

## PRESS RELEASE



**Virtual reality exhibition**

# From Renaissance to the XX<sup>th</sup> Century

*Painting masterpieces in French museums*

For the very first time, 64 French museums select their greatest masterpieces for a unique virtual exhibition.



Universal Museum of Art

# From Renaissance to the XX<sup>th</sup> Century

## *Painting masterpieces in French museums*

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Release on March 31<sup>st</sup>, 2020

**UMA (Universal Museum of Art), a virtual reality museum, and CLIC (Club Innovation Culture) announce the coming exhibition « *From Renaissance to the XX<sup>th</sup> Century: Painting masterpieces in French museums* ». A unique works of art selection from 64 French museums in virtual reality. To date, this is the digital initiative that brings together the largest number of museums in France.**

**The exhibition allows everyone to discover a large panorama of European art and will be available free of charge on UMA's website ([www.the-uma.org](http://www.the-uma.org)) and application.**

For the first time, 64 French museums participate together to a cultural and digital project. They contribute to communication, art works selection and curation. This project promotes innovation in culture and throws light upon French museums pioneer role in digital valorization of their collections.

Museums from 58 different French cities selected 2 to 5 of their masterpieces for this collective exhibition that honors French collections and demonstrate their wealth. The painting selection explores some of the great historical art movements and artists. Divided in 11 themes, the exhibition evokes artistic mutations, from portrait to history painting, from landscape to body representation. An audacious 3D scenography, free from all constraints, leads trough the exhibition path and gather all the great artworks in a never-seen-before, utopic architecture.

With the support of L'Institut Français, the exhibition, available in several languages, will be widely distributed both nationally and internationally. Pedagogical tools have been conceived around the project. A broadcasting within hospitals and transport systems is also planned.

As a conclusion: the democratization of culture, made in France, accessible anywhere, anytime, on all devices.

