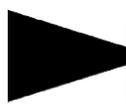


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Impressionist Normandy 2020

Normandy Tourism
Press pack

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IMPRESSIONNISTE**

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NORMANDY

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The birthplace

Inspired by the unique light, beauty and mystery of Normandy, the Impressionist painters set up their easels throughout the region: by the Seine Estuary, along the coast, in Rouen's old town and in the village of Giverny.

The city of Le Havre was the setting and inspiration for *Impression, soleil levant*, Claude Monet's 1872 painting which gave its name to the Impressionist art movement.

This region was, for most artists, their birthplace and home. Its proximity to Paris and growing number of fashionable seaside resorts such as Dieppe, Honfleur, Le Havre, Deauville and Trouville meant that artists came to Normandy by train and stayed, producing an artistic legacy which would be hard to rival anywhere else. For over half a century, these seaside resorts, alongside Rouen, the bucolic Pays de Caux region and later Monet's home in Giverny, were the inspiration for numerous canvases.

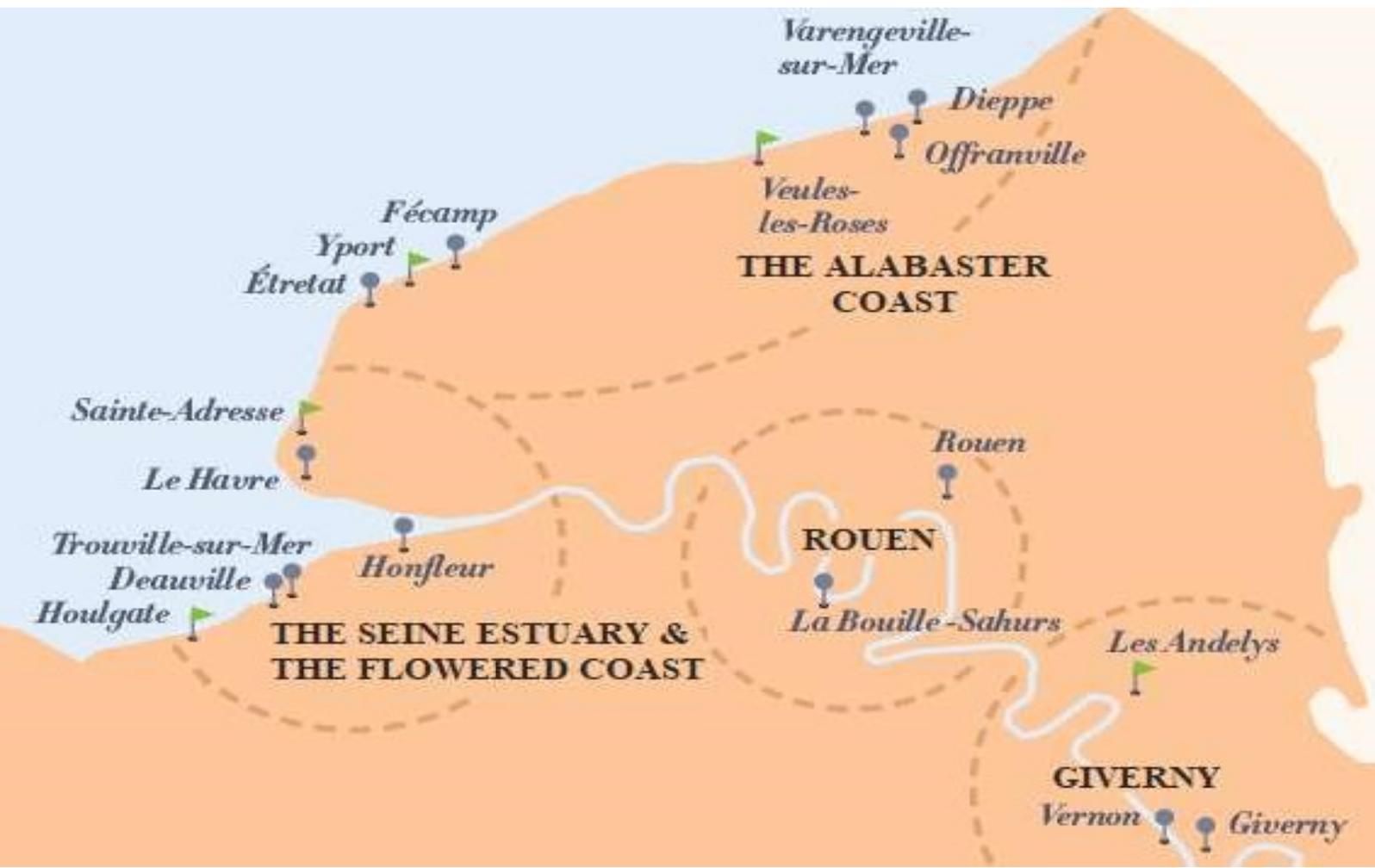
Breaking away from the more formal, classical themes of the early 19th century, the Impressionist painters were revolutionary in their preference for painting outdoors in natural light, with landscapes, towns and scenes of daily life as their subjects. While Monet's work adorns galleries and collections all over the world, a remarkable number of Impressionist works can still be admired in galleries across Normandy.



