

May 2018
PRESS RELEASE

NICETOILE
AGENCE ARTCURIAL CULTURE
AND LEXPO AUGMENTEE
present

“YVES KLEIN – THE INTERACTIVE EXHIBITION... The Vibration of Color”
From July, 6th to September, 30th 2018 - @ NICETOILE Commercial Center, in Nice



Yves Klein, Londres, 1957
© Les Archives Yves Klein © EA 2018

This summer the NICETOILE Shopping Center, located in the heart of Nice on the French Riviera, will host a **highly innovative digital exhibition** dedicated to **YVES KLEIN**, an iconic figure of 20th century art.

A pioneer of contemporary art and a visionary artist, Yves Klein is known throughout the world as the **inventor of the *Monochrome*** and author of the **International Klein Blue (I.K.B.)**.

He **was born in Nice** in 1928. To celebrate the **90-year anniversary** of his birth, NICETOILE pays him a tribute in **his hometown** by organizing a **unique kind of retrospective: an interactive exhibition**, to be discovered exclusively and for the first time at the NICETOILE Shopping Center.

Press contact and requests (press kit, interview) :
ARTCURIAL Cultural Agency

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PRESS Opening on July 5th at NICETOILE Center

GENERAL INFORMATION

Free admission- July 6th to au September 30th 2018
Opening hours : 10am-7:30pm from Mondays to Saturdays, 11am-7pm on Sundays
30 avenue Jean Médecin, 06000 Nice

About the Exhibition



« **Yves Klein- The Interactive Exhibition... The Vibration of Color** » successfully combines art and **new technologies**. Original artworks have been digitalized in 3D and ultra-High Definition : As a result, an **unprecedented sense of intimacy with the artist's work** is offered to the public.

The exhibition is the first chapter of an ambitious digital retrospective which aims to travel worldwide for 10 years, and the chapter is dedicated to “*The Vibration of Color*”. It will be **presented in its 60 sqm version at NICETOILE**.

The conqueror of emptiness, the true defender of color, and a poet filled with unequalled spirituality, Yves Klein spent his lifetime exploring the connections between **color and matter**, between **matter and void**, between material and immaterial dimensions. “*The Vibration of Color*” illustrates this quest through a complete **visual and audio immersion into Klein's universe**, ranging from the *Blue Monochrome* (I.K.B) to the *Monoton- Silence Symphony*.

© LEXPO- Augmentée 2018 – Digitized original artwork by Yves Klein - *Victoire de Samothrace* (S9), 1962, 49,5 cm- *Mamac*, Nice

THE INTERACTIVE EXHIBITION : A New Artistic Experience

Both surprisingly and quite naturally considering the evolution of contemporary art exhibitions, **the exhibition's scenography is synchronized with visitors' movements**. **Digital, visual and audio devices** allow visitors to interact and to experience the true vibration of Klein's work, and to understand its endless modernity.



➤ **Sculptures and *Sponge reliefs* in Leap Motion** : by moving their hands in the air in front of sensors, visitors can spin Klein's sculptures by simply handling the air! Emptiness, a central concept in Klein's philosophy, takes a whole new meaning thanks to new technologies.

➤ **Discover Klein's Anthropometries** by a digitally triggered hand-erasure.

© LEXPO- Augmentée 2018

Digitized original artwork by Yves Klein- *Untitled Anthropometries (ANT 84)* -155 x 359 cm- 1960, *Achat* 1988 - *Mamac* Nice

➤ **The Monotone-Silence Symphony**, a key act in the artist's life work, is played in “octophonic” sound within a bell, a surprising technology that recreates the impression that sounds are coming from multiple directions.

Alongside these major interactive displays, digital mediation introduces the historical context of Klein's work, his philosophy and writings, as well as the **gradual appearance of the Monochrome and Klein Blue : the International Klein Blue (I.K.B)**. The whole exhibition path was conceived for the **general public**. Through intuitive discoveries, it features the **great “re-revolution”** initiated by Klein and its effects on the contemporary art scene since the 50's.

