

EXHIBITIONS by Grand Palais Immersif



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We are Grand Palais Immersif

Grand Palais Immersif +

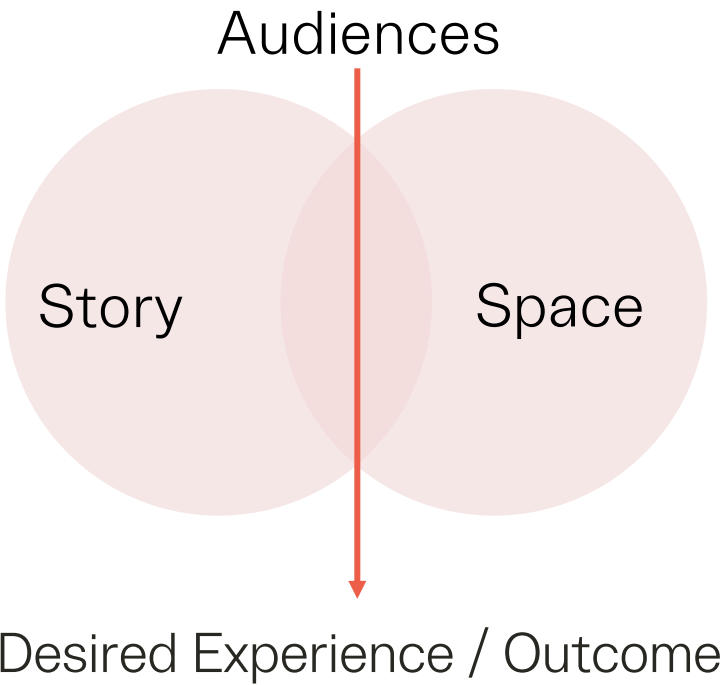
The Réunion des Musées Nationaux-Grand Palais, an iconic French institution, has partnered with Chargeurs Museum Studio, a global leader in museum services, to manage the Grand Palais Immersif, a vast space located behind the Opéra Bastille. With over 1,200 square meters of exhibition space and ceilings reaching up to 26 meters, the Grand Palais Immersif is a truly unique venue in Paris and France.

Our mission: is to make art and culture accessible to the widest possible audience, offering immersive sensory experiences and emotional journeys through meaningful stories.

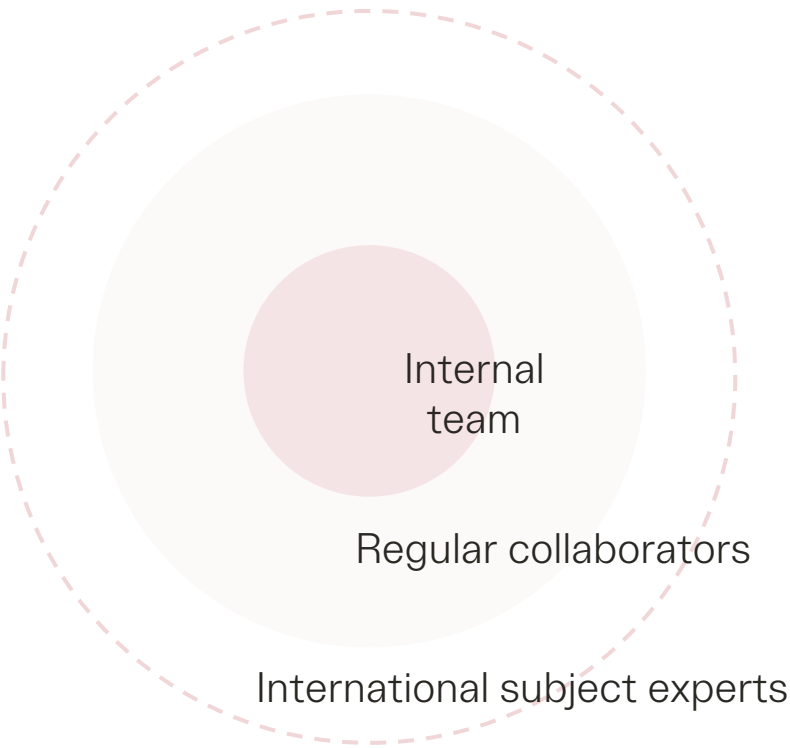
1. Our approach

We conceive and create exhibitions as an experience

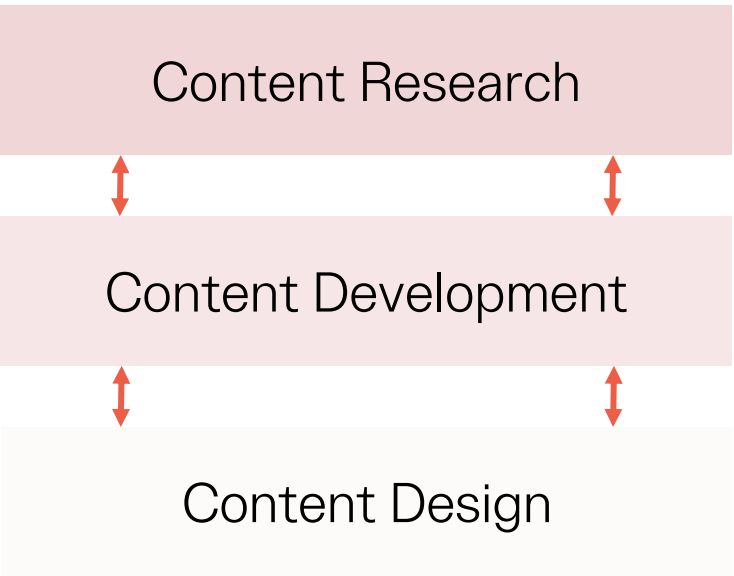
We are storytellers
in space



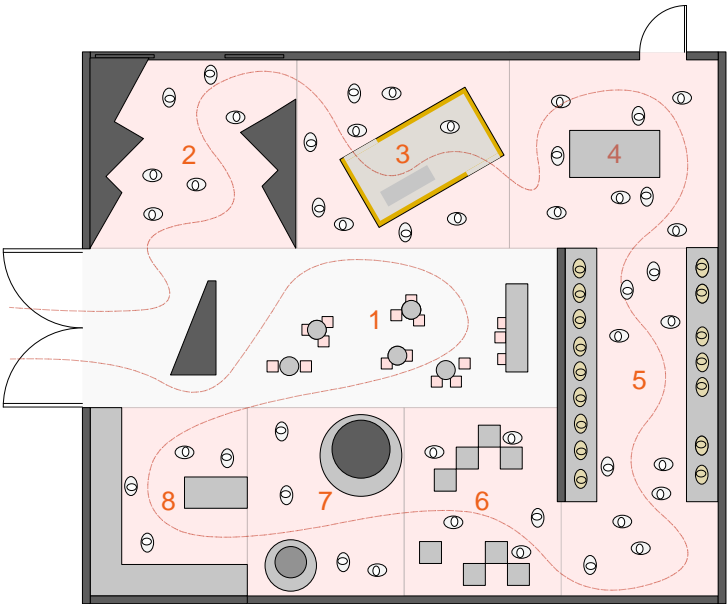
We gather the best
curatorial experts



We build strong
narratives around patrimonial
treasures, artists, or movements



We map visitor
journeys



Our creative approach

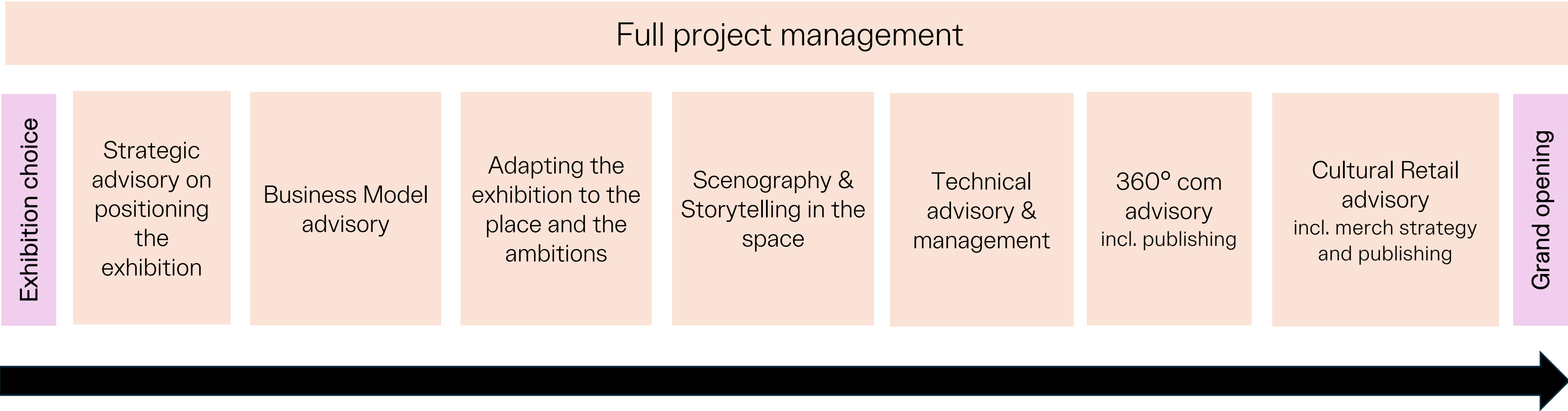
Craft an immersive journey like a movie



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We support you on the entire lifecycle of the exhibition according to your needs



Touring key technical specifics

All exhibitions provide for a visit between 55 minutes and 1h30. They are adaptable to different settings with our designers and technical experts

Exhibition type

Immersive exhibition

with interactive devices and scenography, possibly hybrid

Hire Fee

[USD 40K – 60K] IP license fixed fee per month inclusive of all media and software assets. Variable fee to be negotiated according to duration and attendance.

Technical costs

Structure and audiovisual elements to be determined, services for adaptation and implementation to be included, project management and local expert intervention, without transportation and travel costs.

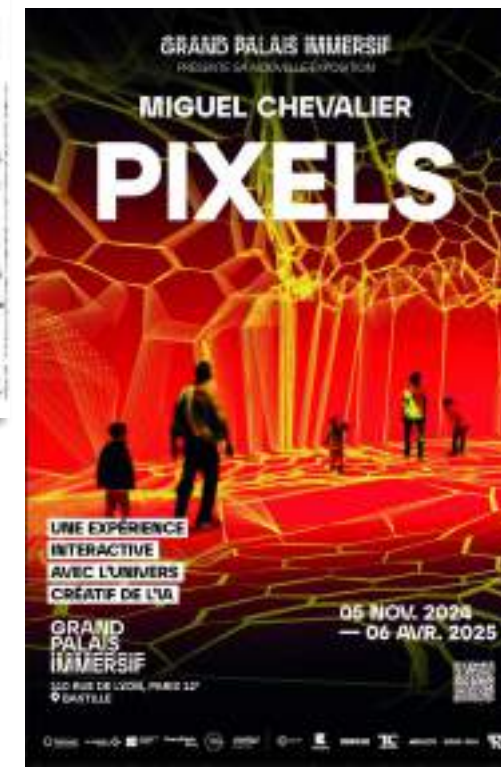
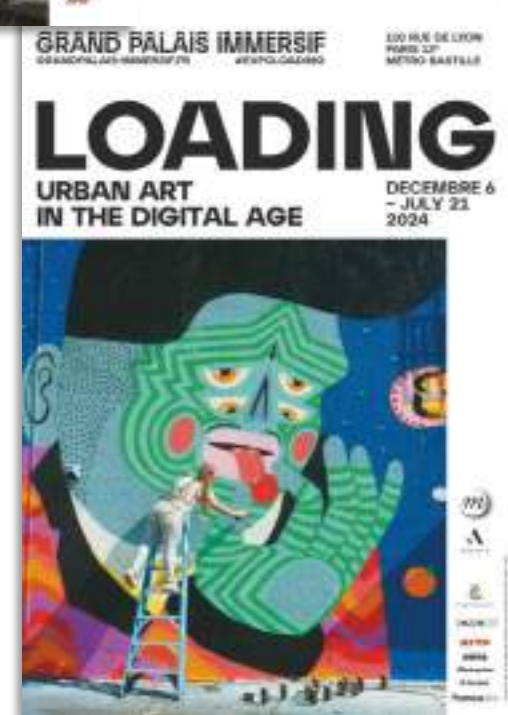
Dimensions

From 300 to 1,200 sqm

Ceiling minimal height 4,5 m

Our catalogue

Offer innovative formats, tell unforgettable stories



2. Our catalogue

Pixels

By Miguel Chevalier



Pixels

An interactive experience in the creative universe of AI

A unique solo show by Miguel Chevalier, one of the French leading artists in digital art to feel how technology and machines connect us invisibly.
Pixe/s is a multisensorial and interactive interaction of our relations to machines and each other.



Interactive and generative AI



Opened in November 2024 up to April 2025



1h30 journey



Generative music by Thomas Roussel

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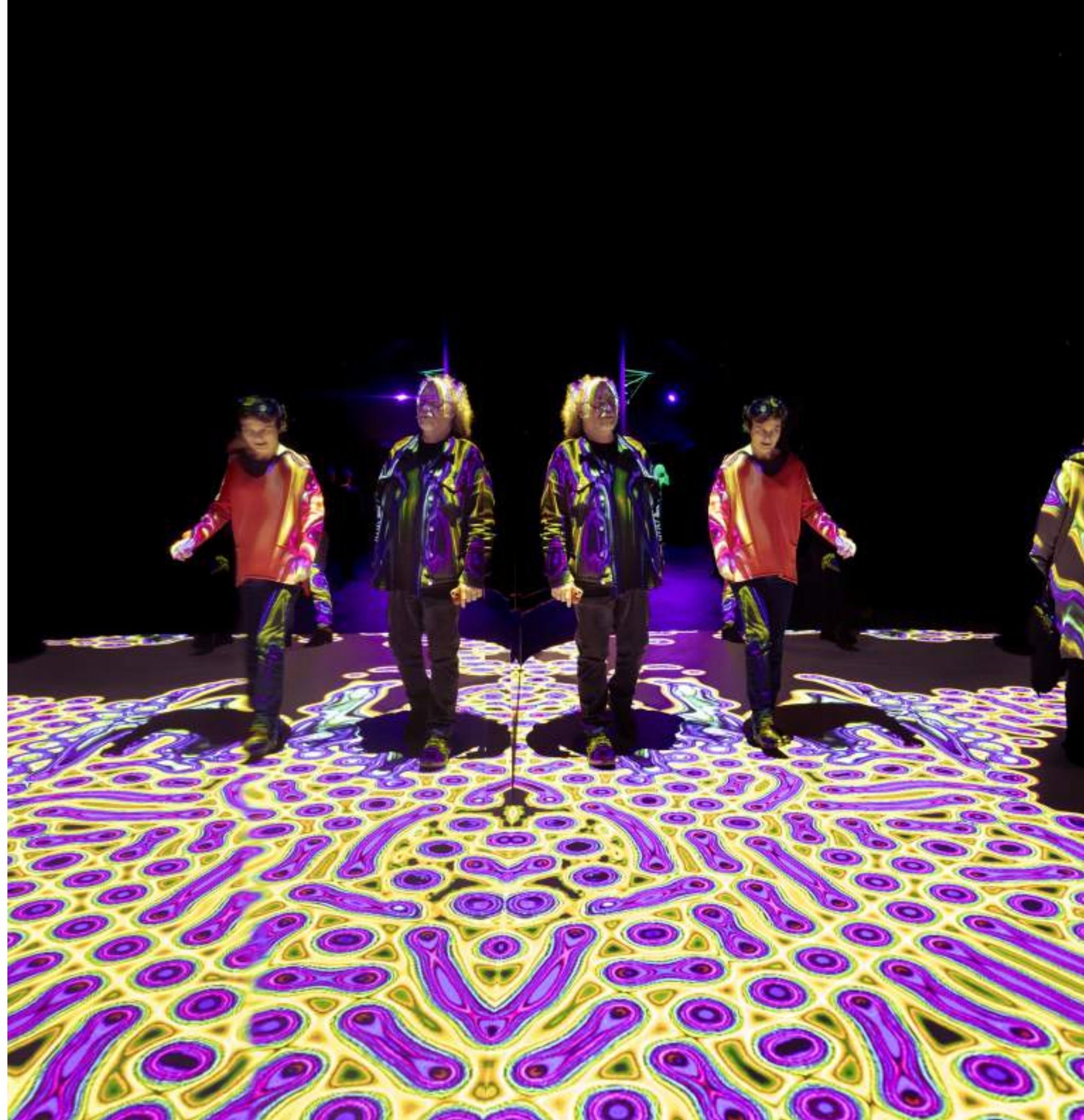
Pixels

Concept of the exhibition

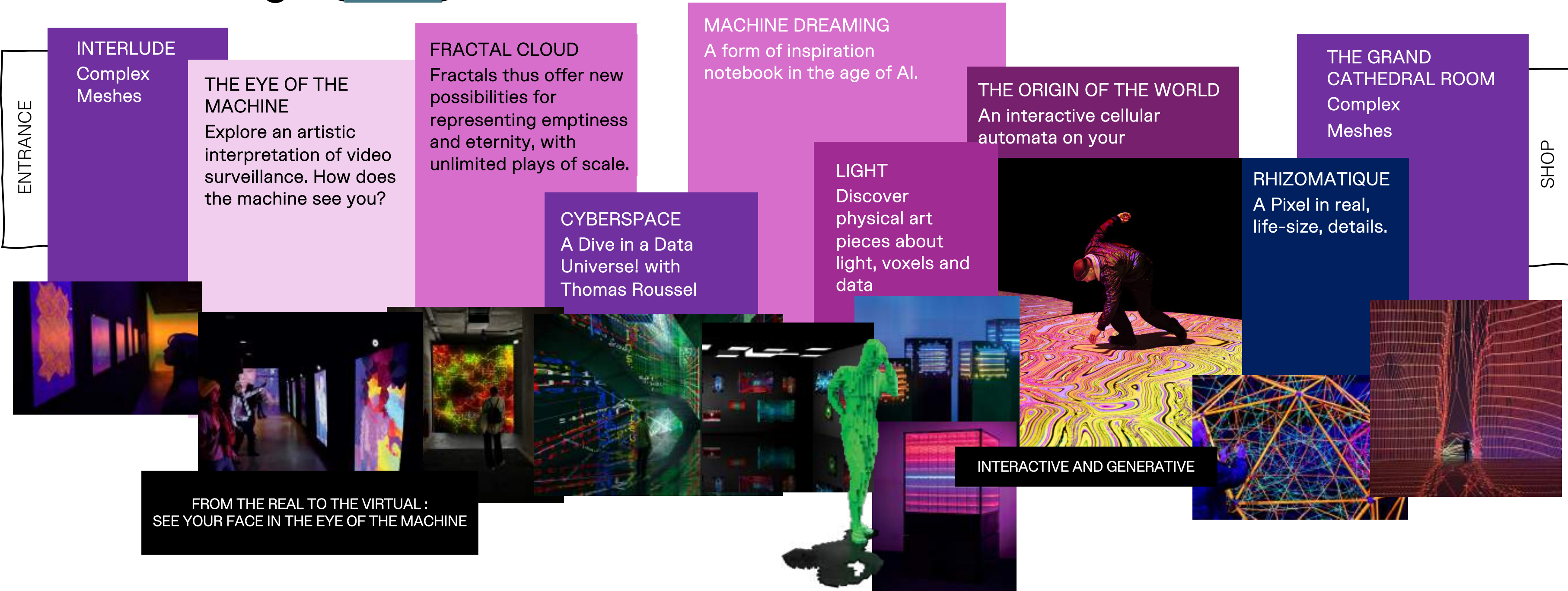
The exhibition by Miguel Chevalier explores the invisible flows and networks that weave through our daily lives, connecting us. Featuring digital generative works on LCD screens, 3D printed sculptures, robot-made drawings, and immersive interactive digital art, the pieces seek to materialize and question these flow universes. The hypnotic works aim to put humans at the centre of an increasingly digital universe. Recent developments in artificial intelligence are also presented, showcasing the artist's research and applications in this field, which started in the early 1990s.

