

THE REOPENING OF THE PALAIS GALLIERA

PALAIS
— MUSEE DE LA MODE —
GALLIERA
DE LA VILLE DE PARIS



PARIS
MUSEES

THE REOPENING OF THE PALAIS GALLIERA

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PRESS VISUALS ON REQUEST

EDITORIAL

MIREN ARZALLUZ,
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THE PALAIS GALLIERA

In 1920, when it made the founding donation of its collection to the City of Paris, the Société de l'Histoire du Costume, through its President Maurice Leloir, called for the creation of a museum for a permanent display of the history of fashion.

That collection, which has since been greatly expanded, was transferred to the Palais Galliera in 1977, where it was displayed in thematic or monographic temporary exhibitions. The City of Paris Fashion Museum soon became an essential reference in the field.

Thanks to the outstanding generosity of CHANEL, the Palais Galliera, Musée de la Mode de la Ville de Paris, to give it its full name, is now entering a new phase. One hundred years after that first donation, Maurice Leloir's wish has been realised and the museum is now able to meet the legitimate expectations of its Parisian, national and international public: after two years of major renovation and extension work, the museum has acquired new galleries that will house the first permanent exhibition devoted to the history of fashion in Paris.

Located at basement level and covering an area of over 700 m², these new spaces, the "Galleries Gabrielle Chanel", use the museum's collections to showcase the history of fashion from the 18th century to the present day. Regular re-hanging, which is necessary for the conservation of the works and possible thanks to the formidable number of items in the collection, will provide an opportunity to explore different angles and themes in this permanent exhibition. Our goal is to provide visitors with a dynamic history, from various points of view, and to approach fashion both as artistic creation and as a socio-cultural phenomenon.

In June 2021, the first exhibition in the permanent galleries will highlight the way the museum's collections have been built up and expanded. With a scenography drawing on the vast universe of the reserves, the show will lay emphasis on the museum's contribution to the scientific and artistic recognition of fashion. Masterpieces will feature prominently, reflecting the exceptional quality of the museum's stock of the more than 200,000 works acquired over the past century.

These new galleries also mean that the Palais Galliera can envisage more ambitious temporary exhibitions from time to time, on both levels of the museum, between re-hangings of the permanent exhibition. And indeed, this will be the format when we celebrate the reopening of the museum in October 2020 with the international exhibition, *Gabrielle Chanel. Manifeste de mode* ["Gabrielle Chanel. Fashion Manifesto"]. Mirroring the first presentation of the permanent collections, our visitors will go on to discover the *Vogue 1920-2020* retrospective. Like the famous magazine, the Palais Galliera, Musée de la Mode de la Ville de Paris, is celebrating the centenary of its collections by presenting them in an exceptional setting and treating our visitors to a unique fashion experience.

INTRODUCTION

The Palais Galliera was built by Paul-René-Léon Ginain at the request of Marie Brignole-Sale, Duchess of Galliera, to house her extensive art collection. This highly cultured woman's desire to make paintings, sculptures and objets d'art available to as many people as possible was the driving force behind the commission. Construction of the Palais began in May 1879 and was completed in February 1894. The building, though freely inspired by classical and Renaissance architecture, is nevertheless technically very much of its time.

After years of various uses, the Palais was by turns a museum of industrial art, a Salon for Painters typical of their period and an auction house. It was in 1977, when the city's collections were transferred to the Palais Galliera, that the Palais Galliera became the great museum of Fashion and Costume. Since its renovation in 2013, the Musée de la Mode de la Ville de Paris has become the absolute reference point for aficionados of the subject.

The collections, with more than 200,000 garments, accessories, photographs, drawings, illustrations and prints, are among the most comprehensive in the world. The textile pieces reflect French dress conventions and clothing habits from the eighteenth century to the present day. Whether extravagant or precious, plain or everyday, the pieces reflect the creative genius of fashion – up to and including its latest and most contemporary manifestations.

