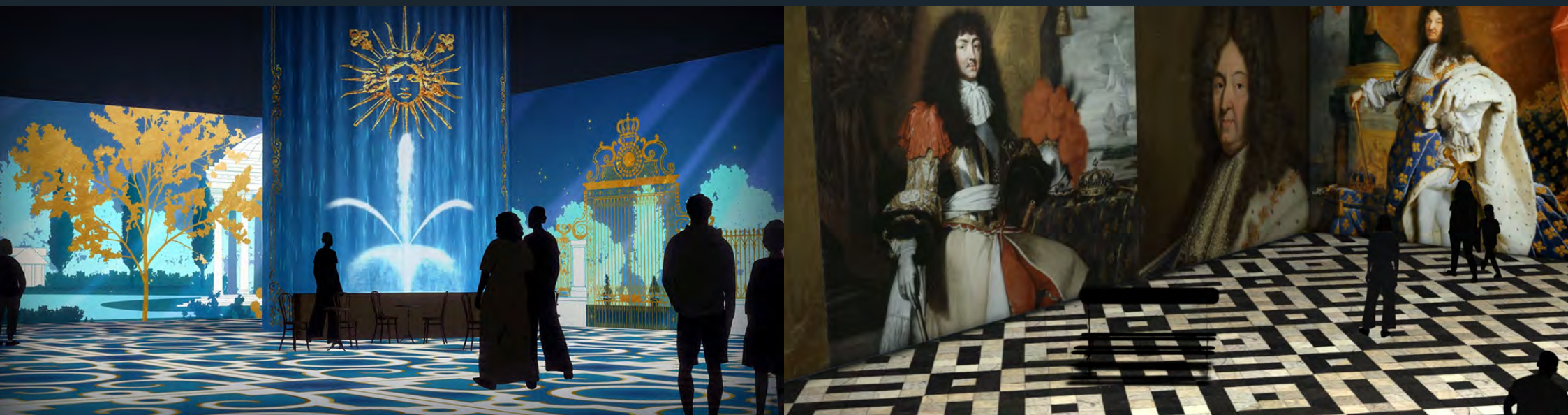


(1) *Le Radeau de La Méduse*, 1818-1819, Théodore Géricault, Musée du Louvre. (2) *La Joconde*, 1503-1517, Léonard de Vinci, Musée du Louvre. (3) *La Liberté guidant le peuple*, 1830, Eugène Delacroix, Musée du Louvre. (4) *Les Noces de Cana*, 1563, Paul Veronese, Musée du Louvre.



# Chapter 3 : Versailles

HOSTING PARTNER BOOK



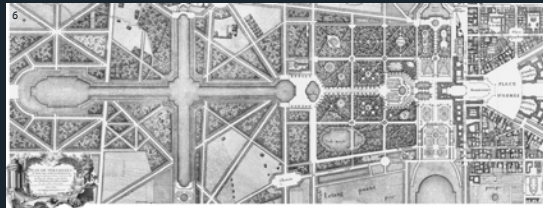
The Imagine Paris exhibition continues to Versailles. Let's discover the Château of the Sun King, Louis XIV, where sumptuous gardens and enchanting fountains transport us to the heart of the French monarchy. Far away, we can see the Orangerie, the Petit Trianon and the Temple of Love, before making the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



# Chapter 3 : Versailles

HOSTING PARTNER BOOK

## MAJOR WORKS OF ARTS



(1) *Le Château de Versailles*, 1668, Pierre Patel, Château de Versailles. (2) *Portrait de Louis XIV en costume de sacre*, 1700-1701, Hyacinthe Rigaud, Musée du Louvre. (3) *Louis de France, duc de Bourgogne*, 1700, Hyacinthe Rigaud, Château de Versailles. (4) *Marie-Antoinette de Lorraine-Habsbourg, reine de France et ses enfants*, 1787, Élisabeth Louise Vigée Le Brun, Château de Versailles. (5) *Marie-Antoinette*, après 1783, Élisabeth Louise Vigée Le Brun, National Gallery of Art. (6) *Plan de Versailles (...)*, 1746, Jean Delagrive, Bibliothèque nationale de France.



