

FRANCE eMOTION

The animated journey



PRESS KIT

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Have you
downloaded the
France eMotion
app?

1. Download the free France eMotion app,
available for iOS and Android on the App Store and
Google Play.

[https://itunes.apple.com/nz/app/france-emotion/
id1348314991?mt=8&ign-mpt=uo%3D2](https://itunes.apple.com/nz/app/france-emotion/id1348314991?mt=8&ign-mpt=uo%3D2)

2. Grant access to your device's camera.

3. Point your lens at the photographs and enjoy
the animated experience!



Musée de l'Orangerie, Paris ©David Schalliol/Atout France

COMMUNIQUÉ DE PRESSE

A joint initiative between Atout France and the Institut français, *France eMotion – The animated journey*, is a travelling art exhibition that celebrates new technologies, the work of four young international photographers, and cultural sites throughout France. Featuring 35 original pieces that come alive through augmented reality, the project aims to spark the curiosity of visitors around the world and inspire them to come (re)discover France's rich heritage.

Every year, France's flourishing cultural scene sees a steady stream of museum openings, ambitious renovation plans for monuments, and brandnew festivals. Such robust activity is a blessing for the tourism industry, as international interest in French culture continues to grow.

Inspired by *Imagine France – A fantastic voyage*, a successful exhibition featuring photographer Maia Flore that opened in 2014,* Atout France and the Institut français set out to create a new artistic travelling showcase of French cultural attractions.

France eMotion – The animated journey, is the fruit of a close collaboration between

the two agencies and exhibition curator Muriel Enjalran. Four photographers from around the globe—Ishola Akpo of Benin, Edu Monteiro of Brazil, David Schalliol of the United States, and Lourdes Segade of Spain—were asked to travel to different parts of France during the summer of 2017 to photograph 35 cultural attractions.

To bring these photographs to life, French artists Julie Chheng and Thomas Pons created an animated character that changes form as it moves through the images: a touch of augmented reality that can be viewed with the help of a free and easyto use mobile app.

The result is an artistic experience like no other. With its combination of photography and digital animation, *France eMotion* takes viewers on an eye-opening journey to discover—or rediscover—France's rich heritage.

After debuting in Paris at the Conciergerie, a tourist site operated by the Centre des Monuments Nationaux, the exhibition will be on the road until 2020, making stops in Spain, Italy, Germany, Brazil, the United States, and Benin.

France eMotion is an initiative of the 51member tourism and culture cluster of Atout France and the Institut français, an agency overseen by the French ministries for Culture and for Europe and Foreign Affairs that is responsible for implementing France's cultural action abroad.



Le Palais des Papes, Avignon ©Edu Monteiro/Atout France

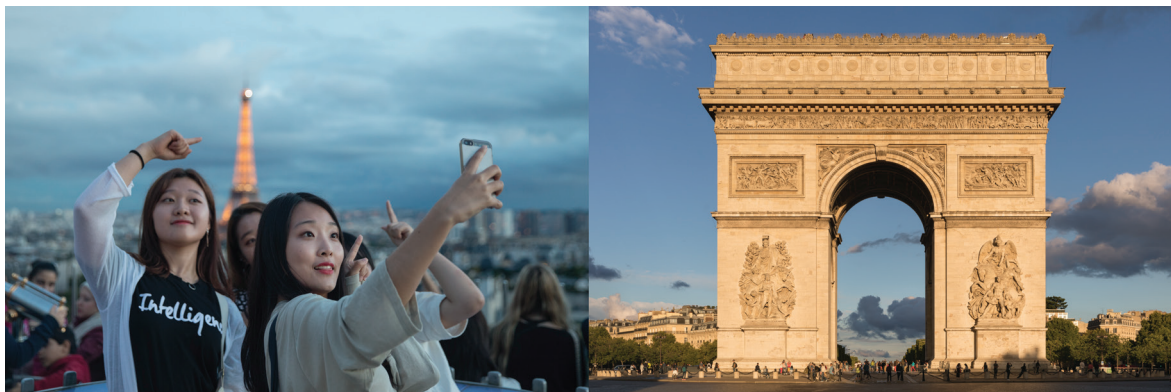
*The exhibition *Imagine France – A fantastic voyage* was shown in 36 countries between 2014 and 2018.