The museum used to present and showcase items from its priceless albeit fragile collections in what were until now temporary exhibitions. These exhibitions were either monographic (e.g. *Givenchy*, *Fath*, *Carven*, *Castelbajac*, *Grès*, *Alaïa*, *Jeanne Lanvin*, *Fortuny*, *Martin Margiela*) or thematic (e.g. *The History of Jeans*, *Japonisme in Fashion*, *Fashion and Gardens*, *The Roaring Twenties*, *Sous l'Empire des Crinolines*, *The 1950s*) and they attracted an ever-increasing number of visitors.

In order to provide a wider and more satisfying experience for the public, the museum found a way of doubling its exhibition space by using the basement level. By combining the two levels it will now be possible to host large-scale temporary exhibitions or to present the permanent collection – periodically renewing it due to the fragility of the pieces – so that the visitor is presented with a fascinating history of fashion from the 18th century to the present day.

Extensive renovation work has been carried out in the basement. This has made it possible for the public to enjoy the beautiful vaulted galleries. Visitor comfort has been greatly enhanced with the creation of a bookshop and an educational workshop.

This restoration programme was carried out thanks to the support of CHANEL and finance from the City of Paris in the context of the renovation plan for Paris Musées establishments carried out between 2014 and 2020.

EXTENT OF THE RENOVATION

The museum can now put on more extensive temporary exhibitions, spread across the two floors, or display more of its permanent collection. The new exhibition rooms occupy the red brick and stone vaulted cellars and cover an area of more than 700 m². The improvement to the visitor experience is truly outstanding. There has been a corresponding increase in the range of services available, too, thanks to the creation of a workshop room for cultural and educational activities on the basement floor and a bookshop on the ground floor.

While the Palais Galliera was closed for refurbishment, we also took the opportunity to renovate the 5,000 m² of magnificent façades and architectural features. The balustrades, which had been badly affected over the years by the weather, were reinforced, and the façades were cleaned.



THE NEW EXHIBITION SPACES

The Palais Galliera is a perfect architectural example of late 19th century construction. It combines architectural tradition with technical innovation: the building is underpinned beneath the cut stones by a metal framework, made by the company belonging to Gustave Eiffel.

In 2013, the Palais Galliera underwent a major renovation of the exhibition halls on the ground floor and the offices on the upper floors.

The new phase of renovation works was launched in the autumn of 2018. It involved the entire basement of the museum and was completed in July 2020. In the course of this work, the cellars were converted into exhibition rooms and an educational workshop. A second vertical access between the basement and the ground floor was also created and the public areas were remodelled. The museum's exhibition space has been doubled, so that it now covers an area that was previously given over to archives, storage and technical facilities. The space for exhibitions on the basement level now amounts to 700 m², divided into three rectangular rooms and a curved gallery.

The project is the result of a collaboration between two Parisian architectural practices, L'Atelier de l'île and CIEL architects. The project also called on the skills of several companies that specialise in the restoration of old buildings, with expertise in masonry, stone cutting, sculpture and roofing.



Galerie courbe © Atelier de l'île/Ciel architectes

SPECIFICS OF THE PROJECT

A CONCRETE STAIRCASE

A new staircase in polished white concrete connects the two levels. It descends from the Salle Carrée, next to the museum entrance hall, to the entrance to the new galleries at basement level. Sculpted in one piece, it is a compact block at its base and simply cut into the floor of the ground floor above. The white concrete, is in keeping with the minerality of the ground floor. This light, minimalist object seems to rise from the floor of the building. The new staircase ties in the two styles in a very modern way: the ground floor with its mosaics and painted ceilings on the one hand, and the basement with its terracotta brick vaults and stone foundations and blind arcades on the other. The bookshop and museum boutique will occupy this room, with furniture that reflects the image of the place. This space connects the two levels of the visit, allowing for an unbroken tour of the museum.

A HIGHLY TECHNICAL UNDERFLOOR SYSTEM

The architects used the deep foundations in the building's construction system, to create a technical level underneath the existing basement. This new level, which is completely hidden from the public, houses the complex equipment necessary for the smooth running of the exhibition rooms; the delicacy of the fabrics on display requires precise control of humidity, air temperature and the intensity of the light.

The entire surface was excavated, without underpinning, in order to achieve a clearance of between 1.40 m and 3.50 m, depending on the room. Small machines threaded their way under the peristyle to shift thousands of cubic metres of earth, which was then carried away on a conveyor belt.