# Chapter 4 : Concorde and Invalides

HOSTING PARTNER BOOK



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 4 : Concorde and Invalides

HOSTING PARTNER BOOK

## MAJOR WORKS OF ARTS

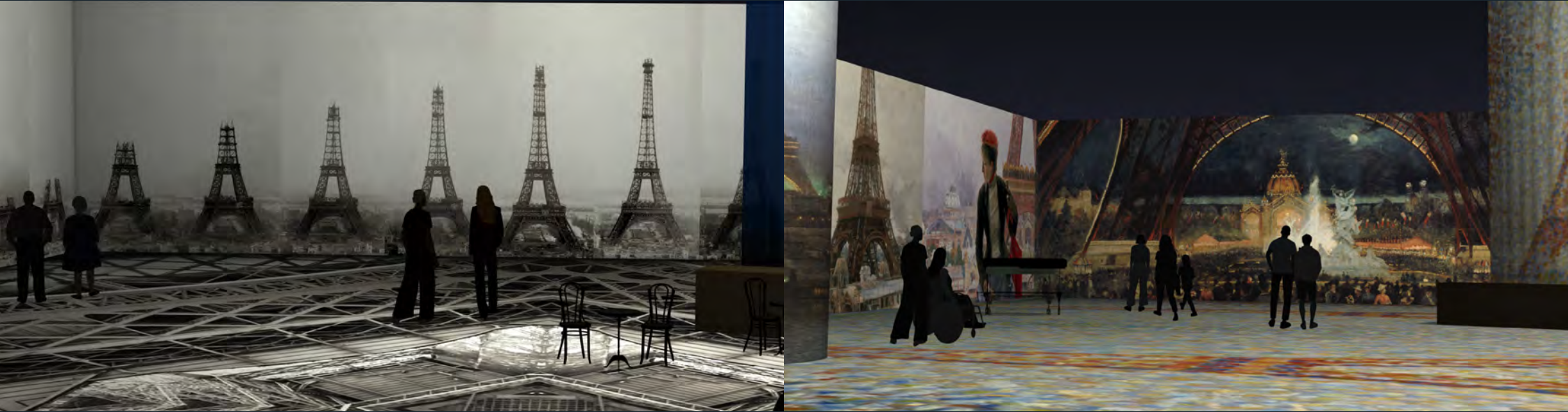


(1) Érection de l'obélisque de Louqsor sur la place de la Concorde (...), XIX<sup>e</sup> siècle, Théodore Jung, Musée Carnavalet, (2) Érection de l'obélisque de Louqsor sur la place de la Concorde (...), 1886, François Dubois, Musée Carnavalet, (3) Bonaparte franchissant les Alpes au Grand-Saint-Bernard, 1805, Jacques-Louis David, Musée national des châteaux de Malmaison et de Bois-Préau, (4) Le Sacre de Napoléon., 1806-1807, Jacques-Louis David, Musée du Louvre, (5) Portrait de Juliette Récamier, née Bernard, 1802-1805, François Gérard, Musée Carnavalet, (6) Portrait de Napoléon I<sup>er</sup> en uniforme de colonel des chasseurs de la Garde, 1809, Robert Lefèvre, Musée Carnavalet, (7) Vue générale de la bataille des Pyramides, le 21 juillet 1798, 1806, Louis-François Lejeune, Château de Versailles.



# Chapter 5 : Eiffel Tower

HOSTING PARTNER BOOK



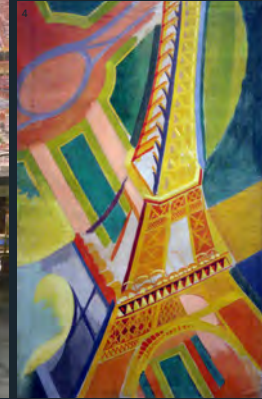
In 1900, as the metro made its appearance, a famous architect drew inspiration from Art Nouveau to design its underground entrances. Let's take this new means of transport to the Eiffel Tower: a vertiginous balcony over Paris and the capital's landmark. Built for the 1889 Universal Exhibition, this monument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



