

EXHIBITIONS by Grand Palais Immersif



GRAND
PALAIS
IMMERSIF

Table of contents

Introduction

1. Our approach
2. Our catalogue
3. Our future exhibitions
4. Our exhibitions abroad

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.

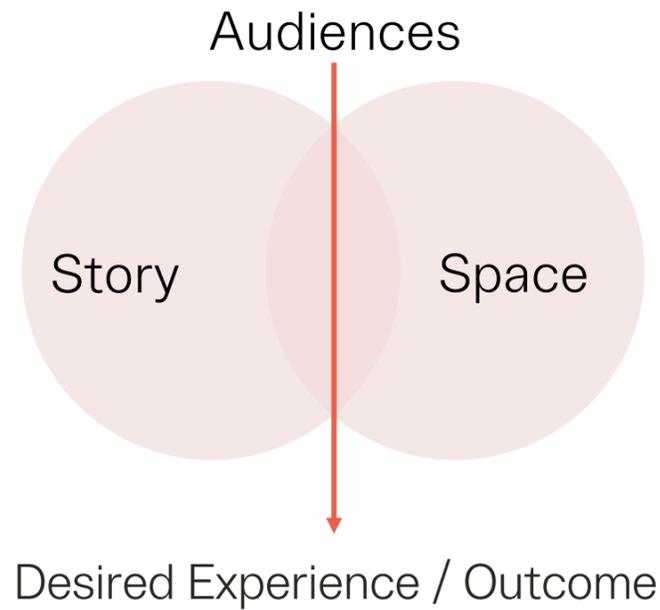
Our mission: is to make art and culture accessible to the widest possible audience, offering immersive sensory experiences and emotional journeys through meaningful stories.

1. Our approach

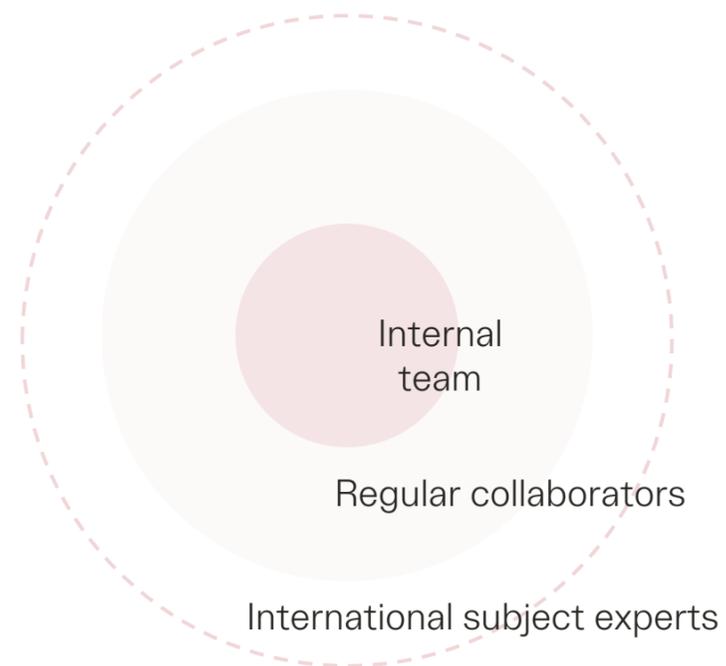
Our creative approach

We conceive and create exhibitions as an experience

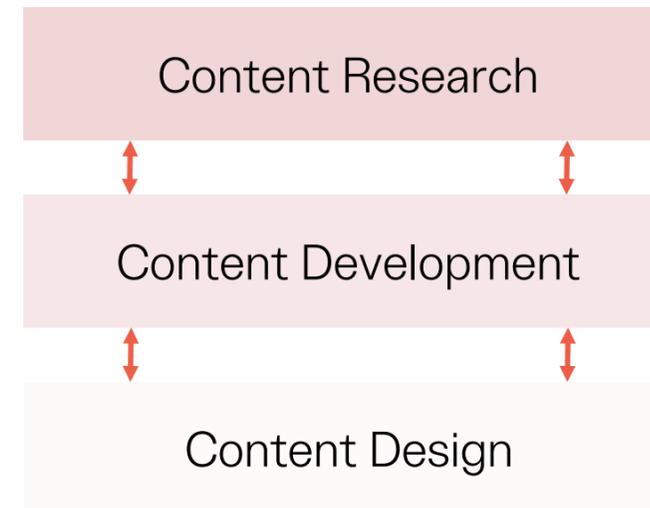
We are storytellers
in space



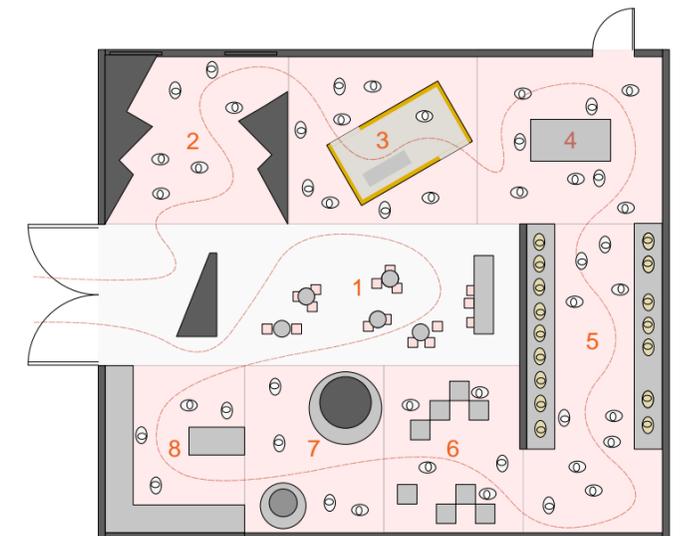
We gather the best
curatorial experts



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



We map visitor
journeys



Our creative approach

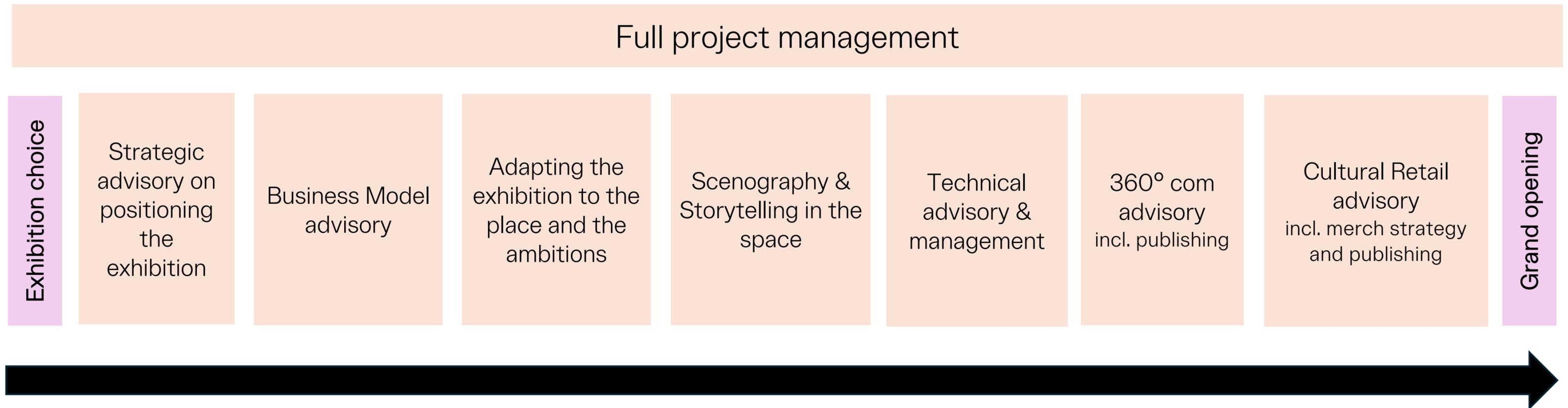
Craft an immersive journey like a movie



GRAND PALAIS IMMERSIF

Our ways of working

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.

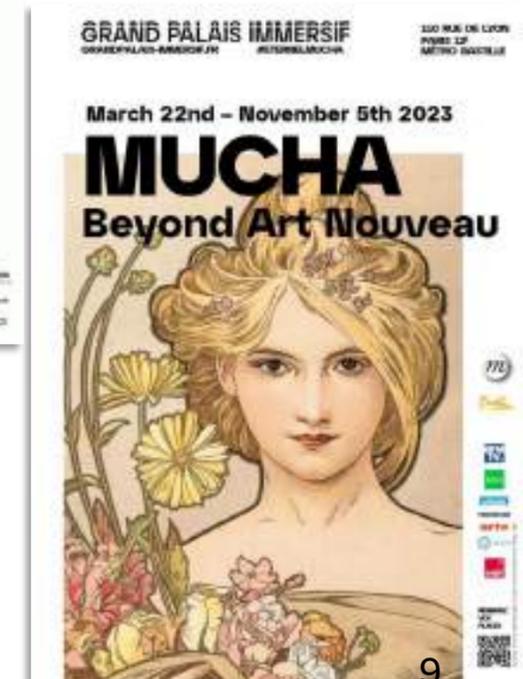
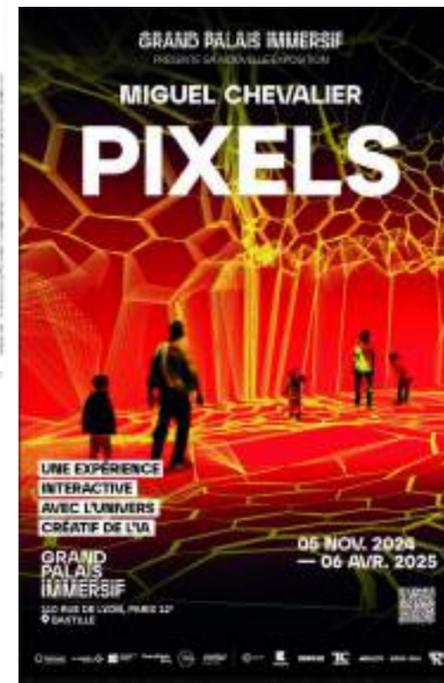
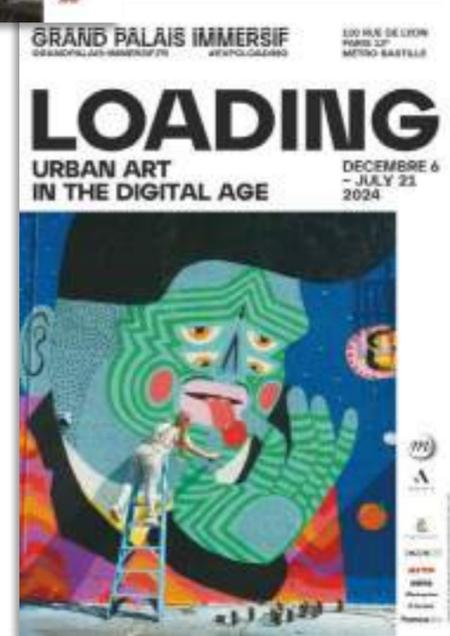
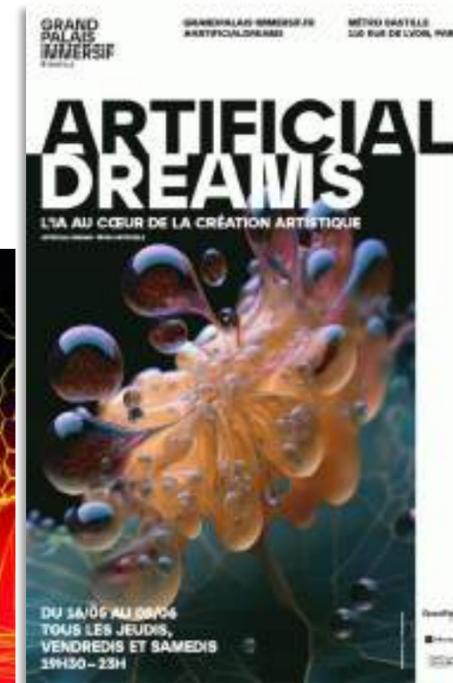
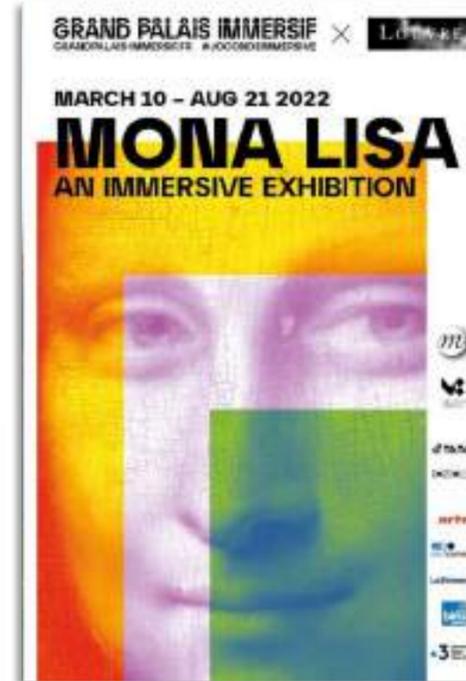
Dimensions

From 300 to 1,200 sqm

Ceiling minimal height 4,5 m

Our catalogue

Offer innovative formats, tell unforgettable stories



GRAND
PALAIS
IMMERSIF

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. *Pixels* 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



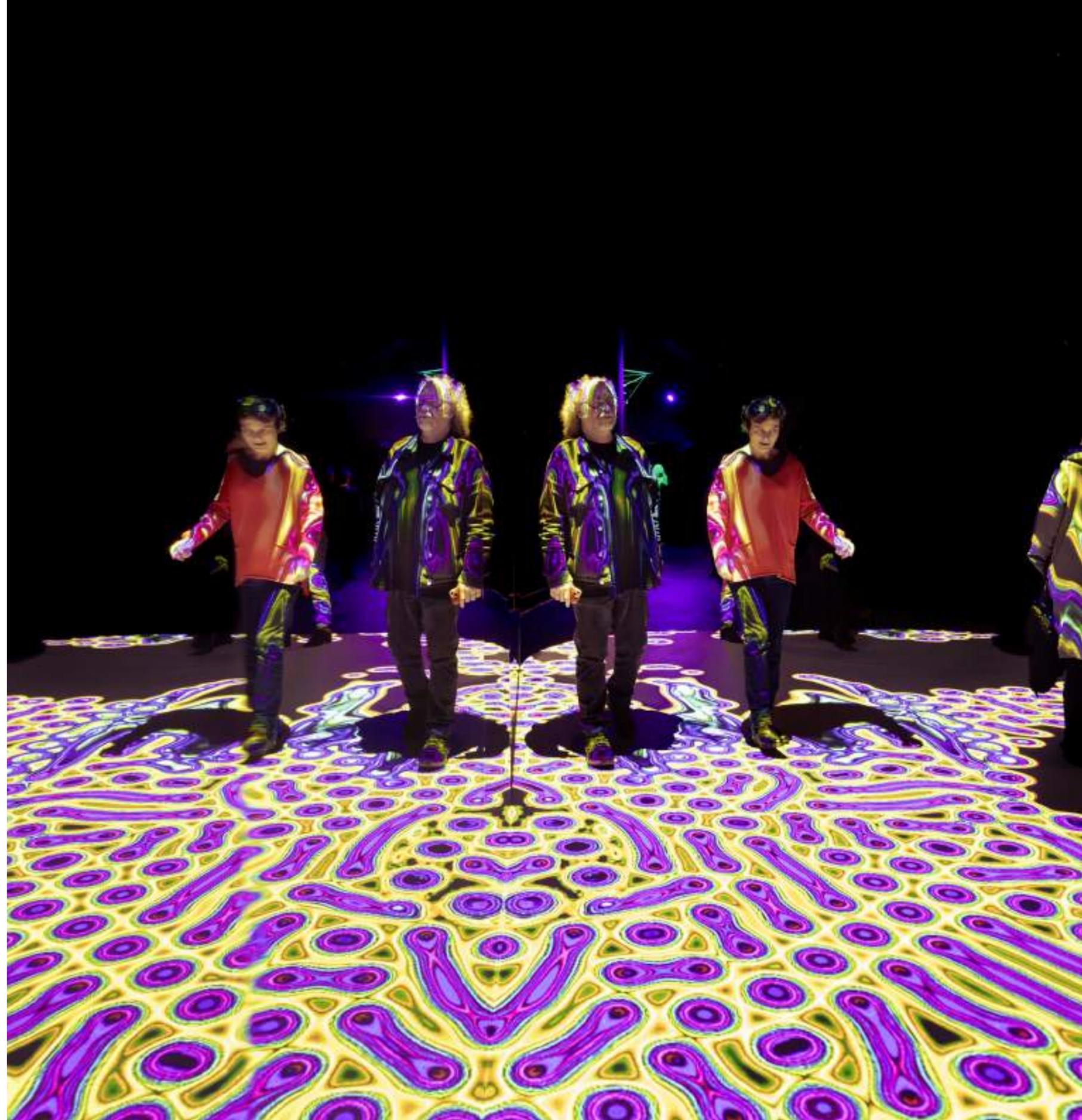
Pixels

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.

GRAND
PALAIS
IMMERSIF



Walkthrough (video)

ENTRANCE

INTERLUDE
Complex Meshes

THE EYE OF THE MACHINE
Explore an artistic interpretation of video surveillance. How does the machine see you?

FRACTAL CLOUD
Fractals thus offer new possibilities for representing emptiness and eternity, with unlimited plays of scale.

MACHINE DREAMING
A form of inspiration notebook in the age of AI.

THE ORIGIN OF THE WORLD
An interactive cellular automata on your

THE GRAND CATHEDRAL ROOM
Complex Meshes

SHOP

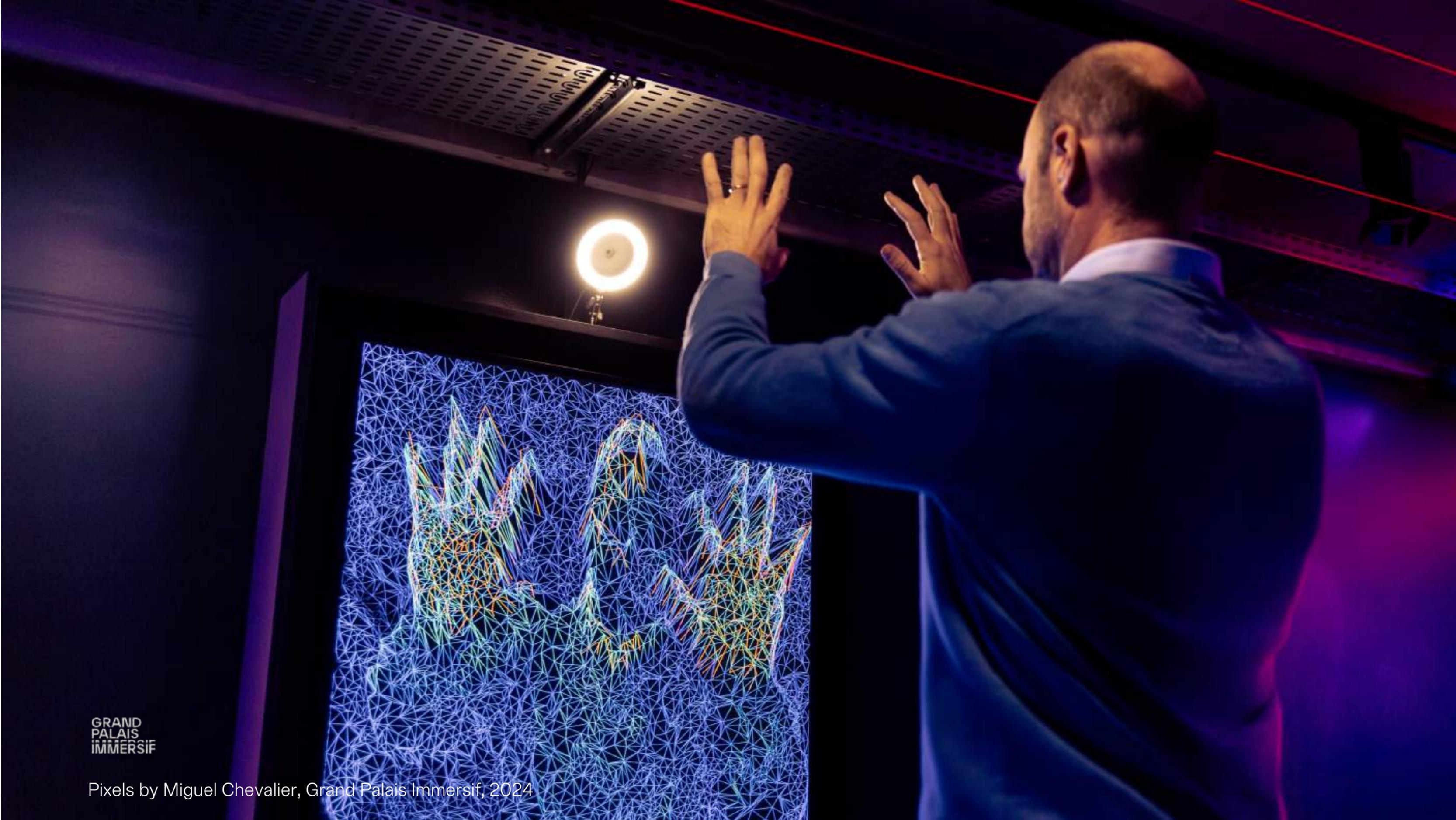
CYBERSPACE
A Dive in a Data Universel with Thomas Roussel

LIGHT
Discover physical art pieces about light, voxels and data

RHIZOMATIQUE
A Pixel in real, life-size, details.