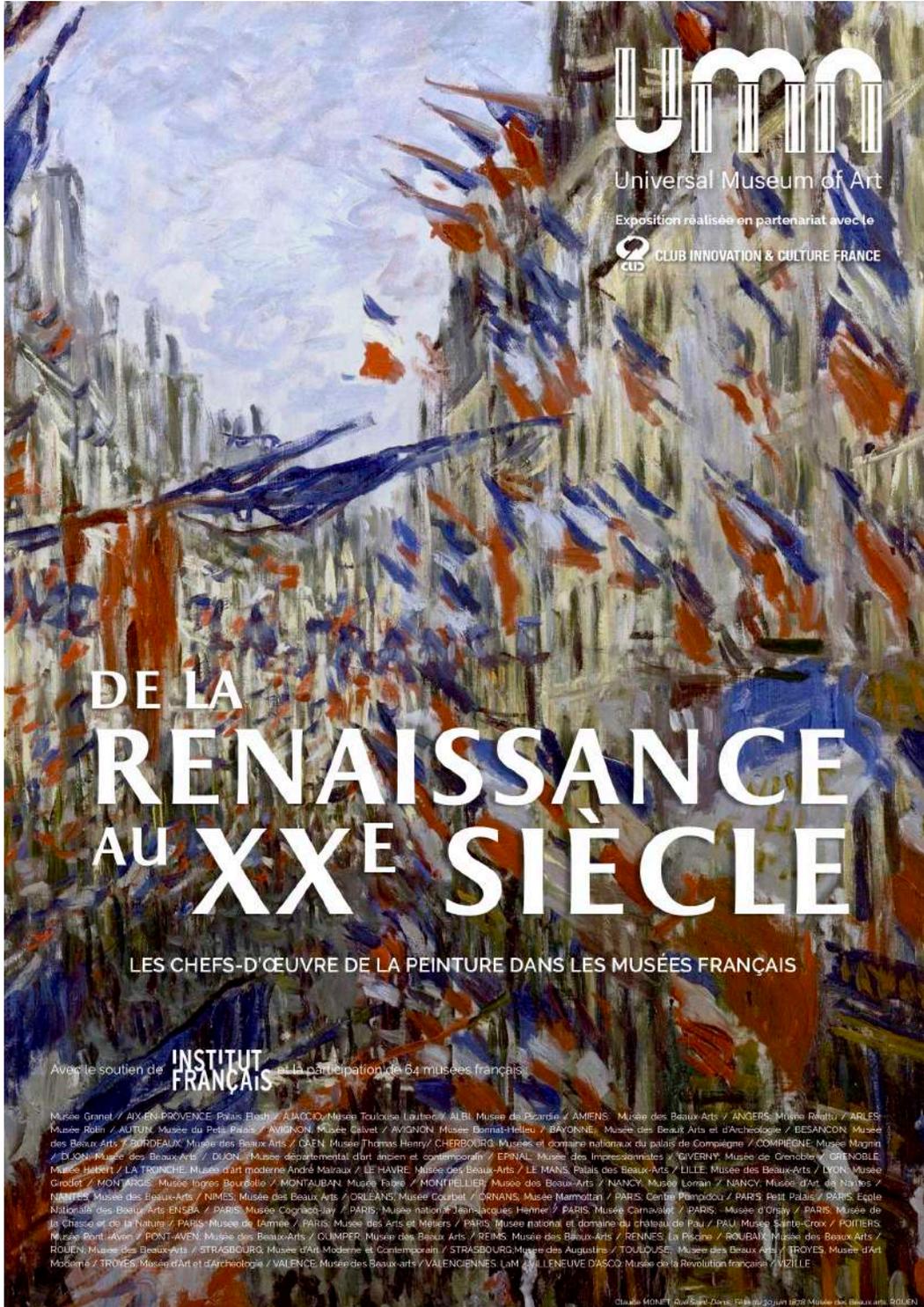
# 3D views



# 3D views



# Poster



# Commitment



- **An educational tool.** The exhibition will be suitable for a school public thanks to interactive guided tours and educational contents in connexion with educational programs.

**Collaboration with schools:** Professors and other education professionals are conceiving our educational contents. Several and different platforms, both regional and national, will transmit contents to teachers.

**An easy use:** UMA educational contents can be used in classrooms with an overhead projector, in computer rooms and at home with personal devices.

- **Reach a new audience.** CLIC and UMA are actively working on the exhibition advertisement by spreading information in the press and social medias and making it accessible in several languages (French, English and soon Chinese), thus reaching out to a young audience (54% under 30 years old), a rural audience (80% living out of large cities) and an international audience (56%). A network of partners, both public and private, who will also participate in the go live of the exhibition.



# Museums list



Musée Granet	Aix-en-Provence	Musée d'Art de Nantes	Nantes
Palais Fesch – Musée des Beaux-arts	Ajaccio	Musée des Beaux-Arts	Nîmes
Musée Toulouse Lautrec	Albi	Musée des Beaux-Arts	Orléans
Musée de Picardie	Amiens	Musée Gustave Courbet	Ornans
Musée des Beaux-Arts d'Angers	Angers	Conservatoire national des arts et métiers	Paris
Musée Réattu	Arles	Musée Marmottan Monet	Paris
Musée Rolin	Autun	Centre Pompidou	Paris
Musée du Petit Palais	Avignon	Petit Palais – MBA de la ville de Paris	Paris
Musée Calvet	Avignon	ENSBA	Paris
Musée Bonnat-Helleu	Bayonne	Musée national Jean-Jacques Henner	Paris
Musée des Beaux-Arts et d'Archéologie	Besançon	Musée Cognacq-Jay – Musée du XVIIIe siècle	Paris
Musée des Beaux-Arts	Bordeaux	Musée national Jean-Jacques Henner	Paris
Musée des Beaux-Arts	Caen	Musée Carnavalet – Histoire de Paris	Paris
Musée Thomas Henry	Cherbourg	Musée d'Orsay	Paris
Châteaux de Compiègne et Blérancourt	Compiègne	Musée de la Chasse et de la Nature	Paris
Musée des Beaux-Arts	Dijon	Musée de l'Armée	Paris
Musée Magnin	Dijon	RMNGP – Château de Pau	Pau
Musée d'Art ancien et Contemporain	Epinal	Musée Sainte-Croix	Poitiers
Musée des Impressionnistes	Giverny	Musée Pont -Aven	Pont Aven
Musée de Grenoble	Grenoble	Musée des Beaux-Arts	Quimper
Musée Hébert / Département de l'Isère	La Tronche	Musée des Beaux-Arts	Reims
Musée de la Révolution française	Vizille	Musée des Beaux-Arts	Rennes
MuMa Musée d'art moderne André Malraux	Le Havre	La Piscine – Musée André Diligent	Roubaix
Musée de Tessé	Le Mans	Musée des Beaux-Arts	Rouen
Palais des Beaux-Arts	Lille	Musée des Beaux-Arts	Strasbourg
LaM	Villeneuve-d'Ascq	Musée d'Art Moderne et Contemporain	Strasbourg
Musée des Beaux-Arts	Lyon	Musée des Augustins	Toulouse
Musée Girodet	Montargis	Musée Saint-Loup	Troyes
Musée Ingres Bourdelle	Montauban	Musée d'Art moderne	Troyes
Musée Fabre	Montpellier	Musée de Valence - Art et d'Archéologie	Valence
Musée des Beaux-Arts	Nancy	Musée de Valenciennes – MBA	Valenciennes
Musée Lorrain	Nancy	Domaine de Chantilly – Musée Condé	Chantilly



## Contacts



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