

ALPHONSE MUCHA THE MAGIC OF ART NOUVEAU



Warsaw, March 27, 2025

Press Release

Alphonse Mucha - one of the most famous Czech artists in the world - for the first time in Poland in an immersive experience

After its debut in Paris and Tokyo, you can see the exhibition "Alphonse Mucha - The Magic of Art Nouveau" from 28 March at the Art Box Experience in Warsaw's Norblin Factory. The exhibition presents the life and work of Alfons Mucha - one of the most famous Art Nouveau artists - in a modern, immersive way. Everyone knows his distinctive theatre posters, beautiful figures and floral motifs.

The exhibition, created by the Grand Palais Immersif and the Mucha Foundation, is a journey through the life and work of the Czech artist. The exhibition is an immersive experience that combines art, modern technology and a multi-sensory experience on over 800 square metres. It allows you to immerse yourself in the world of the master of Art Nouveau, who is not only an eternal part of art history and whose works continue to inspire artists around the world, but is also considered a pioneer of advertising design. Through the use of audio-visual, interactive and olfactory techniques, visitors will be able to immerse themselves in Mucha's work, discovering it not only through images, but also through sounds and smells. The immersive exhibition presents nearly 100 different works by the artist, including his most famous posters, as well as lesser-known works ranging from paintings and prints to architectural designs and jewellery.

Alfons Mucha (1860 - 1939) - born in the small town of Ivanitsa, rose to fame in Paris in the 1890s, where his lithographic posters for Sarah Bernhardt, the most famous French actress of the time, became instantly iconic. The wavy lines, organic forms and muted colour palette were dubbed 'Le Style Mucha' and became synonymous with the newly emerging decorative style of the time - Art Nouveau. With this commission, Mucha was given a six-year contract and over the next few years he created seven posters for the actress at the Théâtre de la Renaissance, helped design sets and costumes, designed jewellery for her and was her chief artistic advisor. During this period, the artist concentrated on the creation of graphic designs. He designed advertising posters, calendars, menus and magazine covers and titles. His clients

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included Nestlé and Moët & Chandon. In 1898, in a new studio, he began working with prestigious magazines to publish his illustrations. He also created series of prints for postcards and panneaux décoratifs - sets of decorative compositions printed on silk, based on specific motifs such as the seasons or flowers. Together with James Whistler, he founded the Carmen School of Painting, where they both taught young artists. On his return to Prague in 1913, he concentrated on the monumental "Slav Epic", depicting the history of the Slavic peoples. The series comprised twenty 7.3 by 9.1 metre canvases depicting events from prehistory to the 19th century. The project lasted 18 years. Mucha also designed the Czechoslovak emblem, the first banknotes and postage stamps. Arrested by the Gestapo in 1939, he died shortly after interrogation at the age of 79. His work remains one of the most important achievements of the Secession.

"This is our ninth exhibition, which we are presenting a few days before Art Box Experience's third birthday. It is a great honour for us to present works by masters such as Alphonse Mucha. We are also delighted to have the Grand Palais Immersif, an innovative immersive space in Paris that is also part of one of the most important art museums in France. Together with the Grand Palais and the Mucha Foundation, we are bringing knowledge of the life and work of this Czech artist to the general public in a modern, immersive way" - emphasizes Joanna Kowalkowska - CEO, Art Box Experience.

The exhibition presents the artist's story in three acts, showing, as it were, three stages of his work:

ACT 1: ICONS

The first part of the exhibition takes visitors to the Moravian plains where Mucha grew up and found inspiration in the natural surroundings. Then, through the picturesque streets of Paris, visitors make their way to the Théâtre de la Renaissance. A guide to Mucha's work in this act is provided by his posters, many of which have become icons of art, such as the "Job" poster and the "Lady of the Camellias" poster depicting the actress Sarah Bernhardt, "The Trappist", "Gismonda" and "Monaco Monte Carlo". The presentation of these works is done by means of visual effects and animation, which show the details of Mucha's works in a dynamic and changing way to the rhythm of the music.

