

Jacquemart-André Museum Paris



A Unique Experience

“A Journey through Time,
from the Nineteenth Century to the Digital Age”

by



A Place of History

The Musée Jacquemart André is the former home of one wealthy couple, Édouard André and Nélie Jacquemart. The couple moved to this mansion in 1870, back when this area of grand boulevards was created by Baron Haussmann. Haussmann completely transformed the way Paris looks and among other things, cleared out many small alleys to make way for those famous tree-lined boulevards that criss-cross Paris. Jacquemart & André had no children but had an immense passion for arts, especially Italian art. Over the years, they traveled the world and collected art of all kinds to decorate their lavish mansion. When Jacquemart died, his wife carried on and when she passed away, the house along with the collection was handed over to the Institut de France – for our benefit as a museum.



Édouard André and Nélie Jacquemart

2 DUPLICABLE EXPERIENCES TO SHARE SOME EXCEPTIONAL MOMENTS DURING 2024 PARIS OLYMPIC GAMES:

-Price upon request, up to 400 guests (digital show, cocktail dinner, privatization of the museum)

-Price upon request: up to 40 guests - digital show, seated dinner and privatization of 1 Salon. (Possibility to privatize 2 Salons and invite 150 guests at additional charges).

THE INVITATION

The journey would start with the invitation.

The invitation: Guests would receive a prism to put on their phones and a QR code to scan. This would cause a hologram of Nélie and Edouard Jacquemart André (or the client) to emerge from the phone and invite them to the soirée.



Holographic prism

WELCOME

The illusion would commence upon the guests' arrival.



Mapping video

The vaulted passageway through the museum's entrance: On the ground, there would be a water feature with a projection of Monet's water lilies, which could move when guests step on them.

All along the passageway, there would be walls of water, with visual effects relating to the Olympic Games, and then, at the end of the passageway, the Olympic rings or the Olympic flame or similar would be projected onto a wall of fog (without droplet) that guests would pass through to access the inner courtyard.



Inner courtyard: Guests would be welcomed through a corridor formed by Second Empire-style drummers. And around the sides of the courtyard, there would be ice sculptures representing the sports of the Olympic Games or an alternative allusion to the games.



THE JOURNEY

The entrance to the museum: Guests would be transported to different eras by the different events punctuating the soirée. Culinary experiences facilitated by the caterer: We would go from very traditional, classic French cuisine of times gone by to futuristic fusions of molecular gastronomy and nitrogen.

In the three salons, there would be dance performances charting the evolution of the form over time: the Charleston, the French cancan, and contemporary dance.



Le Grand Salon





French Cancan

For the contemporary dance, the dancers would all assemble in the Grand Salon for a dance that would involve graphic animations being projected onto them to create a sense of unreality.

Suspended at the level of the front steps or at another level: A dynamic sculpture representing the Olympic rings, which would be in motion.

The Winter Garden: Entertainment involving fencing masters (a nod to fencing).



Winter Garden

Additionally, a pedestal would bear a holographic sculpture, which would be created over the course of the soirée. There would be a holographic studio in which guests could be photographed so that they could then be synthesized into a hologram. This hologram would be projected onto the pedestal, replacing the statue of Monsieur Jacquemard.

Guests could also place the prism on their phones to see their hologram again (the equivalent of a photo booth, but for holograms).



Guest's hologram would be projected onto a pedestal

The Music Room: In the **Musicians' Gallery**, we would put up a canopy, which would not obscure the ceiling, onto which fireworks, a starry sky, or something else entirely could be projected.

All along the **Musicians' Gallery**, there would be electric violinists who would provide the accompaniment for this piece of entertainment and would thus alert guests to the commencement of this part.



Musician's gallery

The Italian floor: In the Italian museum, six mandolinists would accompany the experience, transporting people back to Italy.



The Italian floor

CONCLUSION

When it was time to depart, there would be one final event before guests left the museum.



The finale: In the **inner courtyard**, there would be singing by a female vocalist / dancer on either stilts or a large structure covered by her white dress, on which there would be a projection-mapping show.



Dancer and mapping video

Digital show & Cocktail dinner



PRICE UPON REQUEST: up to 400 guests,

The price includes

- Privatization of the entire museum,
- Private visit of the museum
- A cocktail dinner for 400 persons,
- Holographic prism and QR code invitation
- Monet 's water lilies projection on the moving ground (mapping video show)
- Olympic rings projected onto a wall of fog,
- Olympic ice sculptures,
- Security staff up to midnight

Options:

- Holographic photo booth to project guest's holographic sculpture on the pedestal used for Monsieur Jacquemard
- Female vocalist on which there would be a projection-mapping show
- Virtual fireworks projection on the ceiling of the Salle de Musique
- Musicians (such as mandolins, electronic violinists, second empire style drummers)
- Contemporary dancers
- Retro lit champagne pyramid
- 10 Actors in costume (including Mr and Mrs Jacquemard -André)



Digital show & seated dinner



PRICE UPON REQUEST : up to 40 guests (possibility to privatize 2 Salons and invite 150 guests)

The price includes

- Privatization of 1 salon
- Private visit of the museum (the museum is closed to the public at 6:00 pm)
- A seated dinner for 40 persons,
- Holographic prism and QR code invitation
- Monet 's water lilies projection on the moving ground (mapping video show)
- Olympic rings projected onto a wall of fog,
- Olympic ice sculptures,
- Security staff up to midnight

The museum is closed to the public at 6:30 pm

Options:

- Holographic photo booth to project guest's holographic sculpture on the pedestal used for Monsieur Jacquemard
- Female vocalist on which there would be a projection-mapping show
- Virtual fireworks projection on the ceiling of the Salle de Musique
- Musicians (such as mandolins, electronic violinists, second empire style drummers)
- Contemporary dancers
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