Opéra de Vichy, Auvergne-Rhône-Alpes ©Lourdes Segade/Atout France



Château de Chenonceau, Val de Loire ©Ishola Akpo/Atout France



Arc de triomphe, Paris ©David Schalliol/Atout France



Musée Fabre, Montpellier ©Edu Monteiro/Atout France

FRANCE eMOTION

BY MURIEL ENJALRAN,

EXHIBITION CURATOR

France has long been a coveted travel destination, inspiring artists from all over the world to depict its landscapes in their work.

Cameras in hand, four international photographers—Ishola Akpo of Benin, Edu Monteiro of Brazil, David Schalliol of the United States, and Lourdes Segade of Spain—set out to explore different parts of the country. Over the course of their journeys, they each captured France's rich heritage from a fresh new perspective. Visitors are invited to follow in their footsteps—whether to stroll through ramparted fortresses and castle grounds, visit contemporary museums and exhibitions, or gaze upon vaulted abbeys and arch bridges.

A road map of emotions, the exhibition has four main chapters:

- *From one arch to another...* Admiration for how an architectural feature as simple as the arch has evolved and endured over time.
- *Remembrance of things past...* Nostalgia for the deep history that lies behind every castle and fortified city.
- *The world is a museum...* Astonishment that art can be found everywhere—private

homes and palaces, former industrial sites, and avant-garde structures.

- *Metamorphoses...* Fascination for the places the photographers have captured in a magical new light.

Over a series of 35 diptychs, a fascinating panorama unfolds—a breathtaking journey through the ages that spans prehistoric times to the present day. Similarities and contradictions emerge amid the photographers' choices of colour, angles, and composition. Guided by each artist's lens, the viewer is drawn in by a captivating variety of sites and décor. Together, the images depict a history marked by change and constant reinvention, right up to the futuristic designs of contemporary architects.

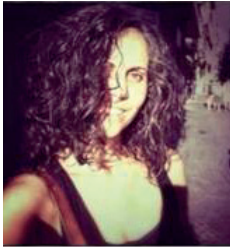
Animations in augmented reality created by Julie Stephen Chheng and Thomas Pons lend a delightfully poetic aspect to the exhibition. Superimposed over the images, a shape-shifting virtual character comes to life and moves across the photos. By infusing the photographers' work with graphics that bridge reality and imagination, the exhibition builds a dialogue between two forms of expression to deepen the experience of each place.



Muriel Enjalran.

Art critic and exhibition curator Muriel Enjalran is the director of the CRP/Centre régional de la photographie Nord-Pas-de-Calais in Douchy-les-Mines. Recognized in 2012 by the Institut français' Young Curators program, she served as general secretary of the d.c.a (the French association for the development of art centres) until 2015. Enjalran has since worked on various projects on the international art scene, including in Portugal, Brazil, the United States, and Morocco.

PHOTOGRAPHERS



LOURDES SEGADE, SPAIN

Lourdes Segade is based in Barcelona. Her photographs have appeared in the *New York Times*, the *Sunday Times Magazine*, and the *Chicago Tribune*. She was nominated for Magnum Foundation's Emergency Fund grant in 2013 and for the UNICEF Photo of the Year Award in 2014. That same year, she was selected by Acción Cultural Española and the Institut français for a two-month residency at the Maison Européenne de la Photographie.

<http://lourdes.segade.book.picturetank.com/>



ISHOLA AKPO, BENIN

Ishola Akpo is a multimedia artist and photographer from the Ivory Coast. In 2013, he was accepted into the Visas pour la Création program at the Institut français in Paris, where he created the project *Pas de flash s'il vous plait!* (No flash, please!). In 2015, as one of the artists selected for a Photoquai residency, he saw his work enter the collection at Paris's Musée du Quai Branly-Jacques Chirac. Akpo presented the series *L'essentiel est invisible pour les yeux* (The essential is invisible to the eye) at the 2016 LagosPhoto Festival in Nigeria. The Heinrich Böll Foundation award and the Freelens web documentary award, presented at the Toulouse MAP photography festival, are just some of the many prizes on his mantel.

<http://www.isholaakpo.com/curriculum-vitae/>



DAVID SCHALLIOL, UNITED STATES

An assistant professor of sociology at St. Olaf College in Chicago, photographer and video director David Schalliol is interested both academically and artistically in the relationship between community and place. His photographs and writing have appeared in such publications as *Social Science Research* and the *New York Times*, as well as in numerous exhibitions, including the inaugural Belfast Photo Festival and the Museum of Contemporary Photography's Midwest Photographers Project.