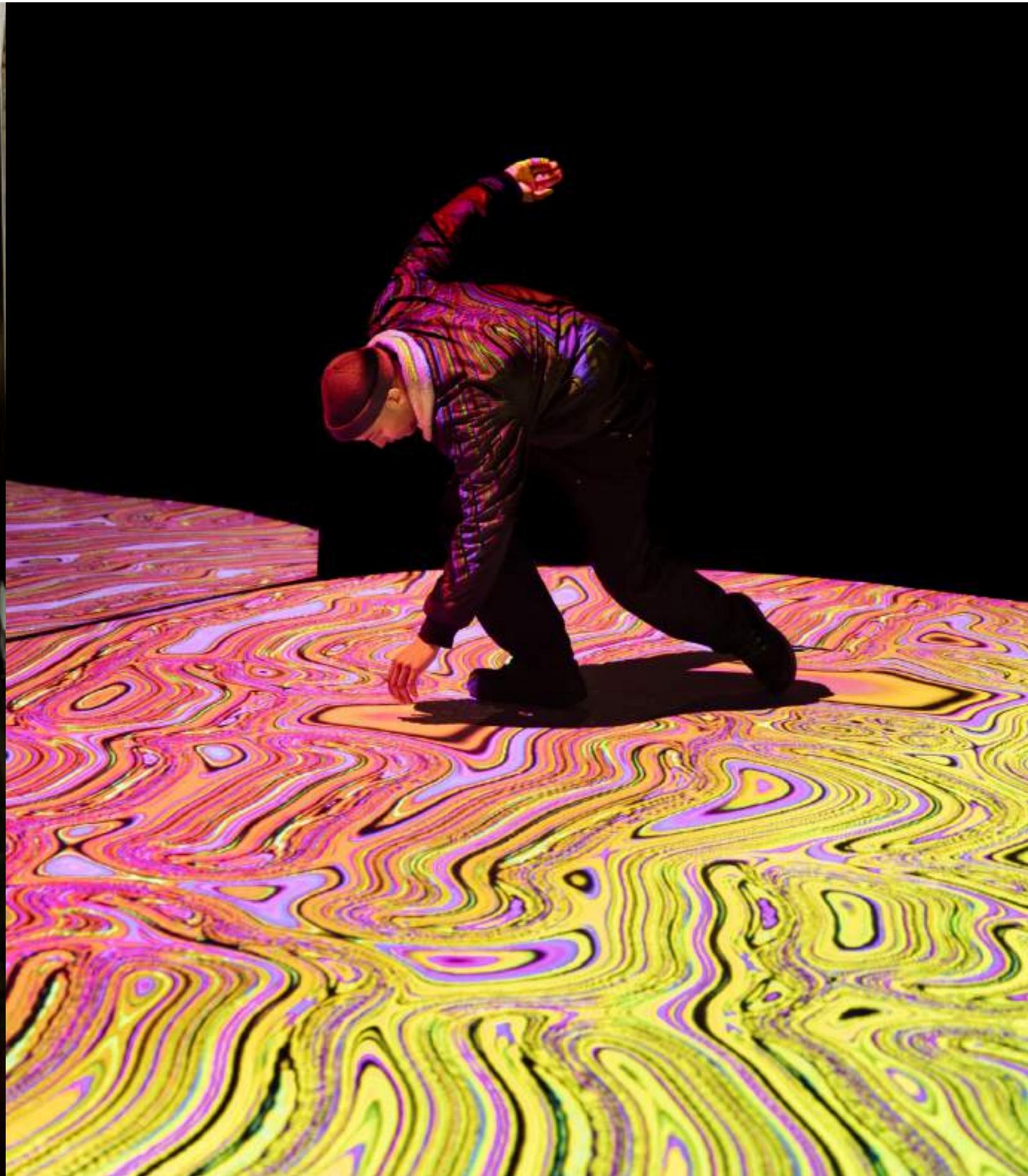
FROM THE REAL TO THE VIRTUAL :
SEE YOUR FACE IN THE EYE OF THE MACHINE

INTERACTIVE AND GENERATIVE



GRAND
PALAIS
IMMERSIF

Pixels by Miguel Chevalier, Grand Palais Immersif, 2024



GRAND
PALAIS
IMMERSIF

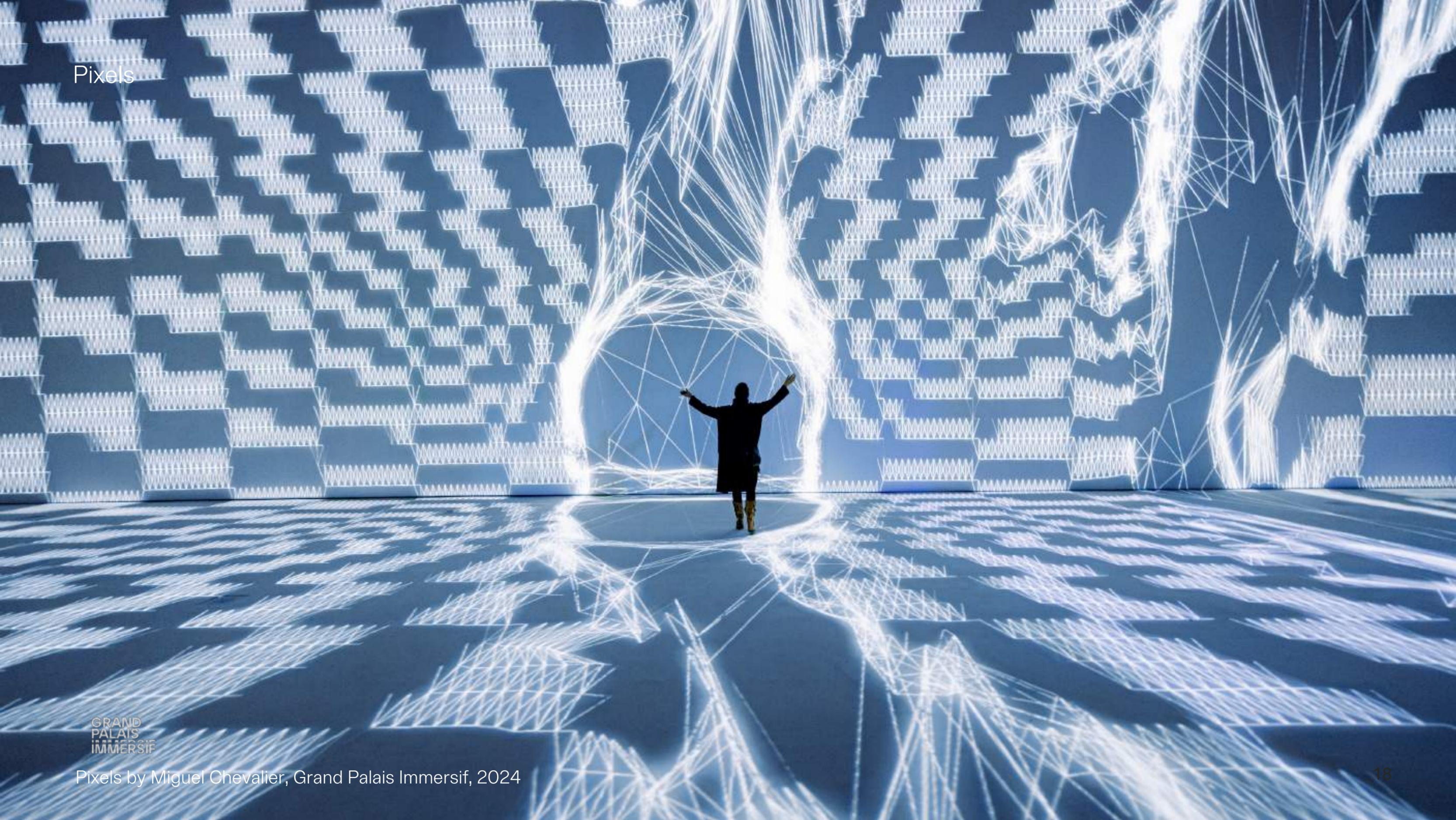
Pixels by Miguel Chevalier, Grand Palais Immersif, 2024



