



Press release

Multimédia

From June 8, 2011

Richelieu wing, 1st floor
Rooms 93 and 95

LOUVRE - DNP
MUSEUM LAB

Louvre - DNP Museum Lab

Sèvres Porcelain, an Art of Living in the 18th Century



« The technique and manufacture of soft-paste porcelain »
© 2011 musée du Louvre / Antoine Mongodin

In partnership with the public corporation
"Sèvres - Cité de la Céramique"

Practical information

Opening times

Open daily except Tuesdays, from 9 a.m. to 6 p.m., and until 10 p.m. on Wednesdays and Sundays.

Admission fees

Ticket for permanent collections: 10 €.

Admission is free for the following categories: under-18s; 18-25 year-old EU residents (on presentation of ID); holders of the French Education Pass; jobseekers (with proof of entitlement); holders of the "Carte Louvre Familles", "Carte Louvre Jeunes" or "Carte Louvre Professionnels"; Friends of the Louvre.

Admission is free for all visitors on the first Sunday of each month.

Information

Tél. 01 40 20 53 17 - www.louvre.fr
<http://museumlab.eu/>

Feast your eyes on the beauty of 18th-century Sèvres porcelain in the Louvre's magnificent Napoléon III Apartments. Cutting-edge multimedia resources, designed in the context of the Museum Lab project, will help you discover how these porcelain pieces were made and provide an introduction to this aspect of the French art of living.

Outreach and multimedia

Visit Rooms 93 and 95 on the first floor of the Richelieu Wing, where a multimedia experience awaits you! The displays entitled "Court dining in France" and "Manufacturing technique of soft-paste porcelain" will appeal to new and regular visitors alike, adding an entertaining, interactive dimension to their museum experience.

Manufacturing technique of soft-paste porcelain

The manufacturing process of what was referred to as "white gold" was long a well-kept secret and the preserve of the most experienced craftsmen. The animated images in this display offer visitors an insight into traditional manufacturing techniques and the materials that were used to produce soft-paste porcelain since the founding of the Vincennes-Sèvres Manufactory in 1746.

Court dining in France

On April 21, 1757, Louis XV held a supper for his guests at the Château de Choisy. The dishes were presented "French style", which meant that the food was served in successive courses, and guests could help themselves to soups and hors-d'oeuvre, medium and large entrées, roast meats and salads, hot and cold entremets, and desserts. Each course required a specific range of plates and hollow ware. This multimedia display invites museum visitors to the King's table. They approach the touch-table, select their language, and experience the atmosphere of a royal supper served on Sèvres porcelain.

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"New form" broth bowl and cover, and stand with "reed leaf" motif. Sèvres Manufactory, 1776 and 1777
Charles-Nicolas Dodin (1734-1803), painter, and Michel-Barnabé Chauvaux (b. 1730), gilder.
Soft-paste porcelain, inventory no. OA 12160 (1-3)
© 2004 musée du Louvre / Harry Bréjat

Porcelain, a French art of living

The porcelain technique was first mastered in France in the mid-18th century, at the Vincennes-Sèvres Manufactory. Technique, form and design constantly evolved as craftsmen emulated Far-Eastern then European models, and this is reflected in the pieces on display—a vase and tableware in “soft-paste” porcelain (so-called because of the fragility of the enamel). The quality of the colors and elegance of the decoration testify to the skill of the Manufactory’s craftsmen, while the various forms and functions evoke the sophistication of the French art of living in the 18th century.

Museum Lab, a multimedia laboratory

A fruitful partnership

The Museum Lab project, initiated in 2006, originated in a partnership between Dai Nippon Printing (DNP) and the musée du Louvre. Its goal is to develop new approaches to art appreciation.

Visitors to its dedicated space in Gotanda (Tokyo) can enjoy a privileged encounter with one or more artworks from the Louvre’s rich collection at a new-style exhibition incorporating a range of approaches in the form of original, purpose-designed multimedia displays.

The first series of six exhibitions, held between 2006 and 2009, attracted some 46,000 visitors. Museum Lab’s original take on art appreciation, based on the new technologies, prompted an enthusiastic response.

