

2024

***CELEBRATING
150 YEARS
OF IMPRESSIONISM***

PRESS PACK

150
YEARS

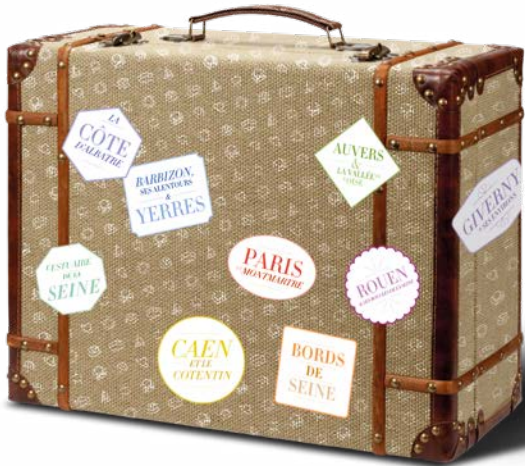
1874
2024

***impressionist
adventures***

INSPIRING MOMENTS

CELEBRATING 150 YEARS OF IMPRESSIONISM

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Cover: Auguste Renoir, *Danse à la campagne*, Musée d'Orsay. Photo © RMN-Grand Palais (musée d'Orsay) / Hervé Lewandowski
Above: Claude Monet, *Coquelicots*, 1873, Musée d'Orsay, Paris. Photo © Musée d'Orsay – RMN
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DESTINATION IMPRESSIONISM

Embark on an Impressionist journey across 9 territories, each echoing the footsteps of Monet, Renoir, Degas, Caillebotte, Morisot, Pissarro, or Van Gogh. Ready to venture into the enchanting realms of Impressionism with us?



CELEBRATING 150 YEARS OF IMPRESSIONISM ACROSS NORMANDY & THE PARIS REGION IN 2024

CELEBRATING THE 150TH ANNIVERSARY OF IMPRESSIONISM
IN 2024 WITH SPECIAL EXHIBITIONS AND EVENTS
ACROSS NORMANDY & THE PARIS REGION.

1874, a pivotal year in the history of art.

On April 15, 1874, a group of around thirty young, emerging painters organized their first collective exhibition at 35 Boulevard des Capucines in Paris. Denied entry to the official art salon, Claude Monet, Pierre-Auguste Renoir, Berthe Morisot, Edgar Degas, Camille Pissarro, Alfred Sisley, and Paul Cézanne unveiled artworks that would profoundly alter the course of art history. This moment marked the birth of Impressionism, a movement that would redefine artistic expression.

This globally renowned artistic movement is inseparable from the landscapes that inspired its birth and growth: Normandy and the Paris Region.

Surrounded by the beauty of these landscapes, this specific group of freedom-seeking artists decided to set up their easels *en plein air* to paint, along the Seine's banks, amidst the vibrant heart of Paris, and along the Normandy coast. Impressionism has captivated the world ever since. Today, the most celebrated artistic movement* attracts millions of visitors annually to marvel at masterpieces which were mainly painted in these two regions.

Today, Normandy and the Paris Region passionately preserve the legacy of these painters. The great Impressionist artists (and their fore-runners, such as Jean-François Millet, and successors like Vincent van Gogh) have left indelible marks in the world of art and made famous exceptional sites through their paintings. Visitors to these two regions can embark on an unparalleled Impressionist odyssey, where they can admire iconic masterpieces in spectacular museums but also discover the exact locations and pristine landscapes that inspired these artists.

Marking the 150th anniversary of Impressionism, the entire destination celebrates this cultural legacy with no less than 200 exhibitions, extraordinary events, and unforgettable experiences on the footsteps of the painters.

➡ Next, 7 Reasons to explore Destination Impressionism in 2024!

* Audit conducted by Audirep among 1830 individuals in 6 countries, from January 31 to February 21, 2023



Join the party

In 2024, Impressionism celebrates its 150th anniversary. In Normandy and the Paris Region, experience the moments of happiness that inspired the Impressionist painters.

Auguste Renoir, *Dance à la campagne*, musée d'Orsay

150 YEARS 1874-2024

impressionist adventures
INSPIRING MOMENTS

impressionistadventures.com

Logo: Région Île-de-France

Logo: VISIT PARIS REGION

Logo: REPUBLIQUE FRANÇAISE

Logo: NORMANDY

Logo: NORMANDIE

Logo: LES 100 ANS 1874-2024 DE L'IMPRESSIONNISME

7 REASONS TO EXPLORE DESTINATION IMPRESSIONISM IN 2024

1. OVER A HUNDRED IMPRESSIONIST OFFERINGS ACROSS 9 TERRITORIES!

Impressionist artists tirelessly explored Normandy and the Paris Region, seeking landscapes, light, and inspirational scenery. They left an enduring mark on nine distinct territories across these regions, each inviting to immerse ourselves in a chapter of the grand history of Impressionism and trace the footsteps of these traveling artists.

Around Barbizon, Le Havre, or Honfleur, as well as along the banks of the river Oise, various artistic hubs embraced the nascent movement from the late 1850s, shaped by the influences of Impressionism's pioneers: Jean-François Millet, Eugène Boudin, and Charles-François Daubigny.

In the heart of Paris, the artistic epicentre, young talents laid the foundations of the movement, engaging in vibrant discussions at Café Guerbois or in their studios, culminating in their inaugural independent exhibition on April 15, 1874.

On the banks of the Seine, just a stone's throw from Paris, around Chatou, the pleasures of guinguettes and boating attracted painters, led by Auguste Renoir, eager for new inspiration.