GRAND
PALAIS
IMMERSIF

Pixels by Miguel Chevalier, Grand Palais Immersif, 2024

Pixels



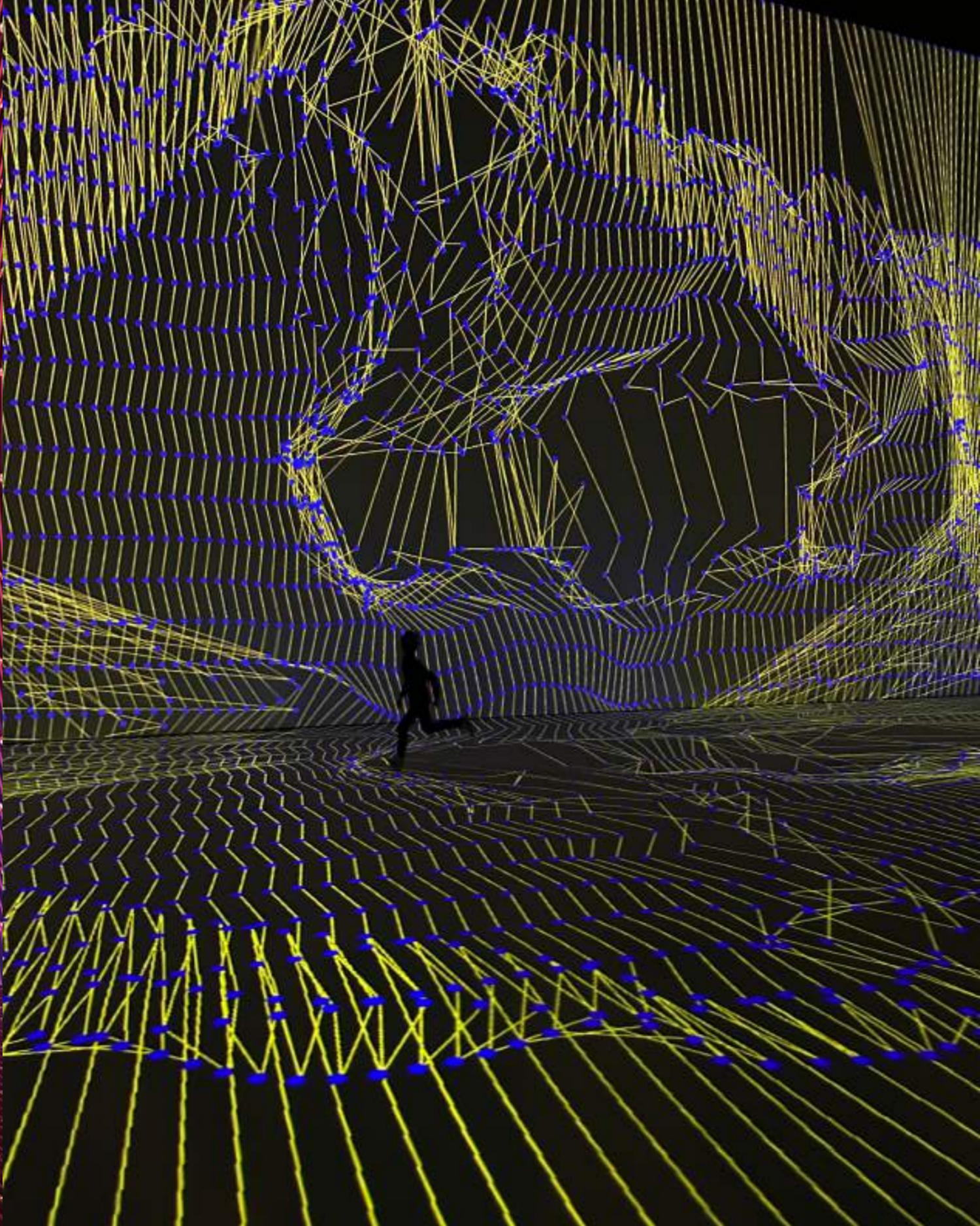
GRAND
PALAIS
IMMERSIF

Pixels by Miguel Chevalier, Grand Palais Immersif, 2024



GRAND
PALAIS
IMMERSIF

Pixels by Miguel Chevalier, Grand Palais Immersif, 2024

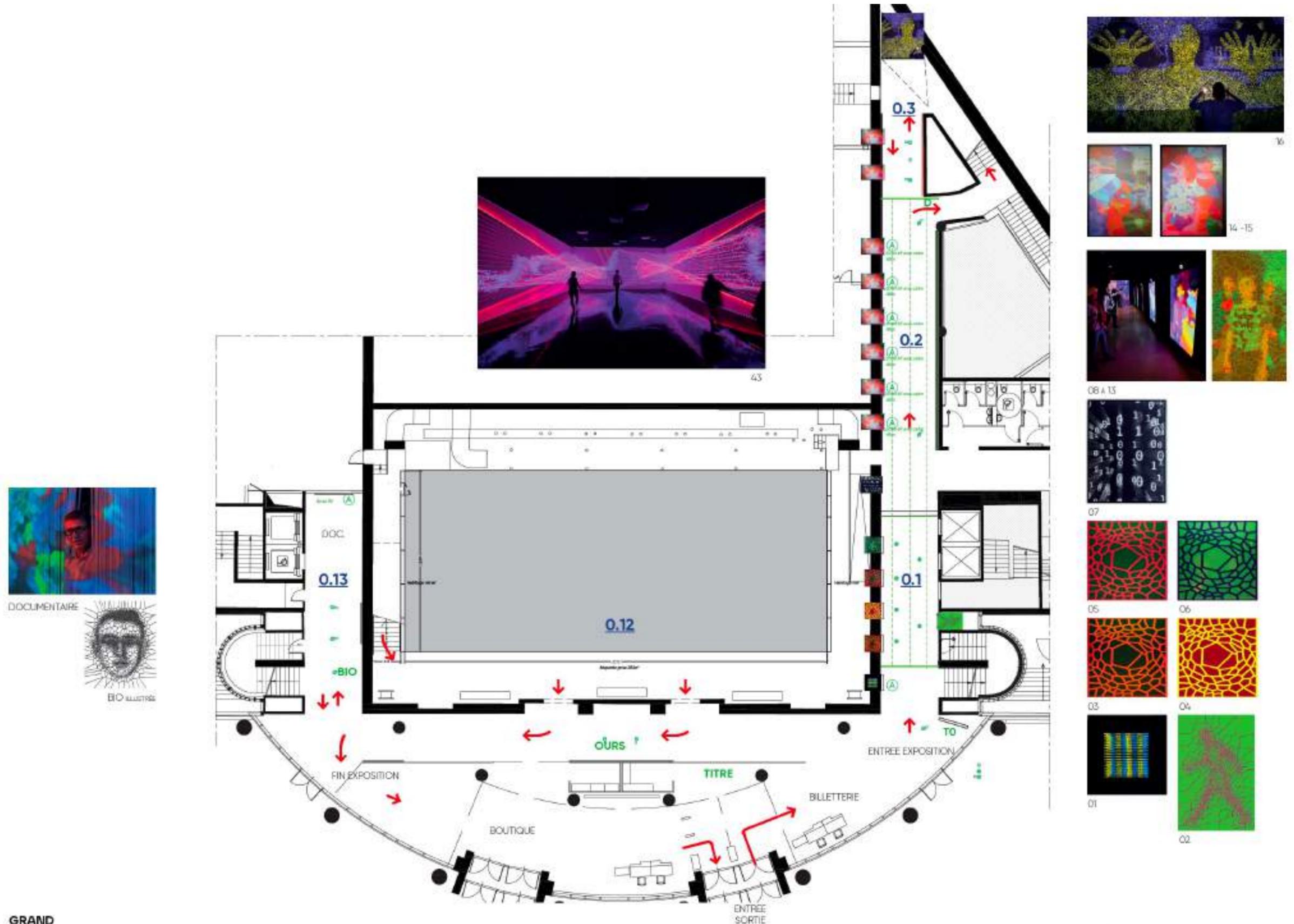


GRAND
PALAIS
IMMERSIF

Pixels by Miguel Chevalier, Grand Palais Immersif, 2024

Pixels

Plan in Bastille



GRAND
PALAIS
IMMERSIF

GRAND
PALAIS
IMMERSIF

MIGUEL CHEVALIER - PIXELS

NO - GÉNÉRAL - PLAN - 1:200 | 1/18
Scénographie - Atelier Joda 16.10.2024

Éternel Mucha / Rendez-vous with Mucha

Paris 1900

Eternel 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

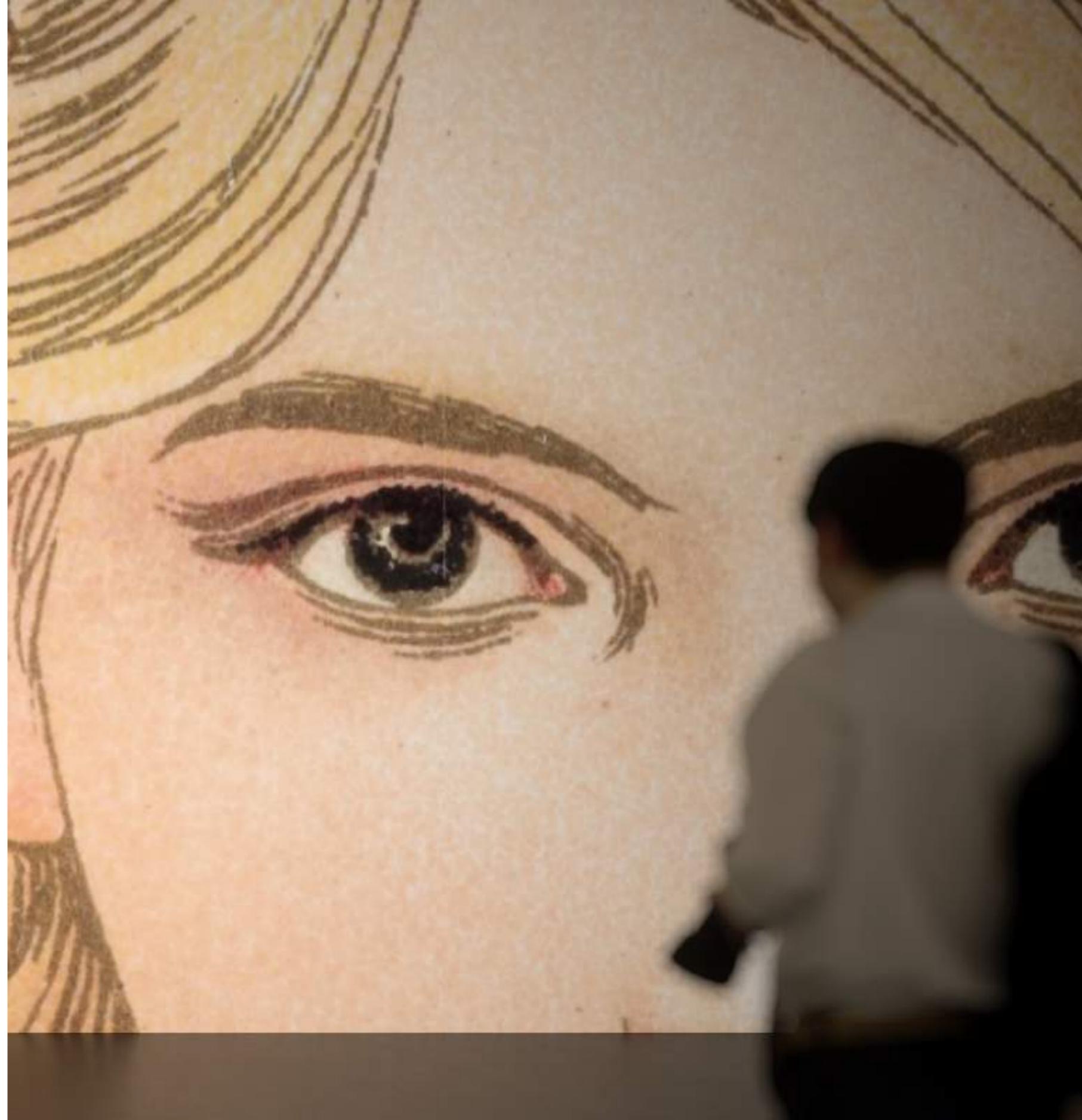


1h30 journey



1.2M€ shop sales

GRAND
PALAIS
IMMERSIF



Eternal Mucha / Rendez-vous with Mucha

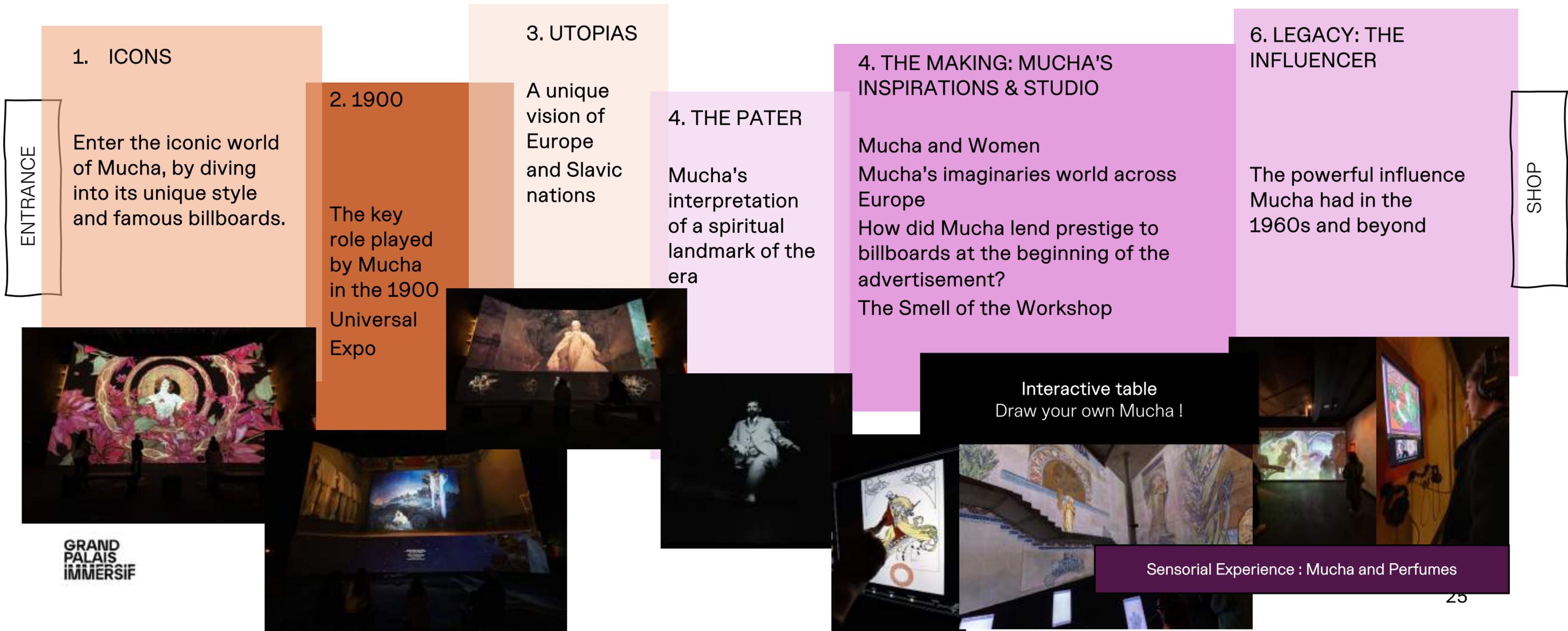
Concept of the exhibition

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.

GRAND
PALAIS
IMMERSIF



Walkthrough (video)





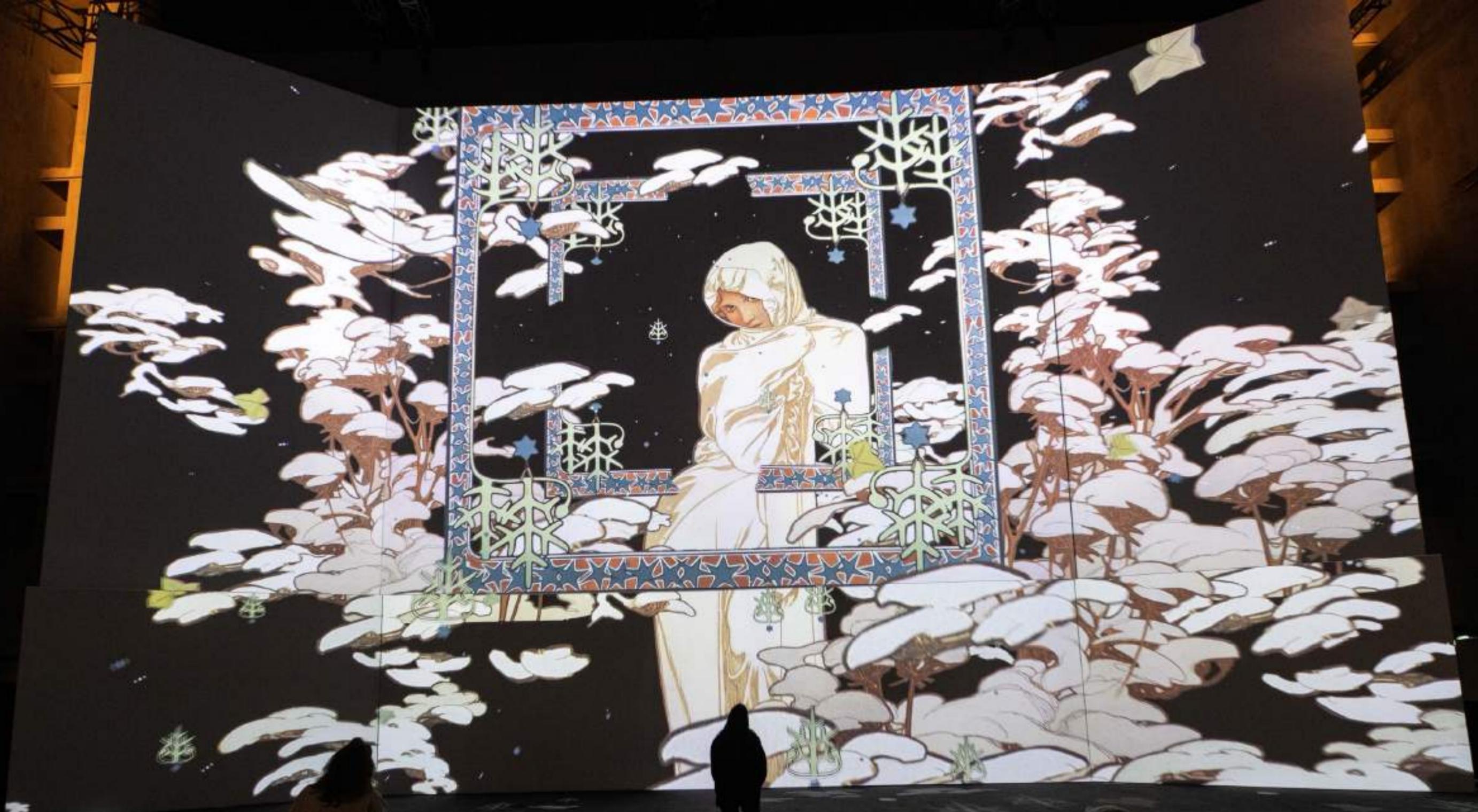
GRAND
PALAIS
IMMERSIF

Eternel Mucha, Grand Palais Immersif, 2022



GRAND
PALAIS
IMMERSIF

Eternel Mucha, Grand Palais Immersif, 2022



GRAND
PALAIS
IMMERSIF

Eternel Mucha, Grand Palais Immersif, 2022



GRAND
PALAIS
IMMERSIF

Eternel Mucha, Grand Palais Immersif, 2022



GRAND
PALAIS
IMMERSIF

Eternel Mucha, Grand Palais Immersif, 2022

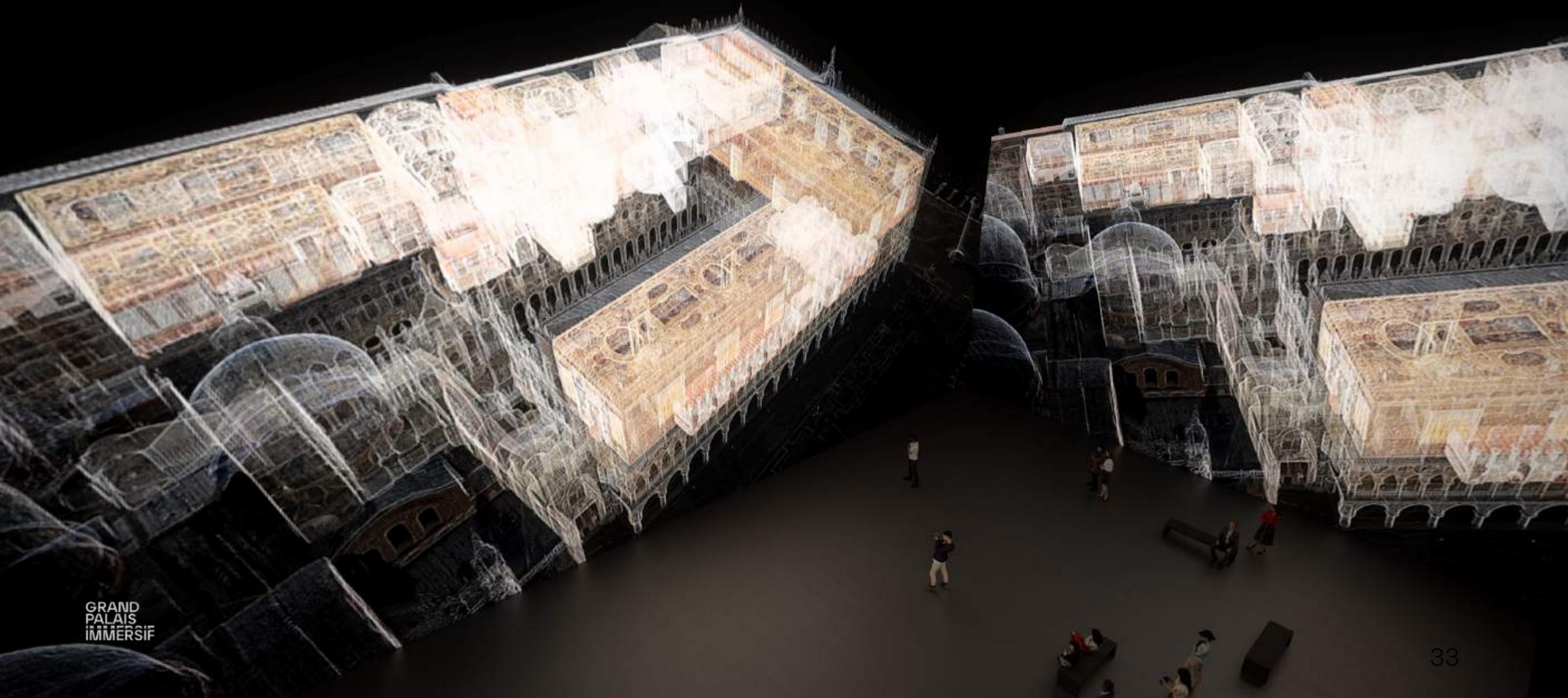


GRAND
PALAIS
IMMERSIF

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

GRAND
PALAIS
IMMERSIF



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

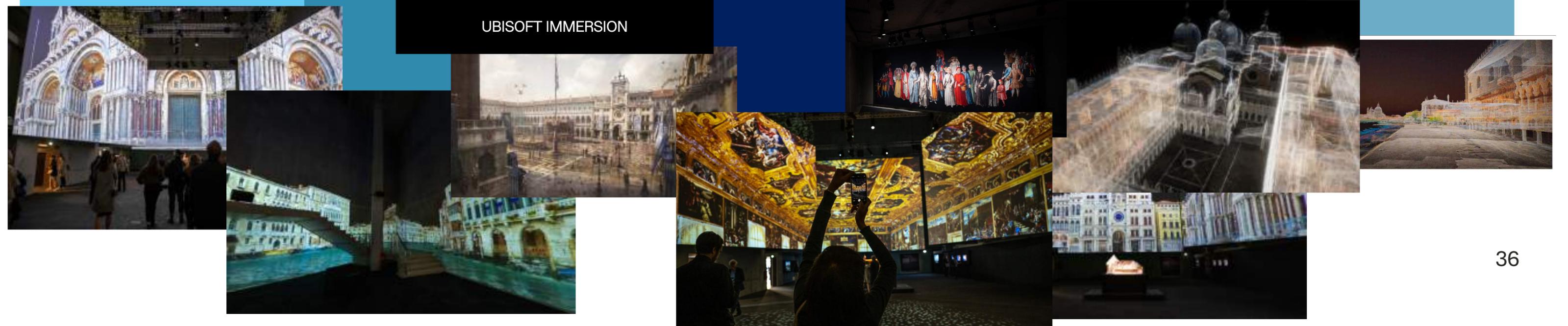
5. THE VENICE LIFE
How does it feel to be a Venetian ?

