

Art Nouveau

Experience

- 1** HISTORICAL introduction
- 2** GALLERY
- 3** IMMERSIVE ROOM
- 4** KLIMT - Golden Room
- 5** GAUDÍ - Magic Room



Art Nouveau

The **Art Nouveau** movement began in 1890 with the aim of modernizing design and abandoning the classical and historical styles that had previously been popular. Artists of the Art Nouveau drew inspiration from natural elements such as flowers or insects. Curves, asymmetrical shapes, and intense colors were other common motifs of the movement.

The **Art Nouveau aesthetic** also appeared in various media, including decorative art, paintings, architecture, and even advertising. The **Art Nouveau** movement produced many talented artists specialized in decorative art, architecture, and glass craftsmanship.



Main artists

- 1- Gustav Klimt
- 2 - Alphonse Mucha
- 3 - Aubrey Beardsley
- 4 - Antoni Gaudí
- 5 - Henri Toulouse-Lautrec
- 6 - Victor Horta
- 7 - Hector Guimard
- 8 - Otto Wagner
- 9 - Émile Gallé

2 GALLERY

Welcome to the **ideal museum of Art Nouveau**, a magical place where the works of the greatest artists of the movement are displayed in all their magnificence. Stepping into this room, one is completely immersed in the lush and ornate aesthetics that defined the late 19th and early 20th centuries.



Alphonse Mucha, with his elegant illustrations and captivating advertising posters, greets visitors with his unmistakable aesthetic.

His works, characterized by sinuous lines and vibrant chromatic richness, transport observers into a world of timeless beauty and fascination.



2 GALLERY

Gustav Klimt, with his renowned works such as "*The Kiss*", "*Judith*" and "*The Embrace*" carries on the legacy of Art Nouveau with a style rich in symbolism and ornamental decorations. His female figures enveloped in golden arabesques represent the very embodiment of beauty and sensuality.



Alongside Mucha, we find the visionary genius of **Aubrey Beardsley**, whose creations are imbued with a sense of mystery and sensuality.

His illustrations, marked by a strong contrast between black and white, are an exploration of the dark and the fantastical, offering a unique glimpse into the human psyche.



2 GALLERY

The decorative projects of **Otto Wagner** and **Guimard**, with their fluid lines and organic forms, embody the essence of Art Nouveau in architecture and design. Their creations, ranging from furniture to building facades, pay tribute to the harmonious fusion of form and function.



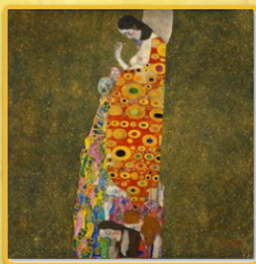
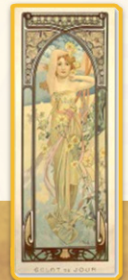
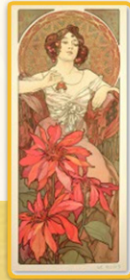
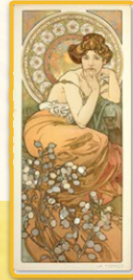
Henri de Toulouse-Lautrec's posters add a touch of vivacity and liveliness to this exceptional collection. His captivating depictions of Parisian nightlife capture the essence of the era, transporting viewers into a whirlwind of color and movement.



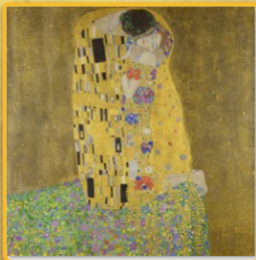
2 GALLERY



Alphonse **Mucha**

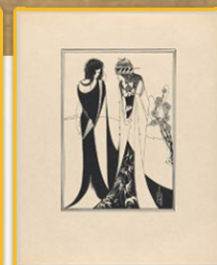
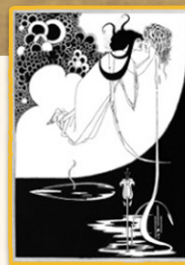


Gustav **Klimt**



Each work displayed in this gallery has been reproduced in high resolution and in its **original dimensions**, allowing visitors to appreciate every detail and nuance of Art Nouveau.

Aubrey **Beardsley**



3

IMMERSIVE ROOM

Welcome to the beating heart of the exhibition, where floral elegance comes to life in an unprecedented visual symphony. In this room we explore a universe of timeless beauty, where the most beautiful and significant works of Art Nouveau artists stand in splendor of the highest resolution.