of Impressionism

The 19th century Industrial Revolution brought about many upheavals and, with it, the Impressionist art movement. By focusing on family, hobbies, work and social transformation, the Impressionists' canvases captured the everyday nature of this pivotal period. With this in mind, this year's Normandy Impressionist Festival has chosen as its theme, *La couleur au jour le jour* [everyday colour]. Exhibitions will focus on the role of the Impressionists as observers of day-to-day life, and the relationship between their paintings and their social context. Fascinated by the Industrial Revolution, the Impressionists captured not just rural but urban scenes, examples of which will be exhibited in the Norman cities of Rouen, Caen and Le Havre, as well as in Giverny. Artists such as Eugène Boudin and Auguste Renoir, who painted lesser-known corners of the region including the Cotentin peninsula, will be exhibited in Cherbourg. Interestingly, the festival will also look at female Impressionists such as Edouard Manet's student Éva Gonzalès, whose work will be exhibited in Dieppe.

A tribute to an art movement that was ahead of its time, this year's Normandy Impressionist Festival will celebrate art in all its forms through a diverse five-month programme catering to all ages and tastes, which will feature 20 Impressionist exhibitions, 30 contemporary exhibitions, performing arts, concerts, lightshows, street art, conferences, and much more. See you there!
normandie-impressionniste.com



Impressionist sites

Le Havre

A chic seaside resort for Parisians, Le Havre was also the summer home of Monet, who frequently stayed and worked at his aunt's house in neighbouring Sainte-Adresse. Today, the André Malraux Modern Art Museum (MuMa) houses the second largest Impressionist collection outside Paris, which includes paintings by Monet, Boudin, Courbet, Corot, Sisley, Pissarro and Renoir.

Honfleur

A quaint fishing port with traditional architecture, Honfleur looks much as it did when Monet was there. Eugène Boudin, whom he met in Honfleur, was a strong influence on Monet, and he would subsequently drag the whole band of renegade artists – Courbet, Corot, Sisley, Pissarro and Renoir – to the Saint-Simeon farm, from which they would endlessly paint the Seine, earning them the title 'Estuary Painters'. Today, several of their paintings are exhibited at Honfleur's Eugène Boudin Museum.

The Flowered Coast

The coast between Cabourg and Trouville-sur-Mer is a succession of 19th century seaside resorts popularised by the bourgeois trend for sea bathing. Scenes from the trendy resorts of Deauville and Trouville-sur-Mer with their sandy



in Normandy

beaches, seafront villas, coloured beach umbrellas and promenades were painted by a number of Impressionists including Monet and Boudin. Monet also painted the famous seaside resort of Cabourg and its Grand Hôtel, reflecting the varying moods of the sea and sky.

Rouen

Artists flocked to Rouen, fascinated by the new industrial sites across the city and the wealth of architectural gems in its medieval old town. Between 1892 and 1893, Monet stayed in Rouen on several occasions. He saw the city's artistic potential, particularly that of its cathedral. He rented a small workshop right opposite it so as to have the perfect view. Sitting at the window, Monet would go on to produce some 30 canvases, painted at different times of the day and in different weather conditions to capture the changes in light, with the cathedral alone as his subject. He worked 11 hours a day, sometimes working on several canvases at a time.

Also in Rouen is the Saint-Sever neighbourhood on the left bank, Rouen's docklands famously immortalised by Camille Pissarro in 1896. Both Monet and Pissarro succumbed to the charms of the half-timbered houses and narrow streets of this medieval city. You can find several of their paintings, including an original canvas from the Cathedral Series, in the Rouen Fine Arts Museum.