<http://davidschalliol.com/>



EDU MONTEIRO, BRAZIL

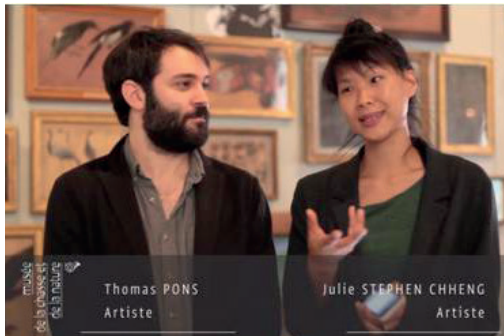
Born in Porto Alegre, Brazil, Edu Monteiro began his photography career in 1991. Specializing in contemporary techniques, he seeks to develop interactions between photography and performance. Monteiro's work has been exhibited in Brazil, China, and Russia.

<http://www.edumonteiro.com/gallery/45524/trabalho-de-iemanj/>

DIGITAL ARTISTS

FRENCH DUO JULIE STEPHEN CHHENG AND THOMAS PONS

Julie Stephen Chheng and Thomas Pons graduated from the École nationale supérieure des arts décoratifs and completed a digital arts residency at Villa Kujoyama in 2016. Chheng develops connected apps and creates transmedia books, while Pons is a cartoonist who also produces animated films and video clips.

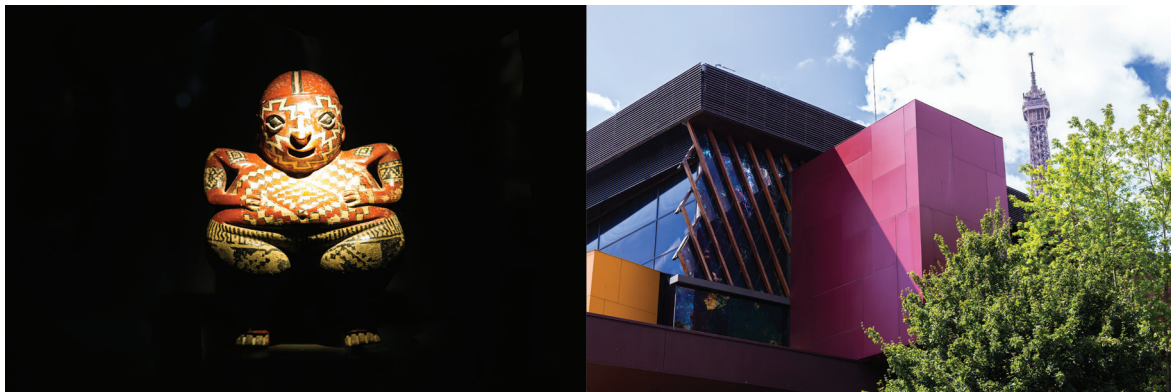


The French pair are behind the digital aspect *France eMotion* project. They created an animated character who is brought to life by a free and user-friendly augmented reality app. The animations can be viewed using the app at the exhibition, in print (postcards, catalogue, etc.), or on-screen in the comfort of your own home.