October 2010 saw the beginning of a second series that marked a new stage in the Museum Lab project: a selection of the displays developed for each new Tokyo presentation began to be relocated to the Louvre in Paris, to allow as many visitors as possible to enjoy this new way of approaching art. Museum Lab also intends to share the results of its research with museums, cultural institutions, and educational establishments worldwide, to promote the interaction between people and art.



"The technique and manufacture of soft-paste porcelain"
Presented in Tokyo from October 2010 to May 2011
© Photo DNP

Learning to see things differently

If a museum visit is to be an enjoyable and rewarding experience, visitors need a means of fully comprehending the exhibits: what they represent and express, the context in which they were produced, their place in art history... Museum Lab’s mission is to facilitate this comprehension. Drawing on the resources of both the Louvre and DNP, it designs and develops original approaches to art appreciation using a range of digital technologies.

The teams at the Louvre and at DNP work in close cooperation: the Louvre team develops the scientific content, outreach ideas, and multimedia design, while their partners at DNP use their technical skills and tools to create the multimedia devices.



DNP is honored to contribute to the activities of the Louvre Museum
as the Louvre's partner implementing the joint project
"Louvre - DNP Museum Lab"

Providing unique solutions combining printing and information technologies

Dai Nippon Printing Co., Ltd. (DNP) is one of the largest comprehensive printing companies in the world, providing consumers and more than 30,000 corporate clients in Japan and overseas with a diverse range of products and services. With a core of printing and information technologies developed since its foundation in 1876, DNP has expanded into related fields such as packaging, decorative materials, electronics and energy, providing many products that rank number one in global market share. Here in France, DNP Photo Imaging Europe (<http://www.dnpphoto.eu>), an affiliate of DNP, conducts digital photographic printing business under the "FOTOLUSIO" brand.

DNP is also contributing to the cultural sphere, applying its printing and information technologies to full effect in projects and activities ranging from galleries showcasing graphic design and a museum archive of contemporary printmaking to informational websites for museums in Japan and overseas.

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http://www.dnp.co.jp/index_e.html

Louvre - DNP Museum Lab: a new approach to art appreciation

The relationship between the Louvre Museum and DNP begins in 1998 through the collaboration on an establishment of the "CyberLouvre" inside the Louvre. Since that time, the Louvre and DNP have cooperated on a variety of other collaborative projects, including the establishment of the image archives of the Louvre's collections, producing high-definition programs showcasing the museum and its artworks, and sponsorship to the Louvre's official Japanese version website.

Among them, the Louvre - DNP Museum Lab is an ambitious and innovative effort to employ exhibition and interpretive systems based on DNP's information and imaging technologies to address the challenges inherent in presenting the Louvre's collection (which served as the starting point of this project) aiming to nurture a richer relationship between the museum and its artworks and the viewing public. The project commenced in a dedicated space in Gotanda, Tokyo in 2006 with a series of exhibitions featuring works representative of a variety of different era, regions and genres of art, including the Tanagra figures of ancient Greece, Titian's paint of The Madonna of the Rabbit and the Fayum funerary portraits from Egypt under the domination of the Roman Empire, providing an interactive, immersive multimedia experience fully exploiting the potentials of the latest digital technology. This experience allowing face-to-face contact with artworks from the Louvre and stimulation to the imaginations of many visitors elicited numerous response and feedback even more positive than anticipated. It has earned praise of experts and professionals in various fields in Japan as well as overseas for this new venue for art appreciation and its education and for its value as an innovative case study in museum management and the presentation of information.

The outcome of Museum Lab's experiments in Tokyo will be introduced at the exhibition of the Louvre's permanent collection in Paris, beginning with the exhibition and interpretive system designed for the Sèvres porcelain collection in the Louvre's Department of Decorative Arts, to be followed by installations in 2012 in the Department of Egyptian Antiquities, 2013 in the Department of Painting, and 2014 in the Department of Sculpture.

Through this experience of actual installations in the Louvre, we hope to gain a better and practical understanding of the technologies involved in helping visitors "see", "understand", and "sense" the artworks and thereby contribute to enhancing their experience and appreciation of art.



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