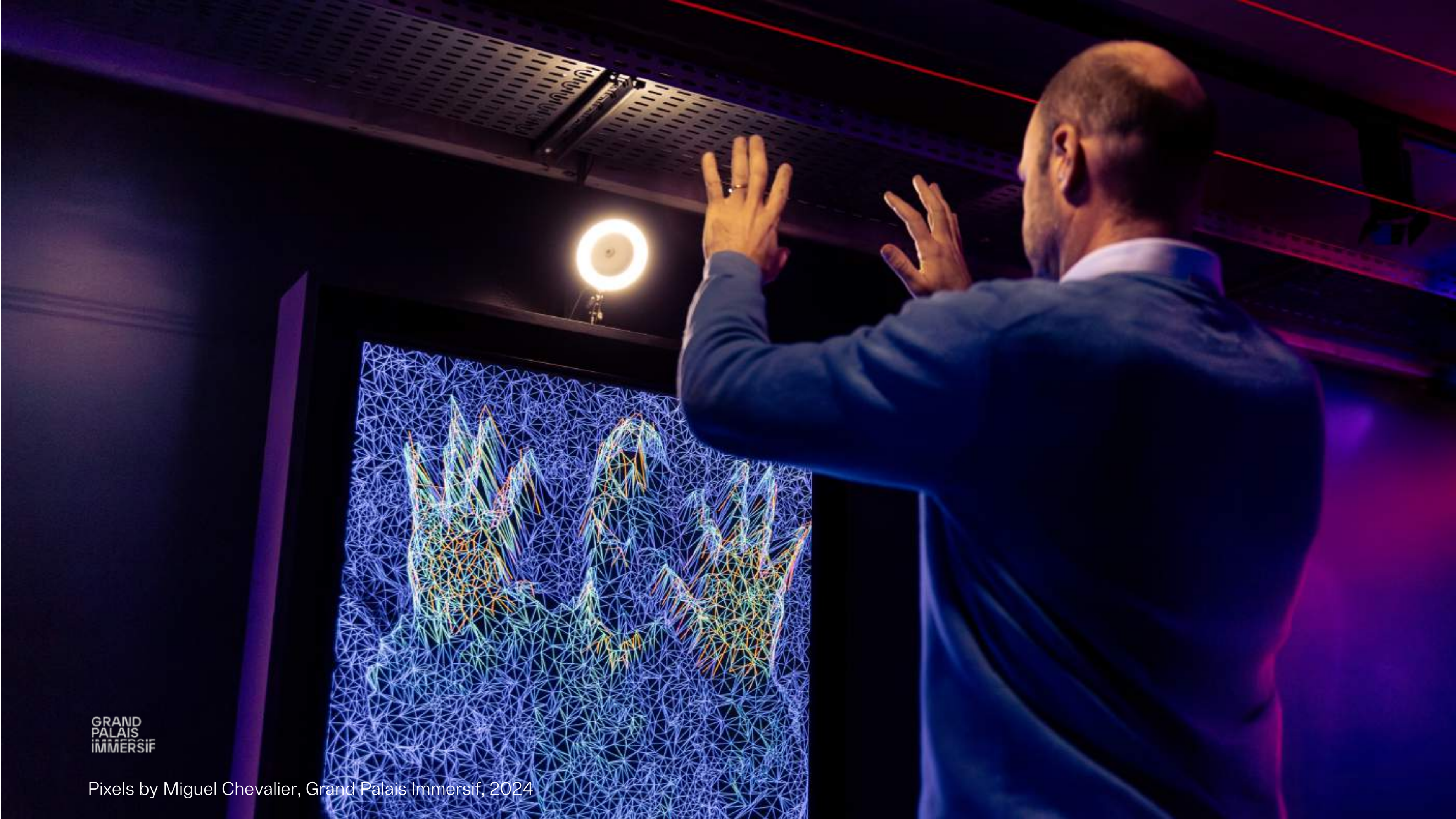
Accessible to all audiences, whether familiar with art or not, the works offer a sensory experience of body and space.

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Walkthrough (video)





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Pixels by Miguel Chevalier, Grand Palais Immersif, 2024



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Pixels by Miguel Chevalier, Grand Palais Immersif, 2024



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Pixels by Miguel Chevalier, Grand Palais Immersif, 2024

Pixels

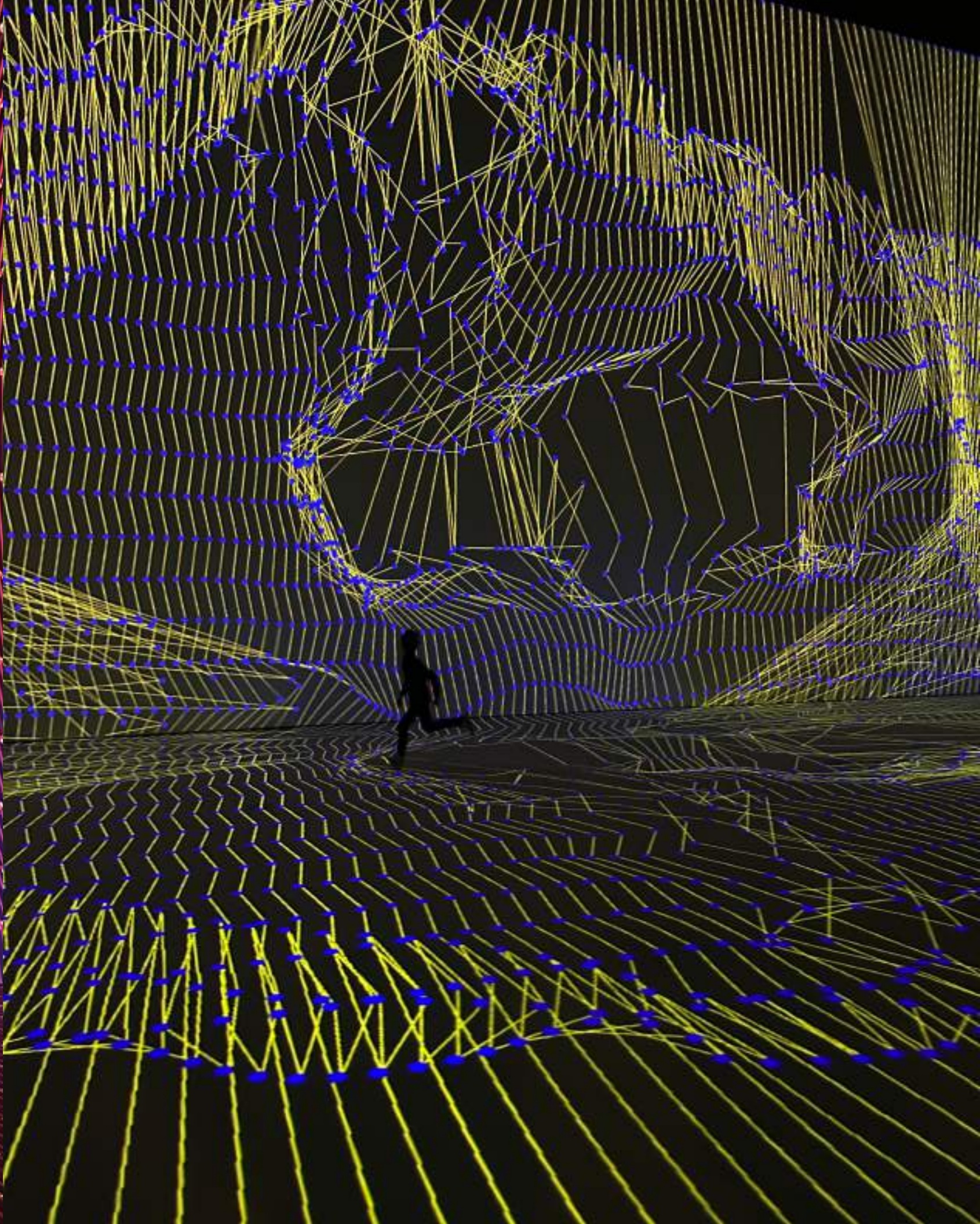
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Pixels by Miguel Chevalier, Grand Palais Immersif, 2024



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Pixels by Miguel Chevalier, Grand Palais Immersif, 2024

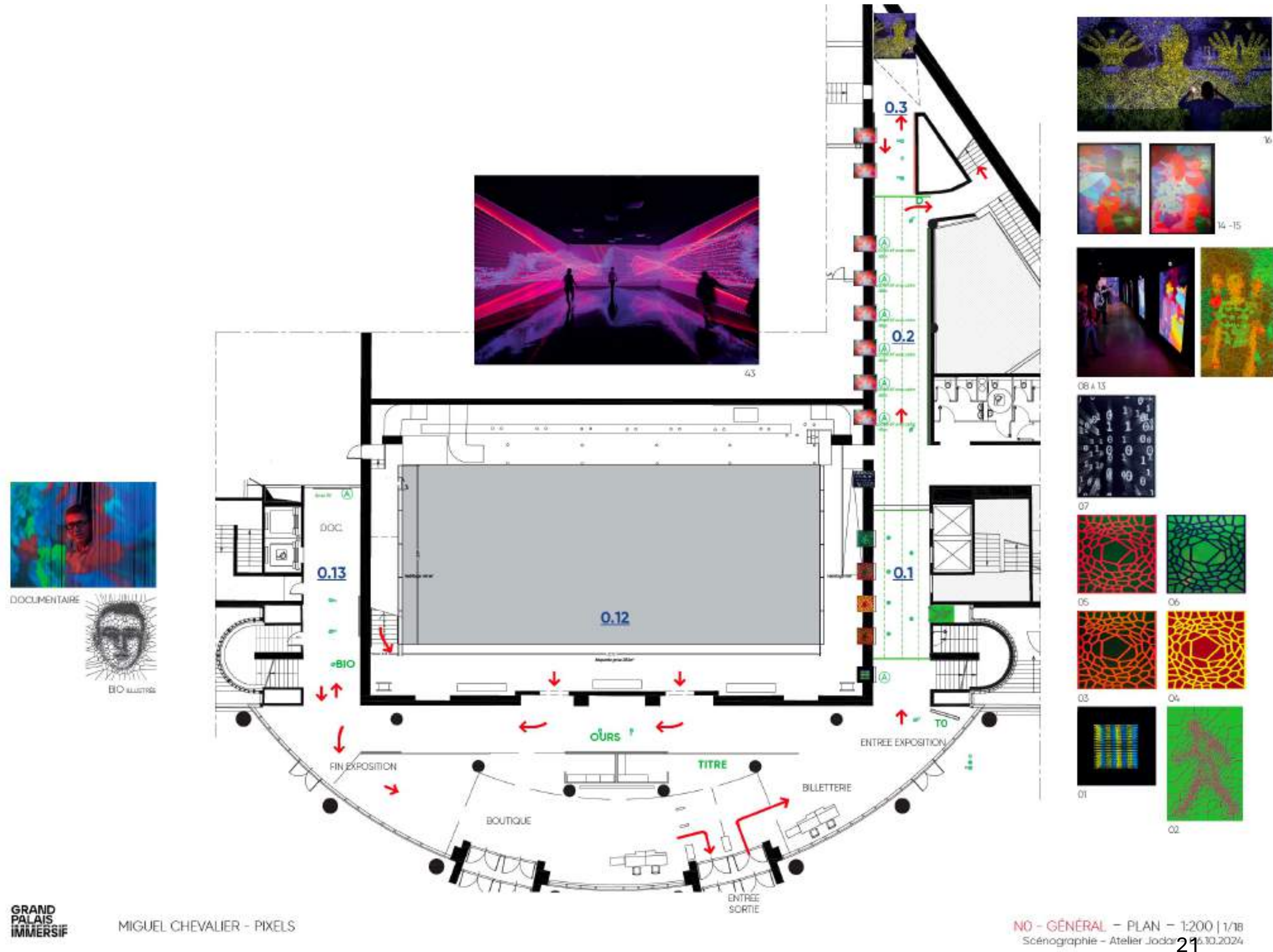


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Pixels by Miguel Chevalier, Grand Palais Immersif, 2024

Pixels

Plan in Bastille



Éternel Mucha / Rendez-vous with Mucha

Paris 1900

Eternal Mucha / Rendez-vous with Mucha

A sensory dive into the world of Art Nouveau in Paris

Paris 1900, Rendez-vous with Mucha takes visitors on a deep trip into the figures and muses of Alphonse Mucha, the icon of French modernity.



160k visitors



2021 - 5 months

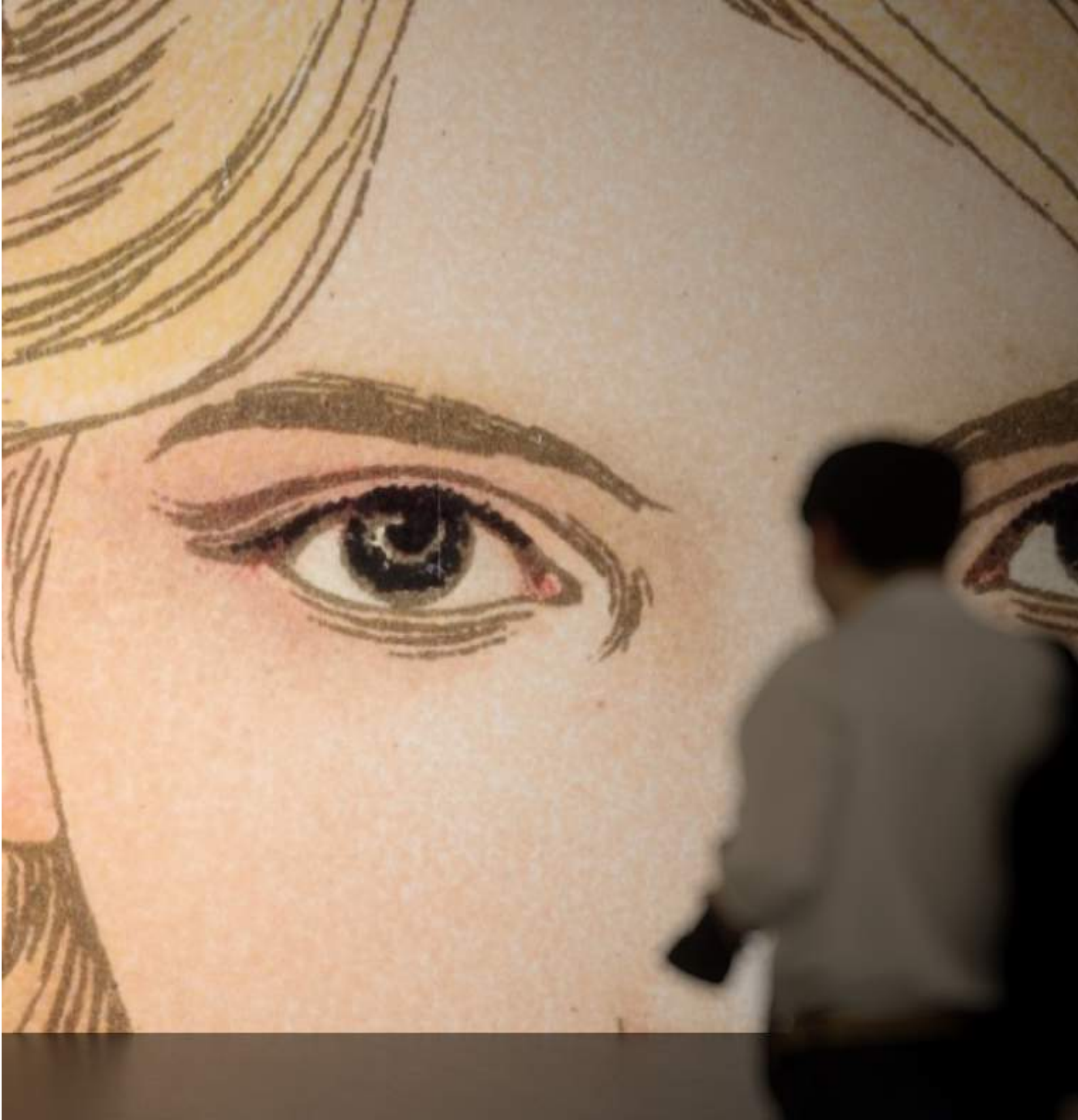


1h30 journey



1.2M€ shop sales

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Eternal Mucha / Rendez-vous with Mucha

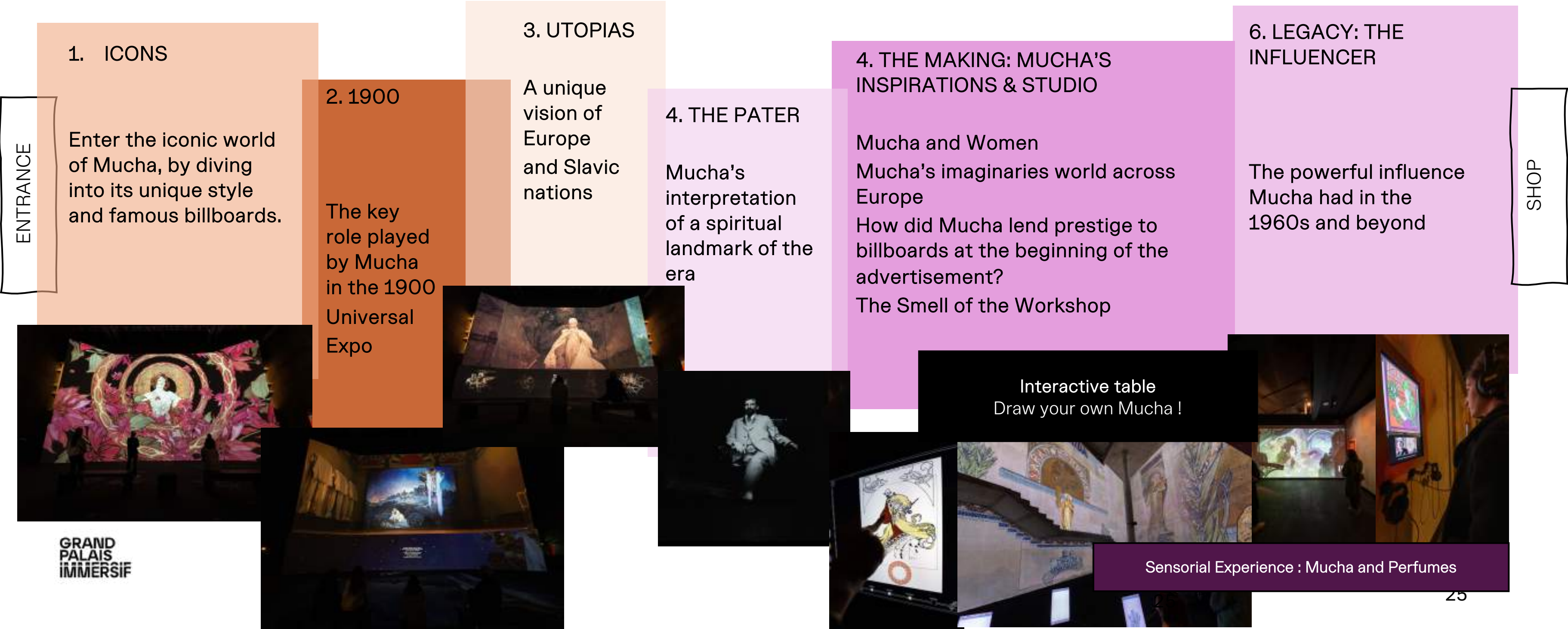
Concept of the exhibition

Rendez-vous with Mucha immerses visitors in a journey about the artist and the several influences he had on our pop culture, from the pacifist “Flower Power” movement of the sixties to Japanese manga, superheroes, street artists, videogames, and even tattoo art. At the turn of the 20th century, Alphonse Mucha became a key figure of Art Nouveau. The *Mucha style* has been a source of fascination ever since and a milestone of Modern Art. The exhibition brings out this major artist's striking modernity and philosophical influences. The exhibition highlights the artist's humanist ambitions through his monumental works, most notably the Slav Epic, which offers a pacifist model for the world and particularly for East-West relations, making it resonate today more than ever.