An **enchanted room** where the walls and floor become magical canvases on which the graphic, decorative, architectural and furnishing works of Art Nouveau dance. Every detail, every curve and every flower is rendered with crystalline clarity that transports visitors to a world of boundless wonder and creativity.



3 IMMERSIVE ROOM

The enveloping music accompanies the immersive and sensorial journey, a kaleidoscope of emotions and sensations in which the dynamic and spectacular succession of images will transport you into a whirlwind of colors and shapes, making every moment a unique and extraordinary experience.



This experience is designed for the whole family, a unique opportunity to share the beauty and inspiration of Art Nouveau with those you love. An immersive show to live an unforgettable experience, where the past merges with the present in an explosion of timeless creativity. Total duration 25 minutes



4

KLIMT - Golden Room

Dazzled by gold, we contemplate a new aesthetic language that the artist uses as the chromatic weave of his sensual and iconic works.

As we move past the cascades of gold enveloped by arabesques, spirals, and geometrie shapes, voluptuous nudes with sinuous lines, with golden surfaces, will appear before us.

Music will accompany us when we come face to face with the bodies and characters from Klimt's works, up to the beloved woman emphasized by her golden and luminous tones.

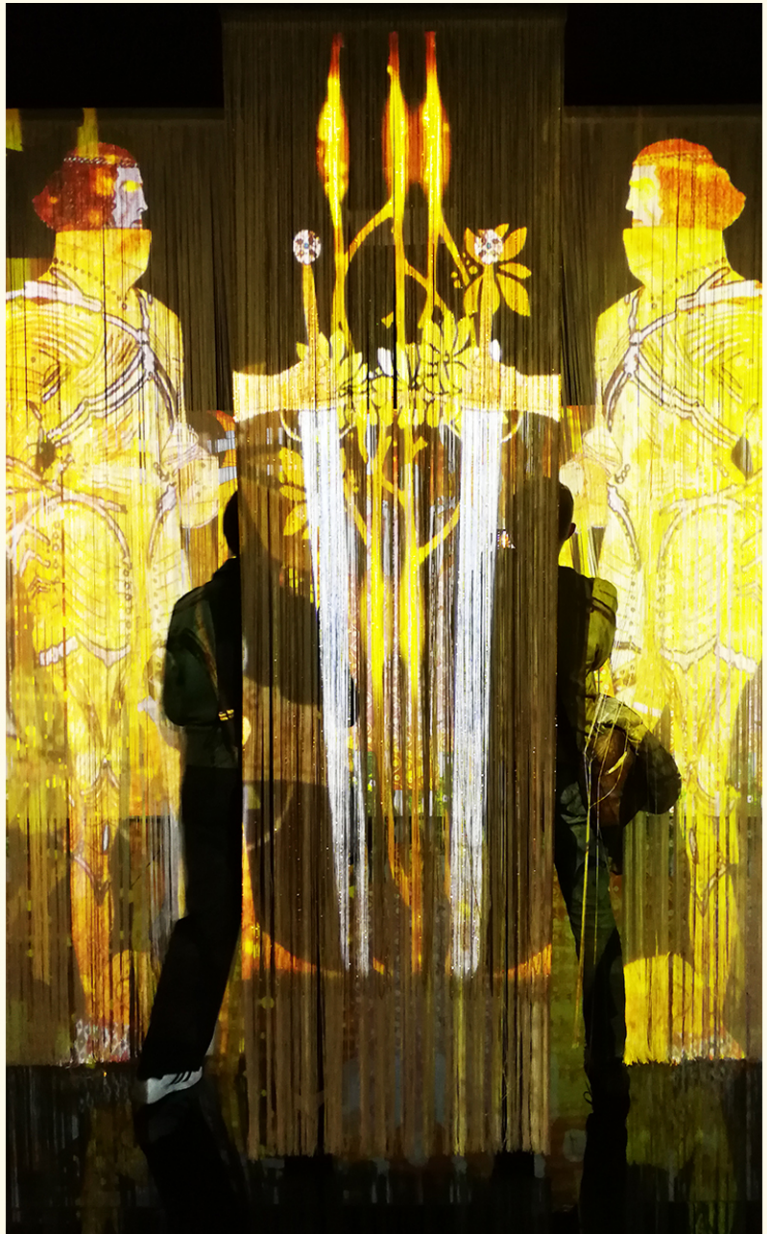
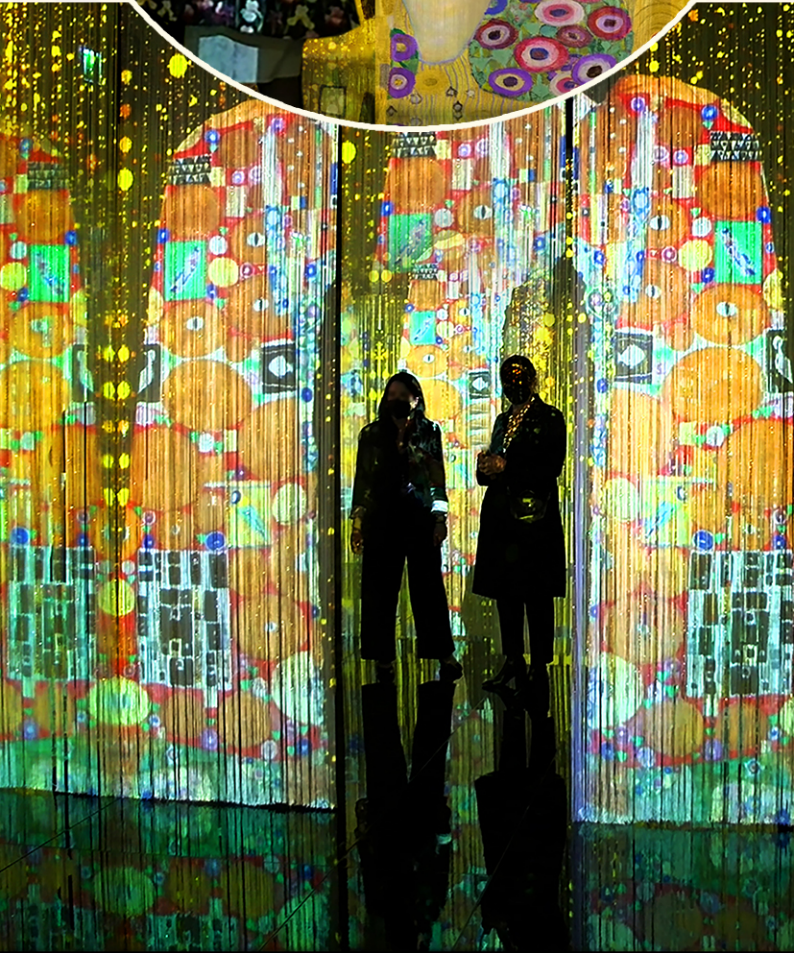