In the changing light of the meandering river Seine and throughout Normandy, from Rouen to Le Havre and the Alabaster Coast, from Étretat to Dieppe, this new artistic movement unfolded.

In special places, some artists found a lasting source of endless inspiration (Alfred Sisley in Moret-sur-Loing, Camille Pissarro in Pontoise, Gustave Caillebotte in Yerres, Claude Monet in Giverny...).

Today, visiting art lovers can tailor their Impressionist experience to their unique preferences and interests. Destination Impressionism offers over a hundred captivating sites and activities: artist studios and homes, museums exhibiting masterpieces, landscapes they immortalized, artist villages, exhibitions and events, hikes, guided tours, scenic cruises, memorable excursions and themed stays.

2. THE WORLD'S LARGEST PERMANENT COLLECTION OF IMPRESSIONIST MASTERPIECES

Destination Impressionism boasts a network of museums showcasing outstanding permanent collections of Impressionist art.

In Paris, three prestigious museums curate an extraordinary ensemble of Impressionist masterpieces. The Musée d'Orsay proudly houses the world's first collection of Impressionist paintings. The Musée de l'Orangerie presents the grandest showcase of Monet's Water Lilies in a monumental setting. The Musée Marmottan Monet unfolds a treasury of works by Claude Monet and Berthe Morisot.

In Normandy, the MuMa in Le Havre and the Musée des Beaux-Arts in Rouen gather France's largest collections of Impressionist paintings outside Paris. The Musée des Impressionismes in Giverny presents annual exhibitions focusing on the Impressionist movement and its influences.

Across the region, from Dieppe to Honfleur and at places like Auvers-sur-Oise or the banks of the Seine near Paris, 15 museums promise to awaken artistic spirits and stir emotions in the presence of awe-inspiring Impressionist collections and masterpieces. These collections offer a glimpse into the captivating stages of the Impressionist movement, featuring artists ranging from early landscape pioneers like Jean-François Millet, Eugène Boudin, Charles-François Daubigny, and Camille Corot to the succeeding artists such as Vincent van Gogh, Maximilien Luce, Georges Seurat, and Paul Signac.

3. THE PRESERVED LANDSCAPES THAT EVOKE IMPRESSIONIST MASTERPIECES

Exploring Destination Impressionism is like wandering through a living, three-dimensional canvas, a captivating tapestry of landscapes elevated by revered artists' brushes. Amidst the vibrant pulse of urban life or within untamed nature, along the tranquil banks of the Seine or by the rhythmic ebb and flow of the sea, in preserved forests or the enchanting seclusion of a garden, these evocative landscapes, for the most part, remain untarnished.

Discovering these places is experiencing the emotions and moments of bliss inspired by the Impressionist spirit: a sunset over the majestic cliffs of Étretat inseparable from Claude Monet's canvases, the joy of sharing a drink in the bustling Parisian terraces beloved by Renoir, a boating trip on the Seine or on the Yerres in the footsteps of Gustave Caillebotte, a stroll bathed in the light of Normandy immortalized by Eugène Boudin, a picnic in the grass, in a field full of poppies in the Norman countryside.

While carriages have yielded to sleek cars on bustling boulevards, and the allure of steam locomotives has been replaced by modern trains at Saint-Lazare station, each gaze upon urban landscapes depicted in timeless artworks becomes a journey through time. A familiar bridge, the silhouette of Opera Square or the bustling port of Le Havre, the ever-shifting play of light on Rouen Cathedral, reminiscent of Monet's painstaking brushstrokes over hours of artistic dedication. This journey is an experience inviting visitors into a realm where the boundaries between art and reality dissolve in a captivating dance of perception.



4. ARTISTS' HOMES: DELVE INTO THE CREATIVE LIVES OF PAINTERS

Embark on a voyage through the heart of Normandy and the Paris Region, where the Impressionists ventured in the great outdoors in pursuit of artistic inspiration. Amidst their travels, some painters chose to settle in homes that are now open for exploration. Meticulously preserved to capture the essence of the artists' era, these houses provide a unique immersion into the private world of Impressionist painters.

Jean-François Millet's Birthplace in Gréville-Hague and Millet Museum in Barbizon: discover the birthplace of Jean-François Millet in Gréville-Hague, born in 1814 in northeast Normandy. Open to the public, this site presents Millet's humble beginnings and artistic journey. In 1849, Millet relocated to Barbizon, south of Paris, becoming a leading figure in the Barbizon School. His former residence, now a museum, preserves the studio where iconic works like *The Angelus* and *The Gleaners* were painted.

Caillebotte House in Yerres: step into the family home of Gustave Caillebotte, where he lived for nearly two decades from 1860. Located south of Paris, this residence witnessed the creation of 89 paintings, including notable works like *Bathers*, *Banks of the Yerres*. Immerse yourself in the elegance of the late 19th-century French household, meticulously restored to its original splendour.

Claude Monet's House and Gardens in Giverny: explore the enchanting house of Claude Monet, where the artist lived from 1883 until his passing in 1926. A true work of art, the house features a lush garden, pink facade, living spaces, and Monet's collection of Japanese prints, all faithfully restored. The "Water Garden", with its iconic Japanese bridge and *Water Lilies*, reflects the brilliance of Monet's renowned series.

Auberge Ravoux, "Van Gogh's House" in Auvers-sur-Oise: visit the room where Vincent van Gogh spent his final days, located under the eaves of Auberge Ravoux. Kept in its original state, this modest attic provides a poignant and emotionally charged experience, offering a unique connection to the legendary artist.



