**PRESS RELEASE**

**Culturespaces**

YEAR

more

In

of

walls,

1564

Raphael
da

For

the

means

The

Gatto

Raphael
Provence

digitised

spectacle

and

picture

the

1483

minutes

of

1520

1475

Triomphe de

Galatea

by

Raphael
(1483-1520);

the

ceiling

vault

of

the

Sistine

Chapel

and

The

Last

Judgment

by

Michelangelo
(1475-1564)...

The

spectacle

offers

a

moving

face
to

face

with

portraits

that

display

their

perfection

in

fine

detail

on

the

quarry

walls,

whereas

the

frescoes

impress

as

much

by

their

monumental

dimensions

as

by

the

extraordinary

gallery

of

characters

which

populates

them.

During

the

show,

certain

details

of

the

frescoes

that

normally

decorate

the

walls

and

vaults

of

churches,

villas

and

Italian

palaces,

are

specially

highlighted

in

the

Quarries

thanks
to
digital

technology,

offering

the

visitor

a

unique

opportunity

to

see

them

as

never

before.

**Record attendance levels at the Carrières de Lumières in 2014**

In 2014, more than 460,000 visitors were enchanted by the stunning (re)discovery of the greatest masterpieces of Klimt, Schiele and Hundertwasser. Since the opening of the Carrières de Lumières in 2012, more than 1 million people have been beguiled by this new method of approaching art.

Year after year the Carrières de Lumières testify to the success of the AMIEX® concept developed by Culturespaces which, thanks to digital technology, offers the experience of a full-blown sensory immersion in the heart of the paintings.
AMIEX®: an immersive Art concept that ushers in a new era of popularizing the arts

It is to encourage more widely the discovery of Art, while also offering a new way to face the major artists that Culturespaces developed the concept AMIEX®, which stands for Art Music & Immersive Experience. “A complex system that combines art with digital technologies, to create a mesmerizing audio-visual journey, at the heart of art history”, explains Bruno Monnier, president of Culturespaces.

This experience is based on the development of a tailor-made original multimedia show, created from thousands of digitized images of works of art with a fibre optic network used to show them at very high resolution. The images move in time to the music, becoming the notes of a new type of musical score.

The AMIEX® concept orchestrates all of this via an extraordinary video installation at the cutting edge of technology, working with a spatial sound system calibrated to the unique nature of the site. “This sophisticated system took 2 years of development work in order to get the moving images to seamlessly integrate with the audio and mould perfectly to the venue’s layout,” explains Bruno Monnier. “From the moment the show starts, the technology disappears and the experience takes over. Viewers are encouraged to wander freely throughout the space while a scenario imbued with poetical beauty appears all around them, on the walls and beneath their feet, in a homage to the world’s most famous painters. We invite visitors to immerse themselves body and soul in the world of the artists, to let the emotion wash through them...”
Gianfranco Iannuzzi

Gianfranco Iannuzzi trained as a sociologist and photographer. His artistic approach uses image, sound and light to communicate through the senses. He works to provide a cultural and artistic re-imagining of diverse existing places and spaces, both indoor and outdoor. On each occasion he creates an installation that respects, profiles and transforms the space in a temporary way. He designs an “interactive environment” which spectators can move through at their own pace, and even change their perception of the show. The use of state-of-the-art multimedia and interactive technology encourages audiences to participate and get actively involved with the work of art.

He has been producing shows for the Carrières at Les Baux de Provence for many years. He is currently working on a number of projects across Europe and the world, filling new spaces with his artistic creations.

Renato Gatto

Renato Gatto is a drama teacher and assistant director. He has produced his own teaching and training programme focused on the relationship between the body and the voice, gestures and sounds. He teaches vocal technique in the main Italian theatre schools, and works as a teacher and performer with the Fenice Theatre teaching project in Venice. He is Head of the Accademia Teatrale Veneta actor training school.

Massimiliano Siccardi

Massimiliano Siccardi is a video director and multimedia artist. He has developed a research and production business using new image, sound and video technologies. He works with images, seeking to integrate them into artistic performances and choreographies.