Escalier © Atelier de l'Ile/Ciel architectes



© Geoffroy Ménabréa

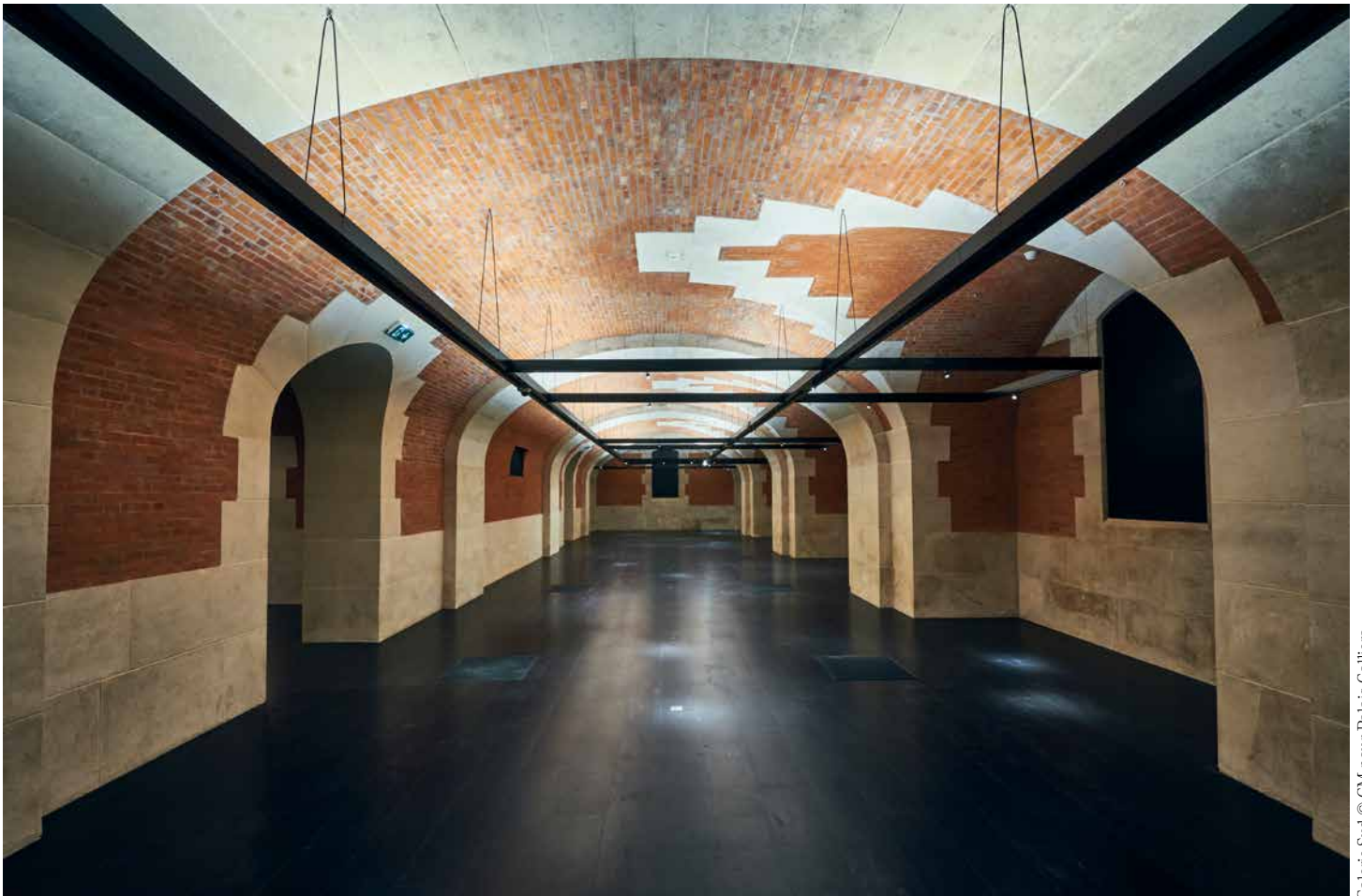
VERSATILE PRESENTATION EQUIPMENT

The equipment that has been fitted can be used for all types of scenography (lighting rails, power supply sockets in the floor in a grid pattern.).