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Walkthrough (video)





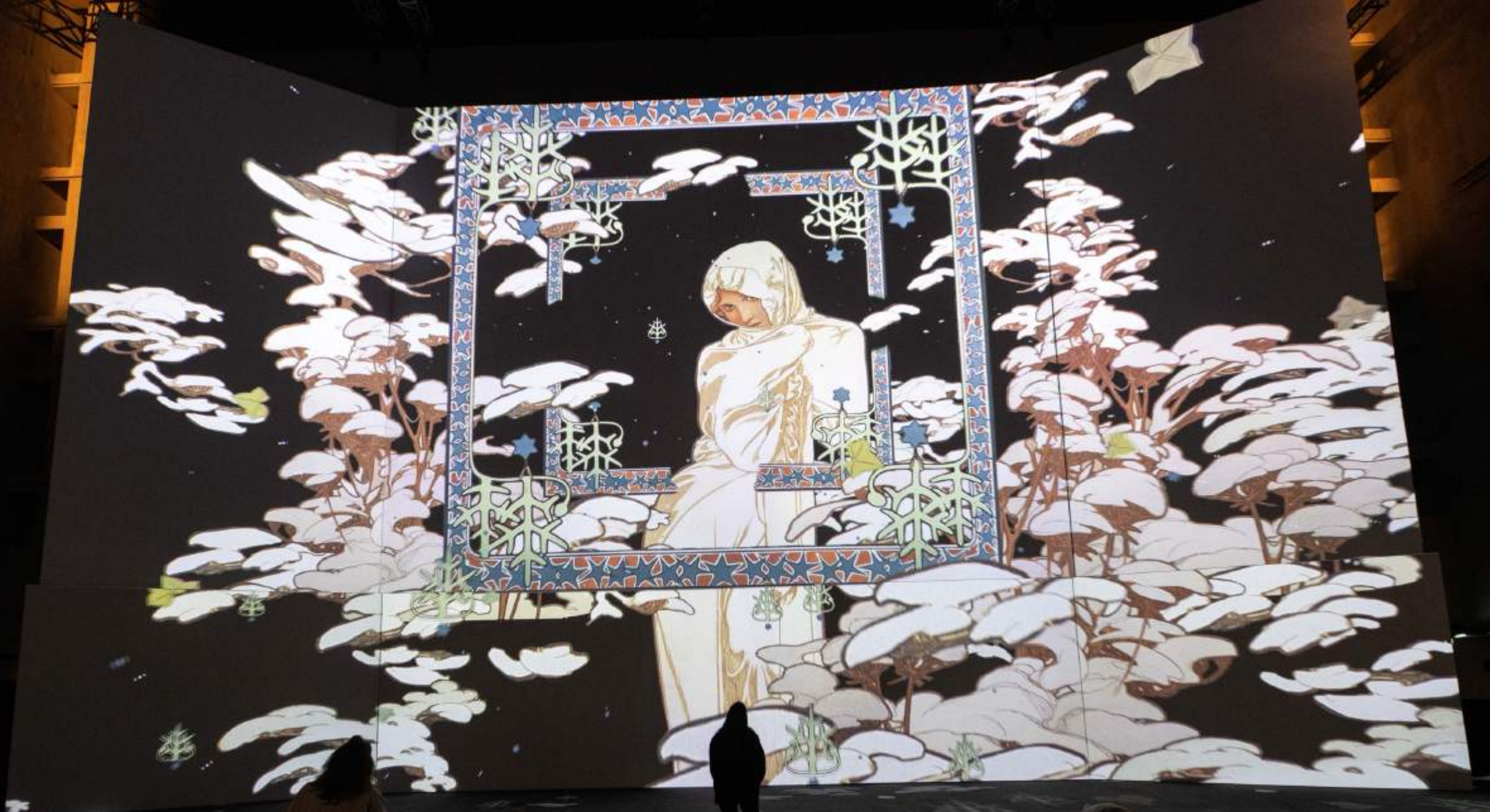
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Eternel Mucha, Grand Palais Immersif, 2022



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Eternel Mucha, Grand Palais Immersif, 2022



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Eternel Mucha, Grand Palais Immersif, 2022



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Eternel Mucha, Grand Palais Immersif, 2022



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Eternel Mucha, Grand Palais Immersif, 2022

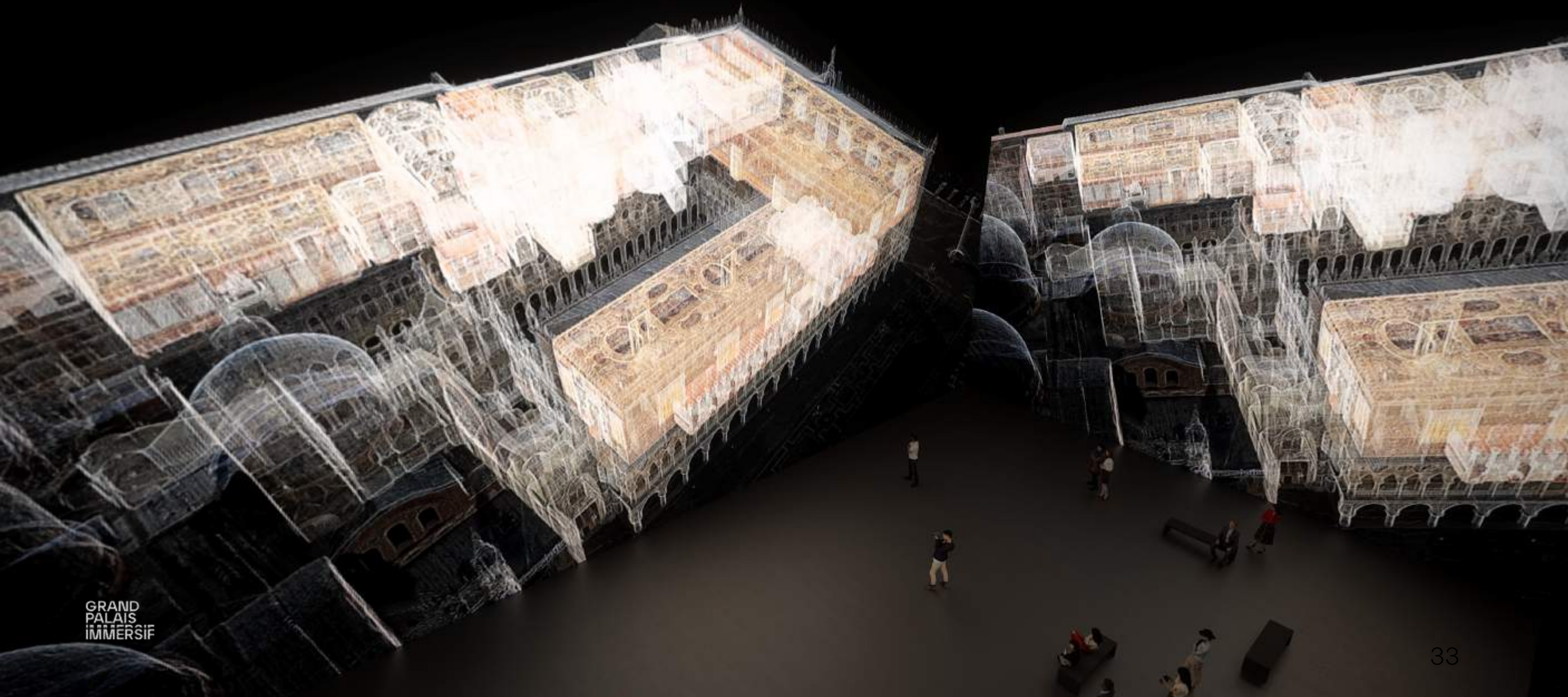


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Eternel Mucha, Grand Palais Immersif, 2022



Venice revealed



Venice Revelead

Live the Secrets of la Serenissima

Venice Revealed offers an incomparable immersion in entirely unseen images of the City, allowing visitors to experience and understand the wealth and complexity of this exceptional city like never before.



60k visitors



2022 - 3 months



1h30 journey



1st exhibition in GPI

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Concept of the exhibition

The existence of a city such as Venice is nothing short of a miracle of ingenuity, architecture and art, society and politics. Built on the muddy bed of a lagoon, with no stable ground or fresh water, La Serenissima has been under attack from the sea ever since, a relentless threat that was also the source of its wealth and global reputation. Each of Venice's canals and narrow streets keeps this heritage alive, and as they get lost in the city, visitors unearth the countless treasures that escape the eye. The images presented in this exhibition are taken from a digital double made in photogrammetry, using drones. Billions and billions of points recreate the urban space and the architecture of the palaces, as well as the details of some of the works they house, made by the greatest painters. It offers a unique and immersive behind-the-scene tour of a city like no other in the world.



Walkthrough (video)

ENTRANCE

1. VENICE, MIRACLE OF
ENGINEERING, BUILT
ON SAND

A unique topography, an
incredible history
A fragile ecosystem

2. THE GREAT
CANAL

The symbol of
Venice
commercial
power

3. ASSASSIN'S
CREED: VENICE,
1481

Follow Ezio in the
city at the time of
the Renaissance

4. THE GREAT CANAL,
PALACES AND DECORS

Discover all the architecture
and design landmarks of the
Iconic city

5. THE VENICE LIFE

How does it feel to
be a Venetian ?

6. ST MARC
PLACE, A REAL
POWER PLACE

Discover the secret
of the most famous
place in Italy

7. VENICE AI
MEMORY

Venice over the
years in the eyes of
an AI

SHOP

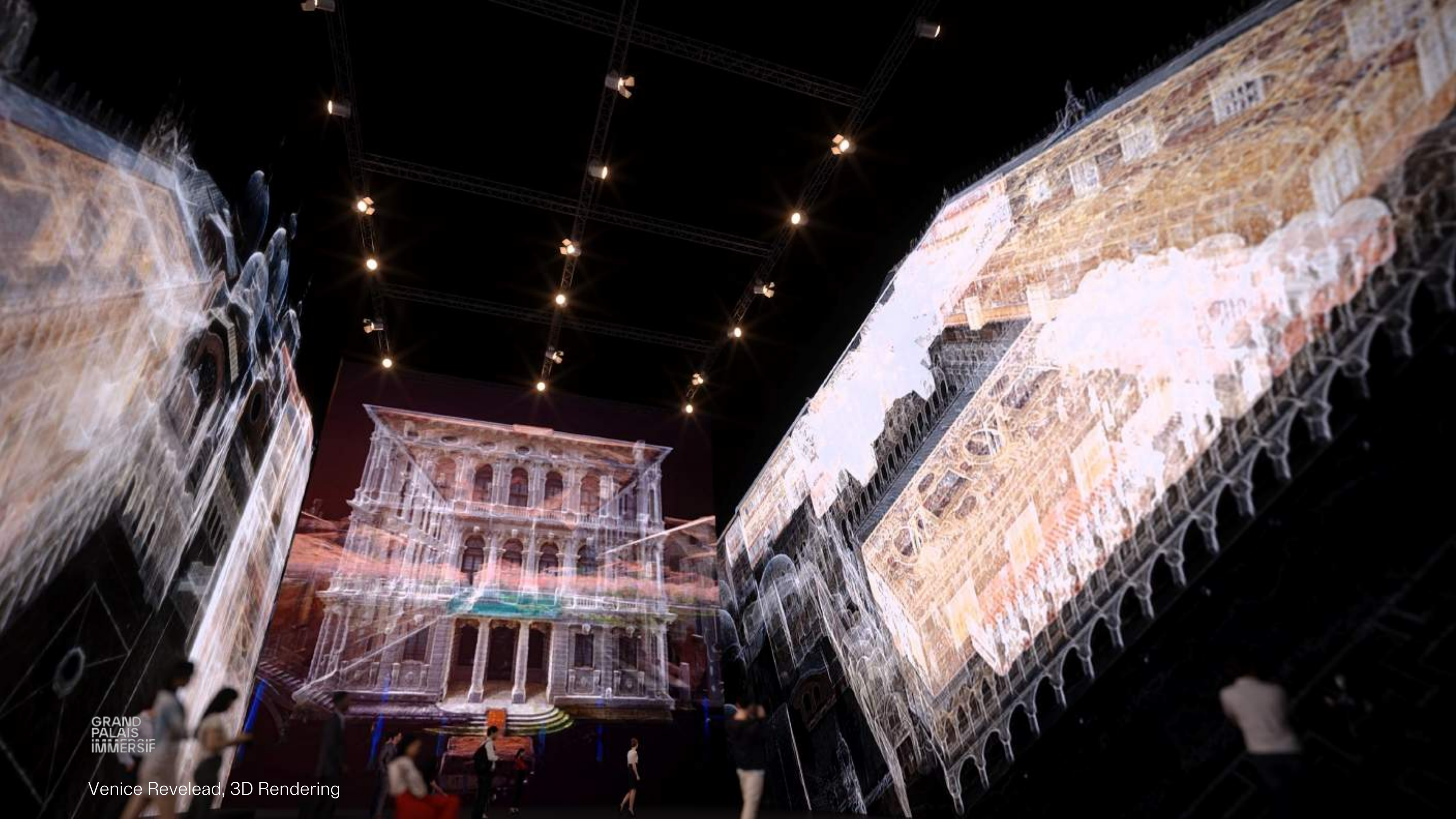
UBISOFT IMMERSION





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Venice Revealed, Grand Palais Immersif, 2022



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Venice Revealed, 3D Rendering



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Venice Revealed, Grand Palais Immersif, 2022



Fr/En

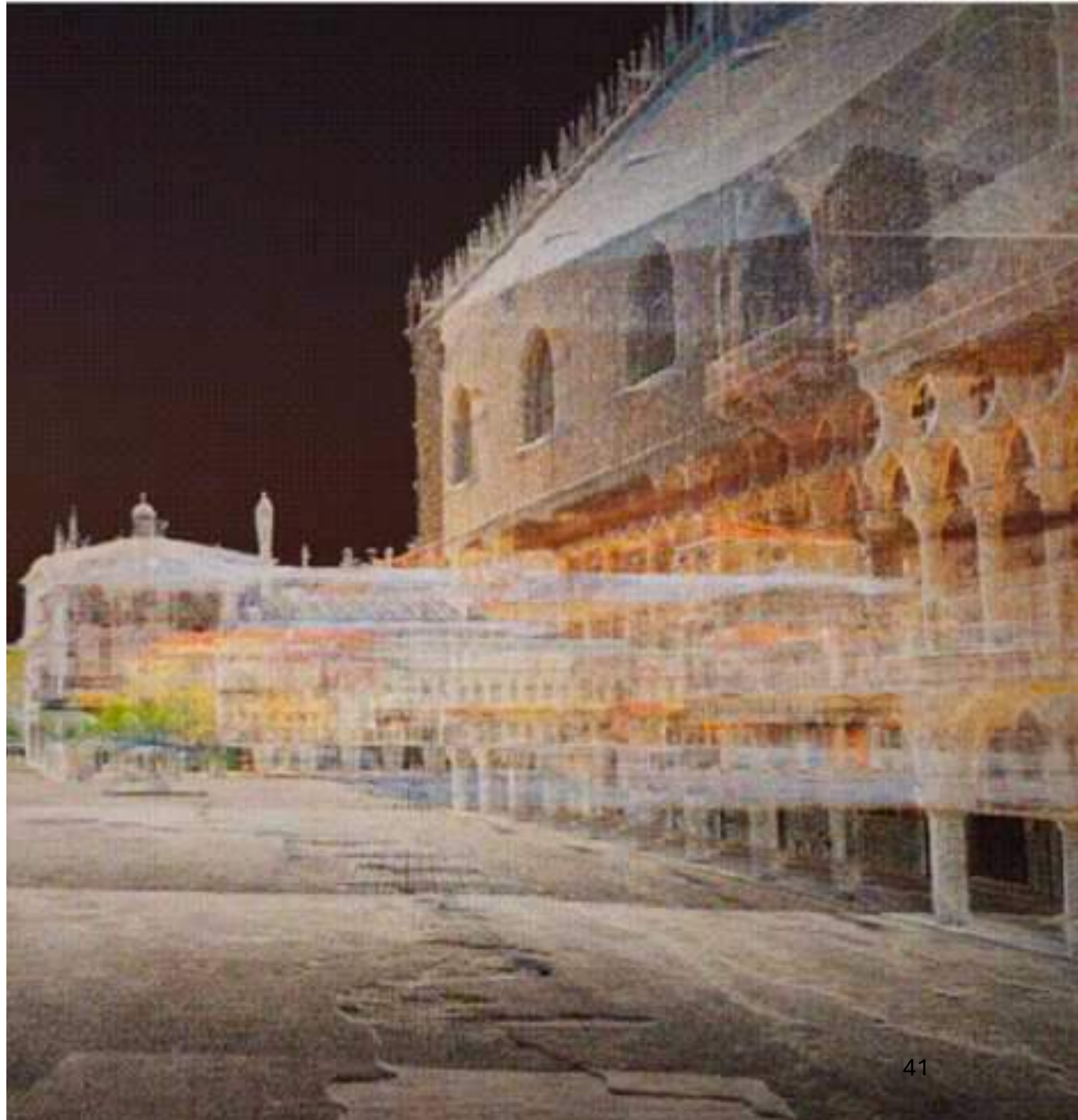


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Venice Revealed, Grand Palais Immersif, 2022

An AI activation

A year and a half later, using the same viewpoints, an AI was asked to manage the images without even returning to the locations. The video generated 24 hours later no longer depicts the real Venice, but a Venice constructed from the AI's memory, based on photos from millions of tourists. This Venice is inconsistent, intangible, and reconstituted from the most photographed viewpoints of the city. It resembles the real Venice greatly but loses its materiality and any documentary truth. Venice becomes an illusion of itself, like the memories of the millions of tourists who have visited.