Impressionist sites in Normandy

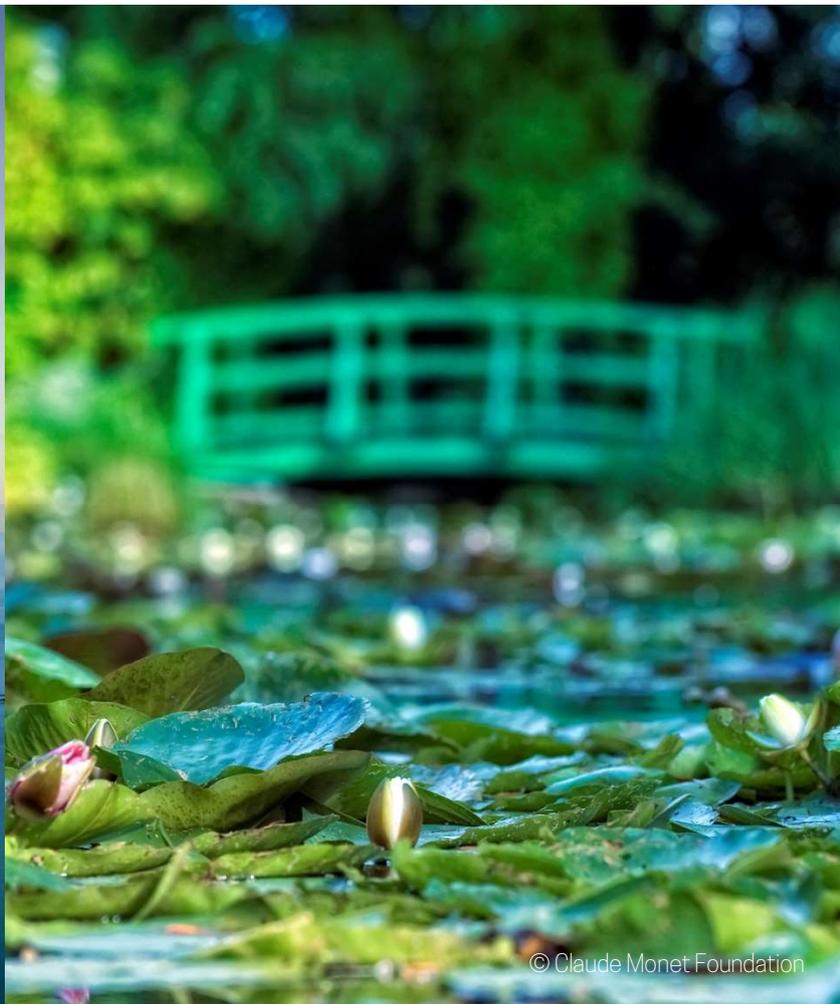
The Alabaster Coast

This coastline of chalk cliffs and green pastures stretches from Le Havre eastward along the coast to Le Tréport, passing through the towns and villages so famously immortalised on canvas by the Impressionists: Yport, Fécamp, Varengeville-sur-Mer and Dieppe. Special mention goes to the pretty seaside town of Étretat and its stunning cliff formations, a particular source of inspiration to Boudin and later Monet. Other Impressionists to capture this famous coastline on canvas are Pissarro, Renoir and Morisot to name a few.

Giverny

As the little Vernon-Gasny train chugged across the tranquil Norman countryside, a French artist noticed a delightful village out of the window. The artist was none other than Monet and the village was Giverny, where he later brought his family to live. This quaint retreat on the Seine became Monet's home in 1883. By 1887, it had transformed into somewhat of an artists' colony.

No art lover's trip to Normandy would be complete without a visit to Giverny and to the Fondation Claude Monet to see his famous water lily pond. A foray into Monet's house is worth it for its brightly decorated dining room alone, not to mention the many Japanese wall prints. Giverny is also home to the Musée des Impressionnismes, an art museum dedicated entirely to Impressionism.



How to get to Normandy

Normandy is easily accessible from the UK and Ireland by ferry, plane or train.