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

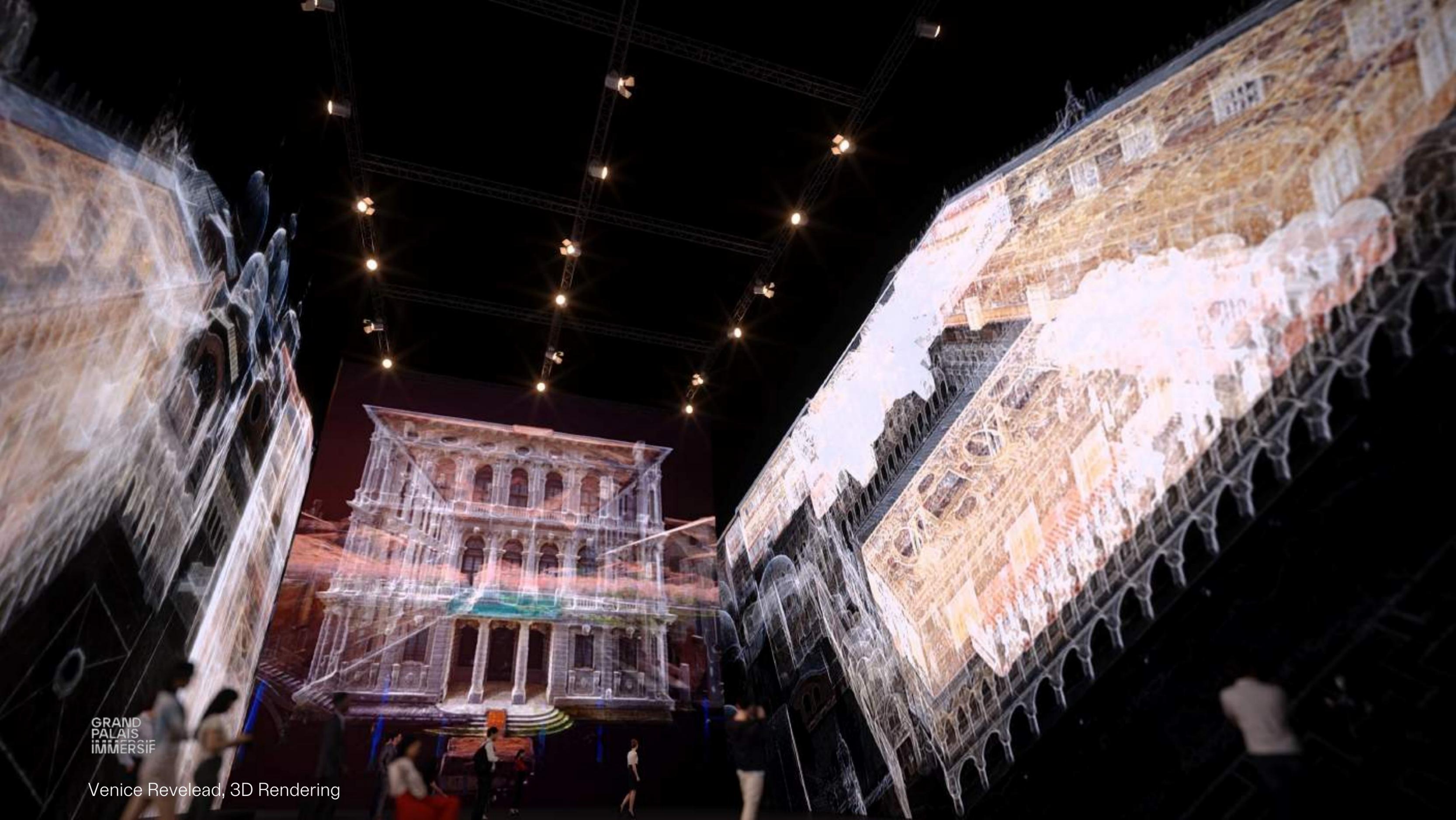
UBISOFT IMMERSION





GRAND
PALAIS
IMMERSIF

Venice Revealed, Grand Palais Immersif, 2022



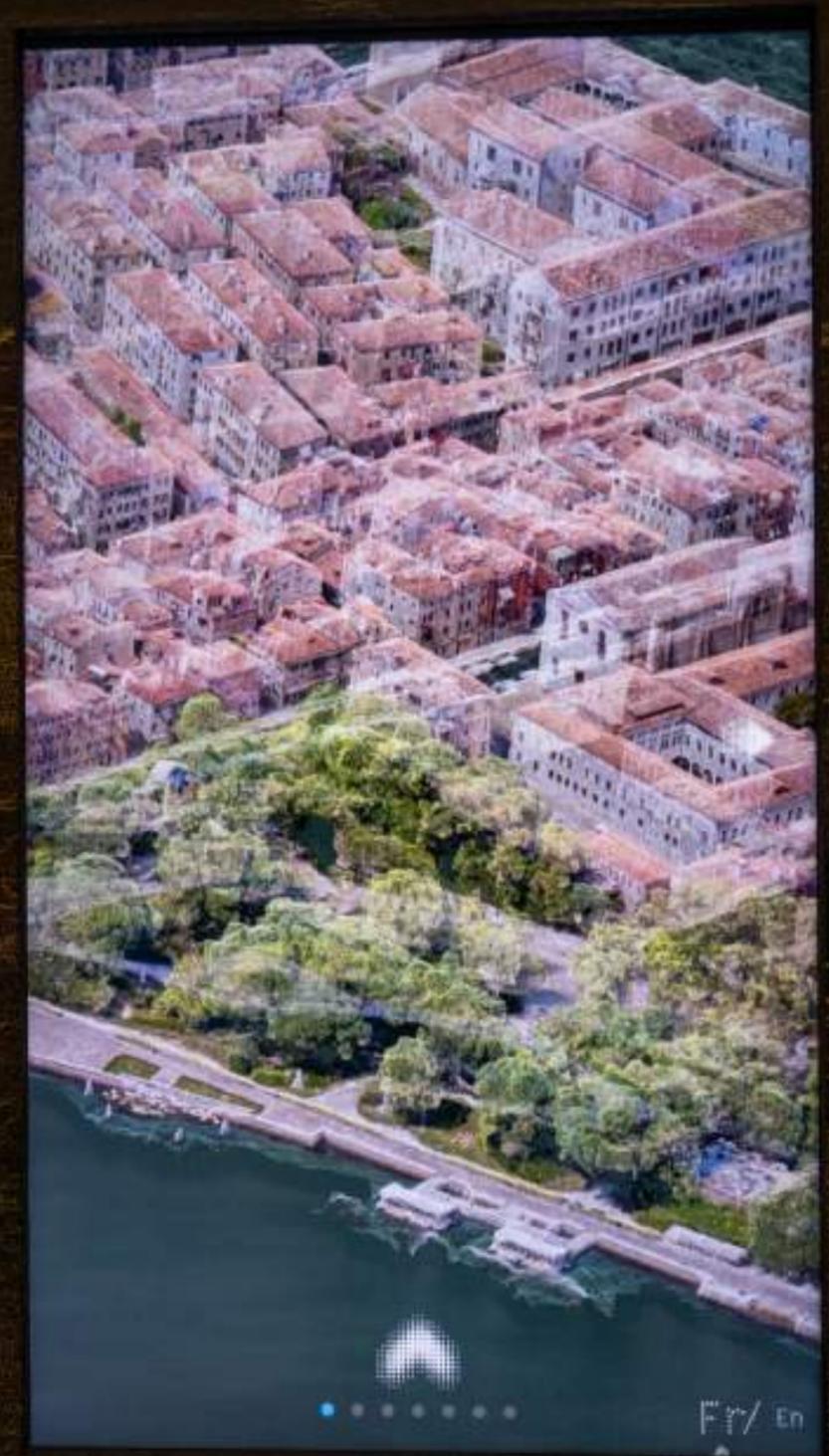
GRAND
PALAIS
IMMERSIF

Venice Revealed, 3D Rendering



GRAND
PALAIS
IMMERSIF

Venice Revealed, Grand Palais Immersif, 2022



Fr/En



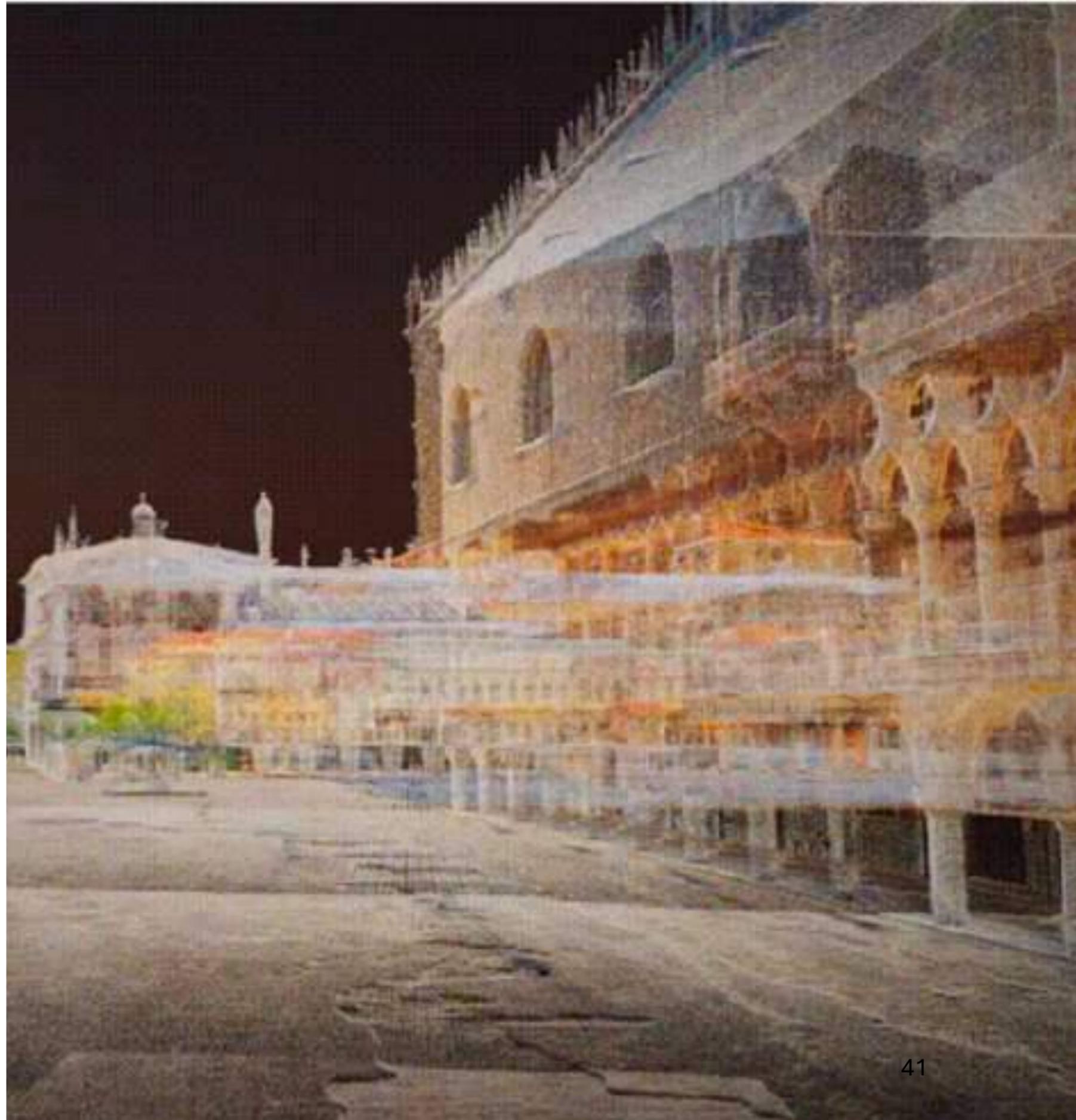
GRAND
PALAIS
IMMERSIF

Venice Revealed, Grand Palais Immersif, 2022

Venice Revealed

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 Pompeii, 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



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 Pompeii 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.

GRAND
PALAIS
IMMERSIF



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



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





GRAND
PALAIS
IMMERSIF

Pompeii Immersive, Grand Palais, 2020



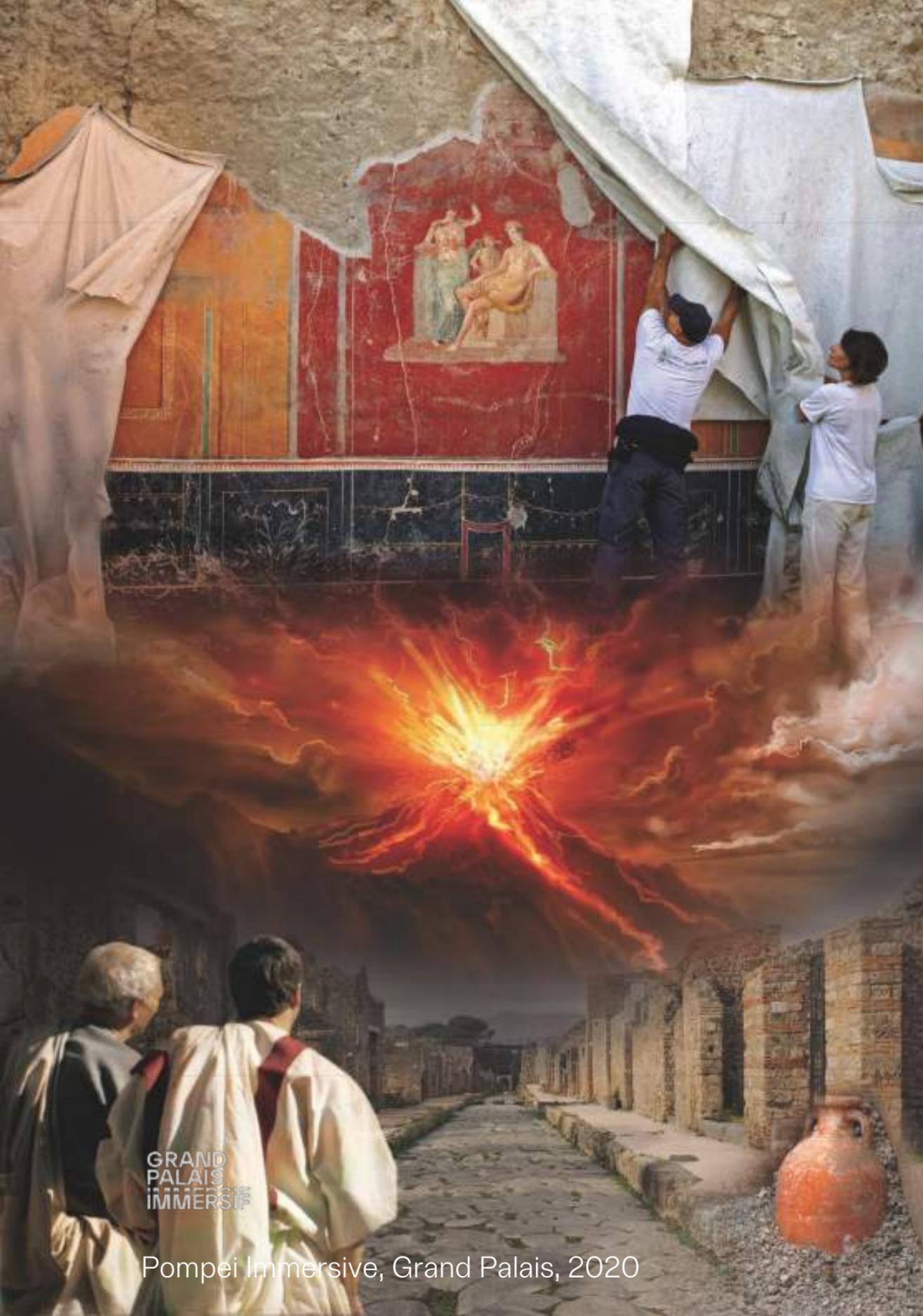
GRAND
PALAIS
IMMERSIF

Pompeii Immersive, Grand Palais, 2020



GRAND
PALAIS
IMMERSIF

Pompeii Immersive, Grand Palais, 2020



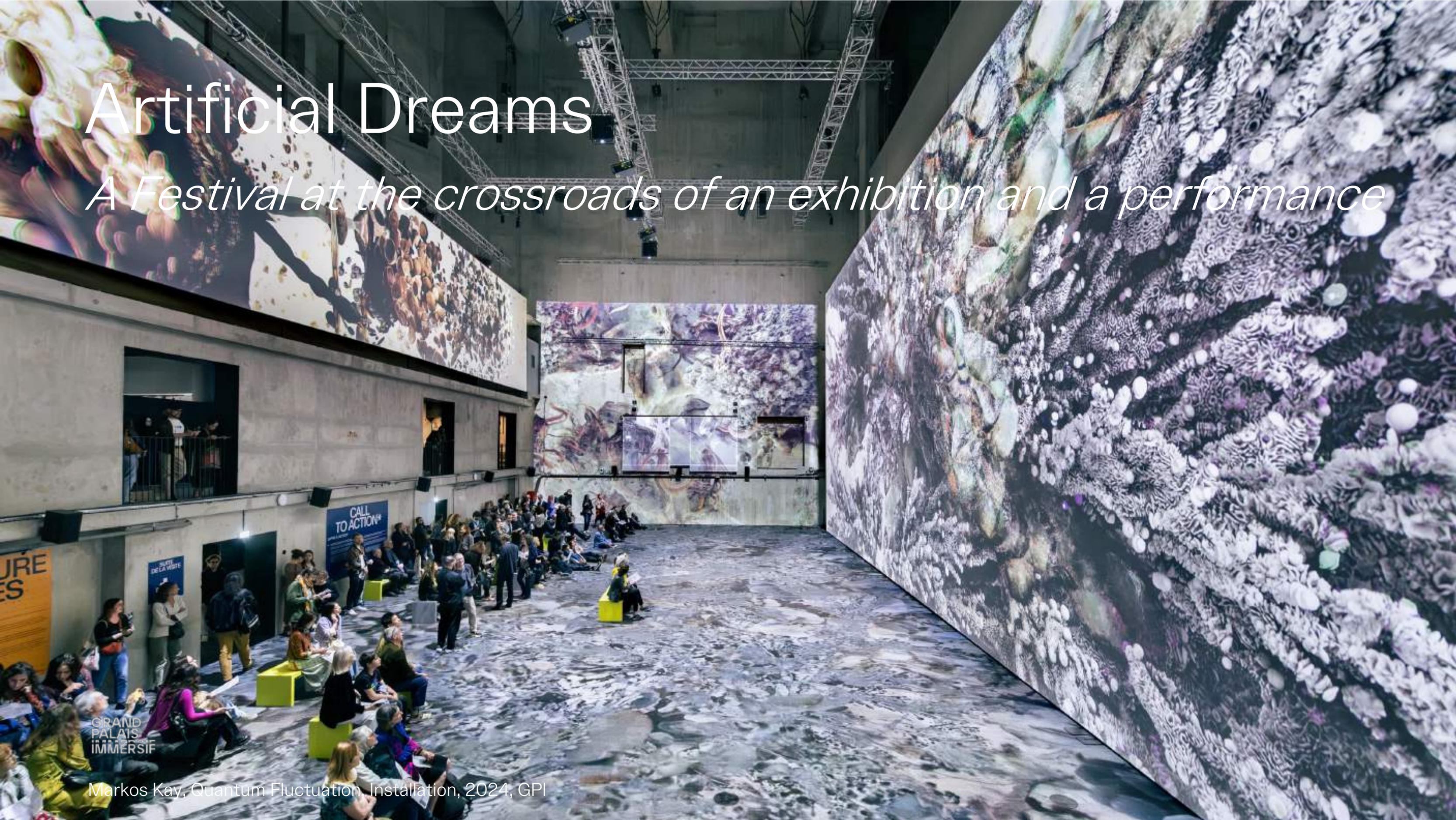
GRAND
PALAIS
IMMERSIF

Pompeii Immersive, Grand Palais, 2020



Artificial Dreams

A Festival at the crossroads of an exhibition and a performance



GRAND
PALAIS
IMMERSIF

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



GRAND
PALAIS
IMMERSIF

Artificial Dreams

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.