MAKING A FEATURE OF THE ARCHES

Great care was taken in the conversion of the cellars to optimise existing features by clearing away all the wiring and piping from the vaulting. With the technical systems concealed, it was possible to reveal the brick and stone arches and walls. Specialised stonemasons then spent months cleaning them and restoring them to their former glory. Simple metal rails to carry exhibition lighting and safety equipment run the length of the upper part of the arches.

For the acoustic comfort of visitors in these vaulted rooms, the new walls have micro-perforated wood panel sound-proofing while the floor is covered with a high-density, black cork parquet.



THE FAÇADES AND THE PERISTYLE

Surrounded by a garden in Paris and standing opposite the Eiffel Tower, the museum is in the Italianate, Palladian style which was popular in the 19th century. It is a composite of multiple architectural references but the Renaissance predominates both in the treatment of the huge windows and that of the façades.

The facade on the Avenue Pierre-Ier-de-Serbie opens onto a paved courtyard bordered by a semi-circular Ionic peristyle. The facade overlooking the garden is characterised by three arched bay windows. The jambs are faced with detached banded shafts. Each bay contains a statue representing one of the three major arts: Painting, Architecture and Sculpture.

The peristyle has two wings, like porticoes extending out on each side of the main building; from them monumental staircases lead down to the terraces before the square. Waterproofing work was carried out on the building. The aesthetics of the exterior as well as safety were also a key focus of the refurbishment. All the stones and the ornamentation on the exterior façades of the building and peristyle were sand or soda-blasted and then re-pointed. All 320 of the museum's balusters were removed, cleaned, restored and repointed. Those that were badly damaged were replaced.

In all, over 5,000 m² of the façades and walls of the Palais Galliera were completely cleaned.



UP-COMING EVENTS

THE EXHIBITION *GABRIELLE CHANEL. FASHION MANIFESTO* 1 OCTOBER 2020 – 14 MARCH 2021

The Palais Galliera presents an important retrospective of the work of Gabrielle Chanel. It is the first ever held in Paris and examines the stylistic codes of the couturier's creations, which, even today, still convey a distinct sense of modernity and elegance.

From the early jersey models, which were a complete break with the fashion of their time, and the more sophisticated dresses of the 1930s, through to the iconic suits of the 1950s and 1960s, the selection of pieces reflects the emergence and development of a style based on intangible values interpreted and given form with great subtlety by Mademoiselle Chanel.

The exhibition also focuses on the codification of this style, which is still recognizable today. It is presented both chronologically and thematically, in a scenography inspired by the places and the decor of Mademoiselle Chanel's world.

This retrospective traces the evolution of her work and the extent to which each of her creations, whether it was a garment, an accessory, a piece of jewellery or a perfume, was part and parcel of a vision, which far transcended any ephemeral fashion trend.



Henry Clarke. *Vogue américaine* 15 septembre 1955.
© Henry Clarke / Galliera

THE EXHIBITION *VOGUE 1920-2020*
30 APRIL – 22 AUGUST 2021

The Parisian edition of *Vogue*, in its role as defender of artistic and literary creation as well as talent spotter, has turned fashion into a cultural and social phenomenon as much as the stuff of fantasy. The museum is now showcasing 100 years of fashion as presented in this magazine, which has always been a promoter of Parisian excellence and audacity – whether haute couture, the work of young designers, or prêt-à-porter. The illustrations and photographs project the image of an immediately recognizable, legendary Paris, but also of a city of fun, nightlife, the arts and occasionally politically commitment.

Special issues are guest-edited by emblematic figures of Paris cultural life. Over the years, the covers have painted the portrait of ‘Vogue woman’: a liberated and dynamic *Parisienne*.

The editorials, the choice of visuals (photos, drawings, layouts), and the magazine’s cultural content, have all played a part in forging the magazine’s unique Parisian identity. *Vogue Paris* is a crucible of ideas and images. Freedom of tone and style, creativity and non-conformism are the key words.

Through photographs, drawings, magazines, archives and films, this exhibition spotlights the vital and unique role played by *Vogue Paris* in promoting Parisian creative design, and how instrumental Vogue has been in making Paris the international capital of fashion.