5. MEMORABLE OUTDOOR EXPERIENCES

Many Impressionist paintings immortalize scenes that evoke the joys of the era: the pleasures of the first sea baths, picnics in the countryside, festive atmospheres in seaside guinguettes, or within bohemian Paris. This art of living still thrives in the Impressionist landscapes, offering unforgettable experiences in the footsteps of the painters.

Cycle Tour in Giverny, Claude Monet's Village: embark on a leisurely bike ride, guided along the meandering Seine and its radiant light, to reach the village of Giverny. Explore Claude Monet's house and gardens, art galleries, cafes, and artists' studios of this quaint village.

Outdoor Painting at Impressionist Hotspots: try your hand at painting with the guidance of an artist, facing the sea atop the cliffs of the Côte d'Albâtre, just a stone's throw from Étretat. Art enthusiasts seeking a cozy ambiance can also join an open-air painting workshop at the Ferme Saint-Siméon in Honfleur, a major Impressionist location for painters captivated by the ever-changing atmosphere of the Seine estuary.

Embark on an Impressionist Odyssey by Boat: explore the enchanting world of Impressionist landscapes with a thrilling two-hour Zodiac boat tour between Chatou and Bougival, just a stone's throw from Paris. Revel in awe-inspiring vistas of Île de la Grenouillère and Maison Fournaise, forever intertwined with the legacy of Auguste Renoir.

Canoe Through Impressionist Wonders in Moret-sur-Loing: venture south of Paris to Moret-sur-Loing and uncover the Impressionist inspirations of Alfred Sisley, the master behind over 400 captivating works in this medieval gem. Paddle through the landscapes, seizing the very essence of Sisley's artistic vision.

6. THE PLEASURES OF ART &... CULINARY DELIGHTS

Whether it's Auguste Renoir's *Luncheon of the Boating Party* or Claude Monet's *Luncheon on the Grass*, gastronomy is woven into the DNA of Impressionism and of the destination. Numerous restaurants, celebrated by the painters, nurture this artistic legacy, offering delectable cuisine in historical settings. Stepping through the doors of these establishments is like entering the paintings, envisioning the Impressionists as table neighbours.

Chatou's Fournaise restaurant vividly resurrects the golden era of festive guinguettes. **La Bonne Franquette** in Montmartre (Paris) serves traditional cuisine in a convivial setting that hosted illustrious guests like Claude Monet, Alfred Sisley, and Vincent van Gogh. **The Auberge Ravoux** in Auvers-sur-Oise comes alive during meal hours, evoking the atmosphere of French cafés from the late 19th century with its wine racks, oak tables, and vintage zinc bar.



This artistic ambiance extends to **Giverny at the Hotel Baudy**, which, after hosting lively evenings with Auguste Renoir, Alfred Sisley, Camille Pissarro, and Cézanne, has transformed into a welcoming restaurant. **In Honfleur, the Ferme Saint-Siméon**, once a farmhouse inn that brought together Eugène Boudin, Gustave Courbet, Claude Monet, and many other artists, has become an excellent hotel-restaurant, serving elegant cuisine that highlights local produce in a historical setting amidst apple trees, bathed in the unique light of Normandy.

7. MORE EVENTS & NEW ADDITIONS EVERY YEAR

2024 promises to be an extraordinary year as we celebrate the 150th anniversary of Impressionism, offering an exhilarating lineup of **over 200 events** across the destination.

Embark on an artistic journey in Paris, where you are invited to the first Impressionist exhibition at the **Musée d'Orsay**. **A remarkable showcase complemented by an immersive virtual reality experience**, allowing a poignant reliving of the historic inauguration etched in the annals of art.

Normandy will showcase the innovative spirit of Impressionism and its contemporary extensions with the hosting of the 5th edition of the **Festival Normandie Impressionniste**. Unfolding across the whole region, 150 events are set to celebrate the movement's 150-year legacy.

Exhibitions, concerts, live performances, conferences, and festive events are to take place in the very locations that inspired famous painters.

Beyond the kaleidoscope of 2024's vibrant events, Destination Impressionism undergoes constant renewal. Each passing year honours different Impressionist painters through exhibitions that breathe new life into the perception of Impressionism. New trails, excursions and artistic activities related to Impressionism continue to unfold. In recent months, Claude Monet's home in Argenteuil, where the artist lived for four intensely prolific years, has opened its doors to the public. Soon, in Bougival near Paris, the residence of Berthe Morisot, one of the few female artists of the Impressionist movement, will welcome visitors to delve into her creative world.

150 YEARS OF IMPRESSIONISM

Félicie Faizand de Maupeou, Art Historian
& Project Leader of the Impressionism Research Program,
University of Paris Nanterre

The year 2024 marks the 150th anniversary of Impressionism. Yet, what precisely are we acknowledging? A genesis? A revolution? What unfolded in 1874 that forged the enduring legacy of this artistic movement, now a cherished global phenomenon*?

On April 15, 1874, a groundbreaking exhibition takes centre stage

In April 1874, a collective of young painters held an exhibition in the former studios of the photographer Nadar on Boulevard des Capucines in Paris. During this event, the critic Louis Leroy ironically dubbed this new style of painting "impressionistic". The term was embraced by the artists themselves during seven subsequent exhibitions held between 1876 and 1886, featuring most or all of the nine initial Impressionist artists: Gustave Caillebotte, Mary Cassatt, Paul Cézanne, Edgar Degas, Claude Monet, Berthe Morisot, Camille Pissarro, Pierre-Auguste Renoir, and Alfred Sisley.