GRAND
PALAIS
IMMERSIF



Walkthrough

1. LOOP OF DREAMS



ENTRANCE

SHOP

2. HYPERPHANTASIA

3. THE CONFESSIONAL
What does AI think of you ?

4. ABIOGENESIS

5. LEON

5. AUNTLANTIS
TRASHY
FRIENDS

7. VENICE AI





GRAND
PALAIS
IMMERSIF

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



GRAND
PALAIS
IMMERSIF

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



GRAND
PALAIS
IMMERSIF

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

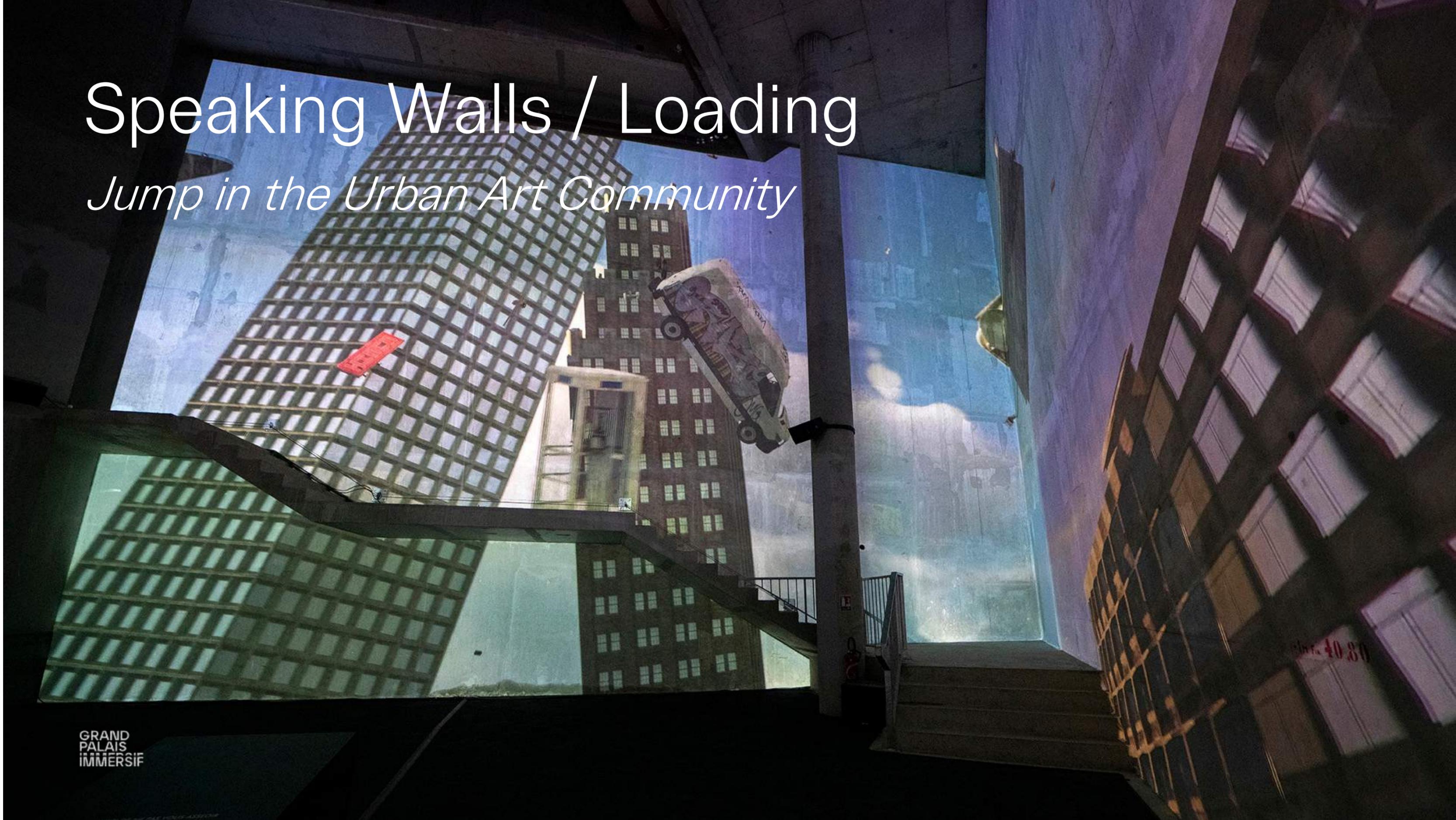


GRAND
PALAIS
IMMERSIF

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



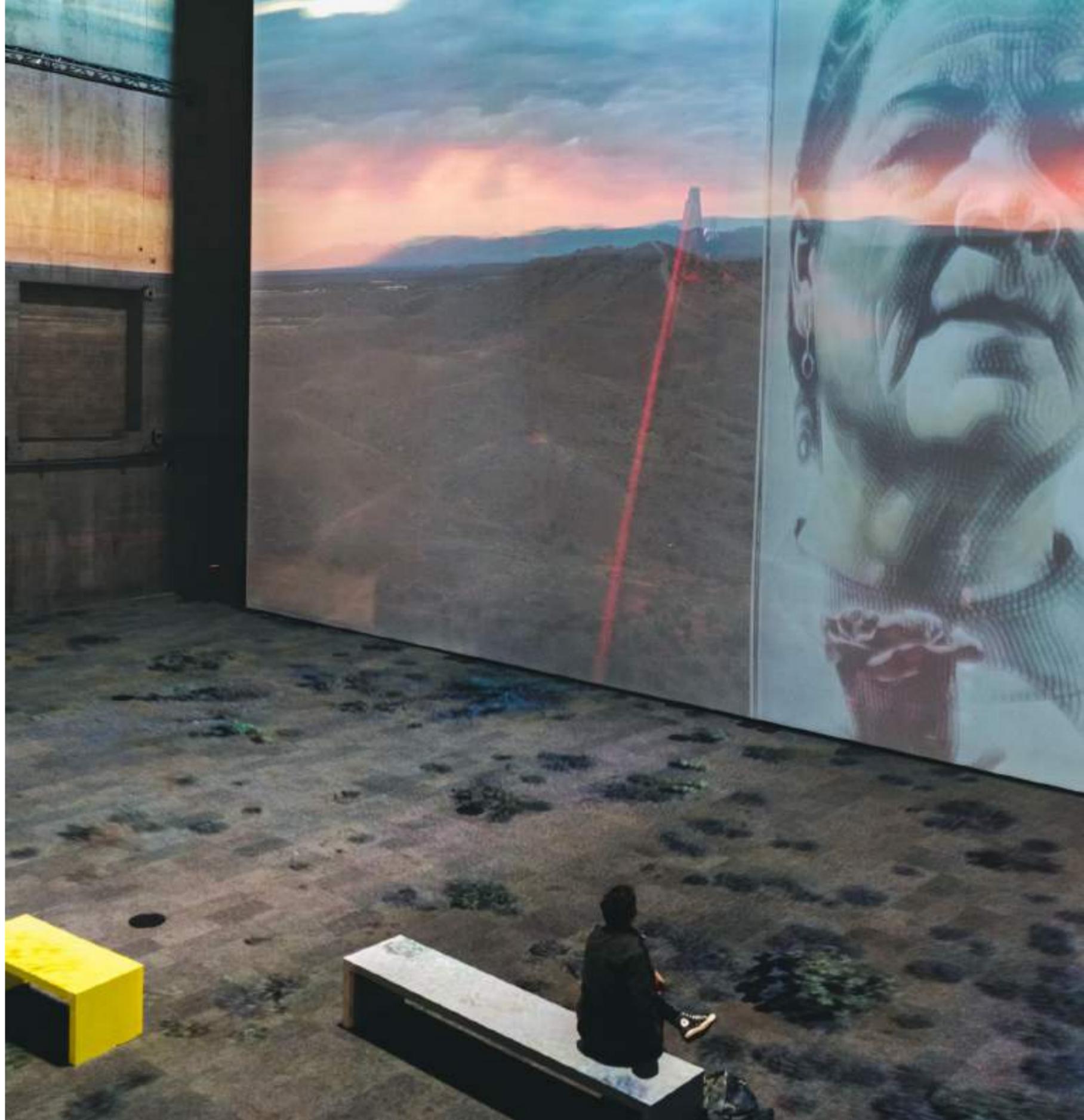
2023



1h30 journey



+100 artists
15 countries



GRAND
PALAIS
IMMERSIF

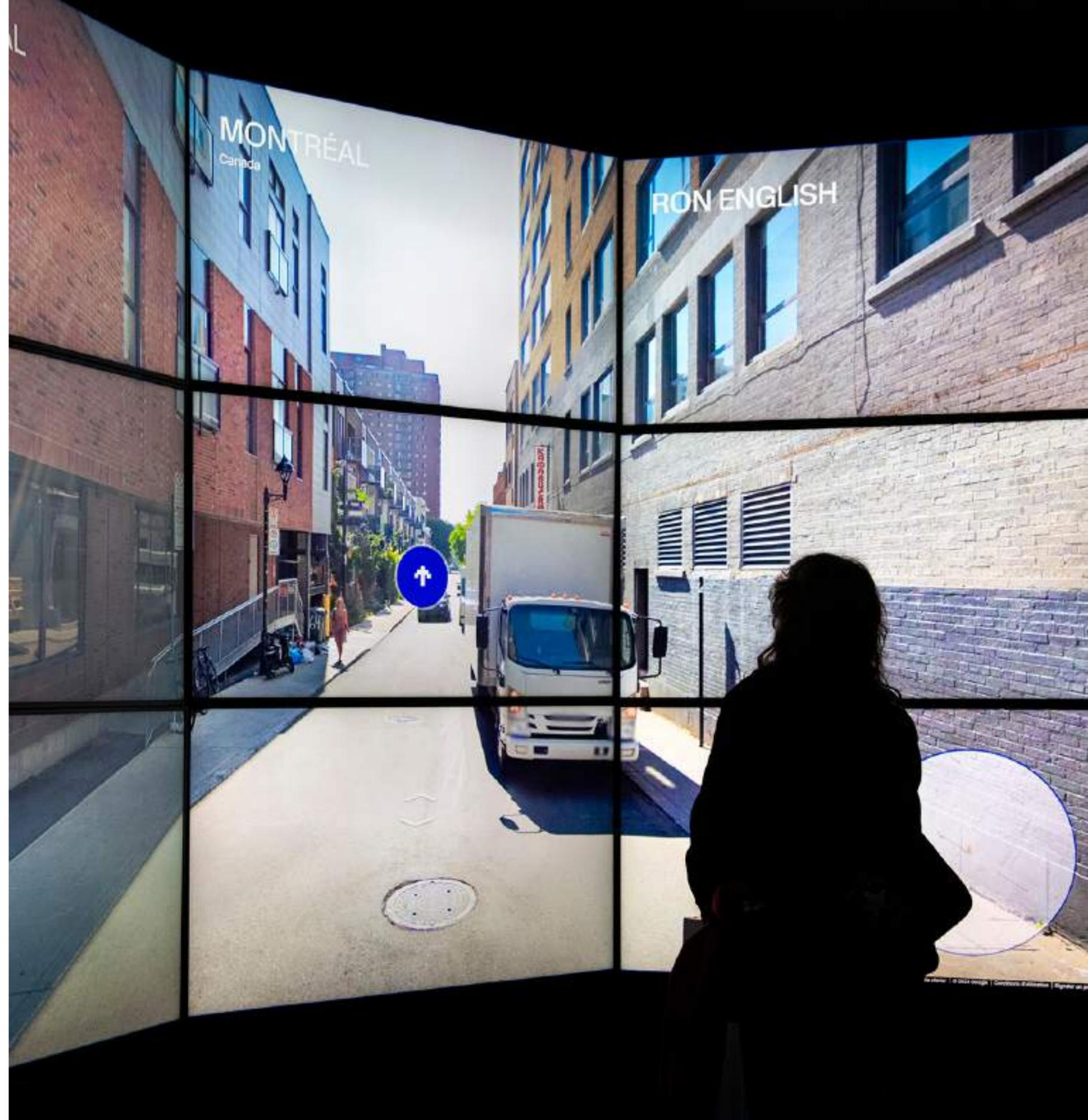
Speaking Walls

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.

GRAND
PALAIS
IMMERSIF



Walkthrough: Join the global and vibrant community of urban artists

1. CALL-TO-ACTION

See the best of urban art in the World.
All continents
All expressions
All in

ENTRANCE

2. (IN)VISIBLE

From the first wall expressions to modern street art as we know.

3. BOMBING THE METaverse

Links between the digital sphere and urban art, as virtual walls bear no limit.

4. WORLD WILD WALLS

Thanks to Google Art & Culture, travel across the globe to see the best of street art on Google Maps.

5. HACKTIVISM

Urban Art as social expression

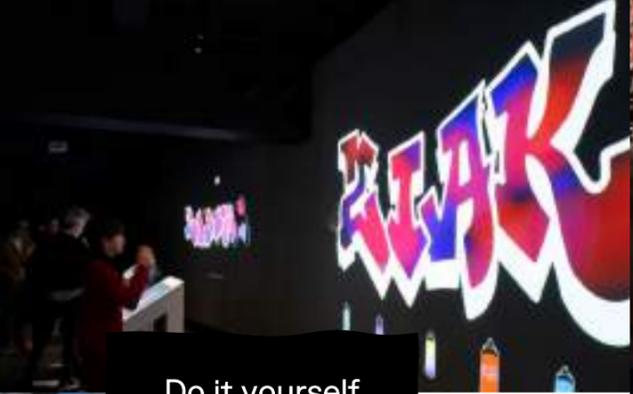
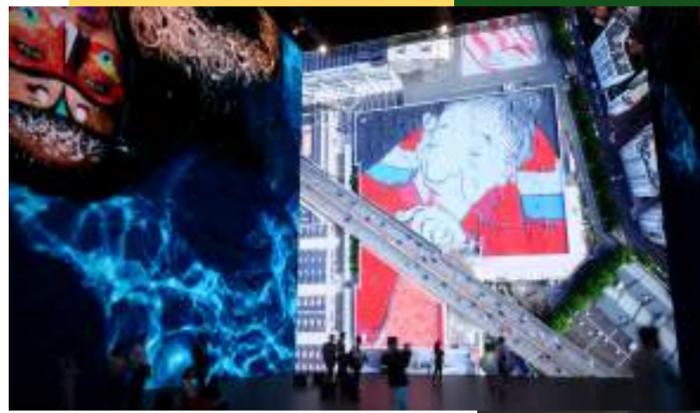
5. ARTIST WORKSHOP

Collective Experience

5. MY NAME IS

Your turn to become an artist

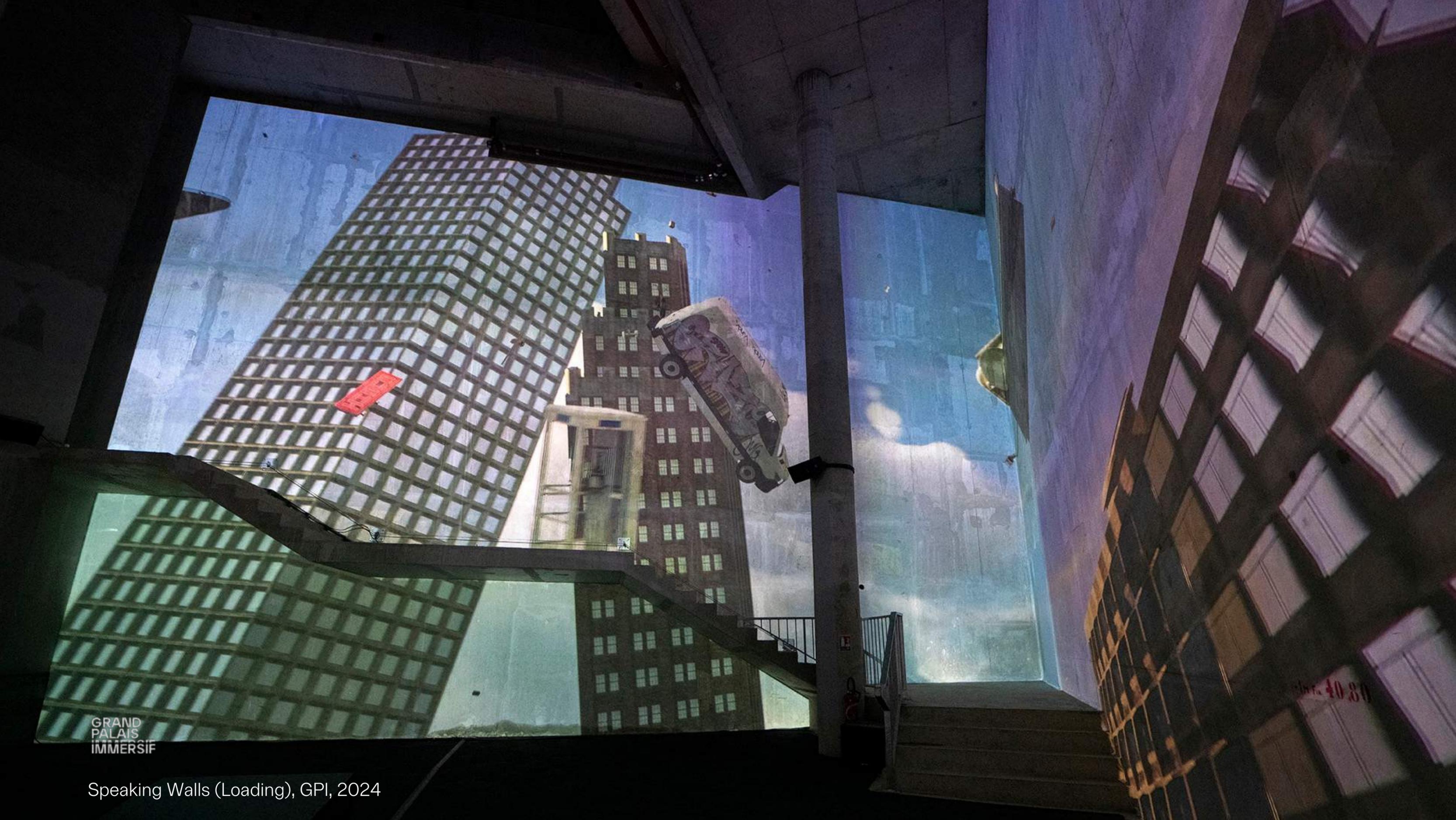
SHOP



Do it yourself



Do it yourself



GRAND
PALAIS
IMMERSIF

Speaking Walls (Loading), GPI, 2024



GRAND
PALAIS
IMMERSIF

Speaking Walls (Loading), 3D Rendering, 2024



Speaking Walls (Loading), 3D Rendering, 2024



GRAND
PALAIS
IMMERSIF

Speaking Walls (Loading), 3D Rendering, 2024



GRAND
PALAIS
IMMERSIF

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.





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



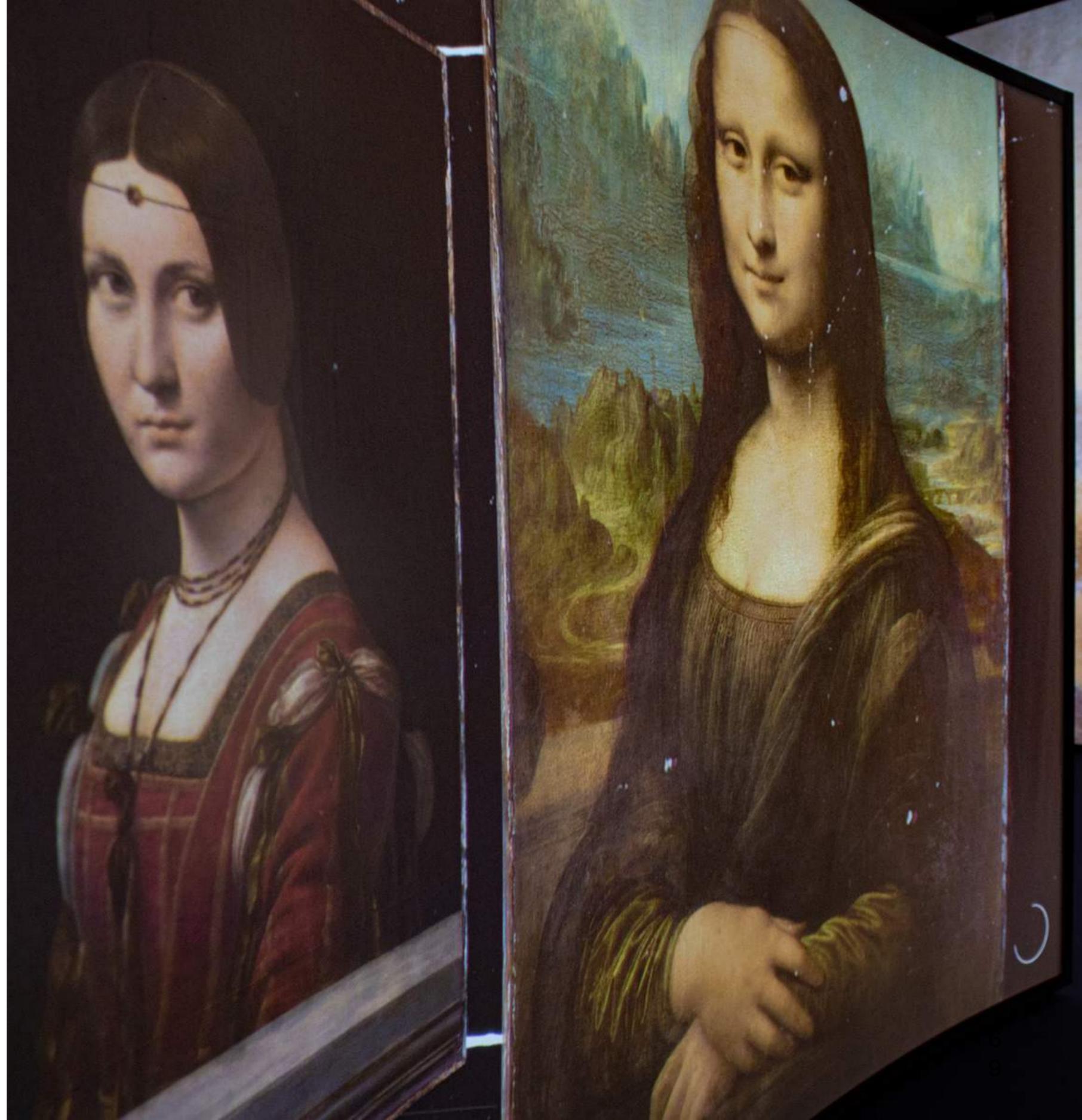
2022
In Marseille



1h30 journey



Rone's exclusive
creation



GRAND
PALAIS
IMMERSIF

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.