Helmut Newton. *Vogue* septembre 1975.

THE FIRST PRESENTATION OF THE PERMANENT EXHIBITION SUMMER 2021 – SUMMER 2022

The new galleries in the basement will be the setting for a permanent exhibition presenting a history of fashion from the 18th century to the present day. Visitors will be able to explore the exceptional collections of the Palais Galliera – the outstanding treasures as well as some less well-known pieces from the reserves: some by the great names of the fashion world, others designed by unknown hands. It is a journey through the evolution of fashion over more than three centuries, looking at costumes, accessories, photographs and graphics. Visitors can track the changes in the female figure, from the floating robe volante of the 1730s to the avant-garde creations of Comme des Garçons, and they will come across such curiosities as the visite, a garment worn at the end of the 19th century.

The first presentation will highlight the history of the Palais Galliera and celebrate the 100th anniversary of the donation which formed the basis of the collections: in 1920, the Société de l'Histoire du Costume donated more than 2,000 items to the City of Paris. The Société was for the most part made up of artists and collectors. When it was formed in 1907, its primary objective was to open a museum that would focus on the history of costume, with a particular emphasis on its educational aspect. Some of the works donated by the members, notably by the painters Maurice Leloir and Gustave Jacquet, had served as models and are immortalised in paintings by these artists. The works selected for the exhibition will give a clear idea of how the collections have been enriched over the decades thanks to prestigious acquisitions and magnificent endowments.

This exhibition, the first of its kind in France, reiterates the important contribution that the Palais Galliera has made to the scientific and artistic recognition of the discipline since the beginning of the 20th century, with particular emphasis on some of the landmark exhibitions in its history.



Maison Worth, tea gown, vers 1897.
© Stéphane Péra / Galliera

THE PROJECT STAKEHOLDERS

Employer

Paris Musées, delegated to Direction
des Constructions Publiques
et de l'Architecture de la Ville de Paris

Project management

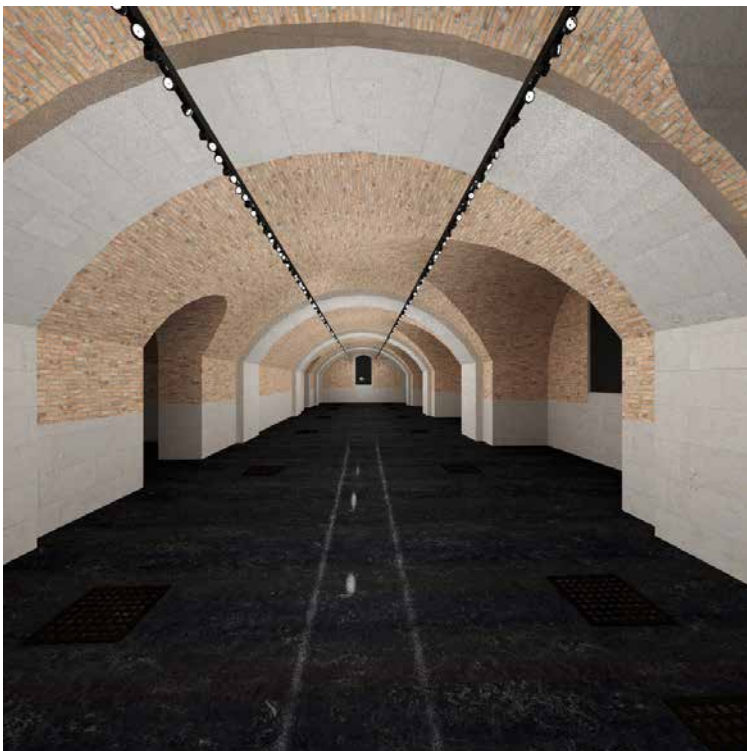
Atelier de l'île, Dominique Brard
and Gaspard Courtine
CIEL architectes, Sandra Courtine
PARICA Construction economist
Alexis Coussement lighting design
CL Graphic design

Companies

Dumez Ile-de-France: structural work
Louis Geneste: restoration of cut stones
Derichebourg: electricity
Axima: plumbing, heating ventilation
and air conditioning
Prodesign: interior carpentry
Bello'Parquet: floor covering
Sinio: signage
Lebrun: painting

The programme involved restructuring the museum cellars, creation of a bookshop-boutique on the ground floor and cleaning and renovating the façades. The new rooms bring the museum's total surface area to 1,500 m², which includes:

- 740 m² of new areas open to the public on the basement level (700 m² of exhibition space + 40 m² of educational workshop)
- 760 m² on the ground floor.