Leroy probably never imagined that his witty remark would become etched in history. Yet, how can we explain the enduring appeal and worldwide recognition of the artistic movement?

An Aesthetic Revolution

The first answer lies in the undeniable talent of these artists. Whereas painting had traditionally occurred within studios, and landscapes were regarded as a lesser genre, the Impressionists sought to depict nature as they genuinely perceived it. They rejected academic rules and standardized ideals of beauty. Their aim was to portray the ever-changing modern world that was transforming cities, countryside, and coastlines. They endeavoured to capture their contemporaries in everyday life, at work, strolling along boulevards, dancing in riverside guinguettes on weekends, and relishing the pleasures of seaside resorts in summer. Although each artist developed a unique painting style, their works collectively manifested a shared aesthetic pursuit: bright colours, daring compositions, a vibrant touch that accurately conveyed the spontaneity of light effects, and a rendering close to sketches.



Claude Monet, *Impression, soleil levant*, 1872, Musée Marmottan Monet, Paris

Artists on the Move

This inclination to capture the spirit of the times motivated painters to step out of the studio and paint outdoors. Always in pursuit of new inspirations, motifs and light, Impressionist artists were avid travellers. They explored the French capital city and its surroundings, but also congregated in various artistic hubs along the Seine and up to the Normandy coast. Regularly roaming in the Paris Region and Normandy, and occasionally venturing into other areas, such as the South of France, they endlessly sought to capture the authenticity of landscapes and light. Some of them explored their local surroundings like Alfred Sisley in Moret-sur-Loing, Camille Pissarro in Pontoise, or Gustave Caillebotte in Yverres. Others, like Monet continued to regularly visit the coast of Normandy.

Impressionism Across the Globe

While Impressionism was born in France and drew inspiration from its landscapes and late 19th-century culture, it is also rooted in a context of globalization and artistic internationalization. The works of the Impressionists travelled beyond French borders early in their careers, initially to London in 1870-1871 during the artists' exile amidst the war and the Commune, then to the United States in the mid-1880s, and finally to various European capitals.

Paris, the art epicentre of the time, magnetized artists from every corner of the globe. They soaked up the impressionist vibes, encountered the new aesthetic there and brought it back to their home countries, sparking an international narrative right from the start. Today, the vivid canvases of these prolific artists adorn museums worldwide, continuing the cultural dialogue ignited 150 years ago.

* Audit conducted by Audirep among 1830 individuals in 6 countries, from January 31 to February 21, 2023

PARIS 1874: INVENTING IMPRESSIONISM

MUSÉE D'ORSAY – FROM MARCH 26 TO JULY 14, 2024

Paris 1874: Inventing Impressionism seeks to trace the advent of an artistic movement that emerged in a rapidly changing world. The exhibition is presenting some 130 works by Monet, Renoir, Degas, Morisot, Pissarro, Sisley, and Cézanne, including a collection of masterpieces from the early days of Impressionism showcased at the first exhibition at Nadar's studio in 1874. Additionally, it will include significant paintings and sculptures by artists who dominated the art scene at the time and were exhibited and celebrated at the Salon in the same year.

This exhibition is organized by the Musée d'Orsay, the Musée de l'Orangerie and the National Gallery of Art, Washington, where it will be presented from September 8, 2024 to January 20, 2025

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IMPRESSIONISM ACROSS FIELDS NEW INTERDISCIPLINARY PERSPECTIVES

International Conference Paris.
May 16 & 17, 2024 – Auditorium Musée d'Orsay.

The Musée d'Orsay and the Paris Nanterre University Foundation aim to explore the contemporary relevance of the Impressionist movement through an international symposium titled *Impressionism Across Fields: New Interdisciplinary Perspectives*. Organized in conjunction with the 150th anniversary of the movement and the exhibition *Paris 1874: Inventing Impressionism*, in partnership "Normandy - Paris Region: Destination Impressionism", this symposium will present the historical developments, current

trends, and future perspectives in Impressionism research. From environmental considerations to interdisciplinary artistic dialogues, from monographic analyses to the integration of digital identities, Impressionism will be examined at the intersection of various fields. The symposium seeks to both reflect and foster the diversity of research in this area, bringing together over twenty international experts for diverse thematic sessions.

Operation supported by the French government -
Fonds national d'aménagement du territoire



Claude Monet, *Coquelicots*, 1873. Donation Etienne Moreau-Nélaton, 1906, Musée d'Orsay

TONIGHT WITH THE IMPRESSIONISTS PARIS 1874

AN IMMERSIVE EXPEDITION IN VIRTUAL REALITY

MUSÉE D'ORSAY – FROM MARCH 26 TO AUGUST 11, 2024

In the Amont Gallery of the Musée d'Orsay, this unprecedented immersive experience, designed in parallel with the exhibition *Paris 1874: Inventing Impressionism*, offers a one-hour journey in three stages.

A 45-minute immersive virtual reality expedition takes you on a journey back in time: transported 150 years ago to Paris, you will attend the inauguration of the first Impressionist exhibition. Be prepared to meet the artists and discover their paintings in a way that has never been possible before. Recreated for the first time and keeping as close as possible to historical reality, this experience was developed and produced in collaboration with EXCURIO, GEDEON Experiences, and the Musée d'Orsay, with the scientific support of curators Sylvie Patry and Anne Robbins. An invitation to take part in one of the major events in art history!

