

Art Nouveau

Experience

- 1** HISTORICAL introduction
- 2** GALLERY - IDEAL MUSEUM
- 3** IMMERSIVE ROOM
- 4** STAINED GLASS TUNNEL
- 5** ARCHITECTURE AND DESIGN



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.

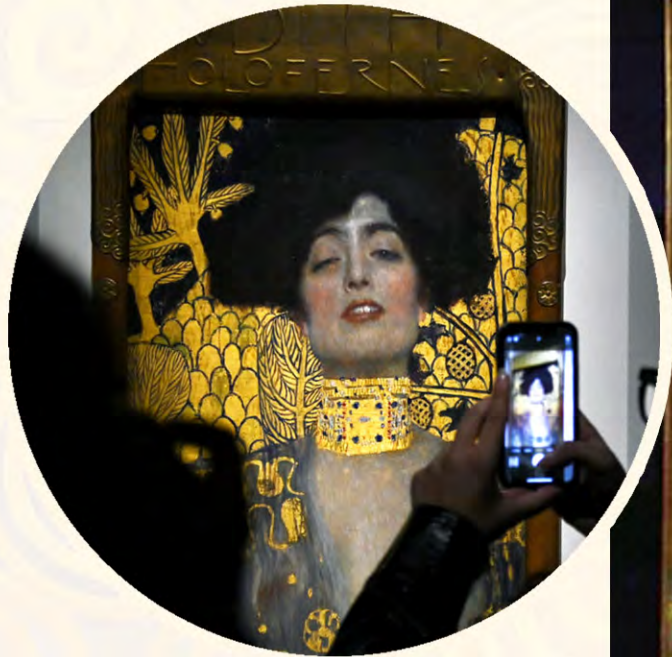


Alphonse Mucha, with his elegant illustrations and captivating advertising posters, greets visitors with his unmistakable aesthetic.

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



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**



Aubrey **Beardsley**



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.

2

GALLERY

Henri de Toulouse Lautrec

Eugène Grasset



Jules Chéret

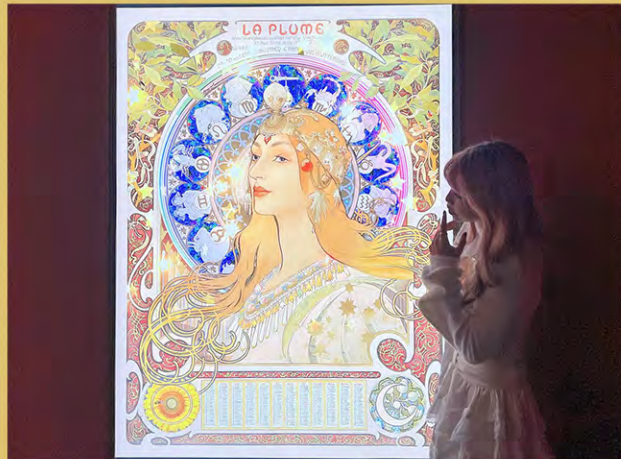


Digital Works

The Gallery will be enriched by four animated works inspired by the iconic paintings of Klimt, Mucha, and Toulouse-Lautrec.

These creations will come to life, offering visitors a unique experience as classic art animates before their amazed eyes.

Animated paintings



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

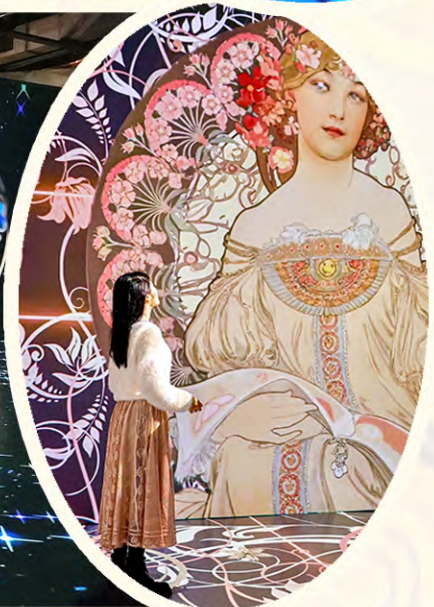
The enveloping music accompanies the immersive and sensorial journey, a kaleidoscope of emotions and sensations in which the dynamic and spectacular succession of images will transport you into a whirlwind of colors and shapes, making every moment a unique and extraordinary experience.



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



3 IMMERSIVE ROOM



4 STAINED GLASS TUNNEL

This tunnel, dedicated to the magnificent colored glass windows of churches designed by Antoni Gaudí, will transport visitors into a world of light and color, recreating the magical and mystical atmosphere of his architectures.

It's immersive visual effect will create a sense of wonder, evoking the sensation of being inside a cathedral illuminated by sunlight filtering through stained glass windows.