Their recent works:
2014 - “Klimt and Vienne. A century of gold and colours”, Carrières de Lumières
2013 - “Monet, Renoir... Chagall, Journeys through the Mediterranean”, Carrières de Lumières
2012 - “Gauguin – Van Gogh, painters of colour”, Carrières de Lumières
2010 - “Ponts”: multimedia installation in the Cardinals’ Vestry, Palais des Papes, Avignon
2009 - “Picasso”: show for Cathédrale d’Images
2009 - “Digital Dynamic Fresco” - a permanent installation in the dome of the Petruzelli Theatre, Bari
2009 - “Giotto – Francis, radiant humility” - video installation in Notre-Dame du Val-de-Grâce, Paris
2008 - Permanent installation at the Lapidary Museum, Narbonne
2007 - Multimedia installation at Jas De Bouffan, Aix-en-Provence
2007 - “Venise “ - show for Cathédrale d’Images
2006 - Light and sound installation at the Roman Horreum, Narbonne
AMIEX® : a concept at the cutting edge of digital technology

For the past two years, the Carrières de Lumières have been a wonderful testbed for Culturespaces, enabling it to develop its innovative arts popularization concept: AMIEX® (Art & Music Immersive Experience). The concept is based on creating a multimedia show unlike any other, created from thousands of digitized images of works of art with a fibre optic network used to show them at very high resolution and that move in time with the music to create a scenario imbued with poetical beauty.

AMIEX® creates this scenario thanks to a high-technology video installation, working with a spatial sound system calibrated to the nature of this protected natural site. The AMIEX® installation is tailor-made to mould perfectly to the venue where it is used.

Thanks to this truly special installation, visitors to the Carrières de Lumières are completely immersed in the show, led on a fascinating journey to the very heart of a variety of artists’ worlds. From the moment the show starts, the technology disappears and the artistic experience takes over.

Having already enchanted more than 1 million visitors in 3 years (239 000 visitors in 2012, 373 000 in 2013 and 460 000 in 2014), the AMIEX® concept is to be developed in other sites, in France and internationally.

AMIEX® aux Carrières de Lumières, c’est :

- A video equipment unique in Europe: 100 video projectors are controlled by as many graphic servers projecting images onto the walls of the quarry up to 14 metres high. The floor itself is completely covered and becomes an immense carpet of images. Each server delivers a programmed image to its video projector, and it is all synchronised by a production computer that holds this ultimate installation together.

- 3D audio adapted to the specifics of the site. Each speaker covers 45 degrees of wall and broadcasts a more homogenous sound wherever the spectator is.

- Installation of fibre optic, for a smoother image transmission. Each video signal is converted into light using fibre optic technology, and these signals can therefore be carried up to 500 metres, in a higher resolution than Full HD.

- A complete automatic management system for multi-screen production, sound and lighting.

**KEY FIGURES**

- Surface area for projection: 7000 m²
- Height of projection: from 6 to 14 metres
- Show duration: 35 minutes
- Number of images projected per show: around 3000
The story of an inspiring place

The ‘Val d’Enfer’ is a mysterious place just a stone’s throw from Les Baux de Provence, in the heart of the Alpilles. This valley with outstanding solid mineral deposits has long inspired artists. It provides the setting for Dante’s *Divine Comedy*, and Gounod created his opera *Mireille* here. Later, Cocteau came to film *The Testament of Orpheus* in these very quarries.

The Carrières du Val d’Enfer are a classified site.

Stone working

The Carrières du Val d’Enfer quarry was created over the years for extracting the white limestone used in the construction of the Château and Les Baux. Large-scale stone production in the Saint-Rémy area forced quarry-workers to change mining techniques using hoists and pits leading to the surface. **This, and the need for stone in the construction of the medieval Château and Les Baux, is why quarries were opened in this part of the Alpilles.** In 1935, economic competition from modern materials led to the closure of the quarries.

The transformation of the Carrières

The Carrières were given a new life **thanks to the visionary genius of Jean Cocteau in the 1960s.** He was enchanted by the beauty of the place and its surroundings, and decided to film *The Testament of Orpheus* here in 1959.

This transformation was continued in 1977 with the creation of a new project inspired by the research of Joseph Svoboda 1, one of the great scenographers of the second half of the twentieth century, and destined to enhance this area: the huge rock walls are perfect backdrops for a new kind of sound and light show which fully involves the audience.