Pompeii Immersive

Splendour and Tragedy of the City

Pompei Immersive

Pompeii alive, submerged, unearthed

An incredible hybrid journey in Pompei, where large immersive art installations place the visitor at the heart of the city, combining virtual reconstructions, archaeological latest findings, a dynamic Ancient Rome street-life experience, and a spectacular eruption experience throughout all spaces.



200k visitors
during Covid-19



2020



1h10 journey



Hybrid Exhibition

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Pompei Immersive

Concept of the exhibition

Revealing the latest findings of the site and reinterpreting it with contemporary technology, Pompeii Immersive takes visitors back in time to discover the ancient Roman city through the centuries, transporting them to its streets and through the greatest excavation campaign conducted in Pompei since the end of the Second World War.

Pompeii alive, Pompeii submerged, Pompeii unearthed: visitors can wander around the city through three epochs that have made its history. A unique journey to ancient Roman times, the exhibition presents a strong narrative, never before presented internationally, in an impressive theatrical environment of immersive art displays and projections accompanied by urban sounds and original music.

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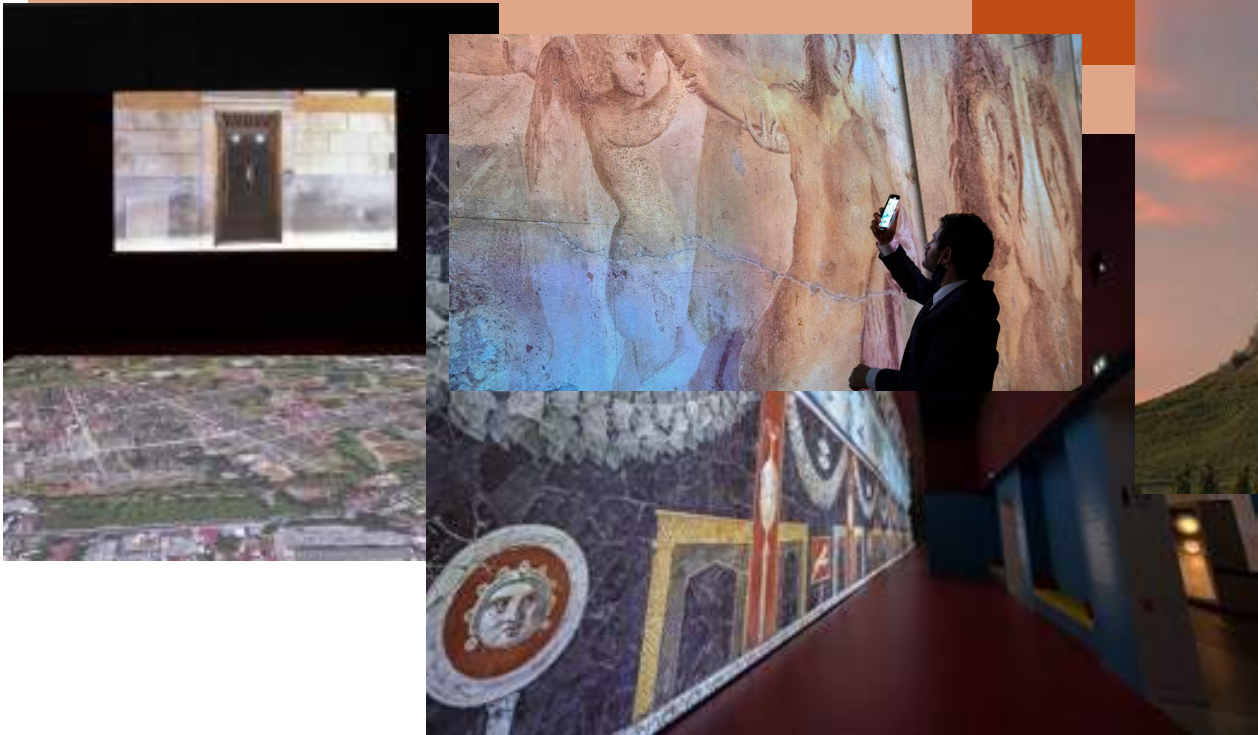


Walkthrough : Travel time at Pompei

ENTRANCE

1. DOMUS

Pompei, a roman city
The archaeological excavations
The discoveries
Frescoes



2. VESUVIO

Dive in history and live
the night when the
volcano entered in
eruption !



3. VR EXPERIENCE :

Immersive Dive
In The Pompeii



VR EXPERIENCE



4. THE DAILY LIFE

The home decor,
famous banquets,
the pleasure of
gardens, beauty
standards...What
was it like to live in
Pompei?



5. LIVIE

Part of the hybrid
approach is this
Livia statue, the
iconic wife of
Auguste



SHOP



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Pompeii Immersive, Grand Palais, 2020



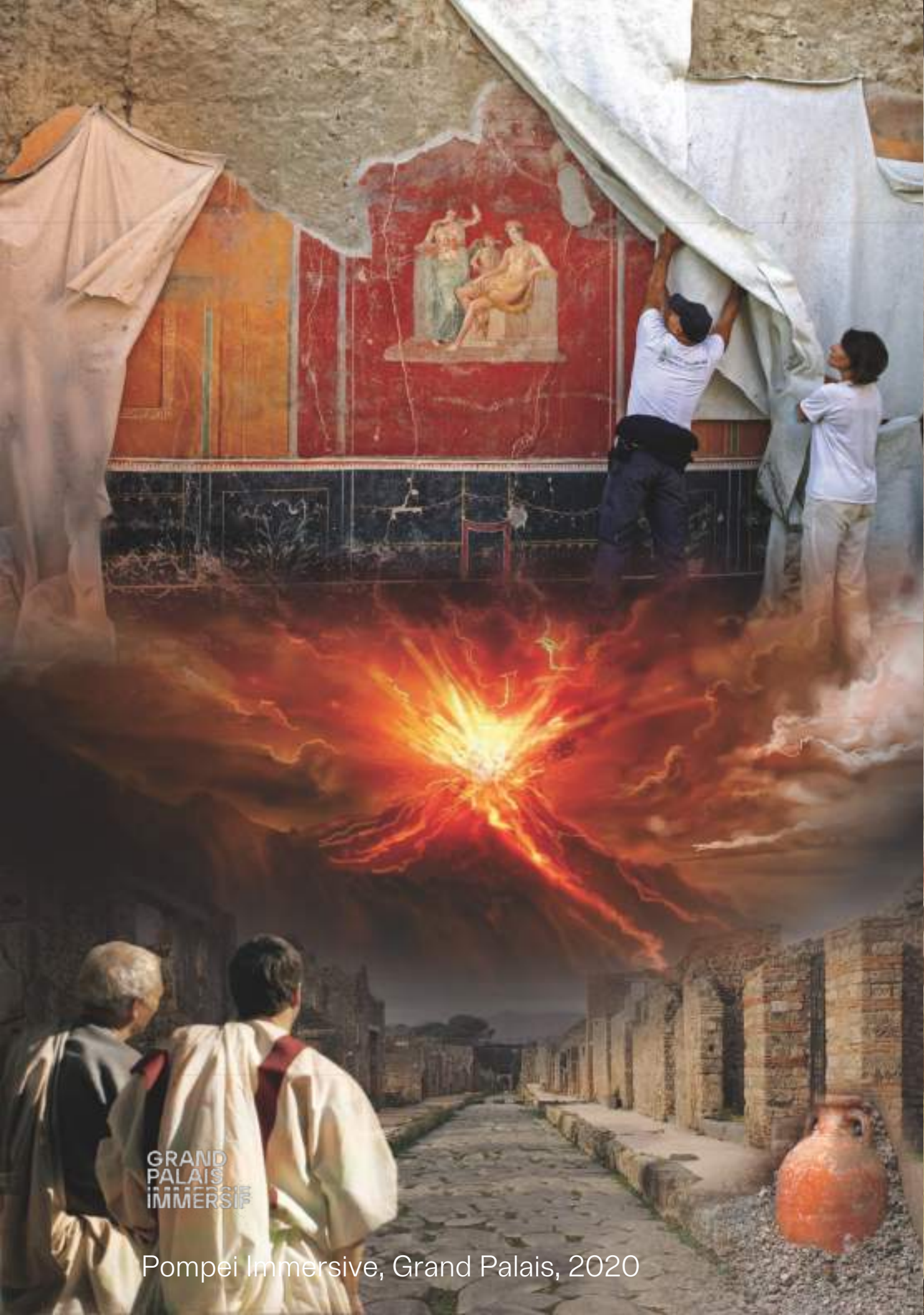
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Pompeii Immersive, Grand Palais, 2020



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Pompeii Immersive, Grand Palais, 2020



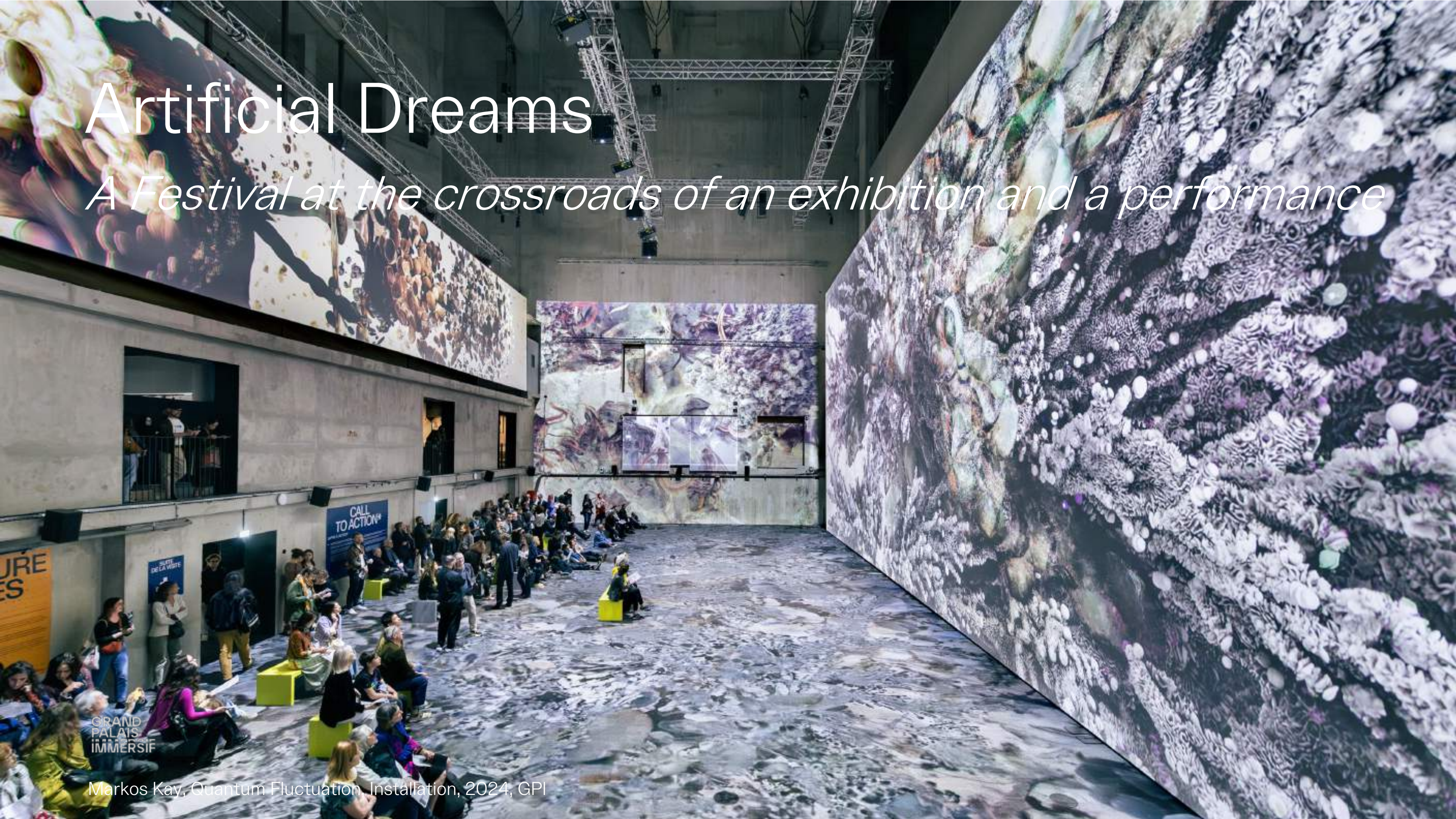
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Pompeii Immersive, Grand Palais, 2020



Artificial Dreams

A Festival at the crossroads of an exhibition and a performance



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Markos Kay, Quantum Fluctuation, Installation, 2024, GPI

Artificial Dreams

The poetic encounter of artists and AI

ARTIFICIAL DREAMS is a large-scale and spectacular exhibition, thought of as a performative journey to better understand the possibilities of AI and question in many artistic ways this powerful and sometimes scary tool.

The 2nd season of ARTIFICIAL DREAMS will open in Spring 2025 at Grand Palais Bastille.



15 nights of opening



15k visitors



14 artists



55m visual loop
45m journey

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Concept of the exhibition

In just a few months, artificial intelligence's meteoric rise to the centre of all debates has plunged the world into significant questions straight out of science fiction. The shifting contours of a revolution are taking shape.

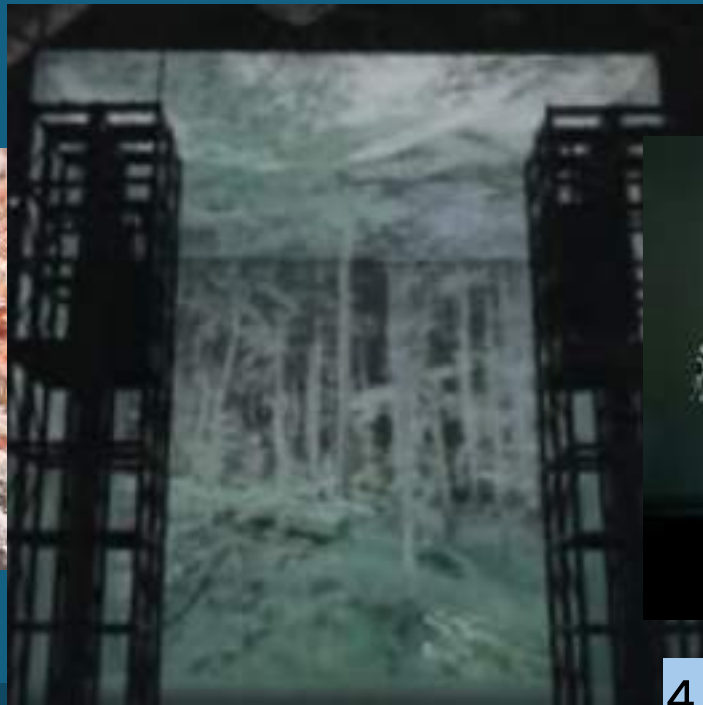
With the recent proliferation of AI-assisted creation, the artistic sector once thought to be reserved for the human mind, is not spared. It has become a cutting-edge field of exploration. These major world transformations scrutinize our souls, our dreams, and the possible existence of an artificial imagination. Conceived as a series of immersive and spectacular dives into the dreamlike world of machines, the exhibition performance Artificial Dreams presents a panorama of AI and algorithm-assisted artistic creation at this decisive moment, representing both the symbolic emergence of AI and its accelerated expansion.



Walkthrough

1. LOOP OF DREAMS

ENTRANCE



SHOP

2. HYPERPHANTASIA



3. THE CONFESSIONAL
What does AI think of you ?



4. ABIOGENESIS



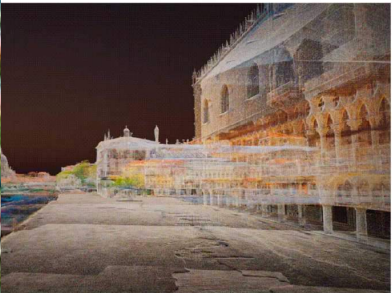
5. LEON



5. AUNT LANTIS
TRASHY FRIENDS



7. VENICE AI





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NICEAUNTIES - *Auntlantis, Trashy Friends*, GPI, Artificial Dreams 2024



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IMMERSIVE ARTS SPACE/ZHdK reconFIGURE, real-time installation, 2024



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ANDY THOMAS- Visual Sounds of the Amazon, GPI, 2024



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MARKOS KAY – Abiogenesis, 3D rendering, 2024

Speaking Walls / Loading

Jump in the Urban Art Community

Speaking Walls

The universal story of urban art

Urban art is a global form of expression that all individuals and communities can relate to.

This exhibition offers a worldwide journey into the world's most spectacular urban art landmarks, connecting artistic expression to social and political realities.