# Chapter 5 : Eiffel Tower

HOSTING PARTNER BOOK

## MAJOR WORKS OF ARTS



(1) Le dôme central de la galerie des machines à l'exposition universelle de 1889, 1890, Louis Béroud, Musée Carnavalet, (2) Fête de nuit à l'Exposition universelle de 1889, sous la tour Eiffel, 1890, George Roux, Musée Carnavalet, (3) Femme à l'Exposition universelle de Paris, 1889, Luis Jiménez Aranda, Musée Meadows, (4) Tour Eiffel, 1926, Robert Delaunay, Musée d'Art Moderne de la Ville de Paris, (5) La tour Eiffel vue de la Seine, 1890, Louis Béroud, Musée Carnavalet, (1) Etapes de construction de la Tour Eiffel, 1887-1889, Jules Théophile Féau, Musée D'Orsay.



# Chapter 6 : Romantic Paris

HOSTING PARTNER BOOK



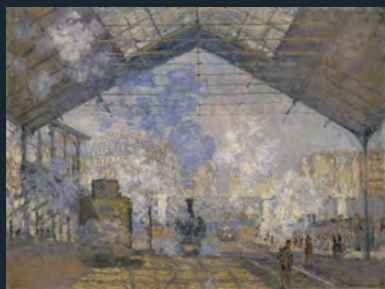
The Imagine Paris exhibition continues, taking us on a firework of emotion. Romanticism is the dominant theme as we discover the capital of the Impressionist painters. We stroll through the streets, squares and stations painted by Monet, Pissarro, Renoir and Van Gogh. Paris becomes an incredible ballet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