4

ARCHITECTURE AND FURNISHINGS

This zone of the exhibition will provide a museum experience into the world of Art Nouveau architecture and design, allowing visitors to appreciate the beauty and ingenuity of this artistic movement.



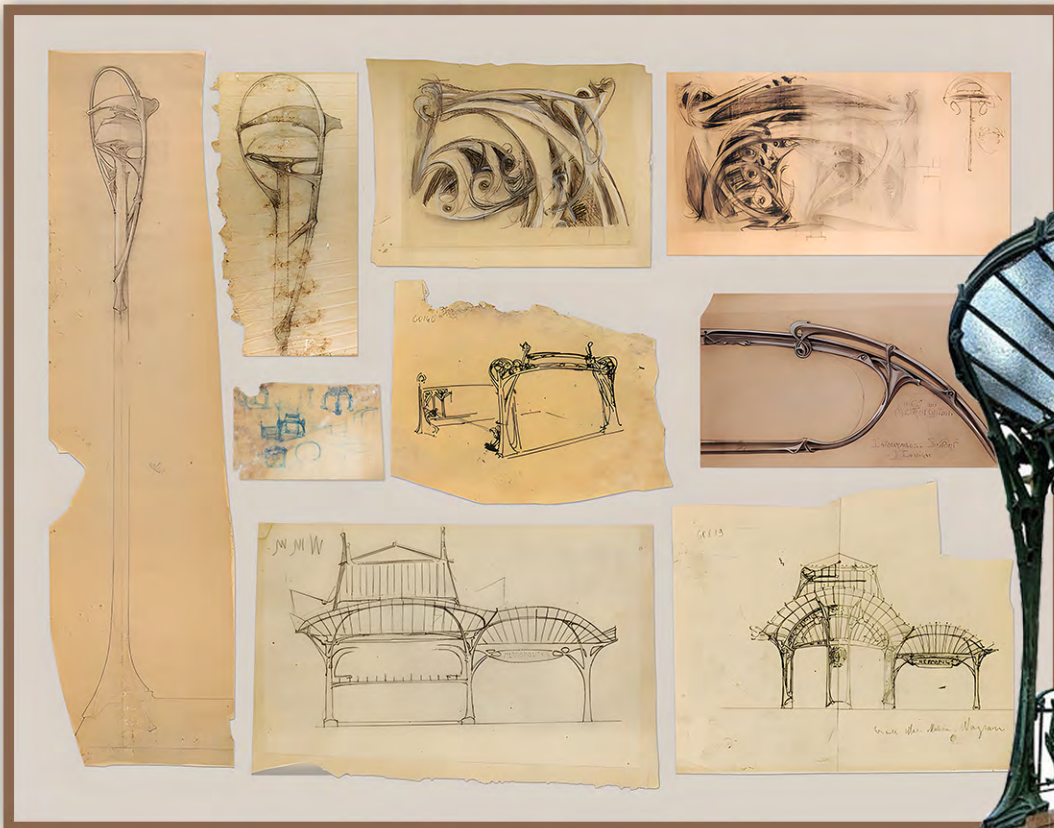
The decorative projects of **Victor Horta**, **Otto Wagner**, **Antoni Gaudì** and **Guimard**, with their fluid lines and organic forms, embody the essence of Art Nouveau in architecture and design. Their creations, ranging from furniture to building facades, pay tribute to the harmonious fusion of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



4

ARCHITECTURE AND FURNISHINGS

High-resolution reproductions of the most important and iconic Art Nouveau architectural projects.



4

ARCHITECTURE AND FURNISHINGS

A video to be projected onto a large wall of the room provides a quick and engaging narrative about the beauty of Art Nouveau **architecture and design**. Through **spectacular and monumental** images, visitors will feel as though they are stepping directly into the buildings of the great masters of the era.



4

ARCHITECTURE AND FURNISHINGS

Original furniture, vases and lamps from the late nineteenth and early twentieth centuries.



4

ARCHITECTURE AND FURNISHINGS

Original furniture, vases and lamps from the late nineteenth and early twentieth centuries.



4

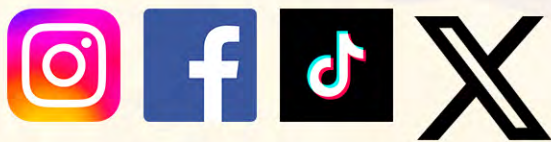
ARCHITECTURE AND FURNISHINGS

Ceramic tiles were a key element in decorating and defining the Art Nouveau style, especially in urban European architecture at the turn of the 19th and 20th centuries. Their use was ideal for conveying the decorative characteristics of this style, which emphasized the sinuosity of forms, the fluidity of lines, and references to the natural world.



4 displays with **original Art Nouveau ceramic tiles** (late 19th century, early 20th century)





Art Nouveau

Experience



BEAUTY IN MOTION



ART MEDIA STUDIO
www.artmediastudio.org