INIMAGINABLE !
La "Joconda" a disparu du Louvre



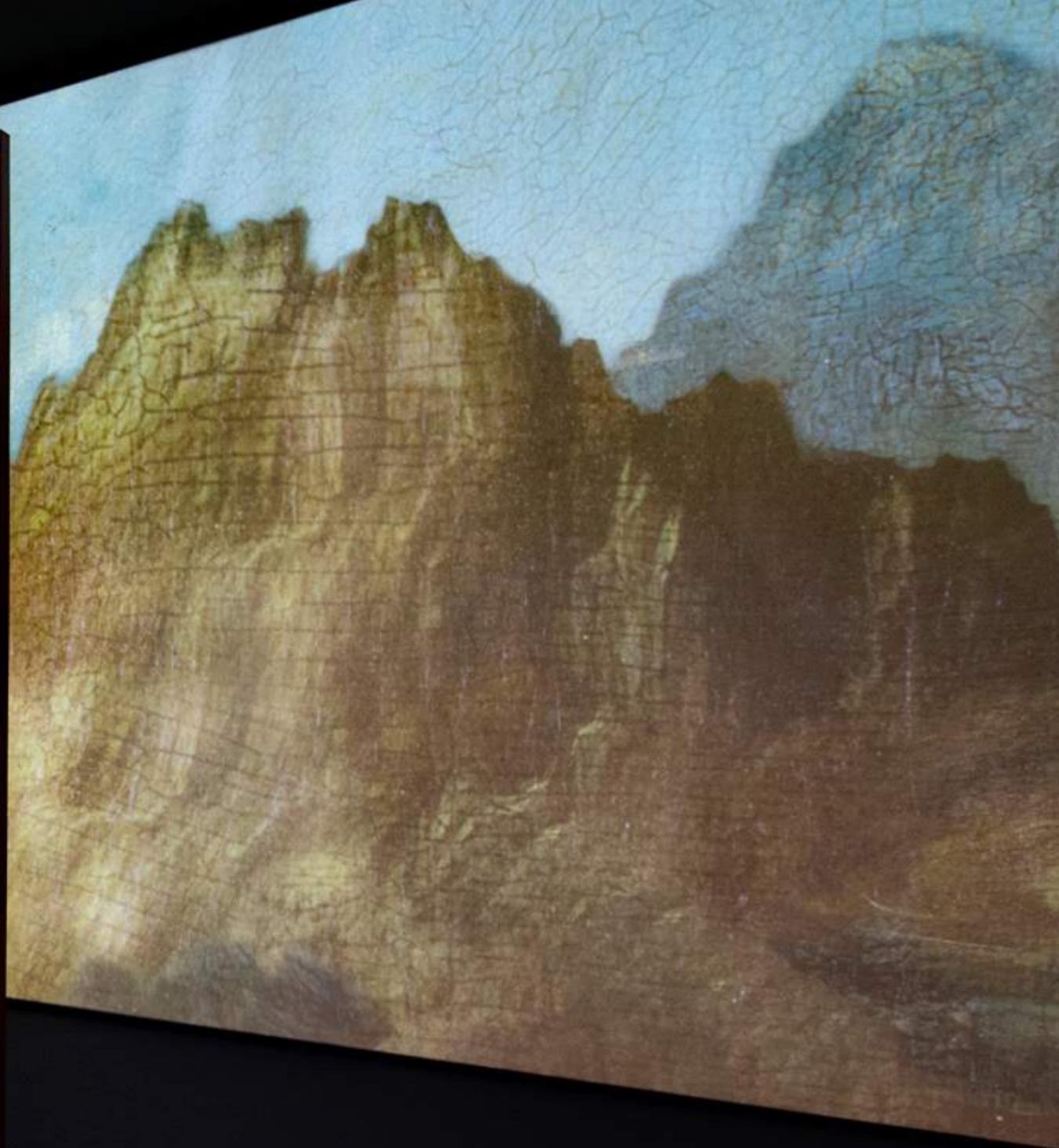
Interactive table
Who is the thief ?

SHOP



GRAND
PALAIS
IMMERSIF

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



GRAND
PALAIS
IMMERSIF

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



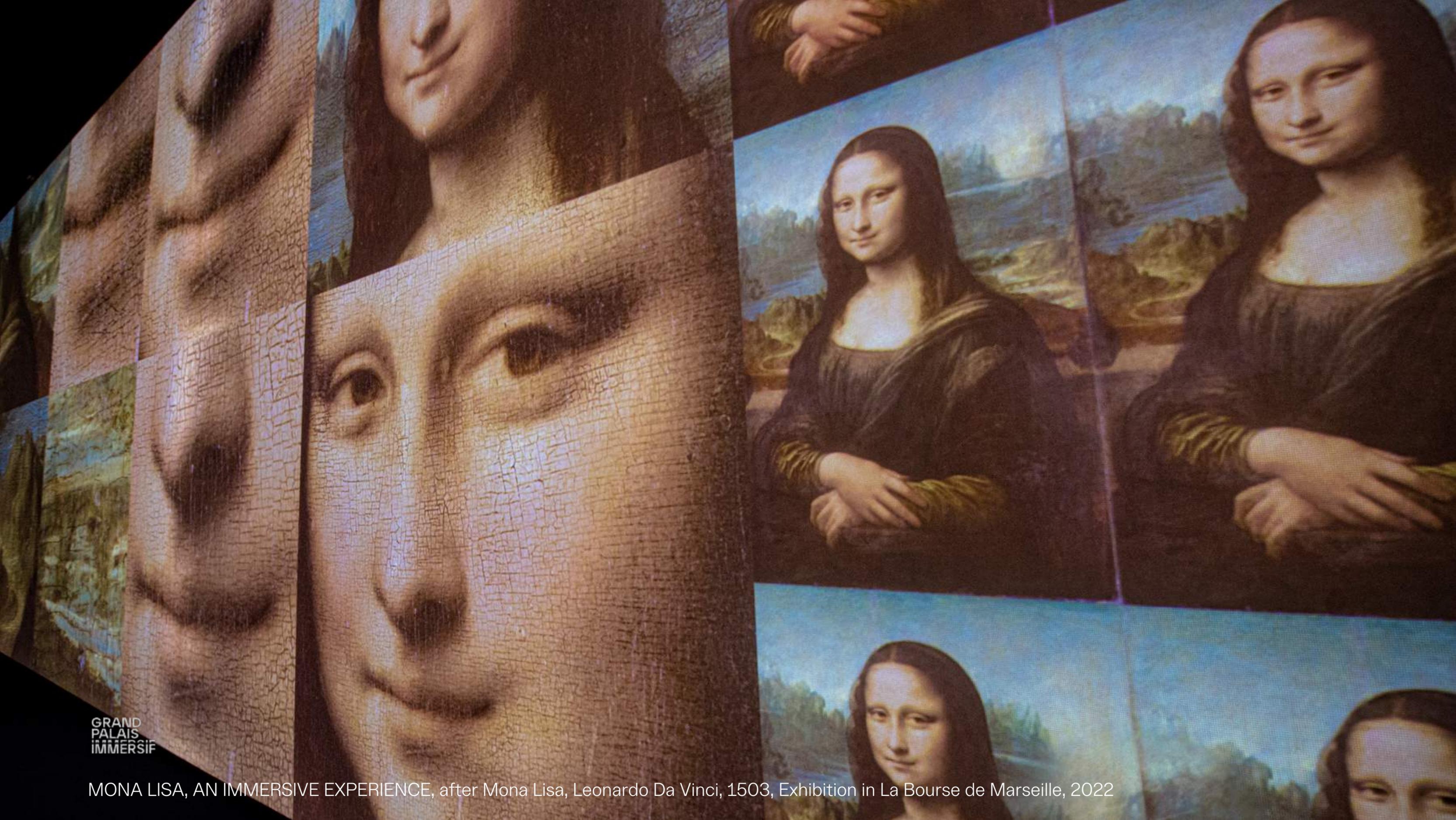
GRAND
PALAIS
IMMERSIF

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



GRAND
PALAIS
IMMERSIF

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



GRAND
PALAIS
IMMERSIF

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



GRAND
PALAIS
IMMERSIF

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

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

GRAND
PALAIS
IMMERSIF



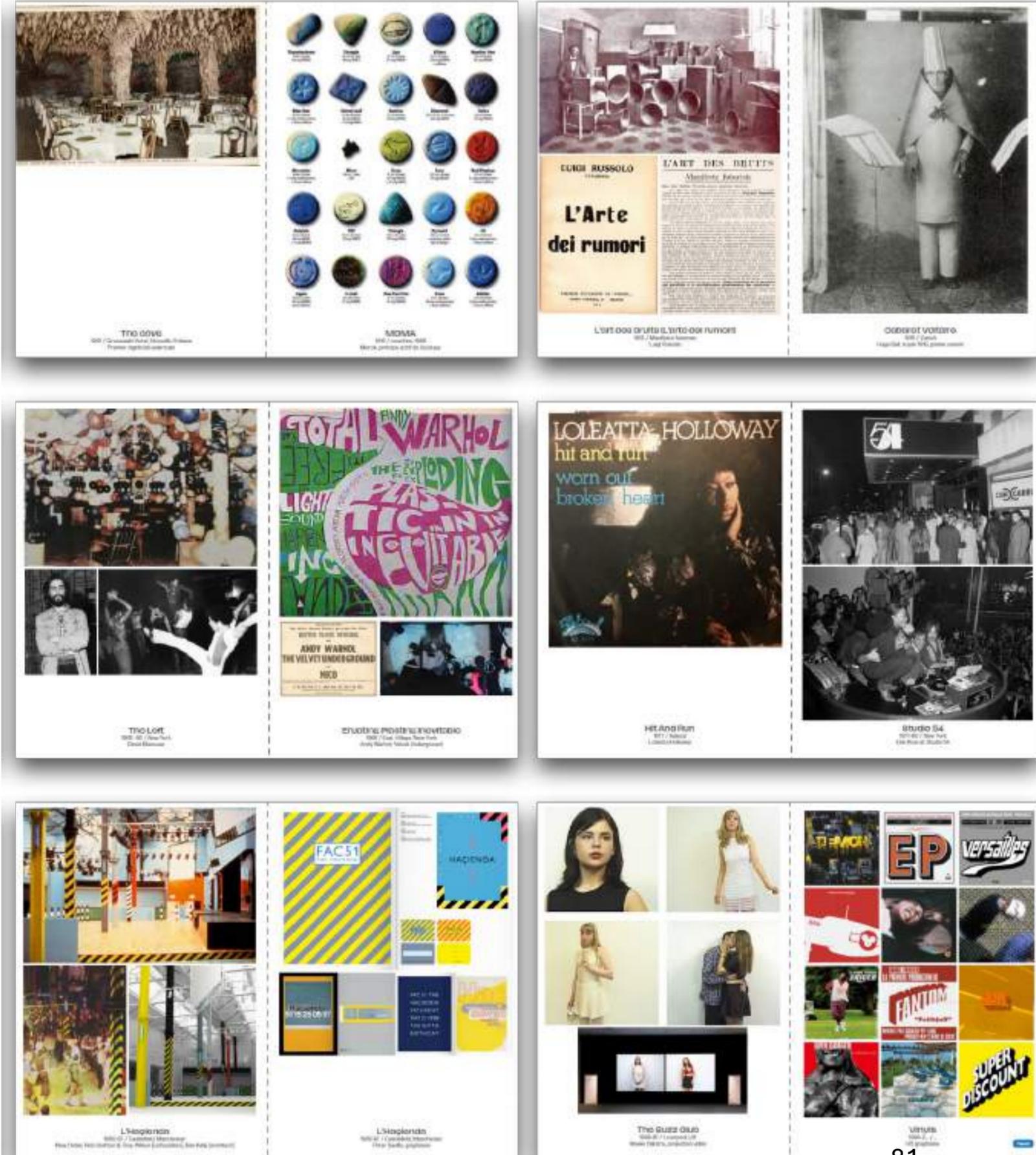
Clubbing

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!

GRAND
PALAIS
IMMERSIF



Walkthrough: An interactive journey into the Soul of the Night

ENTRANCE

THE BOUNCER
Survive the bouncer, scan yourself and enter the club!

1. CLUBS/SIGNS
Discover the most iconic clubs of all times.

2. THE DANCEFLOOR
Enter the nightclub and warm Up!

3. LIVE DJ SET

4. HISTORY
Archives, interviews, stories, playlists...a chronological journey through clubbing cultures!

5. CLUBBERS

Mythical clubbing, artists and dancers' figures dancing with YOU!

6. ARTS CLUB

Explore the relationship between contemporary art and the clubbing culture! From NY to Beirut!

7. EVERYBODY DANCE! BY PIERRE GINER

An INTERACTIVE closing to dance with your avatar and your friends until dawn!

SHOP

3D Full Scan and Avatar



GRAND PALAIS IMMERSIF

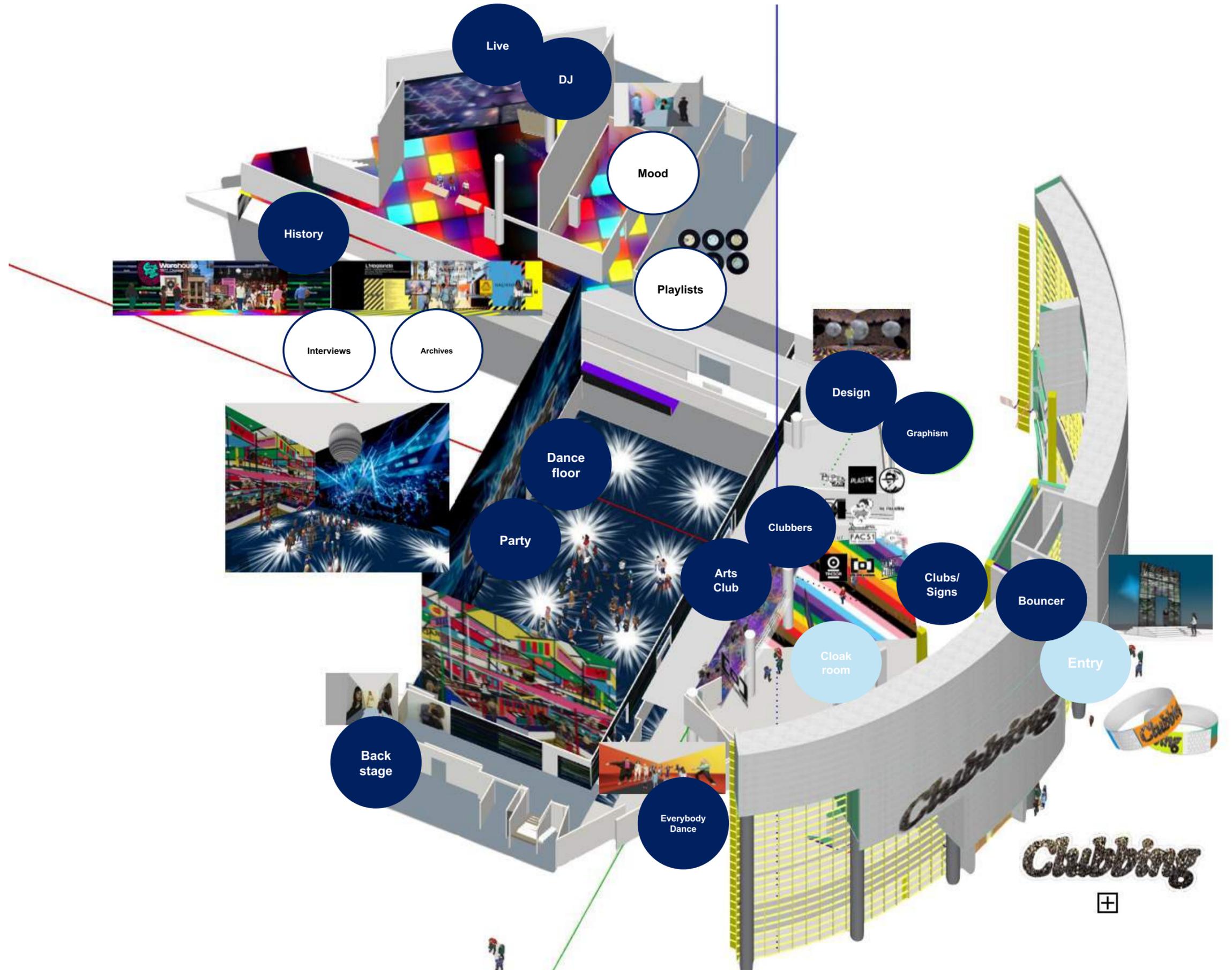


Dance with your 3D Avatar



Clubbing

Plan in Bastille



1.
Clubs /
Signs



GRAND
PALAIS
IMMERSIF

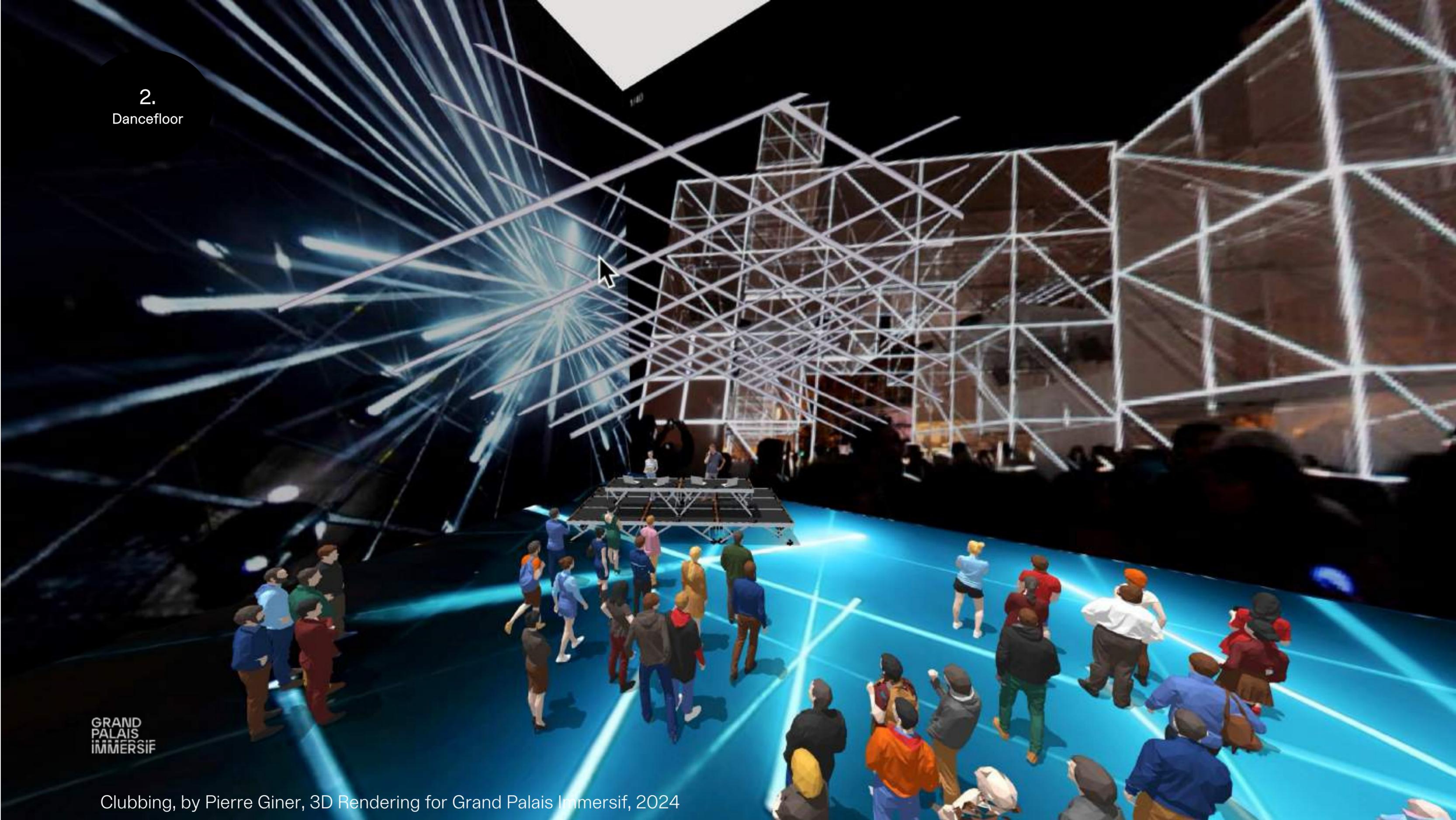
Clubbing, by Pierre Giner, 3D Rendering for Grand Palais Immersif, 2024