Centre historique de Lyon, Auvergne-Rhône-Alpes ©Lourdes Segade/Atout France



Musée du quai Branly - Jacques Chirac, Paris ©Ishola Akpo/Atout France

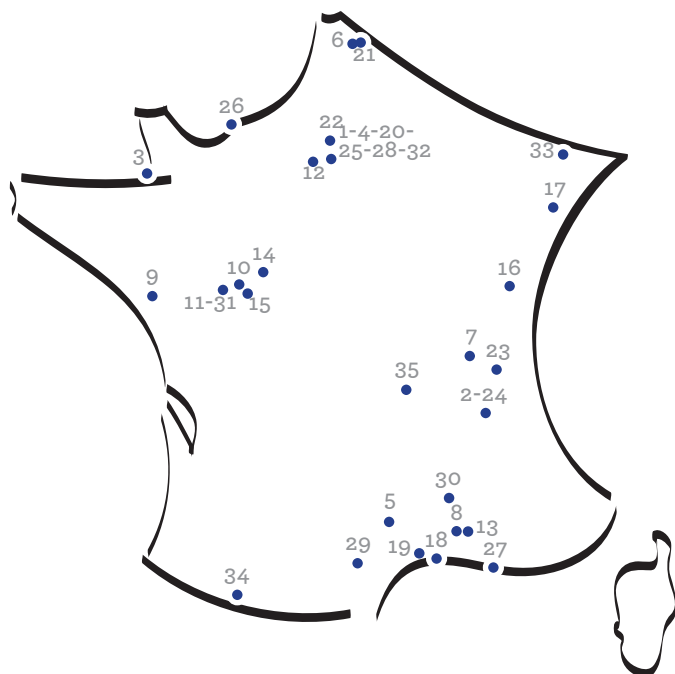


Villa Cavrois, Hauts-de-France ©David Schalliol/Atout France



Le Pont du Gard ©Edu Monteiro/Atout France

LIST OF PARTICIPATING CULTURAL SITES



- | | | | |
|-----|----------------------------------------------------|-----|----------------------------------------------------------------|
| 1. | Arc de triomphe (CMN), Paris | 13. | Palais des Papes, Avignon |
| 2. | Centre historique de Lyon,
Auvergne-Rhône-Alpes | 14. | Château royal de Blois,
Val de Loire |
| 3. | Abbaye du Mont-Saint-Michel
(CMN), Normandie | 15. | Château de Chenonceau,
Val de Loire |
| 4. | Petit Palais, Paris | 16. | Citadelle de Besançon |
| 5. | Viaduc de Millau | 17. | Château du Haut-
Kœnigsbourg, Alsace |
| 6. | Villa Cavrois (CMN),
Hauts-de-France | 18. | Tours et remparts d'Aigues-
Mortes (CMN) |
| 7. | Abbaye de Cluny (CMN),
Bourgogne | 19. | Musée Fabre, Montpellier |
| 8. | Pont du Gard | 20. | Musée du quai Branly -
Jacques Chirac, Paris |
| 9. | Le Voyage à Nantes | 21. | Gare Saint Sauveur lille3000, Lille |
| 10. | Château d'Azay-le-Rideau (CMN),
Val de Loire | 22. | Château de Chantilly |
| 11. | Château d'Amboise, Val de Loire | 23. | Monastère royal de Brou,
Auvergne-Rhône-Alpes |
| 12. | Château de Thoiry | 24. | Musée des Confluences, Lyon |
| | | 25. | Musée de l'Orangerie, Paris |
| | | 26. | MuMa (Musée d'art moderne
André Malraux), Le Havre |
| | | 27. | Mucem, Marseille |
| | | 28. | Musée d'Orsay, Paris |
| | | 29. | Cité de Carcassonne |
| | | 30. | Caverne du Pont d'Arc,
Auvergne-Rhône-Alpes |
| | | 31. | Château du Clos Lucé - Parc
Leonardo da Vinci, Val de Loire |
| | | 32. | Parc zoologique de Paris |
| | | 33. | Musée Lalique, Alsace |
| | | 34. | Pic du Midi |
| | | 35. | Opéra de Vichy,
Auvergne-Rhône-Alpes |

TRAVELLING EXHIBITION

The exhibition started in France, after which it will head to Mexico, Canada, the United States, Spain, Italy, Germany, Brazil, and Benin on an international tour ending in 2020.



Atout France, the national tourism development agency in France, is responsible for promoting the development of the tourism industry. The agency uses its knowledge of supply and demand, developed through a constant monitoring and analysis of the international tourism market, to establish development strategies for French tourism.

With expertise in development and engineering, Atout France works to boost the competitiveness of businesses and heighten interest in French travel destinations. The agency assists 1,200 professionals with their marketing and promotional tourism operations in France and abroad.

Atout France is in charge of several initiatives aimed at enhancing the quality of French tourism services: a classification system for tourist accommodations, a register of tour operators, and the management and promotion of the Vignobles & Découvertes label.

Atout France carries out its work internationally through 33 offices in 30 countries. Collaborations with various French embassies give it a presence in 78 markets. These unique relationships allow the agency to continually deepen its knowledge of the tourism market and international clientele so that it can effectively target and promote its partners' actions—from conceptualization straight through to commercialization.

www.atout-france.fr – www.france.fr

In collaboration with



The Institut français is the public institution in charge of implementing France's cultural action abroad. Overseen by the French ministries for Culture and for Europe and Foreign Affairs, it plays a key role in the government's vision for a diplomacy of influence. The Institut français' programs and initiatives capitalize on the agency's remarkable reach through the vast cultural network of French embassies, Instituts français, and Alliances Françaises around the world.

www.institutfrancais.com