Brittany Ferries

Choose from up to 14 daily sailings from Portsmouth and Poole to Caen-Ouistreham, Le Havre and Cherbourg. Fares start from £85 each way (car plus two). Brittany Ferries' new green vessel launches in 2020. brittany-ferries.co.uk

DFDS Seaways

Choose from multiple daily sailings of just four hours from Newhaven to Dieppe. Fares start from £49 each way (car plus two). dfdsseaways.co.uk

Irish Ferries

Choose from up to four weekly sailings from Dublin to Cherbourg. Fares start from £140 each way (car plus two). irishferries.com

Flybe

Operates four flights a week each way all year round between London Southend and Caen Carpiquet. Flights start at £35.99 pp one-way. flybe.com

Eurostar

Travel to Normandy via Paris by taking the Eurostar to Paris Gare du Nord then the local train from Paris Gare Saint-Lazare. eurostar.com | oui.sncf

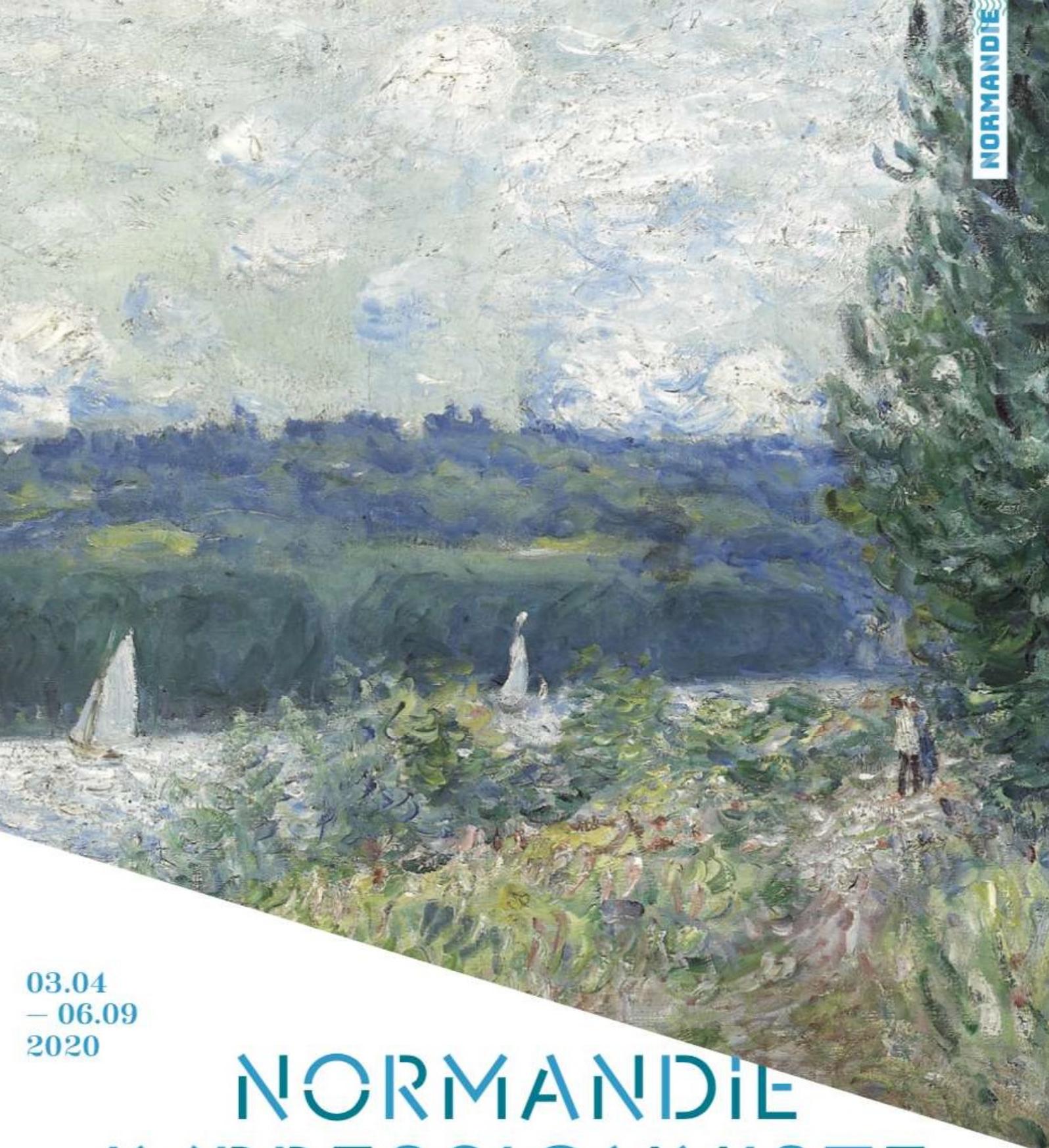
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For further information on the Normandy Impressionist Festival, visit:
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