Paris, April 15, 1874, eight o'clock in the evening. With your virtual reality headset on, travel back in time, to the bustling grand boulevards, facing the newly constructed Opéra Garnier. Guided by Rose, your virtual companion, a model and aspiring writer, you head to the famous photographer Nadar's studio at 35 Boulevard des Capucines for the first Impressionist exhibition's inaugural soiree. Embark on your journey as you weave through room after room on the first floor, immersing yourself in a vibrant showcase of "contemporary" art.

The walls are adorned with paintings carefully chosen and hung by the artist themselves.

Step into this extraordinary venue, where the very Impressionist painters extend a personal welcome. Dive into the lively conversations of these young visionaries as Monet, Renoir, Degas, Morisot and his mother, Cézanne, Pissarro and their dealer, Paul Durand-Ruel, share insights about their revolutionary art.

As you continue your wander, unexpected detours will transport you to the very places that shaped the beginnings of the movement and ignited the inspiration behind the paintings before you. Venture into the grand halls of the Salon, enter the studio of painter Frédéric Bazille and soak in the lively atmosphere of the Grenouillère island on the Seine, where Monet and Renoir painted side by side. Picture yourself inside Monet's hotel room in Le Havre, where he passionately works on his renowned masterpiece, *Impression, soleil Levant*. From the heart of Paris to the picturesque landscapes of Normandy, this is an authentic voyage to the roots of Impressionism—an exhilarating dive into the epicentre of creativity.



Groundbreaking and pioneering in its design, this immersive virtual reality expedition is the result of over two years of dedicated work—a blend of research and analysis of authentic sources to produce a faithful recreation of Nadar's studio and the first Impressionist exhibition. The virtual reality experience is enhanced by two mediation spaces at the beginning and end of the tour. The first immerses visitors in the evolving landscape of Paris in the early 1870s, using archives that paint a vivid picture of a city undergoing architectural, social, and artistic transformations. The second, in partnership with *Impressionist Adventures*, offers a sneak peek into the ongoing Impressionist saga by grounding the journey and the artists' works in the landscapes that fuelled their inspiration, mainly Paris and Normandy, with a nod to Provence.

2024, 60 mn
From age 8



A co-production by EXCURIO – GEDEON Experiences – Musée d'Orsay,
based on an original concept and unprecedented historical reconstructions
by GEDEON Experiences

In partnership with Impressionist Adventures. Operation supported
by Visit Paris Region, Normandie Tourisme, Paris Region & the French
Government - Fonds national d'aménagement et de développement
du territoire..



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FESTIVAL NORMANDIE IMPRESSIONNISTE

150 EVENTS IN CELEBRATION OF THE 150TH ANNIVERSARY
OF THE IMPRESSIONIST MOVEMENT

What happened before the first Impressionist exhibition in 1874? What lies ahead for Impressionism? The 2024 edition of the *Festival Normandie Impressionniste* offers an expanded narrative through an exceptional program enriched by priceless contributions from the Musée d'Orsay.

From Caen to Rouen, Giverny to Le Havre, L'Aigle to Cherbourg, Trouville to Yvetot... *Festival Normandie Impressionniste* is set to make waves throughout the region in celebration of the 150 years of Impressionism from March 22 to September 22, 2024, with an exciting program. 150 cultural events (50% contemporary and 50% classical) featuring over 100 internationally acclaimed artists and companies will celebrate the spirit of artistic innovation through multidisciplinary projects.

Whether held within Normandy's major cultural institutions or at unique venues like abandoned spaces, ice rinks, factories, ports, the festival prides itself on being inclusive, ambitious, and generous in its offerings to diverse audiences.

The journey proposed by the festival will seek to show how this artistic movement was born,

exploring the inspiration behind light and nature, particularly maritime landscapes, but also the role of photography, the vital openness to the world with the influence of Japan, and, of course, the Industrial Revolution—examined through the lens of contemporary environmental concerns.

In a daring move towards contemporary resonance, some celebrities are invited to reflect on the Impressionist legacy. David Hockney returns to canvas painting with a unique collection echoing Impressionist masterpieces at the Musée des Beaux-Arts de Rouen (opening the festival with free access). Simultaneously, the legendary American stage director Robert Wilson promises a new, unexpected experience with a monumental audiovisual installation on the facade of the Rouen Cathedral, tracing the footsteps of Claude Monet. These historic events are just a glimpse of what's to come!

With the 150 Flavours of Impressionism operation, the festival also aims to promote gastronomy with menus inspired by the creativity of painters on the tables of many Norman restaurants.



FESTIVAL NORMANDIE IMPRESSIONNISTE: A REGIONAL ART EXTRAVAGANZA

Since its first edition in 2010, the *Festival Normandie Impressionniste* has served as a unifying force, bringing together public and private partners across the region on a collaborative artistic journey that delves into the profound connection between a specific geographical area and a cultural movement that reshaped the course of art history.

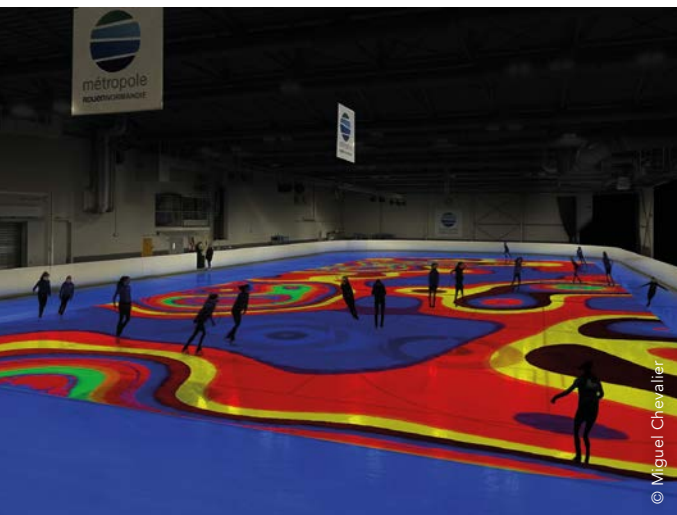
With previous editions held in 2010, 2013, 2016, and 2020, the festival has evolved into a significant artistic rendezvous in France, earning international recognition for its festive and inclusive nature.