# Chapter 6 : Romantic Paris

HOSTING PARTNER BOOK

## MAJOR WORKS OF ARTS

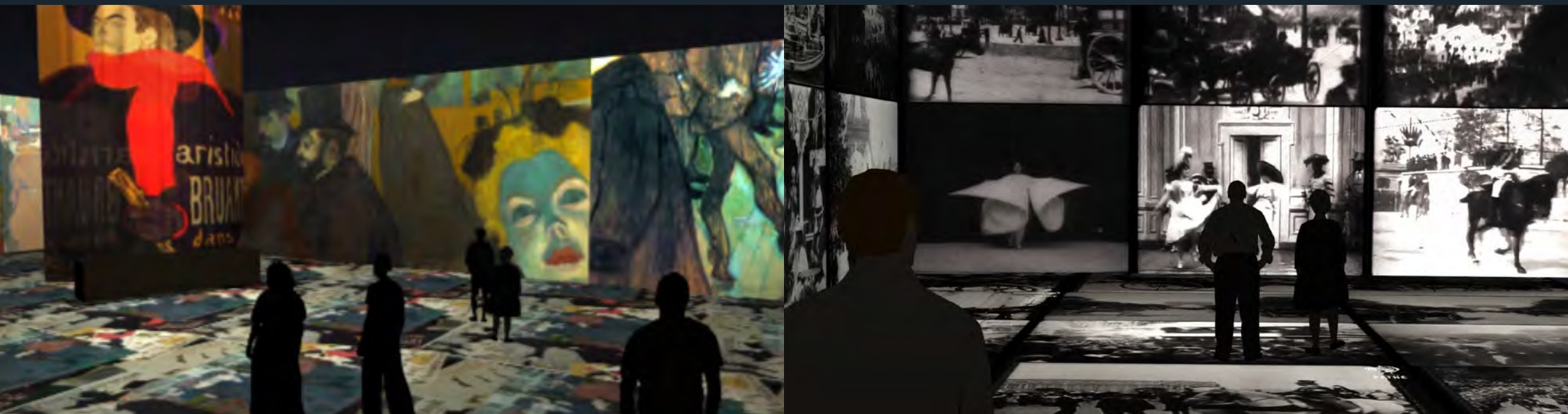


(1) *La rue Montorgueil à Paris. Fête du 30 juin 1878*, 1878, Claude Monet, Musée d'Orsay. (2) *Bal du moulin de la Galette*, 1876, Pierre-Auguste Renoir, Musée d'Orsay. (3) *Vue de Paris, prise depuis Montmartre*, 1886, Vincent van Gogh, Kunstmuseum Bâle. (4) *La gare Saint-Lazare*, 1877, Claude Monet, Musée d'Orsay. (5) *Trois personnages dans un café*, 1890, Jean Béraud, Musée Carnavalet. (6) *Boulevard Montmartre de nuit*, 1897, Camille Pissarro, National Gallery Londres. (7) *Dans l'omnibus*, 1885, Maurice Delondre, Musée Carnavalet. (8) *Vue générale des théâtres du boulevard du Temple en 1862*, 1862, A.-P. Martial, Musée Carnavalet.



# Chapter 7 : Paris of modernity

HOSTING PARTNER BOOK

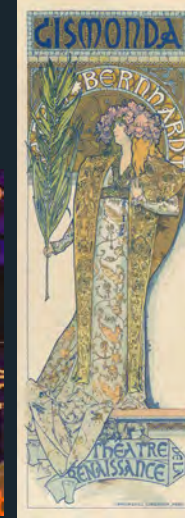
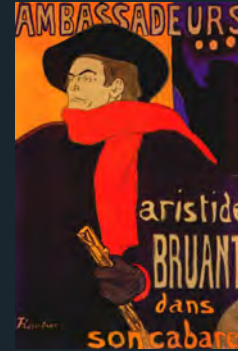


Our stroll through Paris ends with an immersion in the bohemian charm of Toulouse-Lautrec's Montmartre, before revealing the moving image of the Lumière brothers: the beating heart of Paris's Golden Age.

# Chapter 7 : Paris of modernity

HOSTING PARTNER BOOK

## MAJOR WORKS OF ARTS



(1) *Au Moulin-Rouge*, 1892-1895, Henri de Toulouse-Lautrec, Art Institute of Chicago, (2) *La Place Blanche et le Moulin Rouge*, 1902, Edouard Zawiski, Musée Carnavalet (3) *Ambassadeurs: Aristide Bruant dans son cabaret*, 1892, Henri de Toulouse-Lautrec, Musée Toulouse-Lautrec, (4) *Gismonda*, 1894, Alfons Mucha, Collection particulière, (5) *Foyer de danse à l'Opéra de la rue Le Peletier*, 1872, Edgar Degas, Musée d'Orsay, (6) *La butte Montmartre avec le Sacré-Cœur en construction*, 1890, François Marius Borrel, Musée Carnavalet



# Key Points

HOSTING PARTNER BOOK

- **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

HOSTING PARTNER BOOK



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

HOSTING PARTNER BOOK

*Annabelle Mauger and Julien Baron design immersive touring exhibitions that offer visitors a memorable immersive experience, both in terms of form and content.*

## ANNABELLE MAUGER

Annabelle Mauger discovered Cathédrale d'Images in Les 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 aspects of the audiovisual world**, Julien Baron joined Cathédrale d'Images in Les Baux-de-Provence in 2006. In 2017, he cofounded llllllllll with Annabelle Mauger. He is responsible for the **co-management, design and technical production** of the Imagine exhibitions.