Galerie sud © Atelier de l'île/Ciel architectes

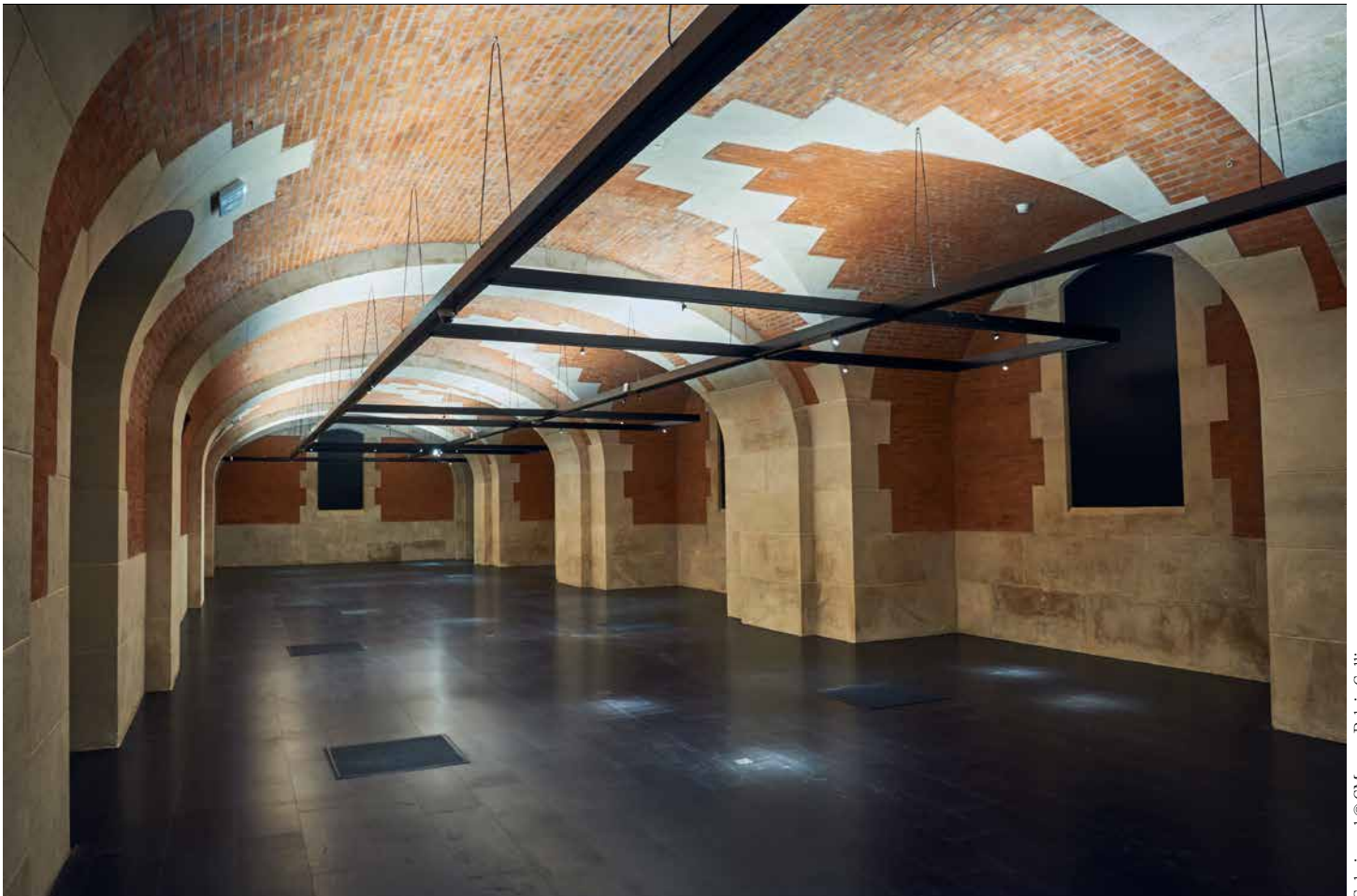
TIMELINE AND FINANCE

Overall cost of the operation: €8,100,000 (total expenditure, estimated final value) Financed by the City of Paris and CHANEL.