100k visitors



2023



1h30 journey



+100 artists
15 countries

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Speaking Walls

Concept of the exhibition

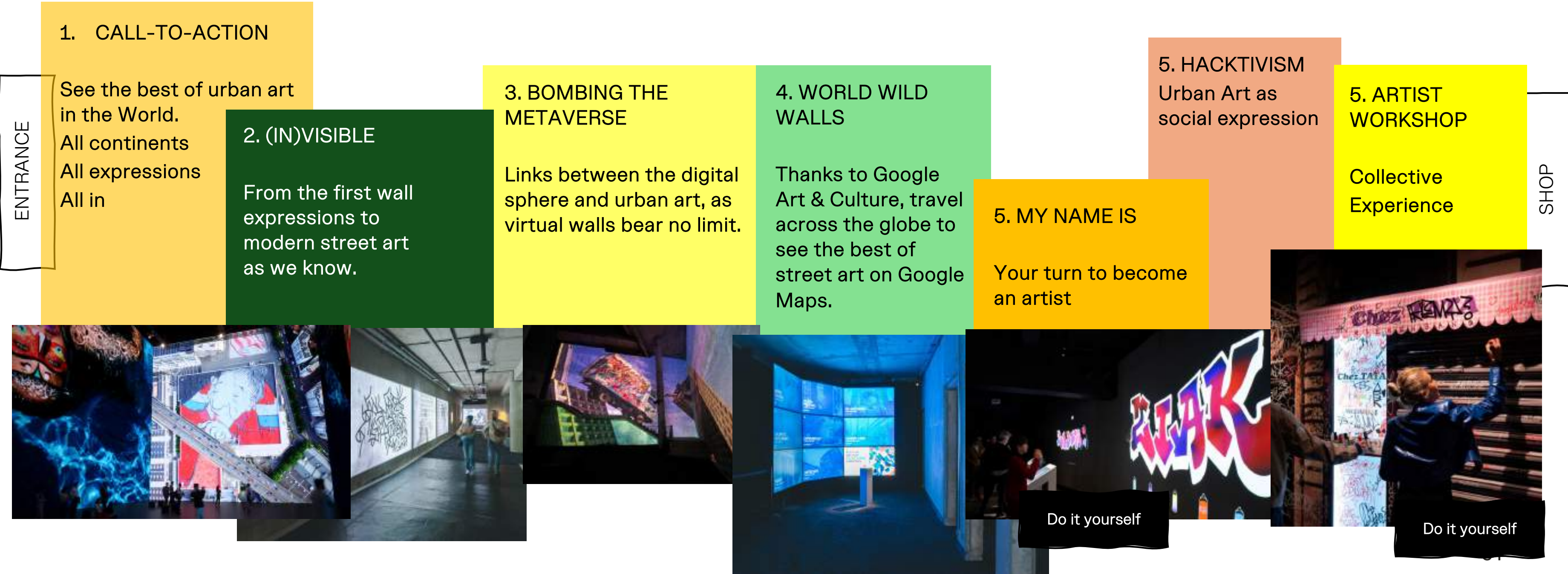
Much more than just a story of street art, the exhibition aims to show how the digital revolution of the past twenty years has paved the way for a revolution in practices relating to urban art and its public appropriation. From the New York subway to the recent spread of NFTs, four sections explore an urban history of art.

In 2023, the Grand Palais Immersif presents its new exhibition, Speaking Walls, *Urban Art in the Digital Age*. Visitors will discover how new artistic practices, which were initially seen as marginal and disruptive, have changed to achieve widespread public popularity. The exhibition explores the artistic recognition of major artists and their creations, including today's projects using new technologies to redraw new boundaries between the real world and the digital sphere.

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Walkthrough: Join the global and vibrant community of urban artists





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Speaking Walls (Loading), GPI, 2024



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Speaking Walls (Loading), 3D Rendering, 2024



Speaking Walls (Loading), 3D Rendering, 2024



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Speaking Walls (Loading), 3D Rendering, 2024



Speaking Walls (Loading), 3D Rendering, 2024

Focus on activation

Felipe Pantone's activation

Felipe Pantone, a worldwide digital artist – offered to produce a dedicated AR filter for the exhibition in Grand Palais Immersif.

The piece interacts with the GPI unique façade but holds global digital resonance via social media.

The piece is part of a wider filter program developed by Google Arts & Culture with Pantone. Each exhibition place could have its own social media AR creation.

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Mona Lisa, an immersive experience

A unique exhibition developed with Le Louvre

Mona Lisa, an immersive experience

The most famous artwork like you've never seen it

Why does the Mona Lisa fascinate us so much?

Coproduced with the Louvre, The Mona Lisa Experience is an exclusive global exhibition about the mystery behind this global landmark, with an exclusive musical creation by Rone.

This exhibition is subject to international touring-specific conditions.



40k visitors



2022
In Marseille



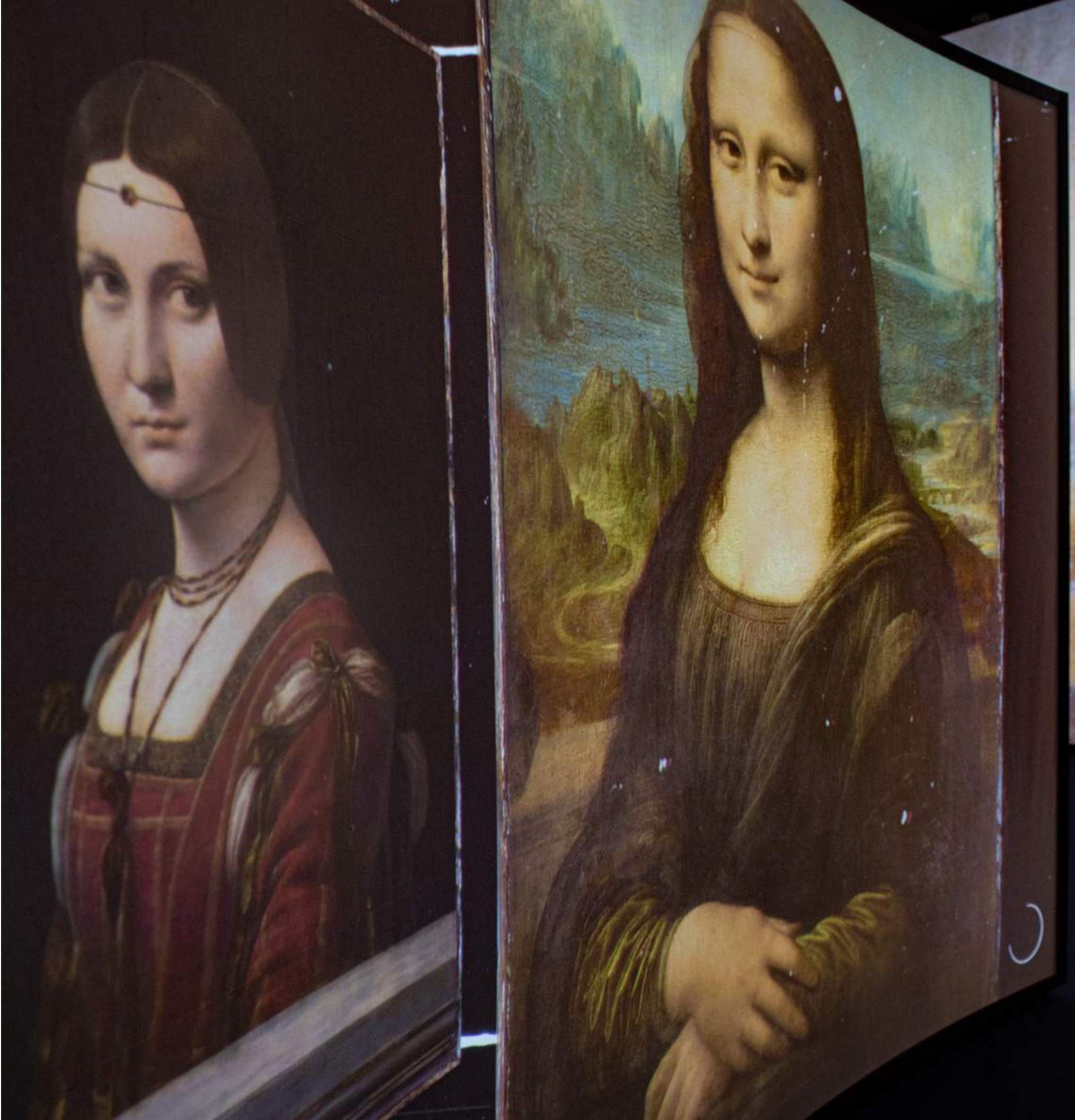
1h30 journey



Rone's exclusive
creation

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LOUVRE

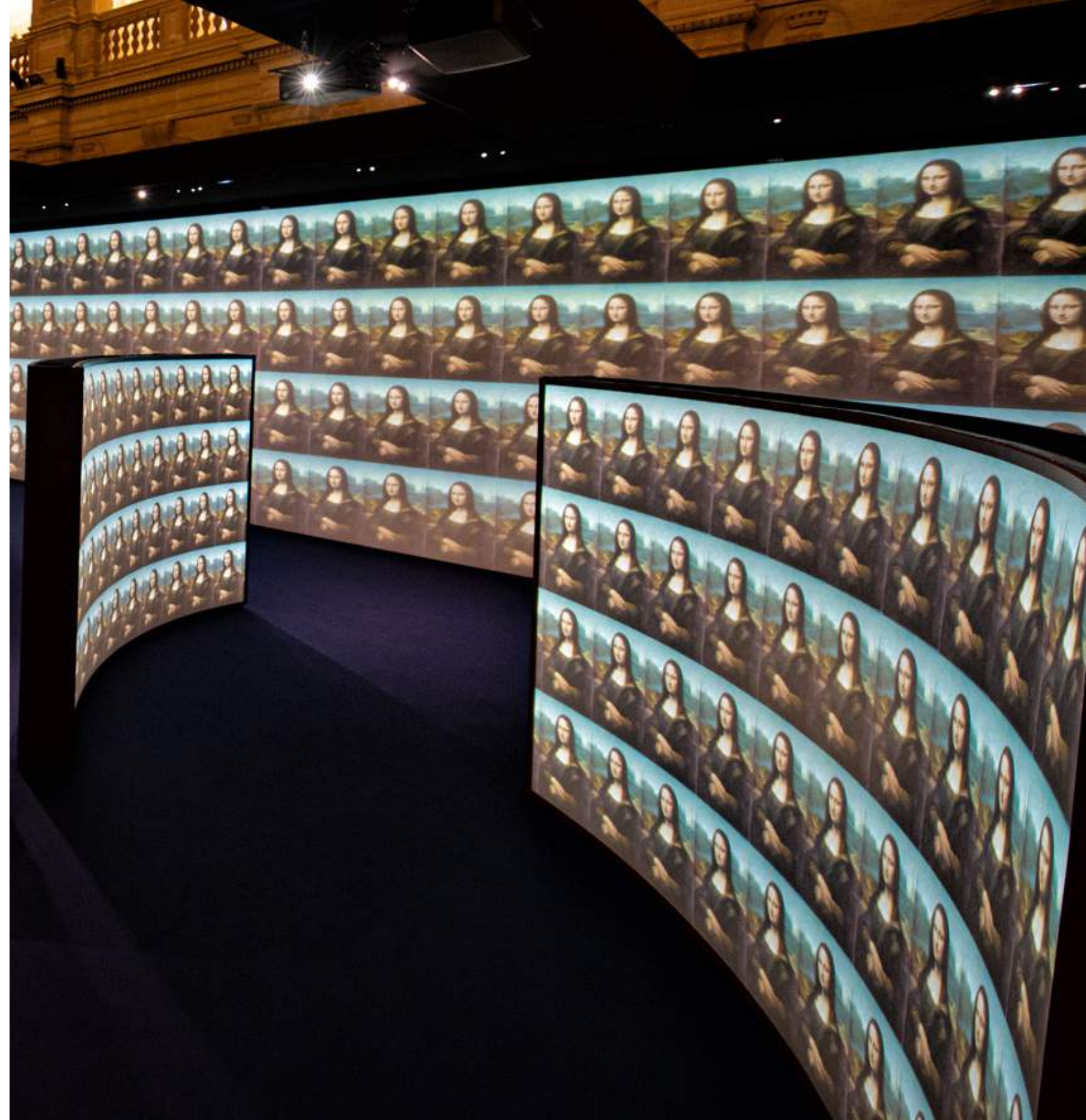


Mona Lisa, an immersive experience

Concept of the exhibition

No painting is more famous than the Mona Lisa. Leonardo da Vinci began painting in Florence in the early years of the sixteenth century, but never quite put the finishing touch to it, as he worked slowly and devotedly up until his death. Today, it attracts more than 10 million visitors every year to the Louvre, as all nationalities come and try to capture the essence and delight in the image. A myth, nourished by fantasy as well as history, adds to the perception of the painting and gives rise to a true “cult”.

The immersive digital experience designed by the Louvre Museum and the Grand Palais Immersif is presented through six sections, telling visitors the exceptional story of a painting that Leonardo da Vinci wanted to make his masterpiece, the symbol of the power of painting.



Walkthrough : Unveil the secrets behind the Mona Lisa

ENTRANCE

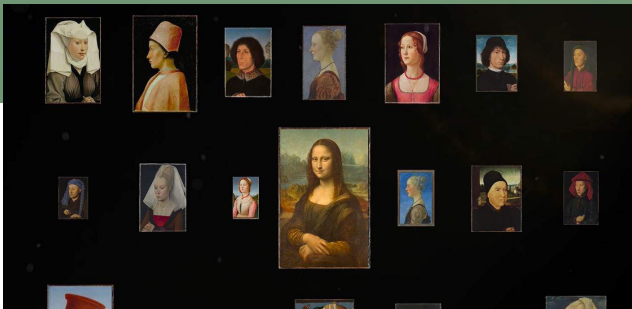
1. THE ORIGIN OF THE MYTH

The history of the painting and how it became the life challenge of one of the Masters of the Renaissance, Leonardo.



2. A LIVING PORTRAIT

Traditions of portraits, power of the gaze, choice of the position and the expression... How is an iconic portrait so alive?



3. UNDER OBSERVATION

Like an expert and conservator, explore the details of the painting, and the unique technique and learn more about Leonardo's *sfumato*!



Interactive table
Participate in the painting analysis

4. MONA LISA OBSESSION

The myth Mona Lisa, and its multiple influences on modern and contemporary artists, but also on pop culture !



Interactive table
Your Mona Lisa

5. THE MONA LISA HAS BEEN STOLEN!

The incredible history of the robbery of the painting in 1911.



Interactive table
Who is the thief ?

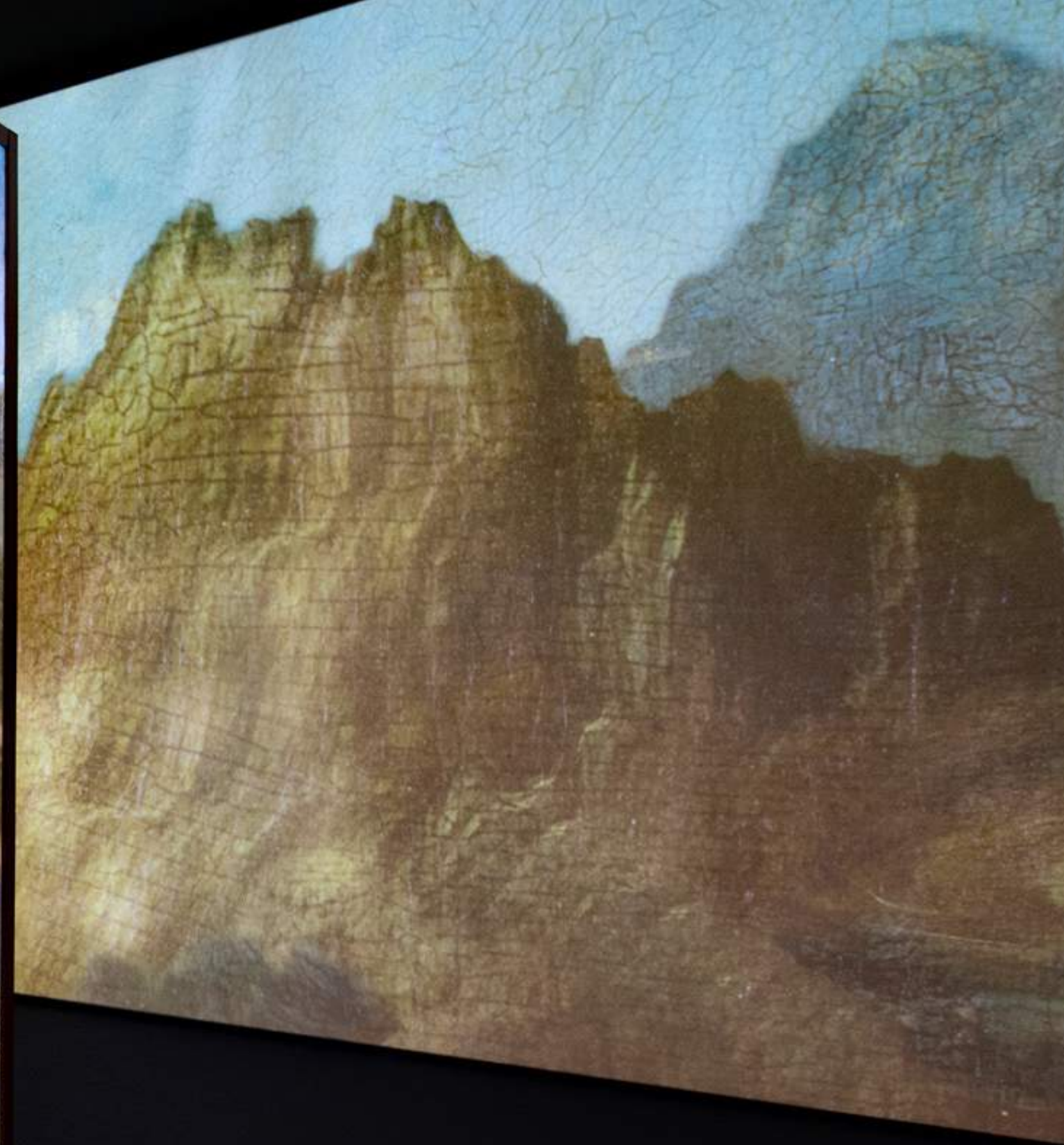


SHOP



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MONA LISA, AN IMMERSIVE EXPERIENCE, after Mona Lisa, Leonardo Da Vinci, 1503, Exhibition in La Bourse de Marseille, 2022



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MONA LISA, AN IMMERSIVE EXPERIENCE, after Mona Lisa, Leonardo Da Vinci, 1503, Exhibition in La Bourse de Marseille, 2022