« LITTERALES » BY YVES KLEIN



The IKB Blue Monochrome, « Godet », 150 x 198 cm. Collection MAMAC Nice.
© Archives Yves Klein. Photo P.S.
(Attention de retirer le CADRE pour publication).

« I signed my name on the other side of the sky »

“The blue of the sky was the blue of infinity, the free field of universality”

"I started to monochrome my paintings tirelessly..."

'My monochrome suggestions are landscapes of freedom...'

« Is not the artist of the future one who, through silence, but endlessly, would express a vast painting devoid of any notion of dimension ? »



Yves Klein during the opening of the exhibition "Monochrome Propositions of Yves Klein", Gallery One, Londres, 1957
Yves Klein Portrait ©J.Paul Getty Trust. The Getty Research Institute. Los Angeles

« And all of this because emptiness has always been my only concern : and I take for granted that, in the heart of emptiness, as in the heart of man, there are fires burning. »

« Now I can go beyond art – beyond sensibility – beyond life – I want to reach out Emptiness »

« This symphony is made of one and only « sound », unbroken, stretched out, deprived of its attack and its end, which creates a feeling of giddiness, like the suction of sensibility out of time. This symphony is such that it does not exist and at the same time it is right here, out of time's phenomenology, because it was never born, or dead, after existence, nevertheless, in the world of our conscious perceptions of possibilities : it is silence –audible presence."



Untitled Anthropométries (ANT 84) -155 x 359 cm- 1960, Achat 1988 - Mamac Nice © Succession Yves Klein 2018

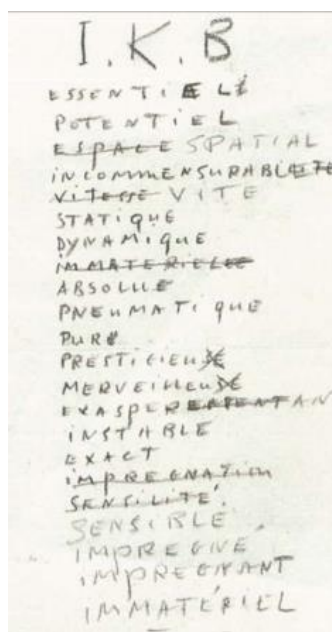
Littérales by Yves Klein within the exhibition –

© Le dépassement de la problématique de l'art et autres écrits Yves Klein

Below: the hand-written list filed by Yves Klein at the INPI (National Institution of Industrial Property) when he deposited the I.K.B Blue formula, in 1960 :

I.K.B

ESSENTIAL
POTENTIAL
SPATIAL
IMMEASURABLE
FAST
STATIC
DYNAMIC
ABSOLUTE
PNEUMATIC
PURE
PRESTIGIOUS
MARVELOUS
EXASPERATING
UNSETTLED
EXACT
SENSITIVE
PERMEATED
PERMEATING
IMMATERIAL



I.K.B
ESSENTIEL
POTENTIEL
ESPACE SPATIAL
INCOMMENSURABLE
VITESSE VITE
STATIQUE
DYNAMIQUE
IMMATERIELLE
ABSOLUE
PNEUMATIQUE
PURE
PRESTIGIEUSE
MERVEILLEUSE
EXASPERANT
INSTABLE
EXACT
IMPREGNATION
SENSIBILITE
SENSIBLE
IMPREGNE
IMPREGNANT
IMMATERIEL

TO ACCOMPANY THE EXHIBITION:
An APPLICATION featuring the **Aerostatic Sculpture of 1957**

In 1957 in Paris, Galerie Iris Clert

On the occasion of his exhibition's opening « Yves le Monochrome » in 1957, Klein organized the release of **a thousand and one balloons** in the sky of Saint Germain-des-Prés. He named this action the *Aerostatic Sculpture*.



In 2018 in Nice, to celebrate the 90th anniversary of Yves Klein's birth

By using their smartphones and touchpads, visitors are invited to download a dedicated application to trigger **-in augmented reality-** the apparition of **101 white and blue balloons** on their cameras, poetically spreading across the city of Nice as a tribute to Yves Klein.



