

**GRAND PÂLAIS IMMERSIF**  
GRANDPALAIS-IMMERSIF.FR #JOCONDEIMMERSIVE



LOUVRE

# LA JOCONDE

## EXPOSITION IMMERSIVE



ARTISANS  
D'IDÉES

Portrait de Lisa Gherardini, épouse de Francesco del Giocondo, dit La Joconde ou Mona Lisa Léonard de Vinci, 1<sup>er</sup> quart du XVI<sup>e</sup> siècle (1503 - 1519), Musée du Louvre, Paris © Image Rmn - Grand Palais

**From March 10 to August 21, 2022**  
**Palais de la Bourse**  
**9, la Canebière, 13001, Marseille**



**Open from 10 am to 8 pm**  
**In March, closed on Mondays and Tuesdays**  
**From April, open every day except Tuesdays**  
**Evening opening every Friday until 10 pm**  
**Open on all public holidays**

In accordance with government guidelines, all visitors aged over 16 years must show a vaccination pass, and all visitors aged 12 to 15 years must show a health pass in order to enter the Palais de la Bourse.

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This exhibition benefits from the support of



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With the support of the Centre national  
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Our partners



# THE EXHIBITION

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EXHIBITION MAP

- Prologue

○ Landscape

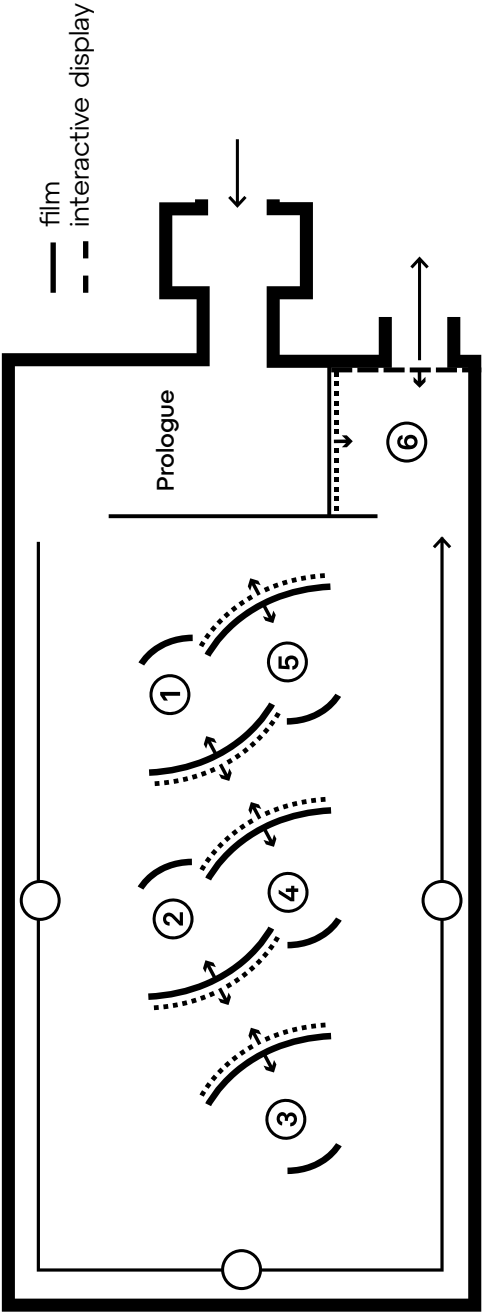
1. — — — — —  
The Origin of the Myth  
Do you know the misconceptions about the *Monna Lisa*?

2. — — — — —  
A Living Portrait  
Make your own Renaissance portrait
3. — — — — —  
Under Observation  
Contribute to the analysis of the painting

4. — — — — —  
*Monna Lisa* Obsession  
Unveil one of the greatest pop icon

5. — — — — —  
The *Monna Lisa* has been Stolen!  
Who's the thief? Play your part in the investigation

6. — — — — —  
*Monna Lisa* Mania  
Your turn! Create your own *Monna Lisa*



# PROLOGUE

Why is the *Monna Lisa* the most famous work of art in the world? Why does a portrait of a woman, painted more than five hundred years ago, still attract so many people? What makes it more remarkable than other beautiful paintings?