ACT 2: 1900

The second part shows Paris, where Mucha realised his most famous artistic projects. In this sequence of the exhibition, visitors take a boat ride on the Seine during EXPO 1900, the World

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Exhibition in Paris, to reach the Bosnia-Herzegovina pavilion, whose interiors were designed by Mucha, where we can see the frescoes and subtle decorations created by the artist.

ACT 3: ORIGINS

In the last part of the exhibition, a journey is prepared to Zbiroh Castle, where Mucha painted part of his monumental series "Slav Epic" after 1913, a pacifist vision of the future that is particularly relevant in today's world. In this room, through special projections, visitors will feel as if they have become part of this great work, in which each painting is presented in a context that shows the austerity and modesty that the artist wanted to portray. Visitors will also discover the different techniques used by the artist to create his works.

Through advanced projections, music, holograms and installations, visitors will be transported to the heart of the artist's work, smelling the scents of his favourite Moravian flowers and the incense that accompanied him while he worked in his Paris studio. Visitors will also be able to smell the perfume created by Jacques Guerlain in 1900 for Sarah Bernhardt, one of the most famous personalities immortalised by Mucha in his posters. The original soundtrack, created by Studio Radio France, evokes the atmosphere of the period by combining compositions from Mucha's time with modern interpretations. Interactive elements and a spatial layout make the exhibition not only an aesthetic experience but also an emotional one. Modern technologies will allow visitors to create their own works based on fragments of Mucha's work, to walk through his studio and see how he worked with photographs or sketches. They will also make it possible to learn about his inspirations: from nature to Islamic and Egyptian art, and to immerse oneself in his world full of symbols, colours and philosophical messages.

The exhibition "Alphonse Mucha - The Magic of Art Nouveau" does not stop at his time. It shows how Mucha's work has inspired generations of artists, from the 1960s to contemporary artists such as Yoshitaka Amano, Karina Nguyen and John Quesada. Examples of his influence can also be seen in the psychedelic art of the 1960s. His work finds echoes in the aesthetics of the flower power pacifist movement of the 1960s, Japanese manga and superhero characters, inspiring contemporary street artists, video game developers, costume designers and even tattoo artists. Visitors can also see how Alfonso Mucha's style influenced the creators of the Netflix series 'Arcane', whose set design was heavily inspired by his aesthetic. Mucha's work has remained an important reference point in various fields of art for more than 100 years.

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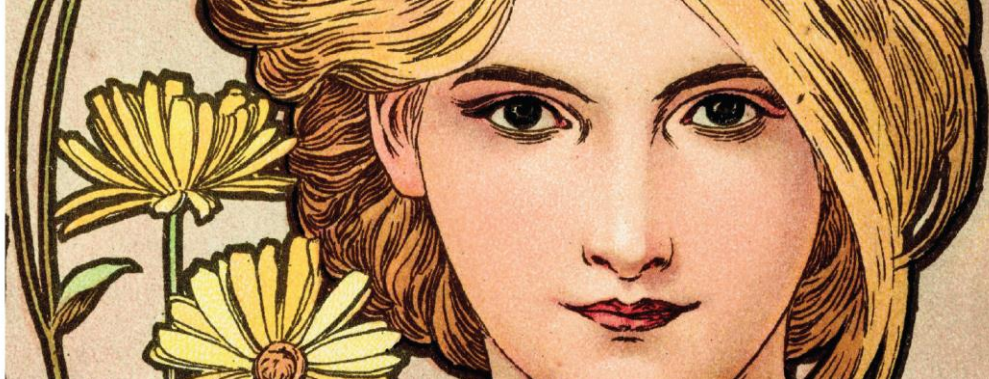
*"Alphonse Mucha's posters created in Paris are among his most popular works, but in fact he was an extremely versatile artist on many levels: a painter, sculptor, photographer and designer, as well as an inspiring teacher and philosopher. Mucha was an artist for the people, and art was the language he used to express his ideals of uniting people to work for progress and peace. I am very happy that these timeless ideals of my great-grandfather have survived and are being perpetuated through exhibitions like this one and presented all over the world - in Paris, Tokyo and now in Warsaw. His works in this modern form are a perfect complement and extension of his works for younger generations as well" - emphasised **Marcus Mucha, Executive Director of the Mucha Foundation and great-grandson of Alfonso Mucha.** "In turn, fans of the original works are invited to visit the Mucha Museum, which opened at the end of February in the beautiful Savarin Palace in Prague. The permanent exhibition, 'Alphonse Mucha: Art Nouveau and Utopia' features around ninety works from the Mucha Trust Collection, including paintings, posters, drawings and photographs," he adds.*