2.
Dancefloor



GRAND
PALAIS
IMMERSIF

2.
Dancefloor



GRAND
PALAIS
IMMERSIF

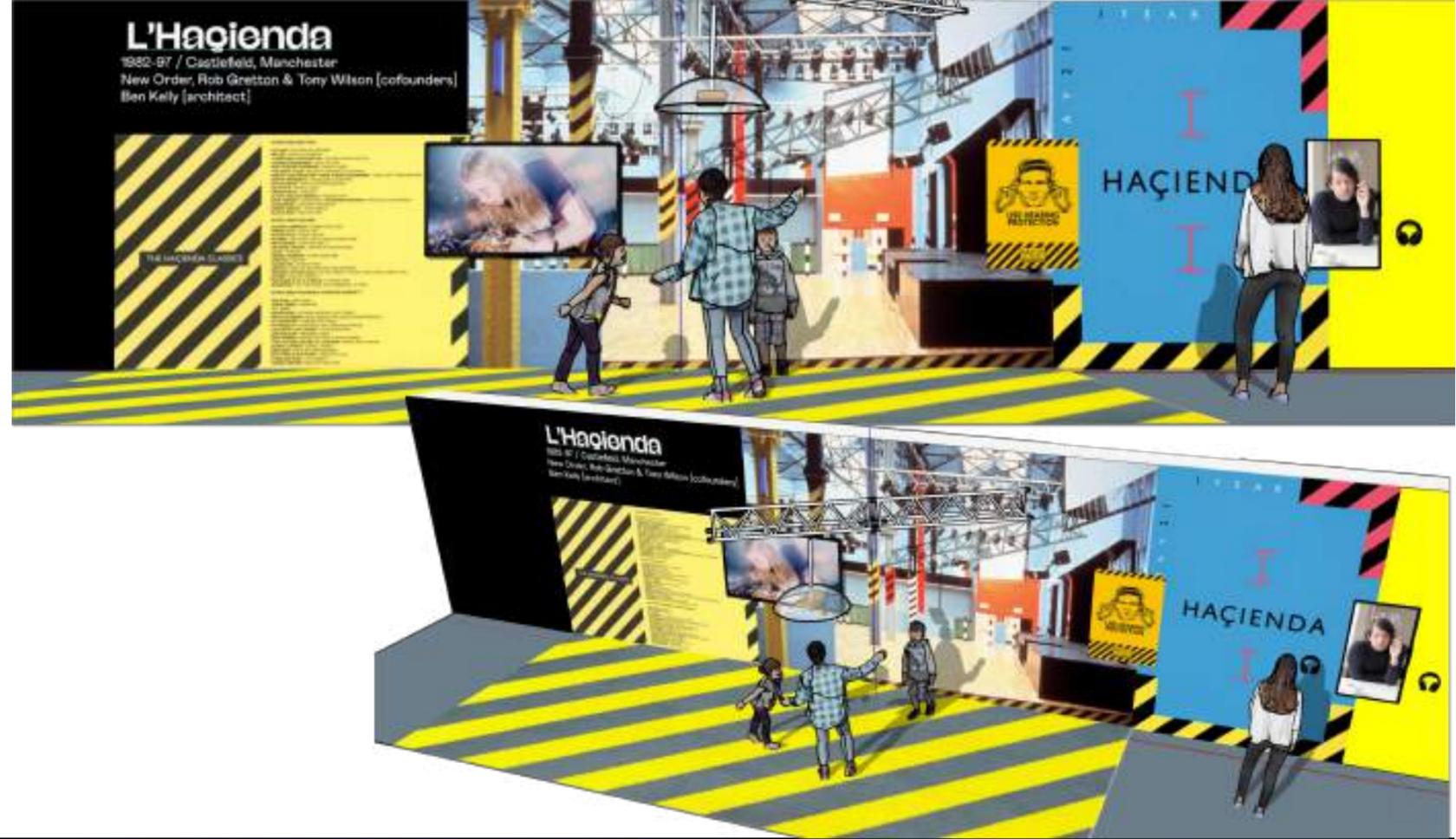
3.
Live DJ Set



GRAND
PALAIS
IMMERSIF

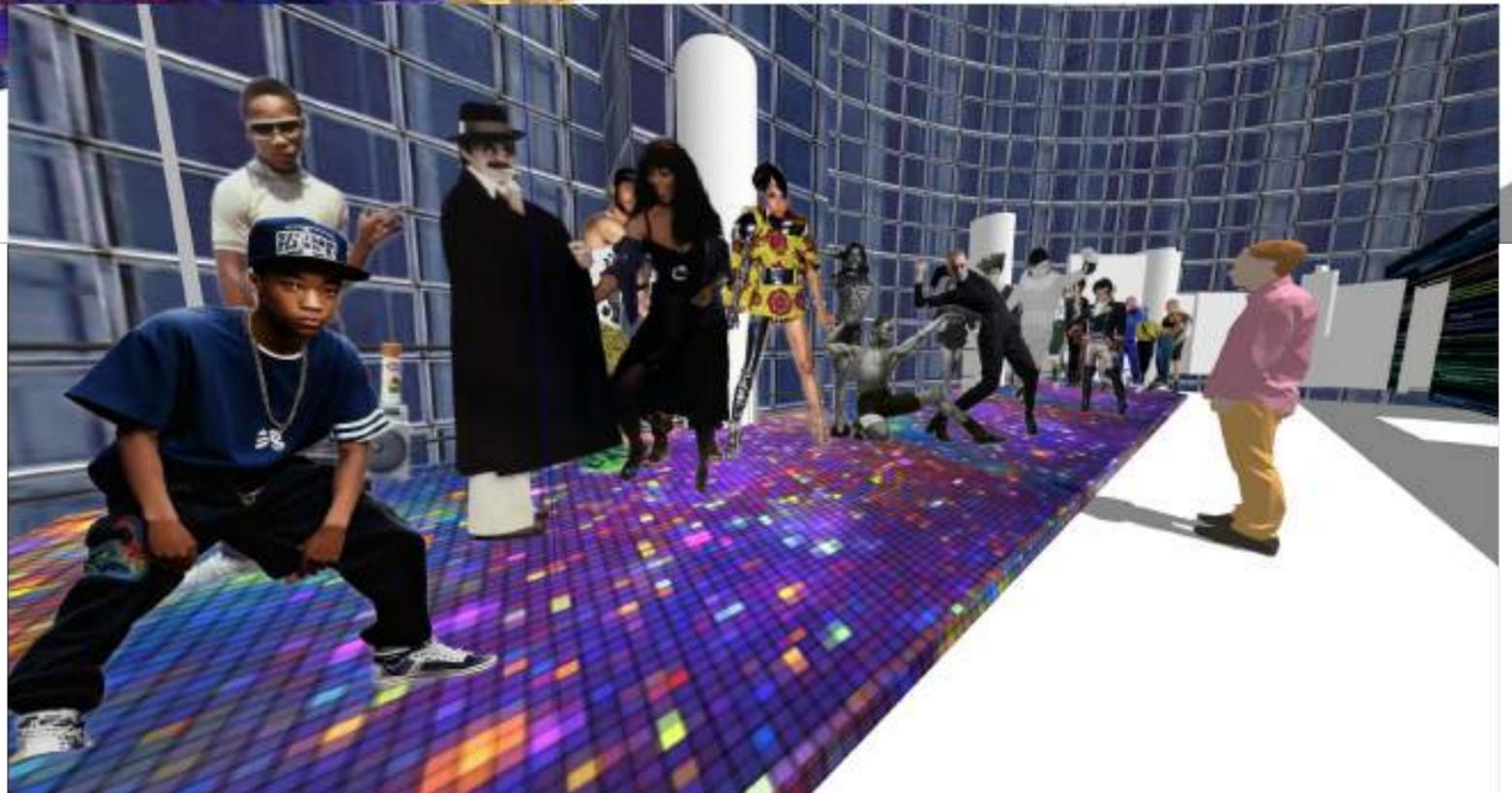
Clubbing, by Pierre Giner, 3D Rendering for Grand Palais Immersif, 2024

4.
History



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

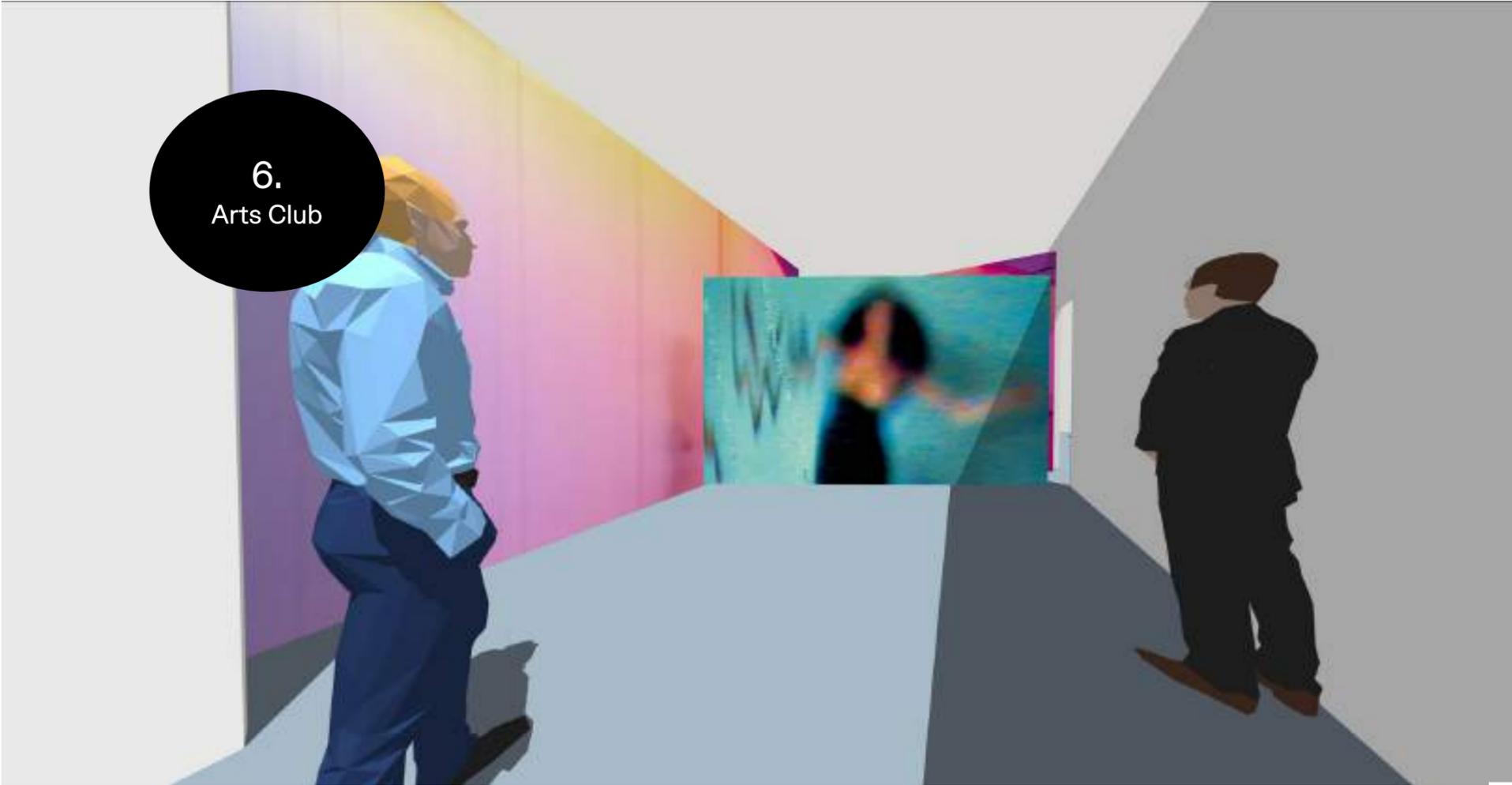
5.
Clubbers



GRAND
PALAIS
IMMERSIF

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

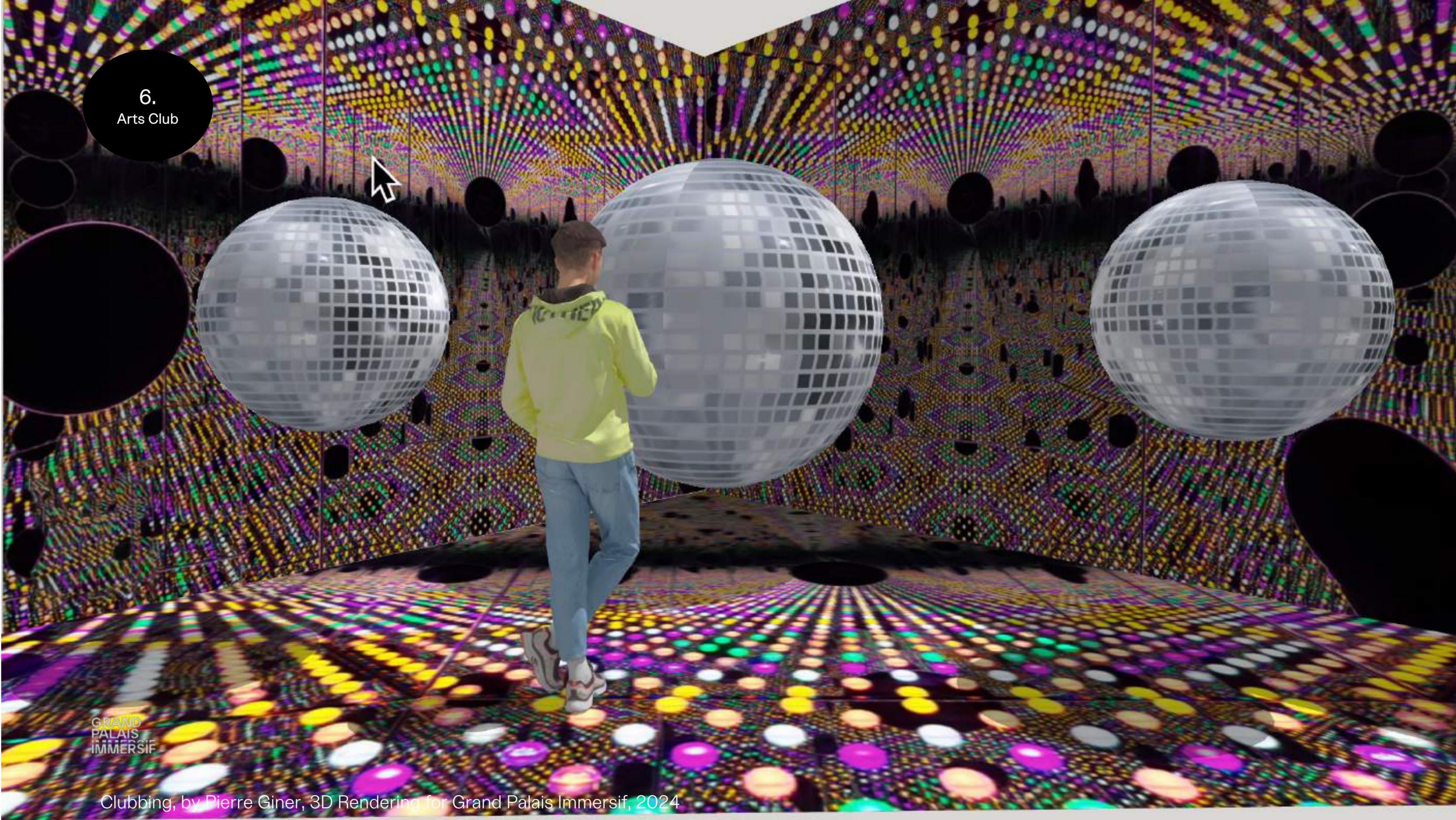
6.
Arts Club



GRAND
PALAIS
IMMERSIF

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

6.
Arts Club



GRAND
PALAIS
IMMERSIF

7.
*Everybody
Dance*



GRAND
PALAIS
IMMERSIF

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

Asian Ghosts

The Gory Tale of the Asian Underworld

Asian Ghosts

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

GRAND
PALAIS
IMMERSIF

 **MUSÉE DU QUAI BRANLY
JACQUES CHIRAC**



Asian Ghosts

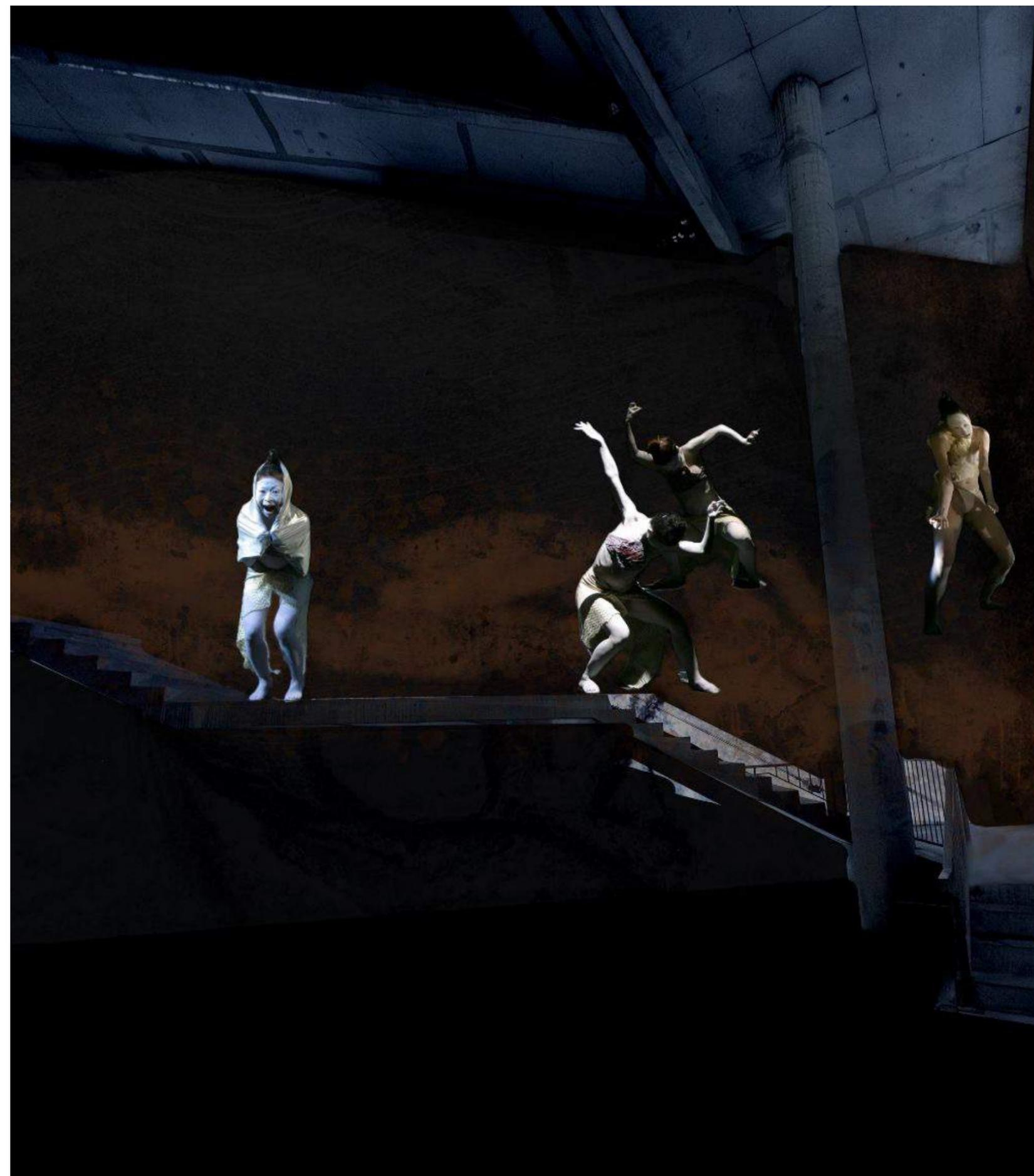
Concept of the exhibition

"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!

GRAND
PALAIS
IMMERSIF



Walkthrough: Enter the Underworld of Asian Ghosts!

ENTRANCE

Foreword...
Get ready to enter to enter the Underworld!

1. THE PASSAGE OF INCANTATIONS
Enter the Chinese Underworld of Ghosts!

2. ENCOUNTER WITH THE VENGEFUL GHOSTS FROM THAILAND

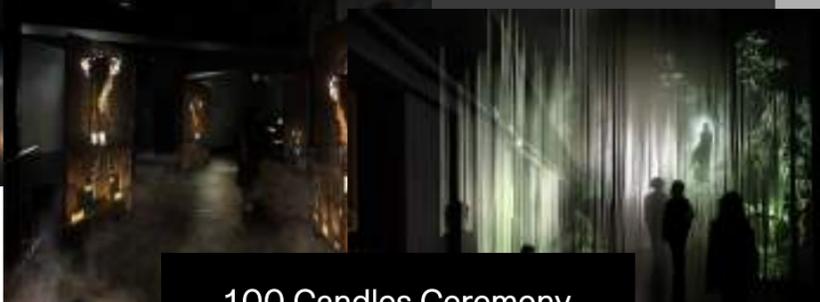
3. EDO JAPAN
Most famous figures in the Japanese culture

4. THE GHOST THEATER- JAPAN
Live, learn, and act in the Buto Theatre.

5. J-HORROR GHOSTS - JAPAN
The migration of ghosts in a modern space. J Horror features ghosts of everyday life, quite close to the Edo period, transposed into the urban universe.