Curtains of golden threads in the center of the room create a transparent layer, a highly spectacular holographic effect. They become the canvas in which realism defines only the faces, the shoulders, the sensual and bewitching shapes that look at us, completely enveloped and absorbed by the golden dust of the background which dematerialises space, enveloping us in a sense of unreality and dream.



4

KLIMT - Golden Room



5 GAUDÍ - Magic Room

Antoni Gaudí, the renowned architect of the 19th and 20th centuries, is famous for his incredibly original and imaginative works, primarily inspired by nature. Among his most fascinating creations are the suggestive sculptures and decorations found in many of his buildings, which often evoke forms and fantastic animal creatures.



Gaudí was a keen observer of nature and found inspiration in organic forms and **animal structures**. In his works, one can find stylized representations of **marine creatures, insects, birds**, and other living beings, interpreted in a **fantastical and surreal** manner.

Through his representations of fantastic animals, Gaudí transformed the urban landscape of Barcelona into a fairy-tale and enchanted world, where architecture harmoniously merges with nature and fantasy.



5 GAUDÍ - Magic Room



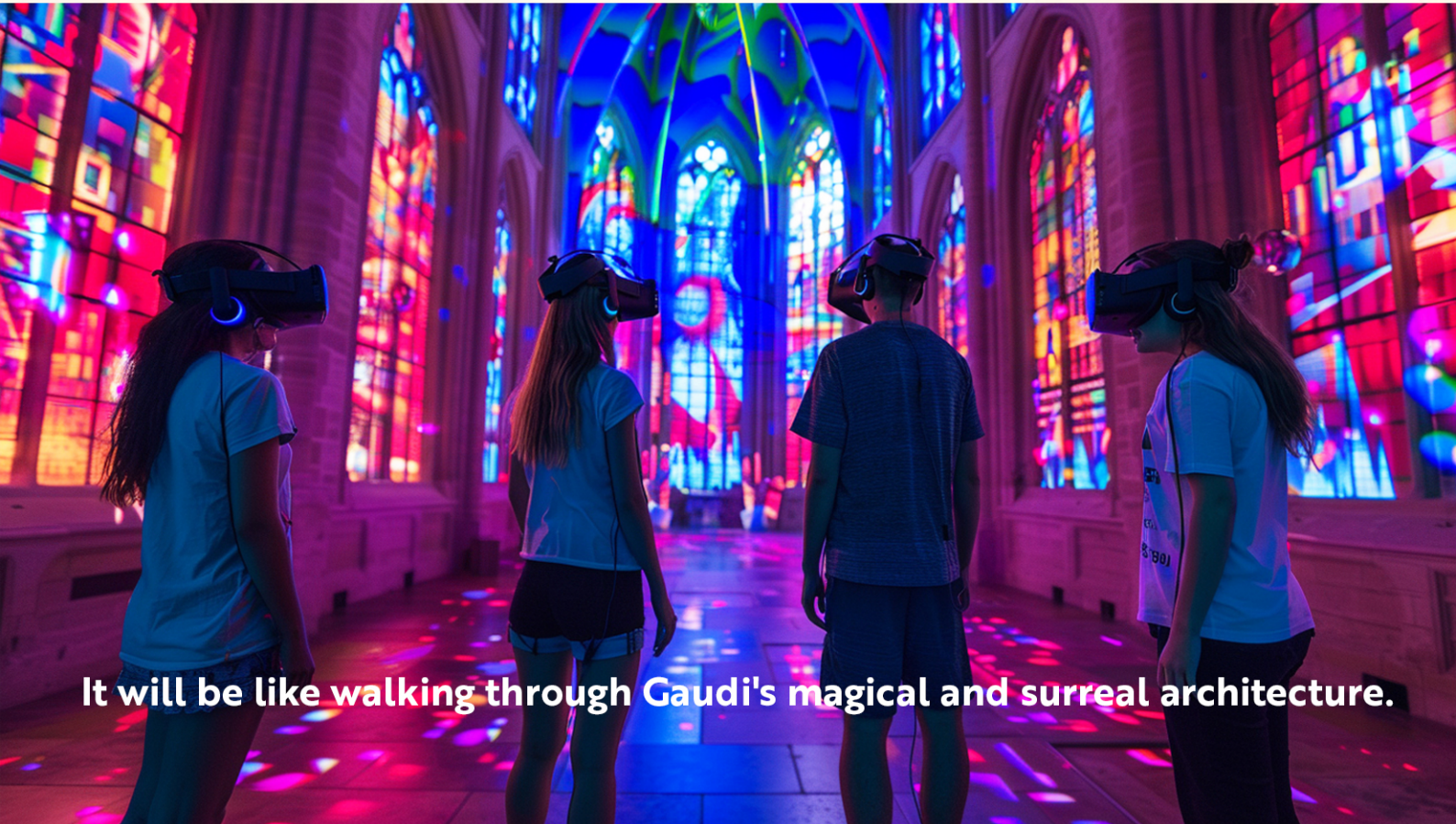
The beautiful and surreal colored stained **glass windows** by Antoni Gaudí are a distinctive element of his iconic architecture. These windows not only served to filter natural light within spaces but also contributed to creating a magical and surreal atmosphere.

Magic Room, an enchanted place where reality blends with imagination in a whirlwind of wonder and timeless beauty. In this Oculus Room the walls are covered with images of Gaudí's most beautiful stained glass windows (light box), the ceiling is like a magical starry sky full of small lights.



5 GAUDÍ - Magic Room

Enter the wonderful **magical world** of Antoni Gaudí, where reality and imagination blend in an extraordinary **360-degree** virtual reality experience. Get ready to immerse yourself in enchanted architectures and vibrant colors created by one of the greatest visionaries of **Art Nouveau** and modernist architecture.



It will be like walking through Gaudi's magical and surreal architecture.

With this **unique experience**, you'll be able to walk among Gaudí's architectural wonders, exploring his artistic genius like never before. Each step will take you deeper into the heart of his masterpieces, while **fantastic** and **colorful animals** come to life around you, transforming your journey into a magical and unforgettable adventure.



5 GAUDÍ - Magic Room

This experience is not only for the **young** ones but also for **adults** who wish to immerse themselves in Gaudí's enchanted world and discover his unique vision through a new lens.



Virtual reality thus becomes the bridge between **reality and imagination**, transporting you on a journey that transcends the boundaries of time and space. It's an experience that will remain etched in your memory, an open window to a world of wonder and limitless creativity.



Art Nouveau

Experience



1 HISTORICAL introduction

2 GALLERY

3 IMMERSIVE ROOM

4 KLIMT - Golden Room

5 GAUDÍ - Magic Room



ART MEDIA STUDIO

MUCF44