NICETOILE SHOPPING CENTER



Located in the heart of Nice, NICETOILE is one of the top shopping destinations of the city center, hosting more than a hundred stores for fashion, culture and decoration on a 210 000 sqm area. In 2013, the Center was renovated in order to offer a modern and brighter shopping *rendez-vous* to both local residents and international patrons and tourists.

A major reference on the territory, NICETOILE contributes to the dynamic of the city and takes part in most local cultural initiatives, such as the Nice Carnaval or the Nice Jazz Festival.

In 2017, NICETOILE welcomed more than 12 millions visitors

About Hammerson

Hammerson PLC is a leading investment group of development and property management, listed on the London Stock Exchange and developing its activities in the United Kingdom, Ireland and France. The group is one of the 10 first European leading companies with assets valued to 11,9 billions of euros on December 31st 2017, consisting of 22 shopping centers, 15 retail parks and with investments in 20 brand outlet villages. Hammerson's France portefeuille is valued to 2,3 billions Euros, on December 31 2017. Active in France for over 30 years, Hammerson France owns and manages 8 local-size shopping centers that welcome nearly 100 billions of visitors each year, including Les Terrasses du Port in Marseille, Italie Deux in Paris 13ème, Les 3 Fontaines in Cergy and Nicétoile in Nice. More information on <http://www.hammerson.fr> or [Twitter](#).

One of Hammerson's main goals is to promote culture within its French shopping centers ; shopping temples which are considered in the first place as being destination places, visited every year by tens of millions of visitors. Among the most recent cultural initiatives by Hammerson : a Louvre exhibition at O'Parinor (Aulnay-sous-Bois) from September 27th to October 8th 2017 that welcomed more than 420 000 visitors.

About Artcurial Cultural Agency



Artcurial Agence Culture offers tailor-made services to corporations in the conception and implementation of their cultural and artistic projects.

Since 2012, the Agency has been assisting Paris Airport in the production of several exhibitions organized by Espace Musées, a 270 sq m museum dedicated to hosting major French institutions at the airport. Exhibitions include: *Rodin, Wings of Glory* in partnership with the Musée Rodin, *L'Hourloupe de Dubuffet* with the Dubuffet Foundation, *Picasso Plein Soleil* with the National Museum Picasso-Paris, *Paris 1900* with the Petit Palais Museum, or *Travelling is an Art* with Paris' MAD - Musée des Arts décoratifs (decorative arts museum).

The Agency's services contribute to share artistic culture with large audiences, by producing ambitious projects, whether permanent or temporary. Created by Francis Briest, President of Artcurial's Supervisory Board, the Agency is headed by Anne de Turenne and benefits from the counsel of Serge Lemoine, Professor Emeritus at the Sorbonne and former President of the Musée d'Orsay.

About LEXPO Augmentée



LEXPO Augmentée (The Interactive Exhibition) is a new concept of contemporary exhibition that redefines traditional rules and expectations to offer highly innovative exhibitions. By increasing visitors' experience, LEXPO Augmentée provides new meanings and new ways of understanding the work of an artist and his universe. LEXPO Augmentée, by increasing shapes and forms, bends the rules to present pop-up exhibitions, always out of traditional locations. LEXPO Augmentée was created by Isabelle de Montfumat, curator and President of LEXPO-Augmentée.

LEXPO-Augmentée YVES KLEIN is being launched at NICETOILE Center this Summer, by introducing its first chapter, « The vibration of Color ». The whole project is composed of four Chapters, aimed to travel worldwide for 10 years before coming back to Europe in 2028 for Yves Klein's birth centenary. « LEXPO-Augmentée- Yves Klein...The Vibration of Color » results from a close collaboration with the Yves Klein Archives and its associated partners such as **Black Baronne, Epita, Gexpertise, Opéra Orchestre National de Montpellier-Occitanie, Vir dys**.

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