6. THE GREAT ODYSSEY OF GHOSTS
Live the full storyteller tale through an experimental, sound-driven & theatrical performance about the relationship ghosts and today's world.

SHOP



100 Candles Ceremony



Mirror Ghosts:
Become the Ghost!



The Lantern Show

FOREWORD

GRAND
PALAIS
IMMERSIF

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

1. THE
PASSAGE OF
INCANTATIONS



GRAND
PALAIS
IMMERSIF

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

× 1. THE PASSAGE OF INCANTATIONS



0:00

0:40

TAOIST PRIESTS

EXORCISM IN CHINA

TAOIST PRIESTS CONTROL VAMPIRES USING PAPER CHARMS, PEACH WOOD SWORDS, MIRRORS, AND MAGIC DIAGRAMMS. 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 (GUA) RETURN TO THE EARTH. IF THE GUA ARE NOT NOURISHED BY

1. THE
PASSAGE OF
INCANTATIONS



GRAND
PALAIS
IMMERSIF

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

X 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

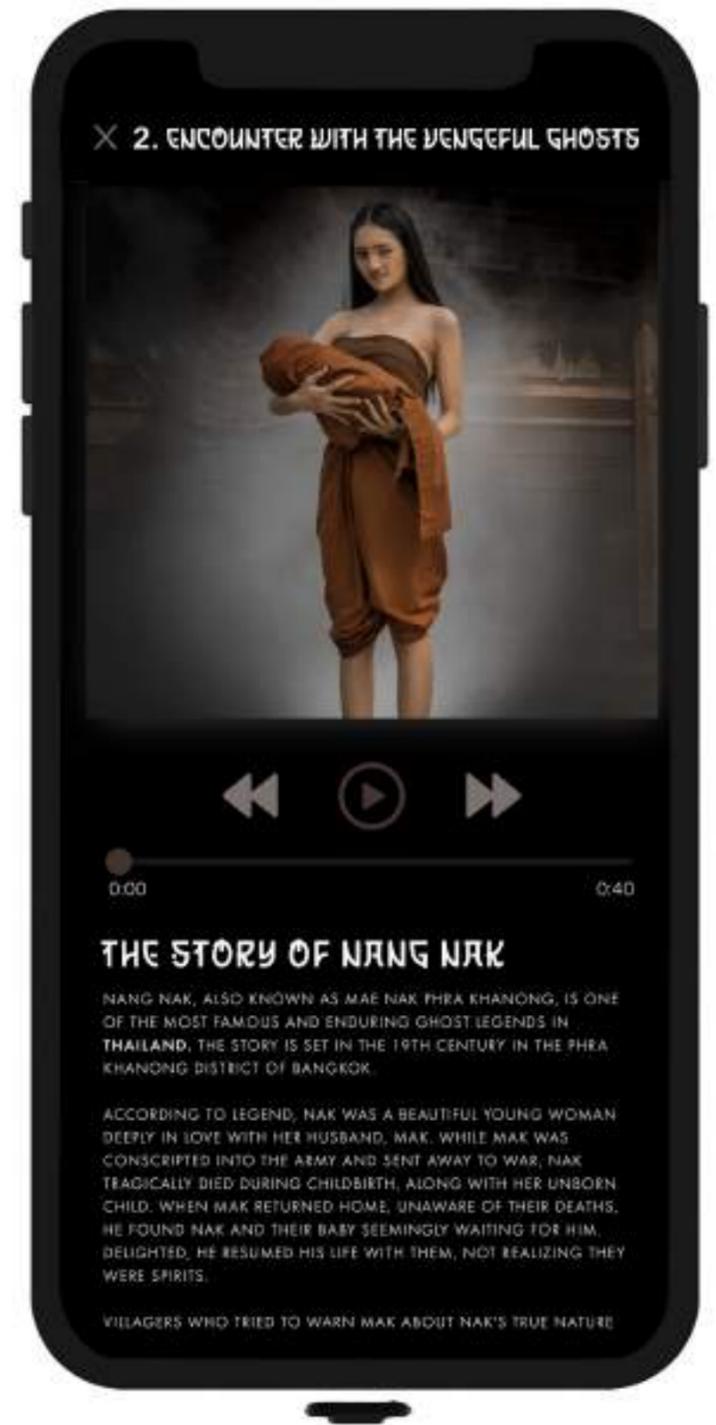


GRAND
PALAIS
IMMERSIF

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



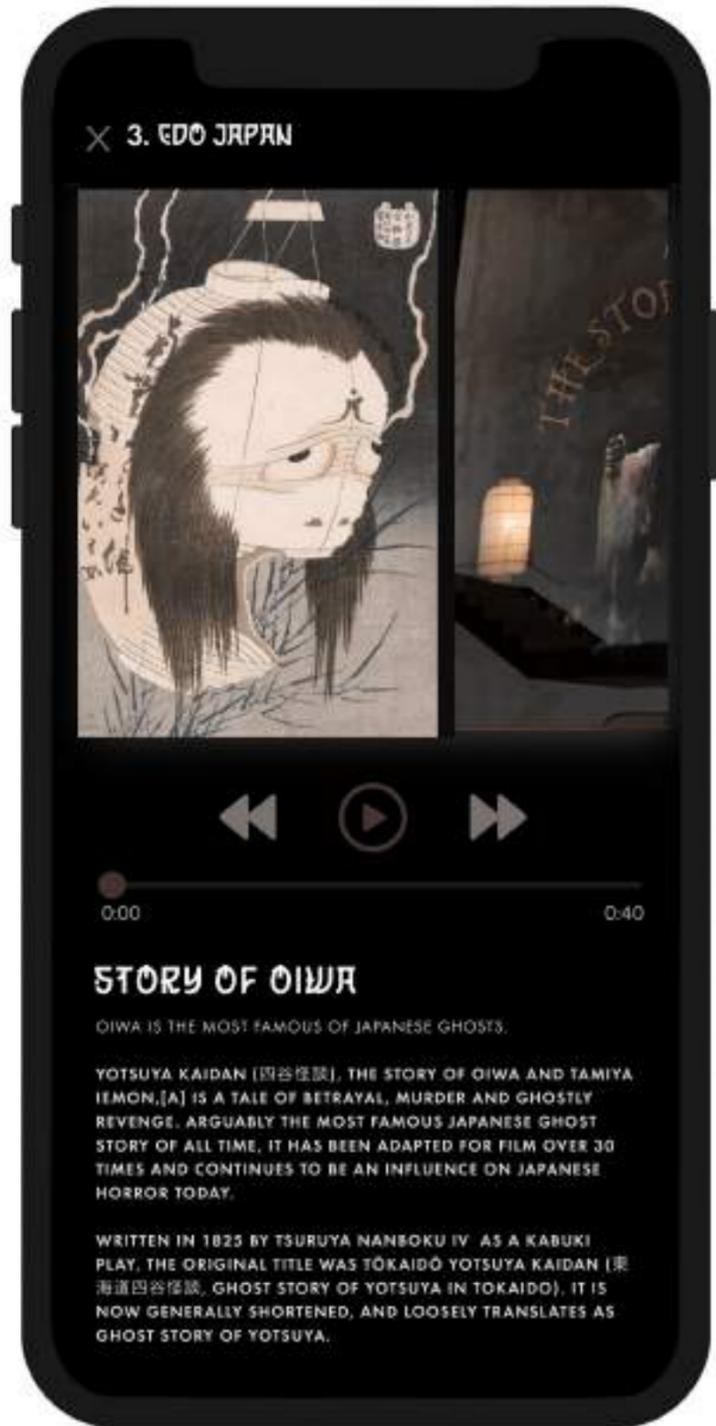
2.
ENCOUNTER
WITH THE
VENGEFUL
GHOSTS



GRAND
PALAIS
IMMERSIF

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

3. EDO JAPAN



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

3. EDO
JAPAN



GRAND
PALAIS
IMMERSIF

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



3. EDO
JAPAN



GRAND
PALAIS
IMMERSIF

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



MIRROR
GHOSTS

GRAND
PALAIS
IMMERSIF

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

4. THE
GHOST
THEATER



GRAND
PALAIS
IMMERSIF

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

5. J-HORROR
GHOSTS



GRAND
PALAIS
IMMERSIF

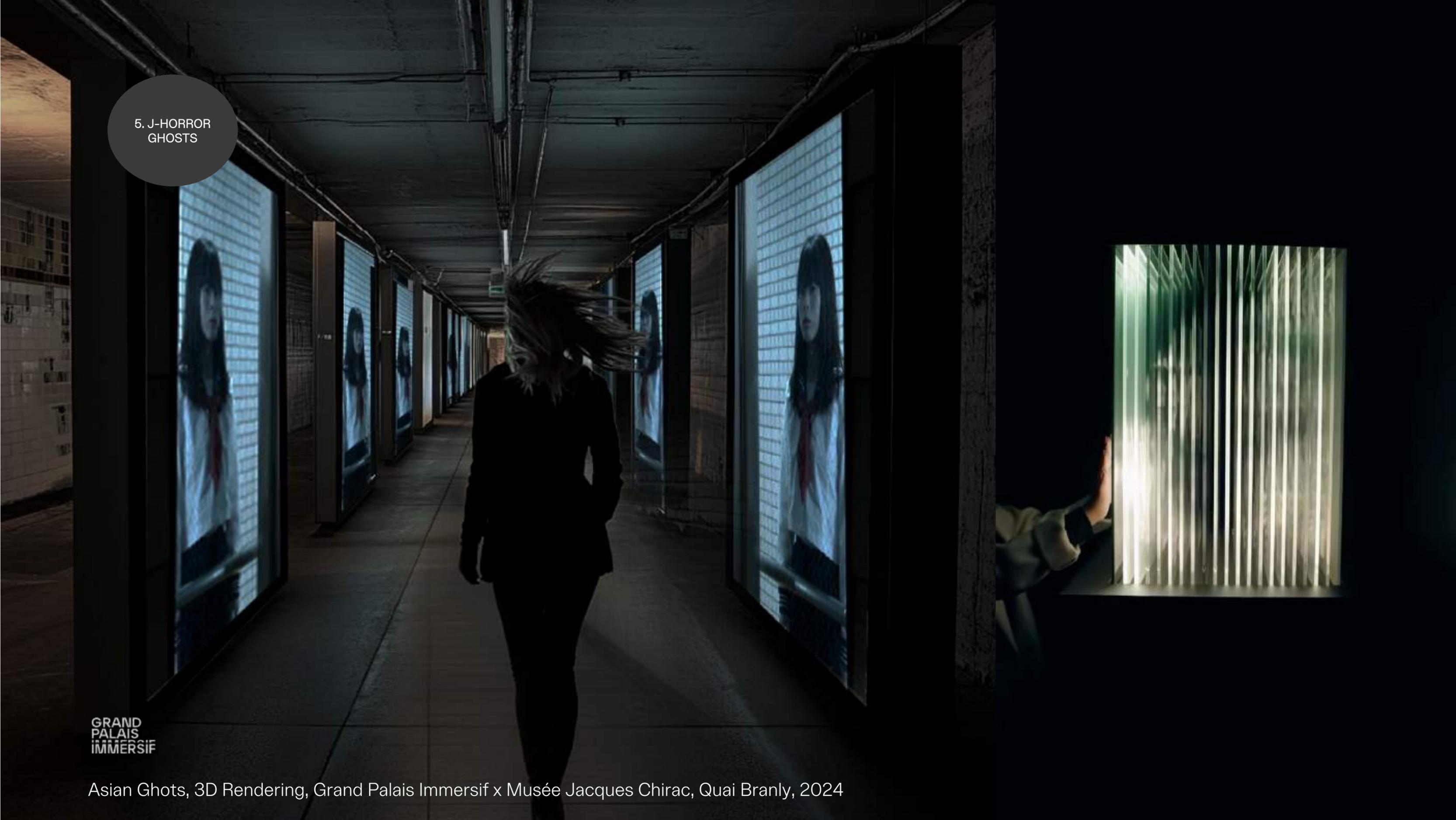
Asian Ghots, 3D Rendering, Grand Palais Immersif x Musée Jacques Chirac, Quai Branly, 2024

5. J-HORROR
GHOSTS

GRAND
PALAIS
IMMERSIF

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

5. J-HORROR
GHOSTS



GRAND
PALAIS
IMMERSIF

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



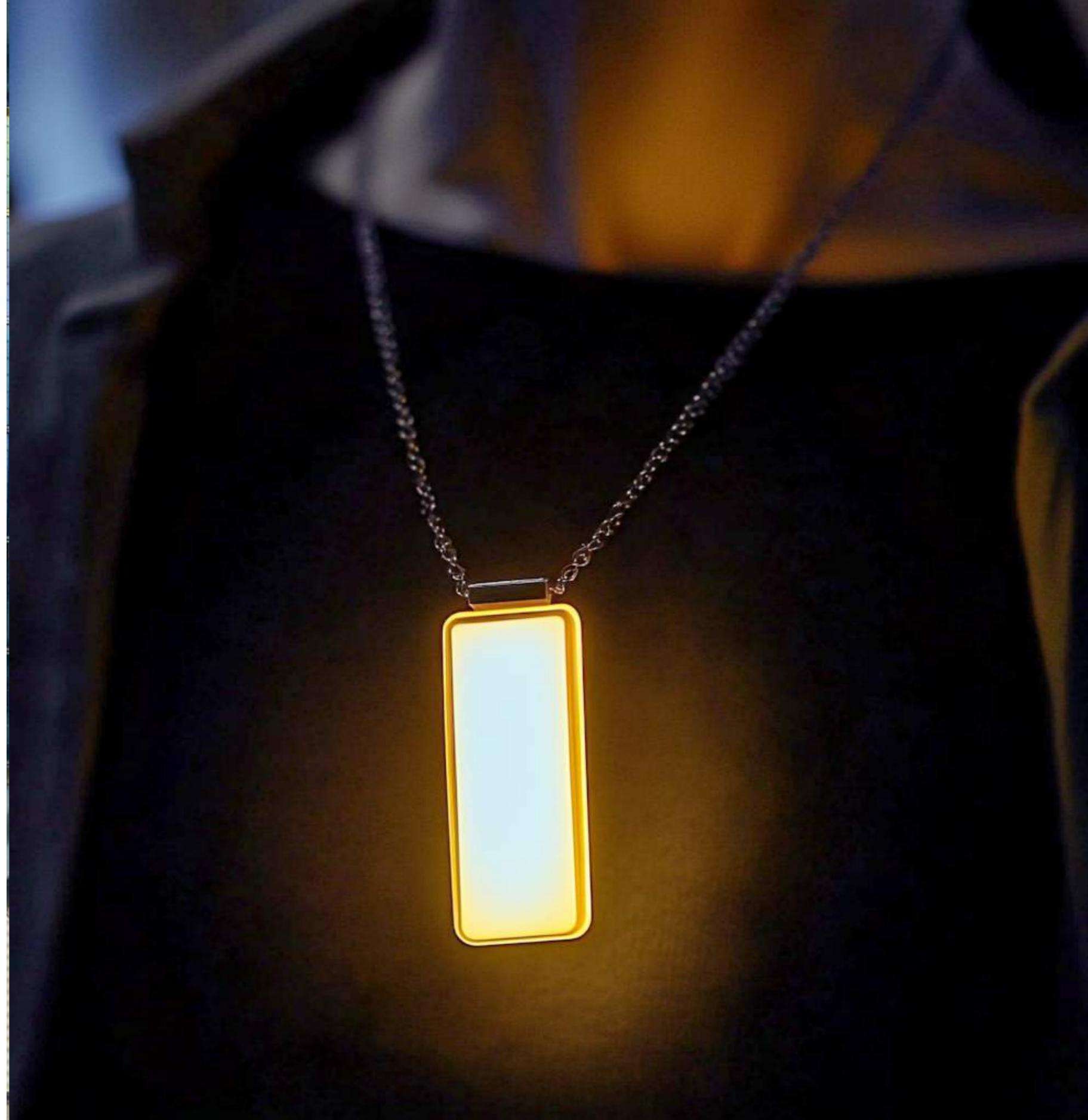
GRAND
PALAIS
IMMERSIF

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

An enriched experience

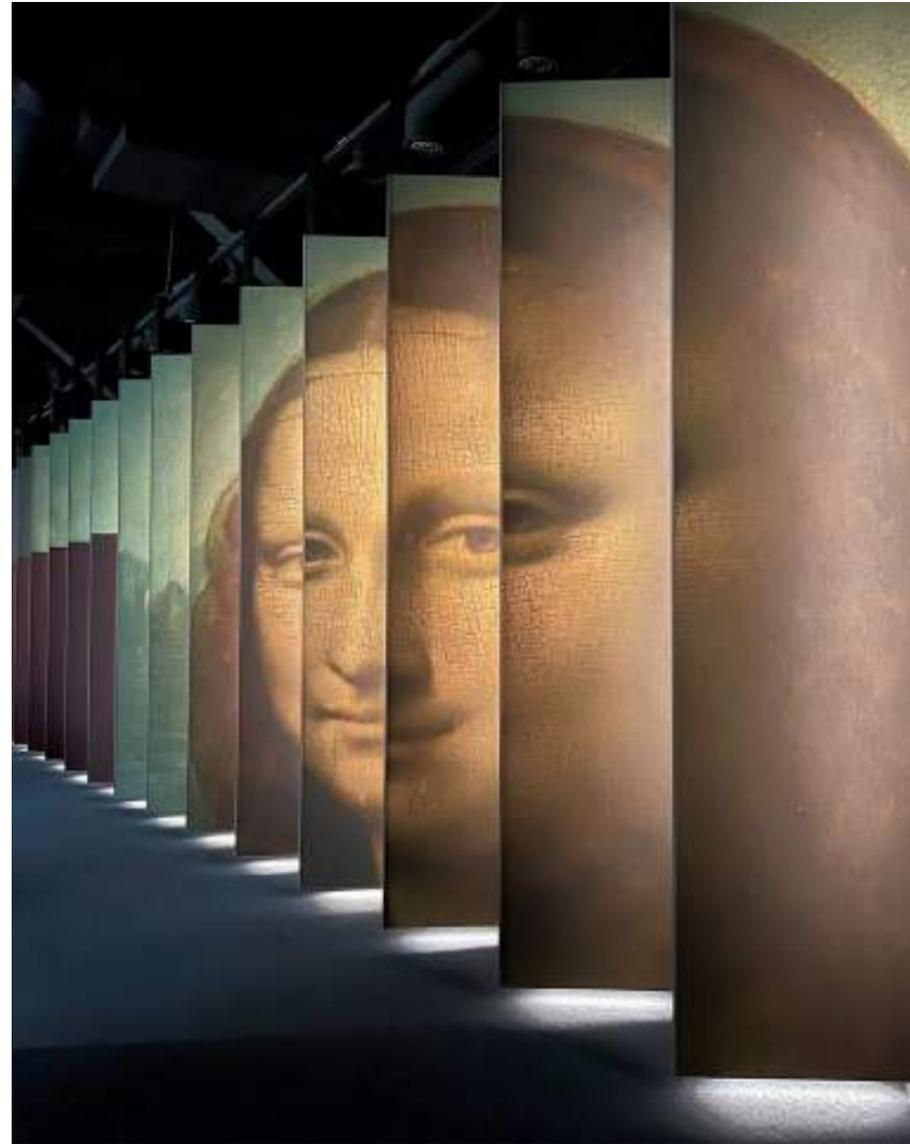
A connected necklace

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