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# Image Totale®

AN INNOVATION THAT UNLEASHED IMAGES AND EMOTIONS

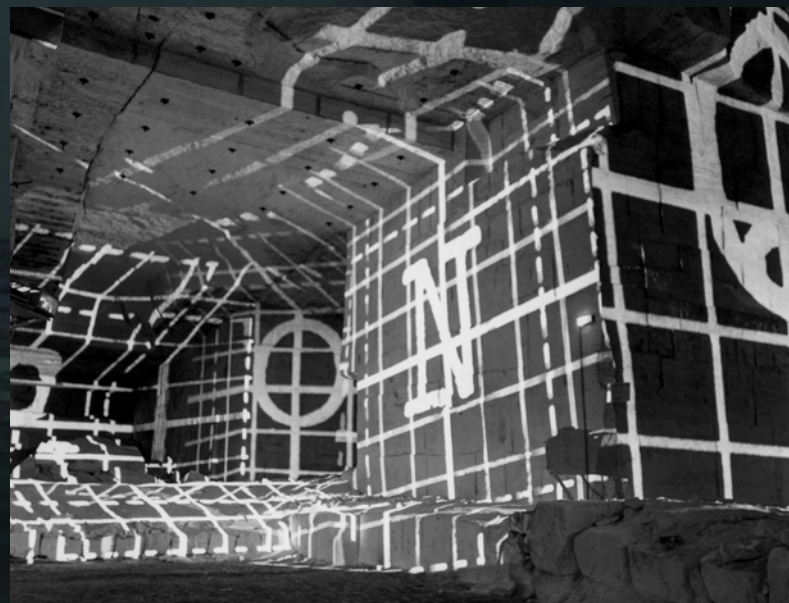
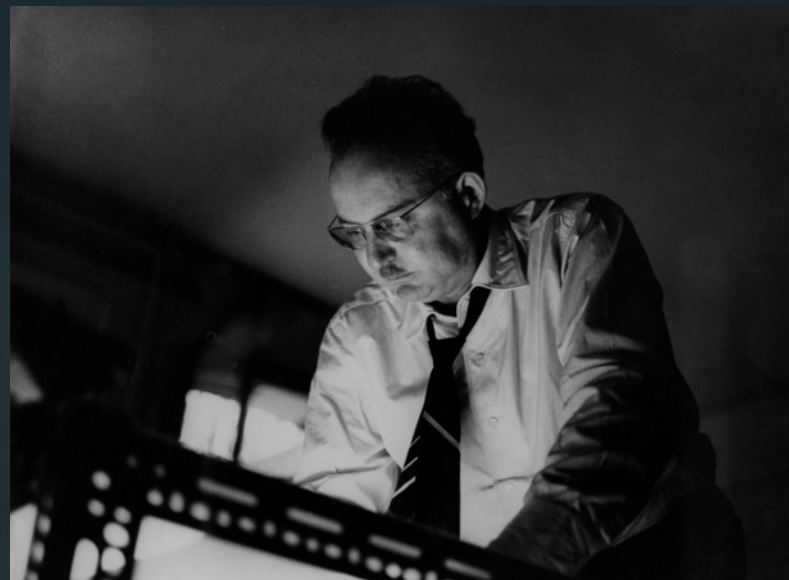
HOSTING PARTNER BOOK

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.

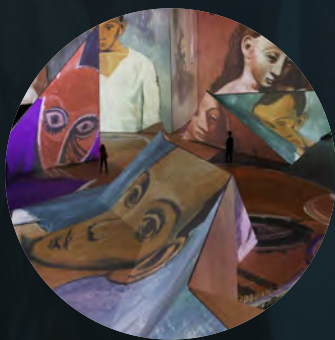
Having selected the zones, angles and sizes of the projected images, as well as pathways for the "integrated and immersed" spectator in the Image Totale®, **Plécy turned the passive viewers into active spectators.**

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®.

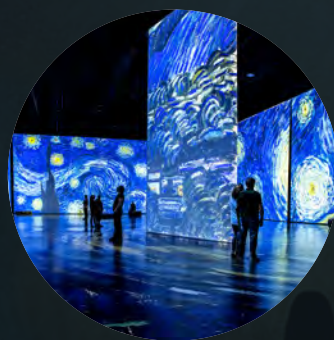






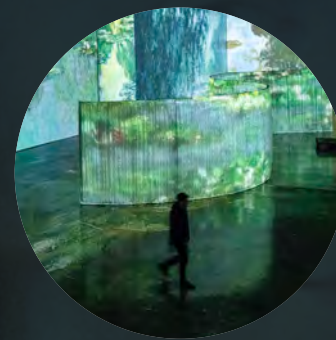
## IMAGINE **PICASSO**

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

HOSTING PARTNER BOOK

## 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](mailto:business@lililililil.com)  
[www.lililililil.com](http://www.lililililil.com)

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THE IMMERSIVE  
EXHIBITION