Education in the World of Secession

Art Box Experience has also traditionally prepared an educational programme to accompany the exhibition "Alphonse Mucha - The Magic of Art Nouveau", aimed at children and young people of all ages. The interactive lessons allow students to discover the world of Art Nouveau and the work of Alphonse Mucha through engaging tasks, analysis of artworks and creative workshops. In the youngest groups, children will learn the secrets of Art Nouveau composition and inspiration from nature, while older participants will explore Mucha's influence on the art of advertising and the history of world expositions. Classes are held with educators, and students use interactive worksheets that help them explore the exhibition's topics in a creative way.

The exhibition is a co-production of the Grand Palais Immersif and the Mucha Foundation in Prague. The exhibition is curated by Tomoko Sato of the Mucha Foundation. The original music for the exhibition was composed by Benoît de Villeneuve and Benjamin Morando at Studio Radio France and produced by Frédéric Changenet.

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More at: www.artboxexperience.com

Tickets can be purchased online: [Ticketmaster](https://www.ticketmaster.com)

Exhibition duration: 28.03 - 14.09.2025

Place: Norblin Factory, 51/53 Zelazna St., level +2, Plater building

Mon. - Thurs. from 9:00 a.m. to 8:00 p.m., last entry at 7:00 p.m.; Fri. from 9:00 a.m. to 9:00 p.m., last entry at 8:00 p.m.; weekend from 10:00 a.m. to 9:00 p.m.).

Ticket prices:

Weekdays (Monday to Friday):

- Standard ticket – 65 PLN
- Concessionary ticket – 55 PLN
- Senior/disabled ticket – 45 PLN
- Family ticket (2 adults and 2 children aged 5–18) – 170 PLN

On weekends (Saturday, Sunday):

- Standard ticket – 75 PLN
- Concessionary ticket – 65 PLN
- Senior/disabled ticket – 55 PLN
- Family ticket (2 adults and 2 children aged 5-18) – 190 PLN

Tours for schools - admission ticket costs 35 PLN per person. Group leaders enter free of charge.

Partners:

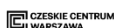
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Art Box Experience is an immersive space (the first in Poland as of March 2022) that combines the latest techniques of computer animation and sound effects with a rich image projection system in 360° panorama technology, 3D and 2D animation, and the scenography – the result of the highest quality digital projection – can take on various colours and forms. Art Box Experience is distinguished not only by world-class entertainment, but also by educational content related to culture, art, history, science, geography, nature and fashion. The project is the result of the passion, experience and competence of authorities in the world of new technologies, entertainment and museums: Joanna Kowalkowska (co-founder of Art Box Experience, graduate of the prestigious art college Central Saint Martins in London, designer and artistic director of many international interdisciplinary projects combining theatre, visual arts and design, and passionate about new technologies), Mateusz Labuda (deputy director of the National Museum in Warsaw and the Museum of Warsaw, long-time manager of Maanam, music producer) and Piotr Sikora (co-founder of, among others, Platige Image, the production company 'Dobro' and Art Box Experience, an international producer of animated films, cinematics for computer games and special effects, awarded with hundreds of awards, including Oscar® nominations and British BAFTA awards; his most recognisable productions include The Cathedral short film, The Witcher series for Netflix, Wonder Woman for DC Comics, and Lars von Trier's Melancholia and Anti-christ).