This reputation is built on scientific rigor, embodied in its esteemed scientific and artistic council.

Pioneering a dynamic conversation between historical and contemporary creation, the festival's programming resonates with current issues, weaving together the social and artistic tapestry of 150 years ago.

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Find out more on normandie-impressionniste.fr



DIGITAL PARADICE – MIGUEL CHEVALIER

February 24 - May 3, 2024
Édith-Ballester Ice Rink in Rouen

While the snow's pristine white sparked experimentation for the Impressionists, the ice rink's expanse serves as the backdrop for an illuminating and interactive installation created by internationally acclaimed pioneer of digital art, Miguel Chevalier. With *Digital ParadiCE*, the artist conjures a dynamic, kaleidoscopic masterpiece that dances in harmony with the skaters' choreography. This unprecedented installation seamlessly blends art, sports, and technology at the nexus of creativity and movement.



DAVID HOCKNEY

March 22 - September 22, 2024
Musée des Beaux-Arts de Rouen

David Hockney's exhibition, *Normandism*, engages in a captivating conversation with the treasures of the Rouen Museum of Fine Arts. Showcased within the permanent collections, around thirty recent masterpieces by the esteemed English artist living and working in Normandy since 2019, will be unveiled. Portraits and landscapes, whether painted on traditional canvas or designed on an iPad, serve as a testament to the extraordinary richness of the Impressionist legacy, echoing vibrantly in its contemporary expression.



OLIVER BEER

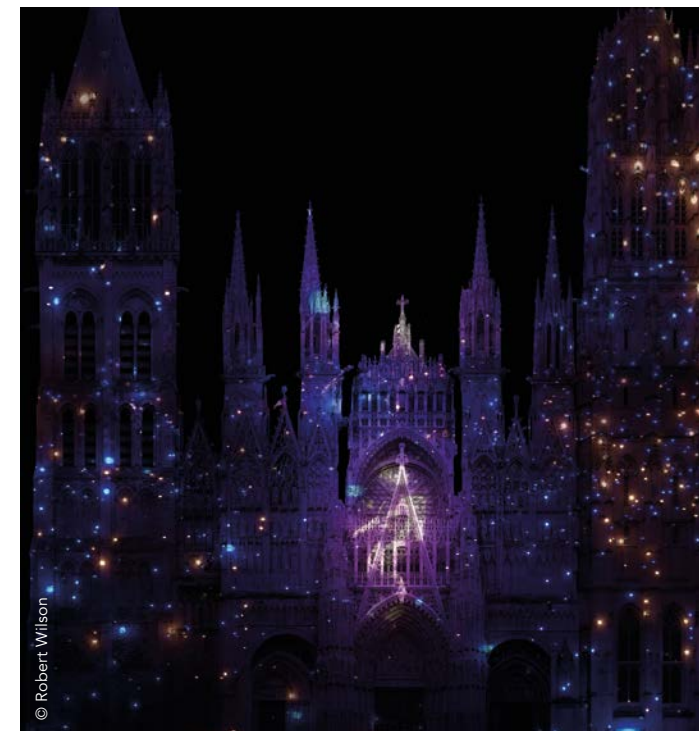
May 23 - July 21, 2024
Le Hangar 107, Arts Centre – Rouen

Oliver Beer invites us into a multisensory journey at the intersection of perception. The British artist, known for translating musical harmony into an impressive visual language on canvas, presents his *Resonance Paintings* as a unique interpretation of Claude Monet's renowned Water Lilies. Recording the sounds from the *Water Lily* pond in Giverny, Oliver positions a speaker beneath a horizontally oriented canvas, generously dusted with dry pigment. The pond's sounds resonate through the canvas, shaping the pigment into visual representations of the sound waves. These manifestations emerge on the surface as undulating geometric patterns, later preserved through the artist's distinctive fixing technique.