For over 30 years, the Carrières du Val d’Enfer has hosted these audio visual shows.

Launch of the Carrières de Lumières in 2012

In 2011, the town of Les Baux-de-Provence asked Culturespaces to take over management of its famous Carrières under a public service concession agreement. Thus, the Carrières de Lumières are to be discovered since March 2012.

The Carrières de Lumières is now established as a cultural entertainment site, the programming of which brings together major names in the history of art and multimedia, a cultural centre that has become essential for the region.

---

1 Joseph Svoboda had been working on a scenography idea using projected images as early as 1942. The ideas he was developing were well ahead of the technologies available in his time. In 1967, he produced installations for the Czechoslovakian pavilion at the Montreal exhibition including synchronised images from 11 cinema projectors and 28 slide projectors which were projected onto a large number of surfaces.
“Our aim is to help public institutions present their heritage and develop their reputation in cultural circles and among tourists. We also aim to make access to culture more democratic and help our children discover our history and our civilisation in remarkable cultural sites”

Bruno Monnier, CEO and Founder of Culturespaces.

With 20 years of experience and 2 million visitors every year, Culturespaces is the leading private organisation managing French monuments and museums, and one of the leading European players in cultural tourism.

Culturespaces produces and manages, with an ethical and professional approach, monuments, museums and prestigious historic sites entrusted to it by public bodies and local authorities.

Are managed by Culturespaces:

• Musée Jacquemart-André, Paris (since 1996)
• Villa Ephrussi de Rothschild, Saint-Jean-Cap-Ferrat (since 1992)
• Greek Villa Kerylos, Beaulieu-sur-Mer (since 2001)
• Carrières de Lumières, Baux-de-Provence (since 2012)
• Château des Baux de Provence (since 1993)
• Roman Theatre and Art and History Museum of Orange (since 2002)
• Nîmes Amphitheatre, the Square House, the Magne Tower (since 2006)
• Cité de l’Automobile, Mulhouse (since 1999)
• Cité du Train, Mulhouse (since 2005)

• And in May 2015, Culturespaces launches in Aix-en-Provence a new Art Centre in a gem of the XVIIIth century: Caumont Art Centre, in a mansion, belonging to Culturespaces.

Aware that our heritage must be preserved for future generations, Culturespaces contributes every year to financing restoration programmes for the monuments and collections it has been entrusted to look after. More generally, Culturespaces is responsible for upgrading spaces and collections, welcoming the general public, managing staff and all services, organising cultural activities and temporary exhibitions and promoting sites at national and international level, with efficient and responsible management methods certified ISO 9001.

To ensure that visits are always a pleasure, the Culturespaces teams place quality of reception and cultural enrichment at the heart of all their services to visitors.

In the meantime, the Culturespaces Foundation, created under the aegis of the Fondation du Patrimoine, has set itself the task of supporting initiatives that give children access to culture.
Opening times
The Carrières de Lumières are open every day between the 6th of March 2015 and the 3rd of January 2016. The show will run every day:
- from 10 am to 6 pm, from March 6 to March 31
- from 9.30 am to 7 pm, from April 1 to September 30
- from 10 am to 6 pm, from October 1 to January 3, 2016
The cafeteria, the book and gift shop are open during the Carrières’ opening hours.

Tarifs

Individuals
Full rate: 10,5 € / Reduced rate: 8,5 € (students, children aged 7-17, unemployed)
Free for children under the age of 7 and disabled

Offer for families
Free entry for the second child aged 7 to 17 when two adults and one child entry have been bought.

Groups and schools (minimum 20 people)
Groups: 8,5 €
Schools: 5 €
Educational workshop: 14 €

Access

Carrières de Lumières
Route de Maillane 13520 Les Baux de Provence
Tel.: +33 4 90 54 47 37 – Catherine Courteau, chargée de la promotion

By road: motorway A7(exit Avignon), A9 (Nîmes), A54 (Baux-de-Provence). Parking cars gratuit sur présentation du contrat de réservation.

By train: Aix-en-Provence, Nîmes and Avignon TGV stations.

By plane: Marseille and Avignon airports.

Press contact: Claudine Colin Communication
Christelle Maureau – christelle@claudinecolin.com – tel.: +33 1 42 72 60 01