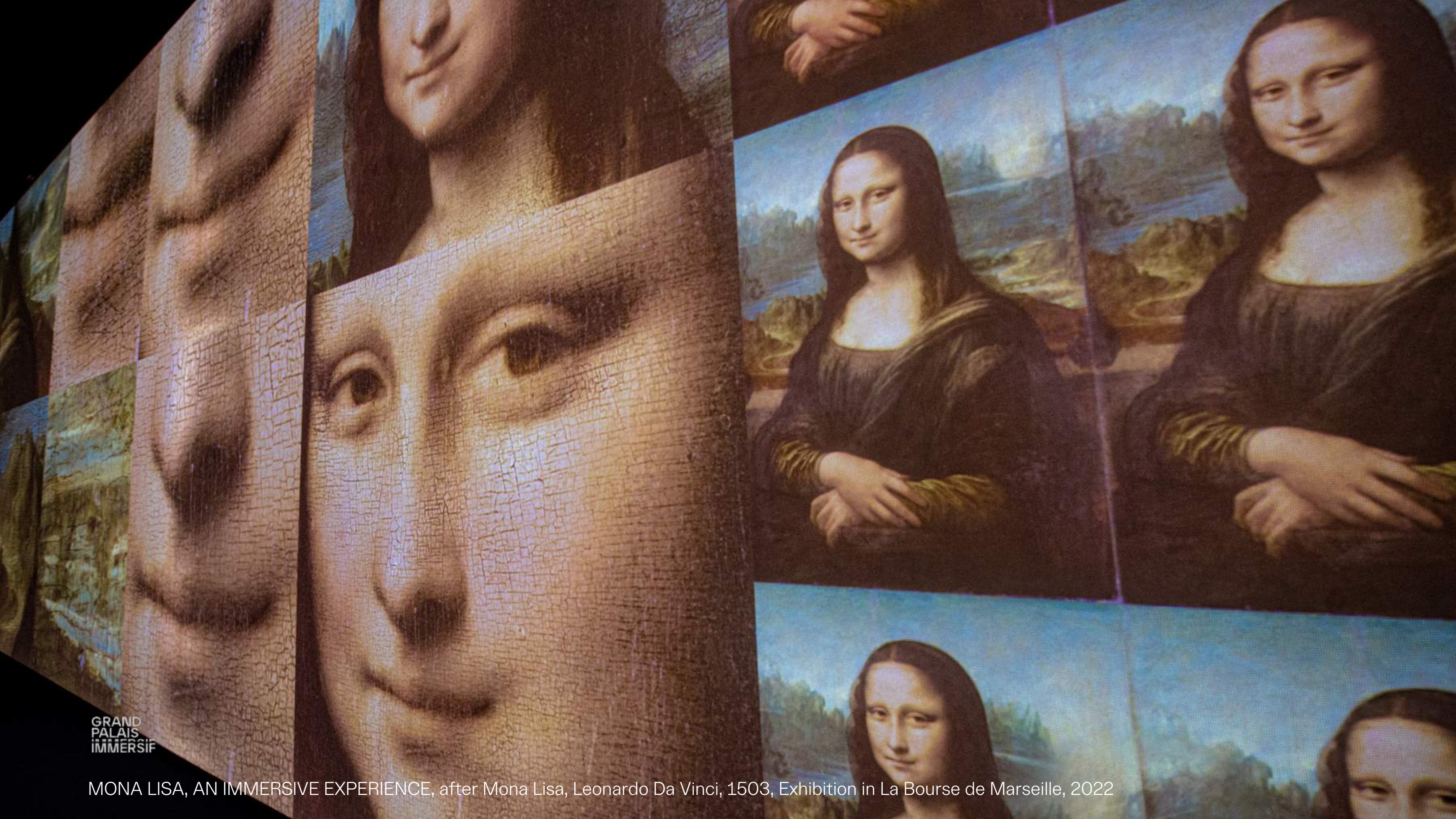
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MONA LISA, AN IMMERSIVE EXPERIENCE, after Mona Lisa, Leonardo Da Vinci, 1503, Exhibition in La Bourse de Marseille, 2022



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MONA LISA, AN IMMERSIVE EXPERIENCE, after Mona Lisa, Leonardo Da Vinci, 1503, Exhibition in La Bourse de Marseille, 2022



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MONA LISA, AN IMMERSIVE EXPERIENCE, after Mona Lisa, Leonardo Da Vinci, 1503, Exhibition in La Bourse de Marseille, 2022

3. Our future exhibitions

Clubbing

History Dances at Night, by Pierre Giner

Clubbing

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Clubbing

The global story of the nightclubs, by Pierre Giner

Welcome to Clubbing: History Dances at Night, an exhibition celebrating the captivating world of clubbing, where music, dance, fashion, and art come together to create a space of freedom and creativity. This is more than just an exhibition—it's a full immersion into the vibrant, living history of clubs that have shaped communities and transformed culture over the decades.

An unclassifiable, playful artist and relentless globetrotter, Pierre Giner has made new technologies, video, mobile phones, websites, and video games his creative playground.



Spring 2025



1h30 journey



Your Own
Avatar In The Journey

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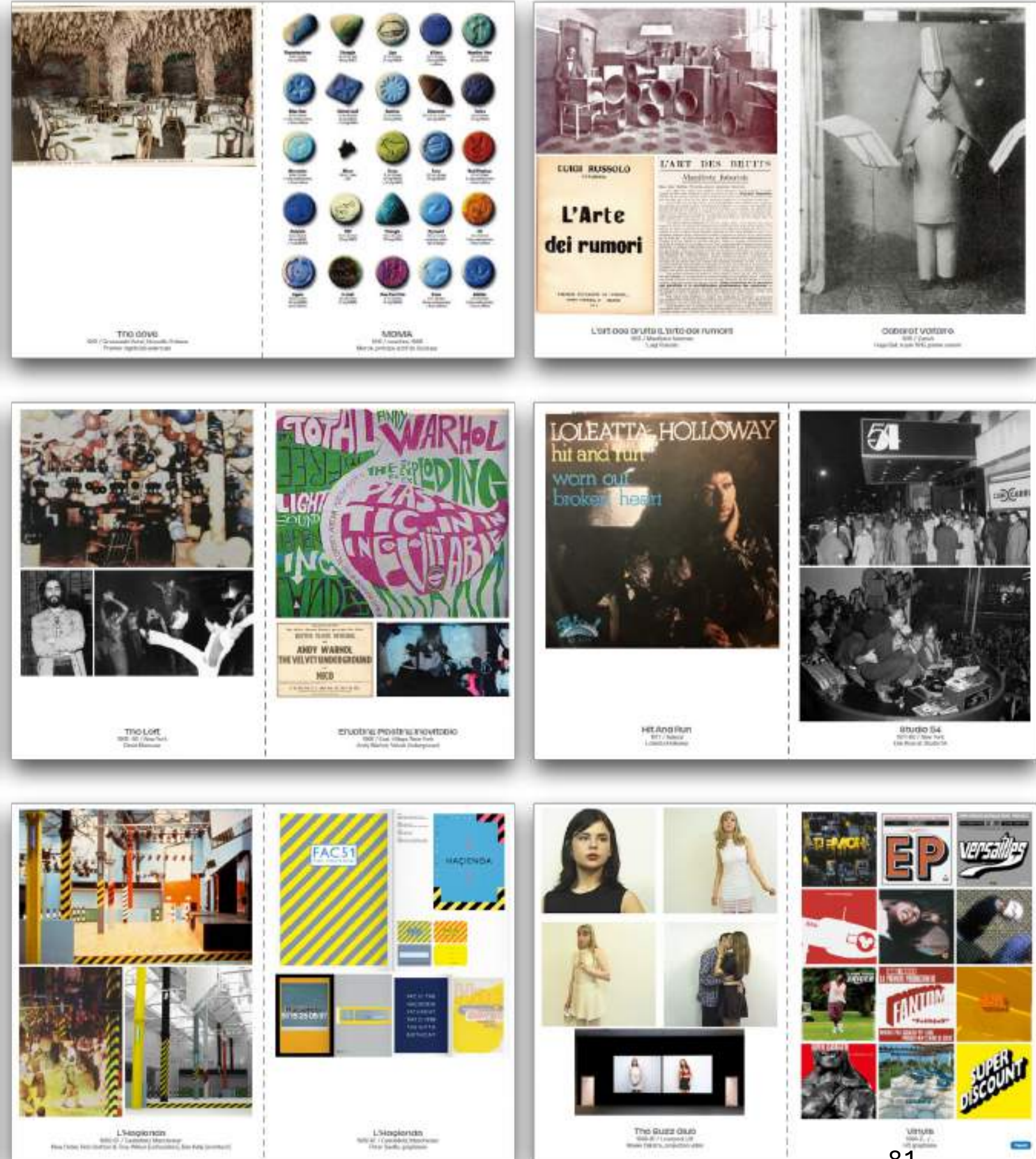
Clubbing

Concept of the exhibition

Dive into the evolution of clubbing, from the first underground clubs of the '60s and '70s to the rise of electronic music in the '80s and '90s, where star DJs and mega-clubs emerged. In cities like Milan, New York, Manchester, and Berlin, discover how these night spaces became creative havens. At the heart of the exhibition is a chronological journey through legendary clubs, with rare music and visual archives, captivating playlists, interviews, and contemporary interactive art that bring the history of nightlife alive as a dynamic art form.

For the first time, the Grand Palais Immersif transforms into a full-time nightclub, filled with live performances, DJ sets, audiovisuals, and immersive stories. Visitors are invited to share in this experience and feel the pulse of legendary nights thanks to their OWN AVATAR!

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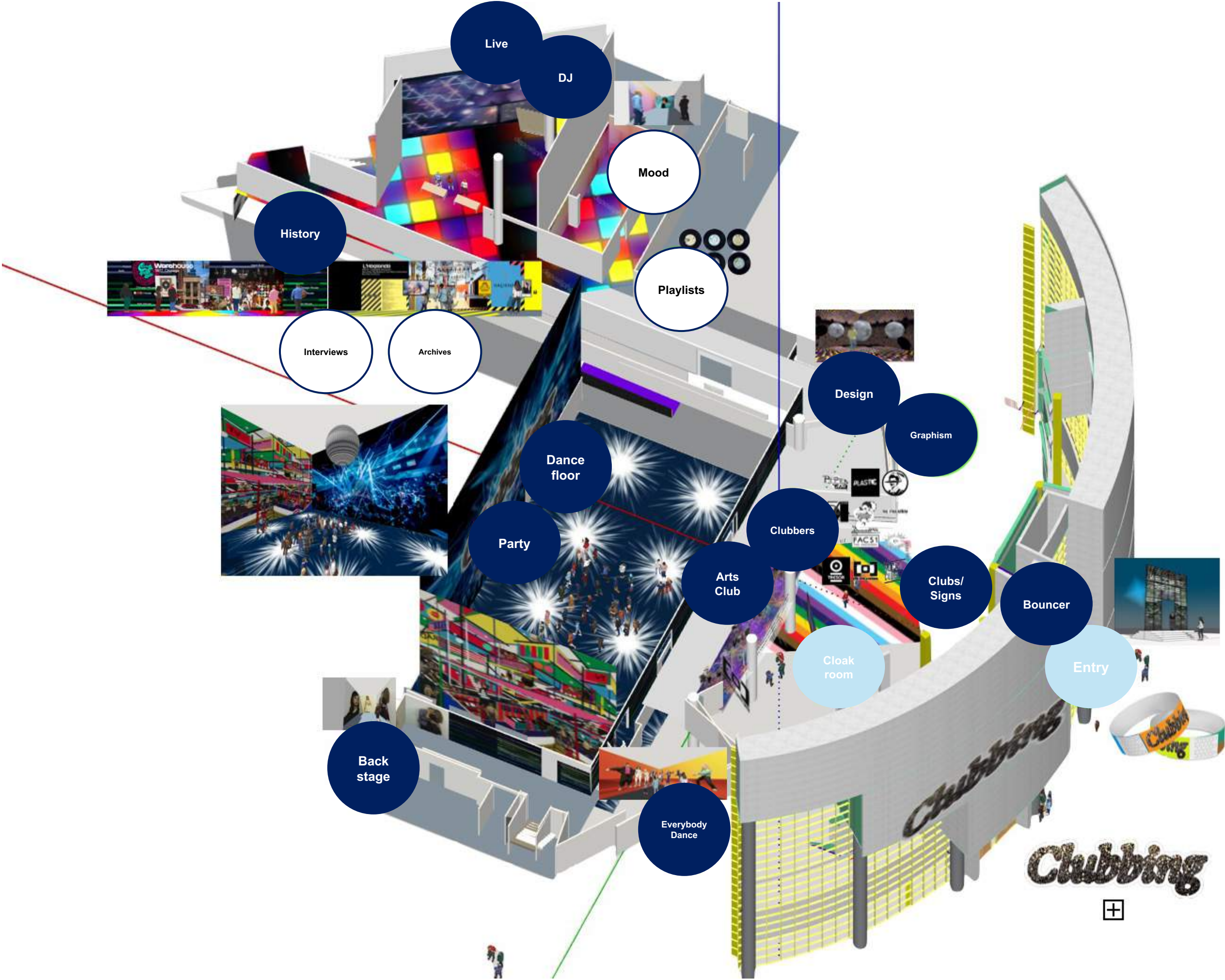


Walkthrough: An interactive journey into the Soul of the Night



Clubbing

Plan in Bastille



1.
Clubs /
Signs



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2.
Dancefloor

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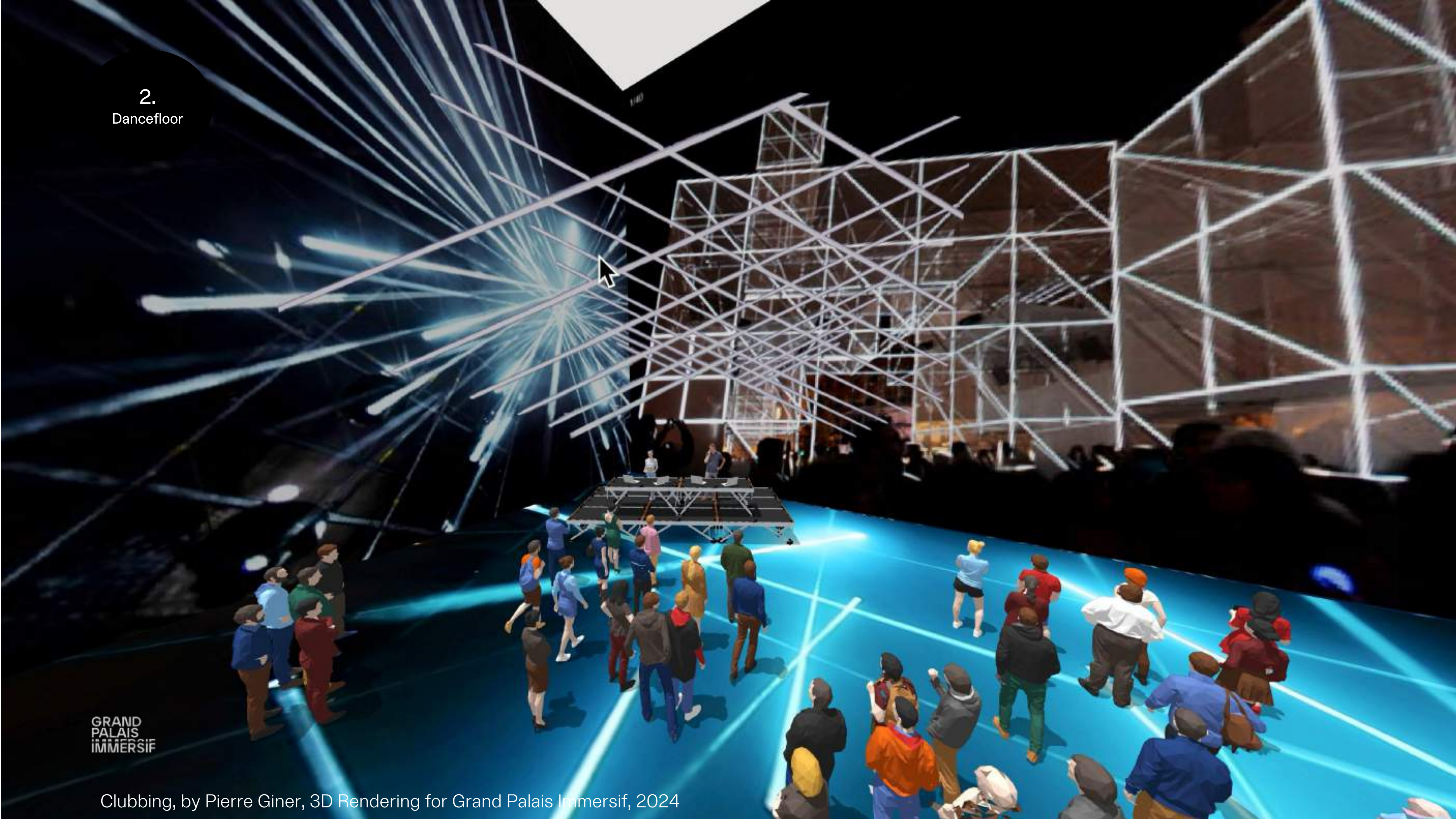
Clubbing, by Pierre Giner, 3D Rendering for Grand Palais Immersif, 2024