CATHEDRAL OF LIGHT – ROBERT WILSON

May 24 - September 28, 2024
Cathedral Square – Rouen

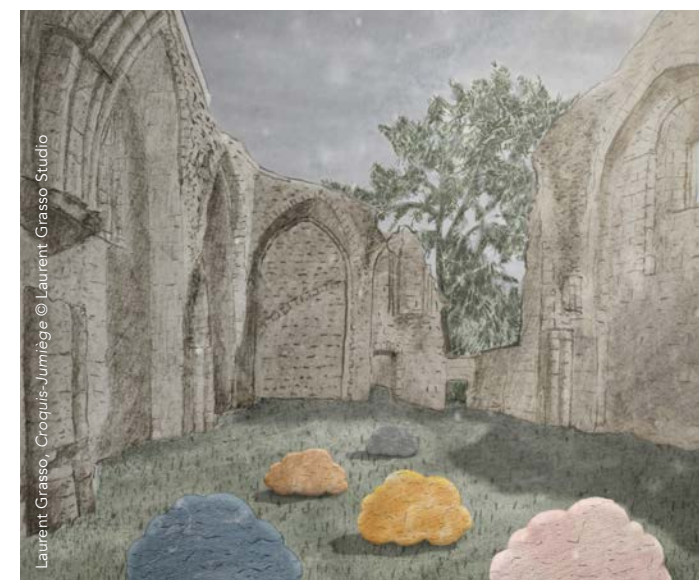
When a titan of contemporary art encounters the Rouen Cathedral, it marks a historic occasion! At the *Cathedral of Light* event, the Rouen Normandy Metropolis and the *Festival Normandie Impressionniste* have tapped the creative genius of American visual artist and director Robert Wilson to create a groundbreaking audiovisual show, casting a new light on the monument's facade famously captured by Claude Monet. As a stage director and visual artist, Bob Wilson is a poet of light. He has worked with such varied artists as Philip Glass, Isabelle Huppert, Marina Abramović, Michel Piccoli or Willem Dafoe... In his creation for the city of Rouen, he juxtaposes his abstract universe against a sturdy edifice, delving into the history of a city that has endured, crafting powerful images that reveal the vulnerability and beauty of human existence. Guided by the voice of Isabelle Huppert, the poetry of Maya Angelou, and the music of Philip Glass, this monumental audiovisual installation is an artistic rendezvous not to be missed, offering a profound exploration of the interplay between strength and fragility, narrated through a rich tapestry of visual, auditory, and poetic elements.



LAURENT GRASSO

May 25 - September 2024
Jumièges Abbey

Jumièges Abbey transforms into the captivating stage of Laurent Grasso, a globally acclaimed and versatile artist. This immersive exhibition extends the legacy of Impressionism by challenging our perceptions. The abbey's historic ruins become a labyrinthine canvas, adorned with sculptural works that play with material contrasts, complemented by captivating video projections within the abbatial residence. Grasso, known for his paintings, films, sculptures, and photographs, creates enigmatic atmospheres that transcend the boundaries of impressions and knowledge. *Laurent Grasso, les terres impressionnistes et Jumièges* promises a unique exploration of the invisible, turning the abbey into an evocative stage for artistic expression.



SEAN SCULLY

June 21 - September 9, 2024
Church Saint-Nicolas – Caen

The Church of Saint-Nicolas in Caen, in its true Romanesque splendour, becomes the setting for a spectacular display comprising large-scale paintings and monumental sculptures. The tour includes a visit of the dormant cemetery adjoining the church. This project, open to all (free admission), will celebrate the deep love of one of America's greatest artists for the founding lands of modern painting.





Paul Signac (1863-1935), *Le port de Deauville*, 1893.
Giverny, musée des impressionnismes

IMPRESSIONISM AND THE SEA

March 29 to June 30, 2024
Musée des impressionnismes Giverny

Through a selection of paintings from the greatest artists, the exhibition presents a new vision of the impressionist artists' attraction to the sea. Beyond a generic and pleasant image of the impressionists enjoying the sea in Deauville or Cabourg, the subject is declined according to new thematic and chronological perspectives. Masterpieces of Eugène Boudin, Johan Barthold Jongkind, Claude Monet, Gustave Courbet, and Paul Gauguin are echoed by lesser-known works, creating an enriching exchange between paintings, drawings, prints, as well as photographs and historical documents.



Pierre Bonnard, *Le boulevard de l'Écluse*, 1911. Galerie Hugh Lane, Dublin

THE SPECTACLE OF MERCHANDISE: ART AND COMMERCE, 1860-1914

April 6 - September 18, 2024
Musée des Beaux-Arts de Caen

The commercial revolution of the 19th century reshapes the urban landscape. Artists serve as privileged witnesses to the economic, visual, and social transformations, capturing the vibrant energy of bustling market streets. Jules Adler and Raoul Dufy share space with artists such as Pierre Bonnard, Edouard Vuillard, Camille Pissarro, Edouard Manet, Henri de Toulouse-Lautrec, Maximilien Luce, and Théophile Steilen. The exhibition vividly brings back to life the bustling market towns and cities through a diverse array of works including paintings, photographs, sculptures, films, drawings, and engravings. Interspersed within are small collections of commercial signs, advertising posters, and promotional items, turning a city into a "store of images and signs," as Charles Baudelaire wrote in 1859.



Claude Monet, *La Charrette, Route sous le neige à Honfleur*, vers 1867. © Musée d'Orsay, Dist. RMN-Grand Palais / Patrice Schmidt

IN THE COMPANY OF EUGÈNE BOUDIN, 1824 –1898

April 20 - August 26, 2024
Musée Eugène Boudin – Honfleur

Along the Normandy coastline, between Côte de Grâce and Côte Fleurie, this exhibition introduces the early stages of Impressionism through the eyes of Eugène Boudin. Unveiling the coastal allure that captivated vacationers, painters, and sketch artists in the 19th century, this showcase highlights the golden era of this shoreline during the 1860s-70s. Artists during this period pioneered a fresh approach to painting, embracing open-air techniques, playing with light, capturing spontaneity, and displaying a keen interest in contemporary life. This exhibition focuses on the "local boy" who bridges the Barbizon School and the Impressionists: Eugène Boudin (1824-1898).

WHISTLER, THE BUTTERFLY EFFECT

May 24 - September 22, 2024
Musée des Beaux-Arts de Rouen

Presenting a captivating collection from extraordinary loans, *James Abbott McNeill Whistler, the Butterfly Effect* explores the allure of the revolutionary artist and dandy between 1874 and 1914, spanning France and Europe. The exhibition sheds light on Whistler's role as a precursor to abstraction, revealing the impact of his art on critics during this transformative period.