Timeline

Surveys: June 2017 to spring 2018
Closure of the museum: July 2018
Building work begins: October 2018
Delivery: July 2020

Reopening: October 2020



SPONSORSHIP BY THE HOUSE OF CHANEL

The House of CHANEL, which was established in Paris in 1910, is committed to promoting the image of Paris and of fashion. This naturally includes the opportunity to introduce as many Parisians, French people and visitors from all over the world as possible to its creative energy and its incredible heritage. It was therefore an obvious decision for us to participate in the renovation of the Palais Galliera and to help make it the foremost permanent fashion museum in Paris. It is a strong commitment to design, which is one of the great strengths of Paris, and also at the heart of CHANEL's activities. It is part of our mission to support an institution such as this, which brings fashion history to life, and to provide it with the means to introduce the general public to its exceptional collection.

The new gallery of rooms in the basement means that the fashion collections of the Palais Galliera can now be on permanent display. These new rooms will be named after Gabrielle Chanel. Over and above the extreme honour that this bestows on the House of CHANEL, it is also a reminder of Gabrielle Chanel's considerable influence on fashion. She was far more than a landmark on the timeline of fashion history. Her avant-garde vision of fashion has become a benchmark of timeless modernity, without ever losing its authenticity or its relevance for our times.

I would like to thank Miren Arzalluz, director of the Palais Galliera, for her decision to reopen this wonderful venue with the exhibition *Gabrielle Chanel. Fashion Manifesto*. For the first time in France, all the facets of Gabrielle Chanel's creative genius have been brought together: the little black dress, the tweed suit, the marinière, the jersey, the two-tone shoes, the masculine/feminine, the quilted bag, the costume jewellery, the N°5 perfume, the beauty products, the high-end jewellery and the diamonds released from their shackles. This event reveals the codes of a creative manifesto of revolutionary style and the creator's visionary understanding of a new femininity.

The double honour being paid to her now testifies not only to a heritage that is uniquely precious and varied, but also to the profound influence Gabrielle Chanel has had on fashion and on society for more than a hundred years.

PRESIDENT OF CHANEL SAS
AND PRESIDENT OF CHANEL FASHION ACTIVITIES

PRACTICAL INFORMATION

GETTING THERE

Metro 9 Iéna or Alma-Marceau

RER C Pont de l'Alma

Velib' 4, rue de Longchamp / 1, rue Bassano / 2, avenue Marceau

OPENING HOURS

Tuesday to Sunday 10 am – 6 pm

Late opening: Thursdays until 9 pm

during the exhibition Gabrielle Chanel. Fashion Manifesto.

Closed on Mondays and on 25 December and 1 January.

FOLLOW US ON:

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The Palais Galliera, musée de la Mode de la Ville de Paris is part of the network of Paris museums.

The fourteen museums that make up this network, administered by *Établissement Public Paris Musées*, contain collections of exceptional diversity and quality. In a gesture of outreach and an urge to share this fabulous heritage, new policies have been put in place for welcoming visitors. These include affordable charges for temporary exhibitions, and particular attention paid to visitors ordinarily deprived of access to cultural amenities. The permanent collections and temporary exhibitions therefore include a varied programme of cultural activities.

There is also an Internet website giving access to the complete programme of museum activities and to online details of the collections. Please use it. It is a wonderful way to prepare your visit.

PARIS MUSÉES SEASON TICKET

Exhibitions à la carte!

There is a Paris Musées season ticket (*La Carte Paris Musées*). The carte gives unlimited access, with no queuing, to the temporary exhibitions in the 14 City of Paris museums.* Holders also benefit from special rates for activities, reductions in the boutiques and bookshops, and in the café-restaurants. They also receive advance notice of museum events.

* Except for the Crypte archéologique du Parvis de Notre-Dame and the Catacomb

www.parismusees.paris.fr