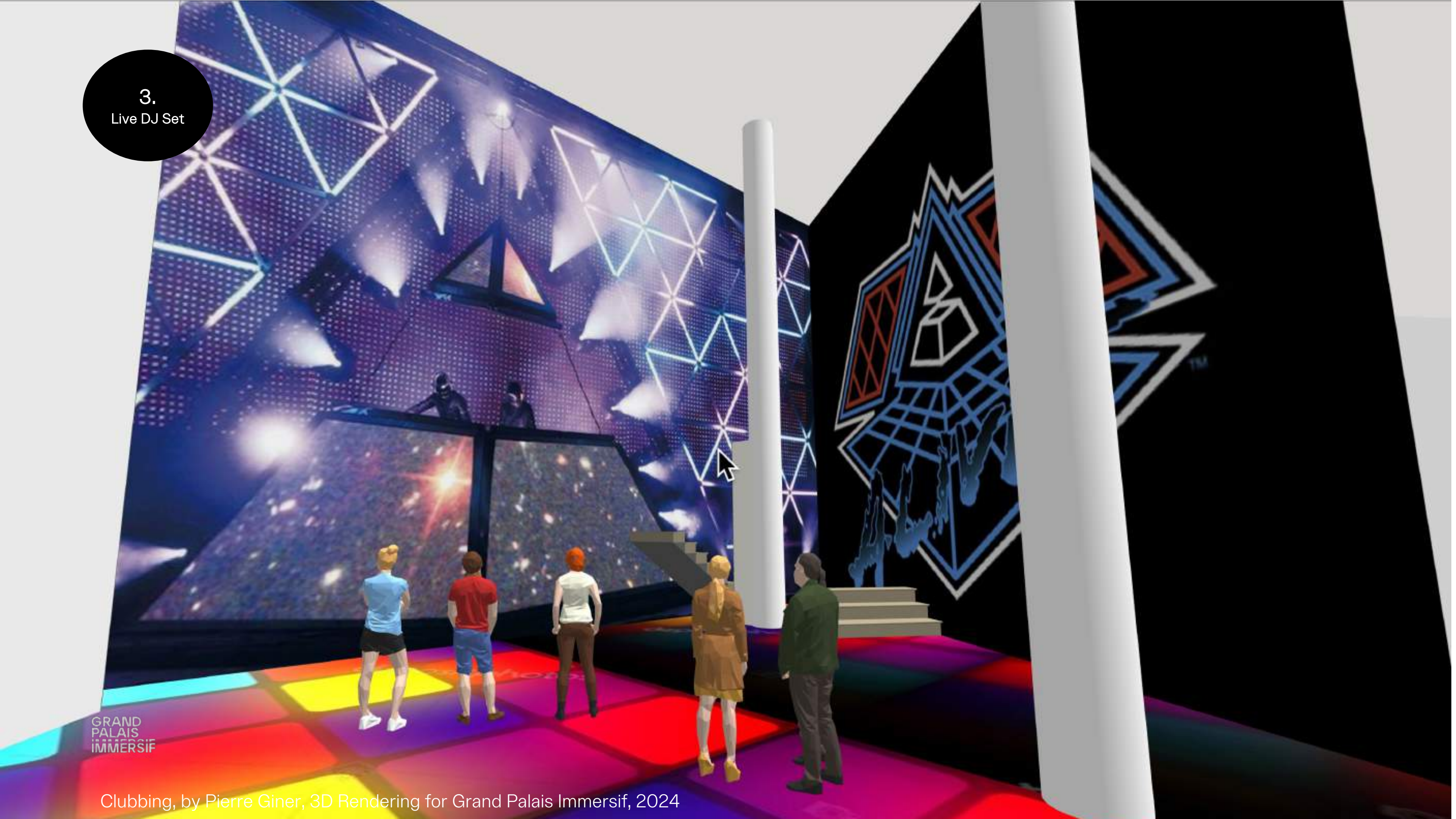
2.
Dancefloor

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Clubbing, by Pierre Giner, 3D Rendering for Grand Palais Immersif, 2024



3.
Live DJ Set



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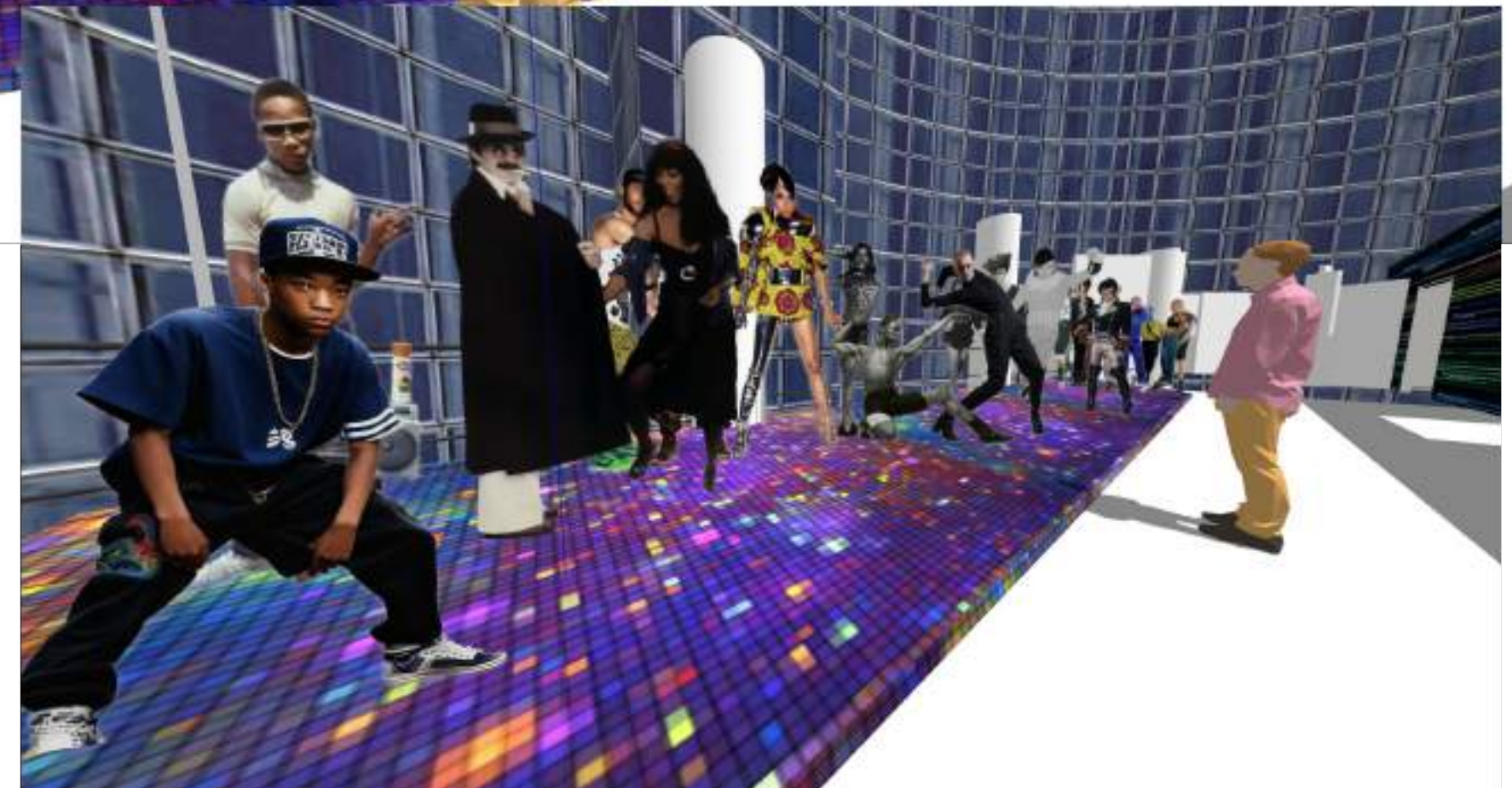
Clubbing, by Pierre Giner, 3D Rendering for Grand Palais Immersif, 2024

4.
History



Clubbing, by Pierre Giner, 3D Rendering for Grand Palais Immersif, 2024

5.
Clubbers



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Clubbing, by Pierre Giner, 3D Rendering for Grand Palais Immersif, 2024

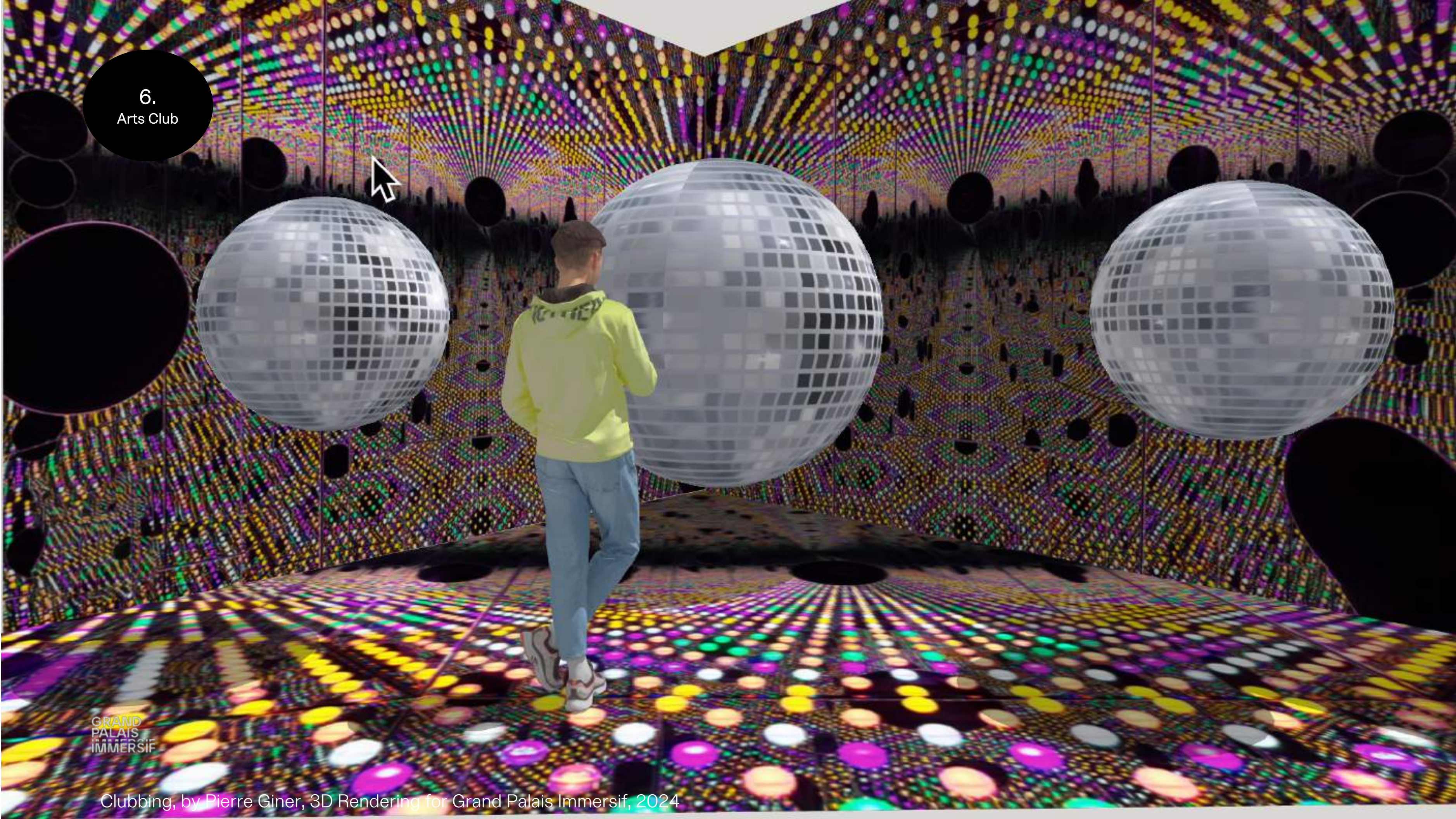
6.
Arts Club



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Clubbing, by Pierre Giner, 3D Rendering for Grand Palais Immersif, 2024

6.
Arts Club



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Clubbing, by Pierre Giner, 3D Rendering for Grand Palais Immersif, 2024

7.
*Everybody
Dance*



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Asian Ghosts

The Gory Tale of the Asian Underworld

Once Upon a Night, in the Asian Underworld

Coproduced with the **Musée Jacques Chirac - Quai Branly**, Asian Ghosts aims at bringing the rich ghostly culture to life. From Buddhist culture to J-Horror, Hokusai prints to Pac-Man, and Thai spirit lore to horror manga, ghosts have long haunted the Asian imagination. In China, Thailand, and Japan, this fascination is real, shaping a range of cultural expressions—from wandering spirits and vengeful cat-women to hopping vampires and yōkai.

This exhibition will offer a captivating encounter with Asian ghost lore, building connections between past exhibits and contemporary and engaging an international audience.



Fall 2025



1h30 journey

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 **MUSÉE DU QUAI BRANLY
JACQUES CHIRAC**

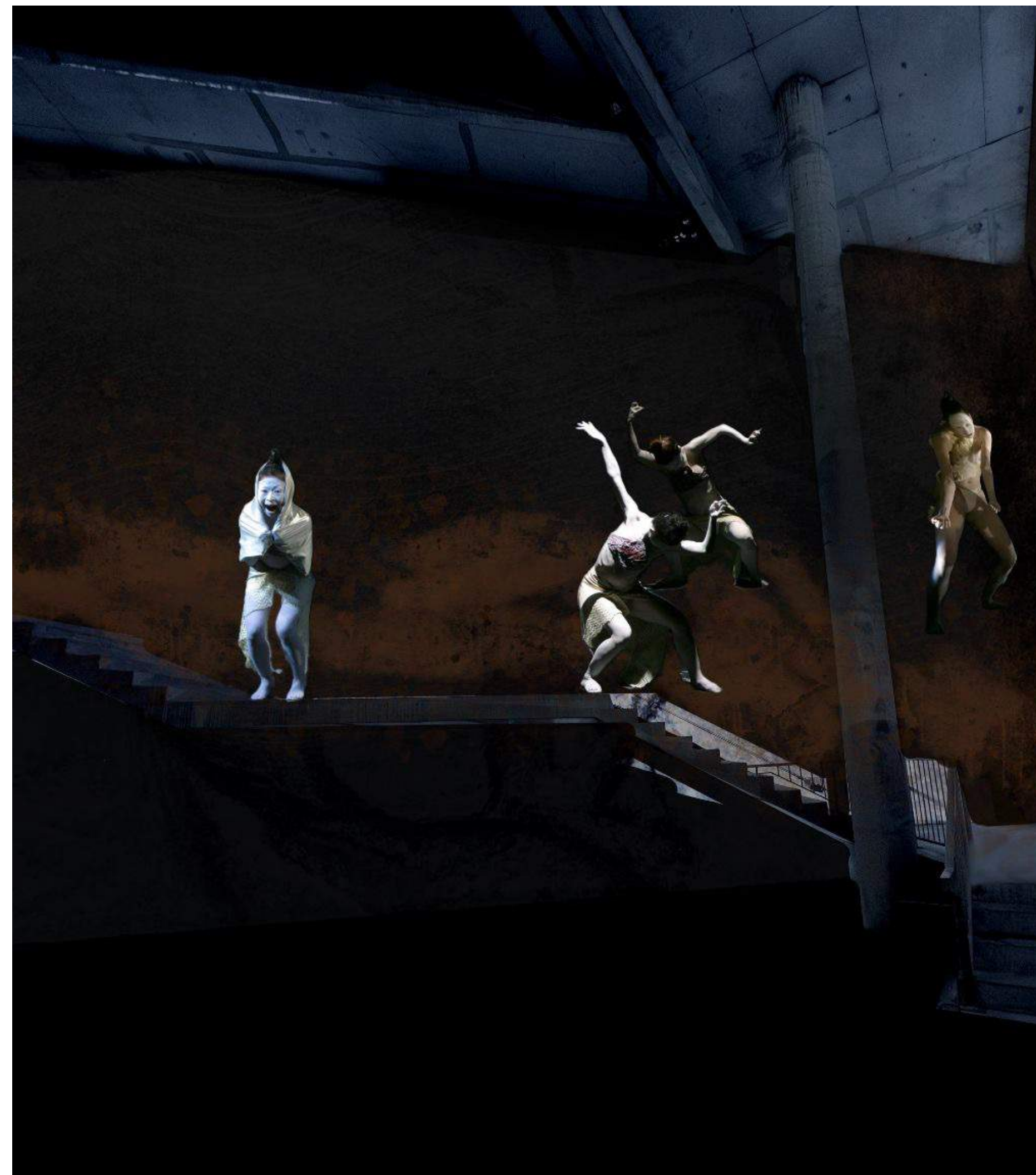


Concept of the exhibition

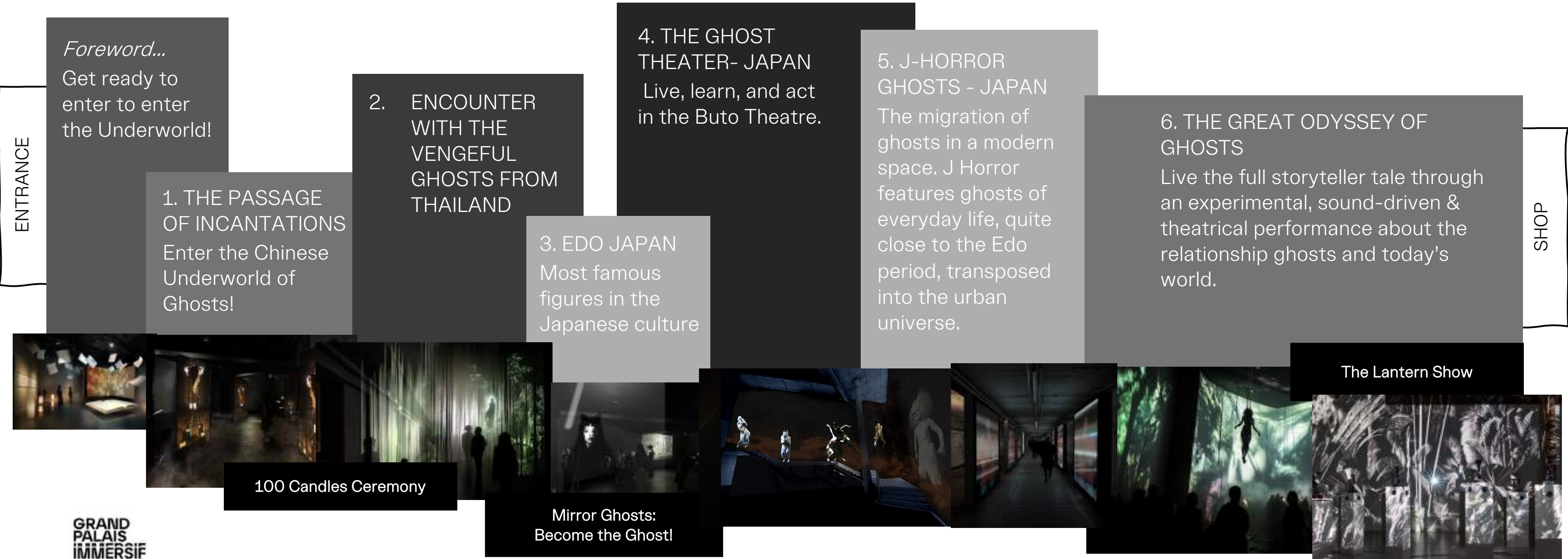
"Ghosts of Asia" is an immersive exhibition that takes visitors on a journey to meet the Ghosts by recreating captivating worlds and characters. Ghosts are figures that appear across various cultures and societies, extending far beyond questions of mere belief. Our exhibition showcases apparitions and tells stories as they exist in Asia, where ghosts are an integral part of life, culture, and the arts.

The use of digital technologies emerges as the most natural and fitting way to embody these apparitions and supernatural characters. These technologies allow us to portray the ghostly presence while preserving its ethereal nature. At the heart of our approach lies the promise of a unique emotional experience. We aim to evoke fascination through our ghosts—fear joy as well—by engaging all the senses of our visitors.

Meeting these entities should be a memorable experience because, without a doubt, ghosts exist!



Walkthrough: Enter the Underworld of Asian Ghosts!