Through six episodes, the immersive Monna Lisa exhibition will tell you the exceptional story of a painting that Leonardo da Vinci wanted to make his masterpiece, the symbol of the power of painting. The *Monna Lisa* has been both the treasure of kings and a myth for artists and art enthusiasts alike, becoming ever more popular. Its image and name are present in our daily lives. Step into this story, letting yourself be carried away as you contemplate the *Monna Lisa*, Leonardo's thoughts and his inspirations. Let yourself be absorbed by the poetry of the landscapes that bring the space to life.

## 1. THE ORIGIN OF THE MYTH

During his lifetime, Leonardo da Vinci made several portraits. At the height of his fame, at the age of 48, he began the portrait of Monna Lisa, who is also called « la Gioconda », a feminisation of her husband's name. This painting became a challenge

for Leonardo who wanted to give *Monna Lisa* a sense of life. Painted at life size, the *Monna Lisa* seems to be the most faithful representation of his quest for her creator. Leonardo da Vinci never handed over the portrait of his wife to Francesco del Giocondo, but kept it precious close to him until his death, constantly perfecting it. It was at this price that he was able to render life on a poplar panel, to the point of making his contemporaries « tremble » at this miracle.

## 2. A LIVING PORTRAIT

Like other painters before him, Leonardo da Vinci placed his figure in front of a landscape. While the Italian tradition had favoured the profile position up to that point, in the Northern European tradition the view is from three quarters and the gaze is turned towards the visitor. The framing offers a view of the hands coming to life. Above all, the master chose to paint the *Monna Lisa* with an expression that few artists before him had dared to portray: the smile. Leonardo da Vinci was therefore inspired by other pictorial traditions, in particular Flemish painting. But because he was able to capture the life of his model like no other, he created a masterpiece that still fascinates us five centuries later.

## 3. UNDER OBSERVATION

Every year, conservators, restorers and scientists also check its condition through visual examinations and highly sophisticated laboratory imaging. These analyses make it possible to know all the details of the painting, such as the shapeless brown area just above the parapet on the right, which is still an unfinished part of the painting.

They also help us to better understand Leonardo da Vinci's virtuoso painting technique and, in particular, his famous « sfumato » effect, in other words fading the contours and fusing the shadow and light to give *Monna Lisa* an impression of life.

## 4. *MONNA LISA* OBSESSION

The *Monna Lisa* was admired by his contemporaries during Leonardo da Vinci's lifetime. From the moment of its creation, the *Monna Lisa* was copied and imitated. The painting was not yet finished when the young Raphael found in the *Monna Lisa* a powerful source of inspiration for his own work. It was then used for many portraits of women and men from all over Europe until the XIXth century.

In the XXth century, artists ended up mocking or attacking the masterpiece that was becoming ever more famous.

## 5. THE *MONNA LISA* HAS BEEN STOLEN!

The *Monna Lisa* was very famous among art lovers and cultured citizens on the eve of its flight in 1911. The thief did not choose her by chance. But it was her disappearance for more than two years that made the *Monna Lisa* a very popular image. The case fascinated press around the whole world, who reproduced her image to infinity, marking the beginning of a kind of *Monna Lisa* mania that still exists today.

## 6. *MONNA LISA* MANIA

Since the flight of the *Monna Lisa* in 1911, the image of the painting has continued to spread throughout the world. Its success grew continuously from the second half of the XXth century. The face of the *Monna Lisa* still inspires artists, especially in the new expressions of land art and street art.



It is also an icon used in advertising and reproduced on thousands of objects. Each of the projects offers different visions and animations tailored to the content of each one.

This exhibition is organized by Grand Palais Immersif and the musée du Louvre.