Jean-Pierre Laurens, *Portrait of my mother*, 1902.
Don famille Laurens, 1975

PHOTOGRAPHING IN NORMANDY (1840-1890) – A PIONEERING DIALOGUE BETWEEN THE ARTS

May 25 - September 22, 2024
MuMa - Le Havre

A haven for outdoor painters, Normandy emerges as a significant hub in the early days of photography. The exhibition meticulously juxtaposes masterpieces from the realms of painting and photography, offering a profound exploration of the mutual influence between these two artistic fields with Normandy as the perfect backdrop.



Alphonse Bayanne, *Étretat Les calvaires*, 1862-1863.
Le Havre, Bibliothèque municipale

THE ILLUMINATIONS. ANTOINE+MANUEL

March 2024
Chapelle Corneille - Rouen

This concert-installation at Chapelle Corneille transforms the space into a poetic sanctuary, combining Benjamin Britten's musical composition with Arthur Rimbaud's verses. This immersive experience imagined by the artistic duo Antoine+Manuel projects their vibrant interpretations of Britten's *Illuminations* onto the chapel walls, creating an exhilarating ambiance around this emotionally charged masterpiece composed in 1939. The on-site creation enhances the connection to the music, allowing visitors to freely navigate the chapel and immerse themselves in the captivating ambiance crafted by the sonic installations.



Antoine+Manuel, *Soleil*, extrait de l'installation vidéo *Animal*, 2018.
© Antoine+Manuel

ADDITIONAL IMPRESSIONISM HIGHLIGHTS IN 2024

VAN GOGH. THE FINAL JOURNEYS.

Until September 29, 2024
Château d'Auvers, Auvers-sur-Oise

HIRAMATSU REIJI, WATER LILIES SYMPHONY.

From July 12 to November 3, 2024
Musée des impressionnismes Giverny

MAURICE DENIS. LES CHEMINS DE LA NATURE.

Until March 31, 2024
Musée départemental Maurice Denis, Saint-Germain-en-Laye

GUSTAVE CAILLEBOTTE. PEINDRE LES HOMMES.

From October 8, 2024 to January 19, 2025
Musée d'Orsay, Paris

WHO ARE WE?

WHAT IS NORMANDY – PARIS REGION: DESTINATION IMPRESSIONISM?

The mission statement of the collective organization behind *Normandy – Paris Region: Destination Impressionism* is to put the birthplace of the Impressionist movement on the map, actively promoting what the regions have to offer and developing the strong identity of this cultural destination and flagship brand for France's global tourism appeal. This collaborative project federates key institutions, including the French State, Atout France, Normandy and the Paris Region, as well as major cultural, tourist, public, and private partners, all aligned in pursuit of this shared ambition.

Signed on December 16, 2014, the partnership is designed to structure, empower, promote, and unify the diverse stakeholders engaged in this visionary project and notorious brand.

Titled *Impressionist Adventures, Inspiring Moments*, the brand pledges an unparalleled experience for global visitors.

Its overarching goal is to establish the Paris Region and Normandy as the exclusive destination for an Impressionist journey, to trace the footsteps of the painters and marvel at their masterpieces housed in exceptional museums. Rooted in the aesthetic movement that depicts distinctive inspiring moments, Impressionist Adventures are an invitation to savour the essence of indulgence and joy in simple pleasures.

The website impressionistadventures.com is the gateway to the many tourist sites and attractions within Destination Impressionism. On this website, visitors uncover a diverse selection of museums, houses, artist studios, monuments, natural sites, routes, restaurants, and unique experiences in the Paris Region and Normandy.

IMPRESSIONISM: THE WORLD'S MOST POPULAR ARTISTIC TREND

In celebrating the 150th anniversary of Impressionism, we delve into its contemporary global standing. What is the notoriety of Impressionism today? Is *Destination Impressionism – Normandy and Paris Region* which attracts over 6 million visitors annually to its museums and sites, truly recognized in France and internationally?

To unravel these questions, the two Regional Tourist Boards have collaboratively commissioned *Audirep* to conduct a **comprehensive study on the awareness, image, and attractivity of the Impressionist Destination**.

Gathering insights from over 1,800 respondents passionate about cultural travel, this online study sheds light on the behaviours and expectations of different clienteles likely to visit Destination Impressionism in the next 12 to 24 months. The panel features 6 nationalities identified as interested in this art movement: the French, British, Americans, and Japanese, as well as South Koreans and Chinese.

This study unequivocally affirms the **widespread global recognition and appreciation for the Impressionist movement, emerging as the primary artistic trend mentioned in spontaneous awareness among the surveyed nationalities**.

The Impressionist painters themselves stand as revered references, garnering a substantial 'popularity rating' in the surveyed countries, with approval rates surpassing 80% in the majority of cases.

impressionistadventures.com



* Audit conducted by Audirep among 1830 individuals in 6 countries, from January 31 to February 21, 2023



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Acknowledgments are extended to the teams of the museums in Normandy and in the Paris Region for granting access to their collections, and to our tourism partners for their dedication and support..

Above: Gustave Caillebotte (1848-1894), *Périssoires sur l'Yerres* (Boating on the Yerres), 1877, Milwaukee Art Museum,

Gift of the Milwaukee Journal Company, in honor of Miss Faye McBeath M1965.25. © photo John R. Glembin - Photo: Getty Images /

Back cover: Claude Monet, *Étretat: la plage et la porte d'Amont*, 1883, Musée d'Orsay, Paris © photo musée d'Orsay - RMN /

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150
YEARS

1874
2024

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INSPIRING MOMENTS

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