FOREWORD

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Asian Ghots, 3D Rendering, Grand Palais Immersif x Musée Jacques Chirac, Quai Branly, 2024

1. THE
PASSAGE OF
INCANTATIONS

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× 1. THE PASSAGE OF INCANTATIONS



TAOIST PRIESTS

EXORCISM IN CHINA

TAOIST PRIESTS CONTROL VAMPIRES USING PAPER CHARMS, PEACH WOOD SWORDS, MIRRORS, AND MAGIC DIAGRAMS. THE SYMBOLS OF YIN AND YANG, STICKY RICE, AND SAKE REPEL THE JIANGSHI, MUCH LIKE GARLIC AND CRUCIFIXES ARE USED IN THE WEST. GENERALLY, OBJECTS ASSOCIATED WITH PURITY, FERTILITY, AND UNIVERSAL HARMONY ARE NATURALLY EFFECTIVE IN DRIVING AWAY MALEVOLENT SPIRITS.

BY INVOKING CELESTIAL GENERALS, DEMON HUNTERS.

THE SPIRITUAL AND BODILY BREATHS THAT ANIMATE A PERSON DISPERSE AFTER DEATH. THE FIRST (SHEN) ASCEND TO THE SKY, WHERE THEY CAN BE DIVINIZED, WHILE THE SECOND (GUAI) RETURN TO THE EARTH. IF THE GUAI ARE NOT NOURISHED BY

1. THE
PASSAGE OF
INCANTATIONS

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PALAIS
IMMERSIF

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✕ 1. THE PASSAGE OF INCANTATIONS



0:00

0:40

THE STORY OF THE JIANGSHI

CORPSE IN CHINESE FOLKLORE

THE JIANGSHI, ALSO KNOWN AS THE "HOPPING VAMPIRE" IS A TYPE OF REANIMATED CORPSE IN CHINESE FOLKLORE. THESE CREATURES ARE DISTINCTIVELY KNOWN FOR THEIR STIFF MOVEMENTS AND THEIR METHOD OF LOCOMOTION, WHICH INVOLVES HOPPING RATHER THAN WALKING.

JIANGSHI ARE BELIEVED TO BE CREATED WHEN A PERSON'S SOUL FAILS TO LEAVE THE BODY AFTER DEATH, OFTEN DUE TO IMPROPER BURIAL RITUALS, A VIOLENT DEATH, OR THE INFLUENCE OF DARK MAGIC. THE CORPSE BECOMES REANIMATED AND IS DRIVEN BY A DESIRE TO ABSORB THE LIFE FORCE (QI) OF THE LIVING.

2.
ENCOUNTER
WITH THE
VENGEFUL
GHOSTS

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2.
ENCOUNTER
WITH THE
VENGEFUL
GHOSTS

GRAND
PALAIS
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Asian Ghots, 3D Rendering, Grand Palais Immersif x Musée Jacques Chirac, Quai Branly, 2024

✕ 2. ENCOUNTER WITH THE VENGEFUL GHOSTS

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THE STORY OF NANG NAK

NANG NAK, ALSO KNOWN AS MAE NAK PHRA KHANONG, IS ONE OF THE MOST FAMOUS AND ENDURING GHOST LEGENDS IN THAILAND. THE STORY IS SET IN THE 19TH CENTURY IN THE PHRA KHANONG DISTRICT OF BANGKOK.

ACCORDING TO LEGEND, NAK WAS A BEAUTIFUL YOUNG WOMAN DEEPLY IN LOVE WITH HER HUSBAND, MAK. WHILE MAK WAS CONSCRIPTED INTO THE ARMY AND SENT AWAY TO WAR, NAK TRAGICALLY DIED DURING CHILDBIRTH, ALONG WITH HER UNBORN CHILD. WHEN MAK RETURNED HOME, UNAWARE OF THEIR DEATHS, HE FOUND NAK AND THEIR BABY SEEMINGLY WAITING FOR HIM. DELIGHTED, HE RESUMED HIS LIFE WITH THEM, NOT REALIZING THEY WERE SPIRITS.

VILLAGERS WHO TRIED TO WARN MAK ABOUT NAK'S TRUE NATURE

3. EDO JAPAN

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× 3. EDO JAPAN



STORY OF OIWA

OIWA IS THE MOST FAMOUS OF JAPANESE GHOSTS.

YOTSUYA KAIIDAN (四谷怪談), THE STORY OF OIWA AND TAMIYA IEMON,[A] IS A TALE OF BETRAYAL, MURDER AND GHOSTLY REVENGE. ARGUABLY THE MOST FAMOUS JAPANESE GHOST STORY OF ALL TIME, IT HAS BEEN ADAPTED FOR FILM OVER 30 TIMES AND CONTINUES TO BE AN INFLUENCE ON JAPANESE HORROR TODAY.

WRITTEN IN 1825 BY TSURUYA NANEOKU IV AS A KABUKI PLAY, THE ORIGINAL TITLE WAS TŌKAIJŌ YOTSUYA KAIIDAN (東海道四谷怪談, GHOST STORY OF YOTSUYA IN TOKAIDO). IT IS NOW GENERALLY SHORTENED, AND LOOSELY TRANSLATES AS GHOST STORY OF YOTSUYA.

3. EDO
JAPAN

GRAND
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× 3. EDO JAPAN



0:00

0:40

THE STORY OF KAIBYŌ

VAMPIRE CATS AND DEMONS WITH ANIMAL TRANSFORMATIONS

THE CAT-WOMAN IS WHAT JAPANESE FOLKLORE HAS THAT IS CLOSEST TO THE VAMPIRES AND WEREWOLVES WHO TRIUMPHED ON WESTERN SCREENS IN THE 20TH CENTURY. THE KAIBYŌ STANDS OUT WITH ITS PRODIGIOUS ACROBATICS AND MANIPULATES HUMANS LIKE PUPPETS ON STRINGS. THE GHOSTS OF J-HORROR WILL NOT FORGET THESE STRANGE GESTURES REMINISCENT OF MODERN DANCE.

THE PRIMARY FUNCTION OF CATS IN JAPAN WAS TO PROTECT SACRED SCROLLS AND TEMPLES FROM RODENTS. IT IS NOT SURPRISING THAT THEY ARE ASSOCIATED WITH THE WORLD OF SPIRITS. THEIR MYSTERIOUS NATURE AND LEGENDARY BIRTH GIVE RISE TO THE BAKENKO (MONSTER CAT), EQUALLY CALLED KAIBYŌ (SUPERNATURAL CAT).

3. EDO JAPAN



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× 3. EDO JAPAN



0:00

0:40

THE STORY OF YOKAI

FROM HISTORY TO POP CULTURE

YOKAI IS A CATCHALL JAPANESE WORD FOR GHOSTS, DEMONS, MONSTERS, SHAPESHIFTERS, TRICKSTERS, AND OTHER KINDS OF SUPERNATURAL BEINGS AND MYSTERIOUS PHENOMENA. YOKAI INTERACT WITH THE HUMAN WORLD AND SPARK COMMON NOTIONS OF FRIGHTFUL THINGS.

YOKAI IMAGES BURST ONTO THE POPULAR SCENE THANKS TO WOODBLOCK PRINT TECHNOLOGY IN THE EDO PERIOD (1603-1867). NOW, COPIES OF A PRINT COULD BE CREATED QUICKLY AND CHEAPLY. WHEREAS THE EARLY SCROLL PAINTINGS HAD LIMITED AUDIENCES, PRINTS WERE ACCESSIBLE AND AFFORDABLE. AS SPECIFIC DEPICTIONS OF YOKAI BEGAN TO CIRCULATE AMONG THE MASSES, THE IMAGES BECAME POPULAR CULTURAL REFERENCES.

MIRROR
GHOSTS

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4. THE
GHOST
THEATER



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5. J-HORROR
GHOSTS

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5. J-HORROR
GHOSTS

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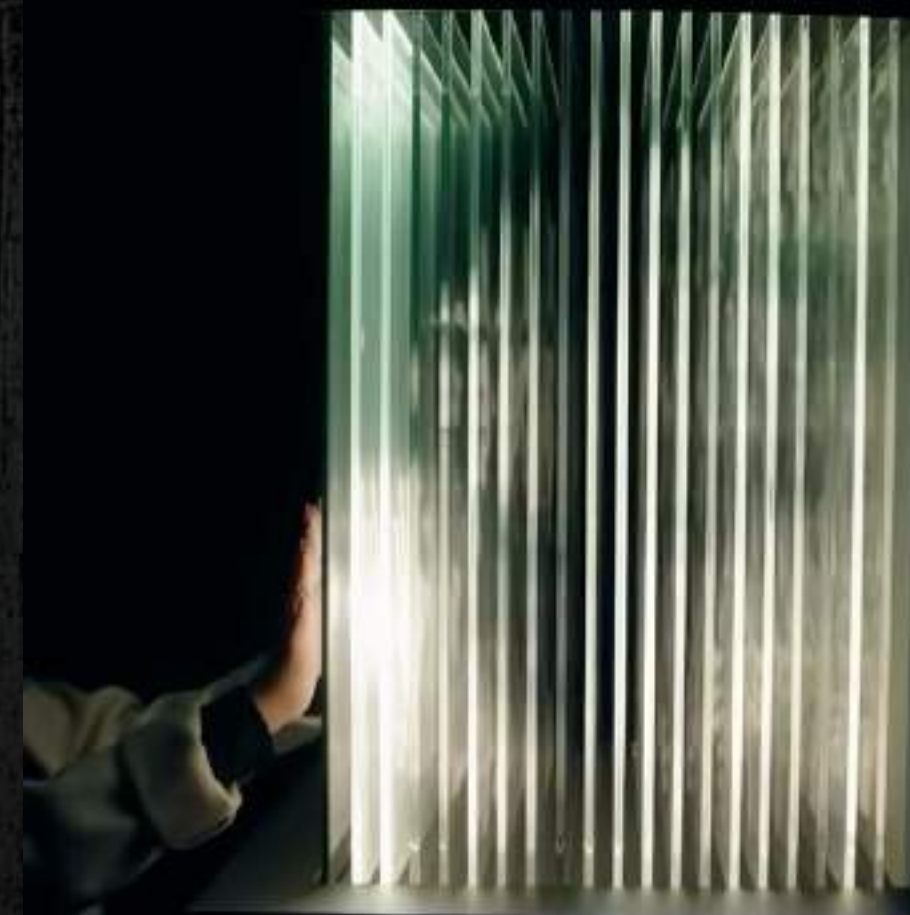
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5. J-HORROR
GHOSTS

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Asian Ghots, 3D Rendering, Grand Palais Immersif x Musée Jacques Chirac, Quai Branly, 2024



6. THE
GREAT
ODYSSEY OF
GHOSTS

GRAND
PALAIS
IMMERSIF

Asian Ghots, 3D Rendering, Grand Palais Immersif x Musée Jacques Chirac, Quai Branly, 2024



6. THE
GREAT
ODYSSEY OF
GHOSTS



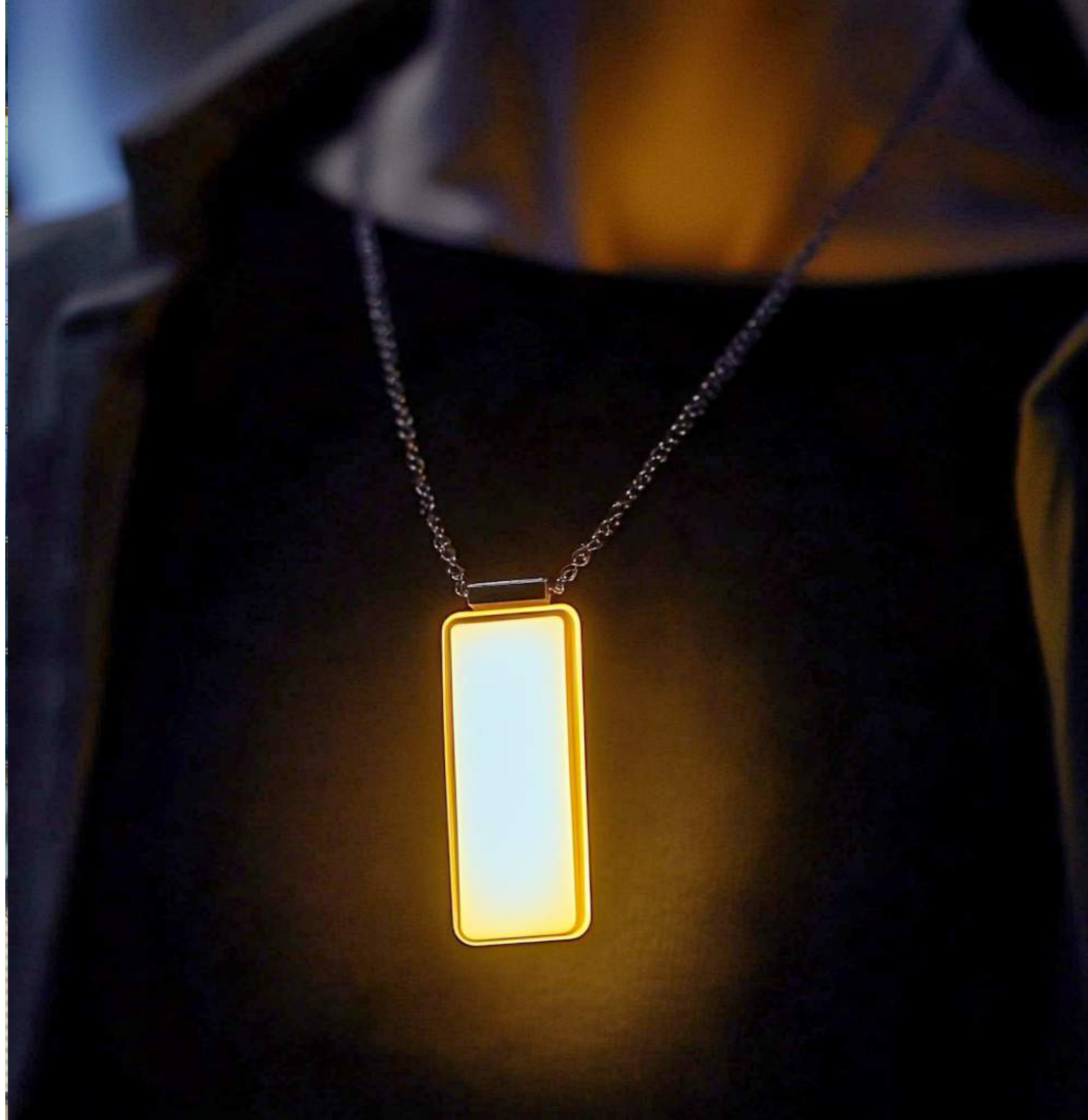
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An enriched experience

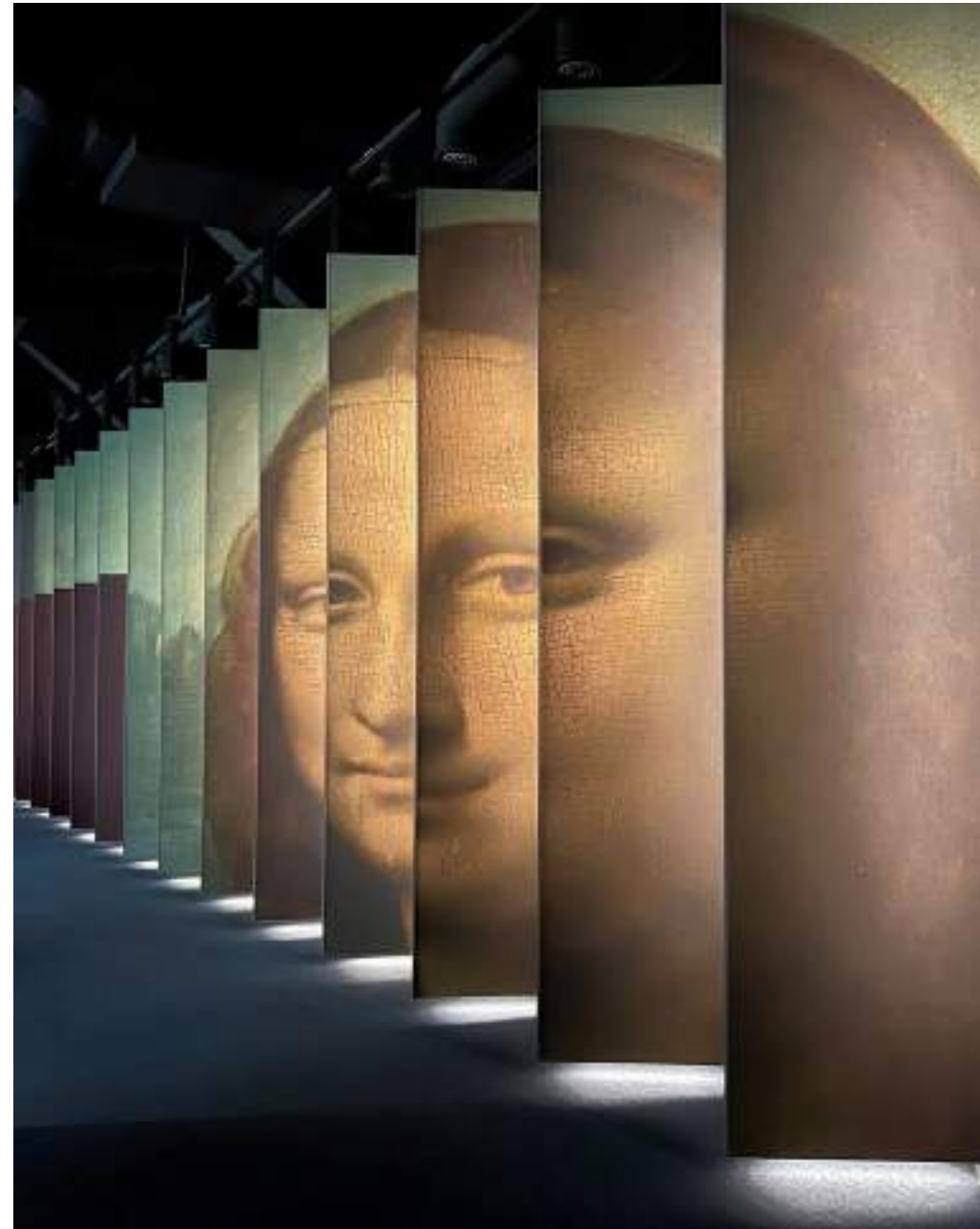
A connected necklace

On sale at the ticket office, the bracelet reacts to each encounter with a Ghost. The bracelet comes alive in the cathedral room during the Grand Final Show, echoing the lantern show that closes the Great Odyssey, and allows the ghosts to be freed.



4. Our exhibitions abroad

Mona Lisa



Mona Lisa Immersive @Bunkamura Museum
Icheon, South Korea (2024)

Eternal Mucha



Eternal Mucha @Bunkamura Museum
Tokyo, Japan (2024)



Eternal Mucha @Taubman Museum
Roanoke, USA (2024)



Eternal Mucha @Hangzhou
Hangzhou, China (2024)

Thank you.

GRAND
PALAIS
IMMERSIF