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## Scientific advisor

Vincent Delieuvin, Chief Curator of 16th century Italian painting at the musée du Louvre

## Digital and narrative coordination of the project within the Louvre

Dominique de Font-Réaulx, general curator, director of Mediation and Cultural Programming, and her team

## Exhibition design

Sylvain Roca

## Digital production

Artisans d'idées

## Director

Nicolas Autheman

## Graphic design

Sabir Studio

## Lighting design

Aura

## Music

Rone

### Titles

#### *Sophora Japonica*

FR T09 19 001 37

Written, composed and produced by Erwan Castex

iF1057 - © & © 2020 InFiné

#### *Le Crapaud doré*

FR T09 19 001 41

Written, composed and produced by Erwan Castex

iF1057 - © & © 2020 InFiné

#### *Ginkgo Biloba*

FR T09 19 001 38

Written, composed and produced by Erwan Castex

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#### *Tempelhof*

Written, composed and produced by Erwan Castex

iF1020 - © & © 2012 InFiné & Warner Chappel Music France

#### *Fugu Kiss*

Written, composed and produced by Erwan Castex

iF1020 - © & © 2012 InFiné & Warner Chappel Music France

#### *Motion*

FRT091900053

Written and composed by Erwan Castex & arranged by Romain Allender

iF3073 - © & © 2019 InFiné & Warner Chappel Music France

#### *Brest*

FRT091700048

Composed by Erwan Castex and John Stainer

iF1044 - © & © 2017 InFiné & Warner Chappel Music France

## *Acid Reflux*

FR T09 14 000 83

Composed by Erwan Castex

iF1072 - © & © 2014 InFiné

## **Sound design**

Mardi8 - Artisans d'dées

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*For each section, credits and references of the images broadcast are mentioned in the interactive displays.*

*Duration of the film: 4min30*



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# AROUND THE EXHIBITION

## EDUCATIONAL RESOURCES

To prepare and deepen your visit, educational resources (videos, podcasts, books and websites) are available online, at [grandpalais-immersif.fr](http://grandpalais-immersif.fr), as well as a teaching booklet: *the Essential of the exhibition*. The latter introduces and describes the *Monna Lisa*, its place in History until today, the painting techniques used by Leonardo da Vinci... You can also read interviews of the exhibition designers: Vincent Delieuvin, Chief Curator at the musée du Louvre; Dominique de Font-Réaulx, director of Mediation and Cultural Programming at the musée du Louvre; Roei Amit, managing director of Grand Palais Immersif and Sylvain Roca, scenographer.

## SCHOOL GROUPS

Some slots are booked for school groups and are available upon reservation only:

- March 2022: on Thursdays from 10 am to 12.30 pm
- from April to June 2022: on Mondays and Thursdays, from 10 am to 12.30 pm

Booking on Pass Culture, Collégiens de Provence and ADAGE

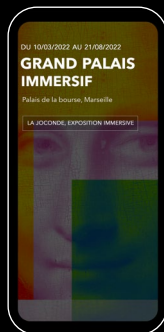
or by email to the following address :  
[contact@jocondeimmersif.com](mailto:contact@jocondeimmersif.com)

# DIGITAL

## MOBILE APP

With the mobile app, you can easily find all the contents and information linked to the exhibition.

Available on the AppStore and on Google Play :  
[tinyurl.com/appligrandpalais](https://tinyurl.com/appligrandpalais)



## GRANDPALAISIMMERSIF.FR

Prepare or extend your visit and discover all the news around *The Monna Lisa, an immersive exhibition* as well as all the information concerning Grand Palais Immersif's travelling projects.



## SOCIAL MEDIA

Discover the backstages of the exhibition but also videos, key dates, interviews, quizz, livestreams, augmented reality filters... Follow us on social media and share everything about your visit!

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# PUBLICATIONS

## Exhibition catalogue

Published by the Réunion des musées nationaux – Grand Palais and the Musée du Louvre

16 x 24 cm, 160 pages, 195 illustrations, € 29

In the form of an accordion, the catalogue, resolutely original, allows several readings or possible navigations through the content. Surprising for the reader, it reveals the work from every angle, playing with the images and the different types of texts (essays, scientific analyses, interviews, photo novels, comic strips) of prestigious artists, in the fields of comics, satirical drawings, street art, high fashion or even songs.