



PRESS KIT

GRASSE

MUSEUMS' EXHIBITION

PROGRAMME

2020 - 2021



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Crème de Luzy lithograph, Leonetto Cappiello,
International Museum of Perfumery, Grasse. Inv. 96 387



Power of man, Charles Nègre, Oil on canvas.- 1852
Museum of Art and History of Provence Collection

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Rhinoceros beetle - P. Escoubas 2018

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*Félix Potin Perfume House, Champenois, 1892-1893,
Collections at the Forney Library, Paris*



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Printing, palladium 201, Michel Graniou, Grasse - MAHP

**PRESS
CONTACT**

Muriel Courché

Pays de Grasse

Tel.: 04 97 05 22 03

Mobile: 06 68 93 02 42

mcourche@paysdegrasse.fr

LEONETTO CAPPIELLO

Posters and perfume

FROM 18 SEPTEMBER 2020 TO 7 MARCH 2021

For the 2020-2021 Winter season, the International Museum of Perfumery is organising an exhibition dedicated to the illustrator Leonetto Cappiello, who rose to become a talented pioneer in the early days of the advertising poster. Italian by birth, Leonetto Cappiello moved to Paris in 1898 where he began his career as an illustrator for various newspapers, *Revue Blanche* in particular. From 1900, he specialised in posters. To begin with, he worked exclusively with the Vercasson Press, before securing an exclusive contract with the famous publisher Devambez in the 1920s. His posters gained worldwide acclaim: Cachou Lajaunie, Job cigarette papers, Dubonnet, etc.

Perfume and beauty featured prominently in Leonetto Cappiello's career, throughout which he glorified the female figure thanks to a style all of his own. 4711, Luzy, Patou, Olivert-Legrain: these are all examples of perfume or cosmetics houses for which he developed unique designs. Leonetto Cappiello spent his final days in Grasse, the home of perfume, in the Saint-Claude neighbourhood.

The exhibition prominently features the private collection of the artist's offspring. It is an opportunity for the International Museum of Perfumery to present its extensive collection of sketches and posters which, for conservation reasons, are only very rarely shown to the public.



CRÈME DE LUZY



Vente en Gros: 44, Rue des Mathurins, PARIS

Crème de Luzy lithograph, Leonetto Cappiello,
International Museum of Perfumery, Grasse, Inv. 96 387

FROM 6 NOVEMBER 2020 TO 31 JANUARY 2021

Bicentenary of CHARLES NÈGRE

A MULTI-FACETED ARTIST

In 2020, to celebrate the bicentenary of the birth of Charles Nègre, the city of Grasse is paying tribute to this avant-garde artist through a fascinating programme of exhibitions and conferences. As Charles Nègre's birthplace, Grasse harbours an extensive collection of his works at both the heritage library, Villa Saint-Hilaire, and the Museum of Art and History of Provence. An exhibition is being held at the latter museum of not only his collections of pictorial works but also photogravures and photographs, enhanced with loans from the heritage library.

A classical and academic painter who trained at the Paris School of Fine Arts in the 1840s, Charles Nègre began experimenting very early on with photography, which had only recently emerged. In true pioneering fashion, he invented his own heliographic printing method. His practice of photography dramatically changed his perception and the groundings of his pictorial art. His small landscapes of the South of France, in which he concentrates on the effects and interplay of light, are juxtaposed with history painting, another interest of his. In the same way as the heliographic missions he was so passionate about, his photographs are an invaluable testimony to historical monuments and archaeological sites at the dawn of modernity.

In the exhibition at the Museum of Art and History of Provence, Charles Nègre's pictorial pieces interact with his photographic work, in a way that shows him to be an all-round artist, inspired by his native Provence. A series of photographs depicting the region around Grasse, the Côte d'Azur and, more widely, Provence is on display alongside portraits of his family and self-portraits. A selection of striking photogravures from among the forty or so in the museum's collection illustrates French historical monuments as well as international archaeological sites, in Syria and Jordan for example. An array of pictorial works, history paintings and landscapes of Provence also demonstrates the full breadth of Charles Nègre's painting talents.

Musée d'Art et d'Histoire de Provence

Bicentenaire
Charles Nègre

UN ARTISTE PROTÉIFORME

Du 6 novembre 2020 au 31 janvier 2021

EXPOSITION

LES FONDS DE LA VILLE DE GRASSE

2 rue Mirabeau
Grasse
FRANCE / CÔTE D'AZUR

www.museesdegrasse.com

MAHP Grasse



Self-portrait of Charles Nègre in his studio, circa 1875, Museum of Art and History of Provence, Grasse, Inv. 2002.67



Chartres Cathedral, central entrance of the Royal doorway with plaster casts depicting two elderly men from the Apocalypse, Charles Nègre, Museum of Art and History of Provence, Grasse, Inv. 2002.32

Gardens of the International Museum of Perfumery From 30 April to 30 November 2021 Mouans-Sartoux

THE GARDENS OF MIP EXHIBITION

Our amazing neighbours, An exhibition of Pierre Escoubas' photographs

The Gardens of the International Museum of Perfumery are organising an exhibition dedicated to the photographer Pierre Escoubas during its Summer season. This artist captures the often exceptional diversity and beauty of the flora and fauna that surround us every day. Pierre Escoubas photographs insects and animals against a white background, taken out of their natural environment. He displays his work in large formats and in natural set-ups in the heart of the garden. This understated approach, which plays with scale, triggers surprise and often wonder in viewers, through the discovery of unexpected forms and colours. Escoubas' photographs also highlight the wealth and fragility of nature.



Rhinoceros beetle - P. Escoubas 2018



The century of powder compacts (1880-1980)

Beauty powder and its boxes



Bottle, powder box and soap box by Le Trèfle incarnat, L.T. Piver, 1899-1900, International Perfume Museum Grasse, Inv. 95 166, 95 18, 97 446

The International Museum of Perfumery in Grasse and the Forney Library in Paris are jointly organising an exhibition starting in May 2021, dedicated to beauty powder from 1880 to 1980. It is based on the private collection of Anne de Thoisy-Dallem, which is thus being unveiled to the public for the first time.

Following exhibitions on traditional body decoration across different regions of the world in 2015, and perfume at the turn of the 20th century - from the good old days to the Roaring Twenties - in 2016, the International Museum of Perfumery is continuing to explore the world of perfume and cosmetics in the 20th century by focusing on the history of beauty powder and its frivolous and fanciful universe. Powder has been used for centuries, but it was in the 20th century that it developed not only from a technical and chemical point of view, but also in terms of its usage and containers - the powder case and powder box. This time of significant change is synonymous with the arrival of a wide variety of powder cases, differing both in shape and materials. Such mass production is the reflection of society at the turn of the 20th century, with regard to its shifting way of life as well as the empowerment of women.

This exhibition is the chance to juxtapose Anne De Thoisy-Dallem's extensive collection of powder cases alongside the International Museum of Perfumery's own remarkable collection of powder boxes, perfume bottles, advertising and posters, and the Forney Library's prestigious posters. Institutional and private loans help to put these pieces in context and widen the thematic approach of the exhibition.

Interactive displays will enable visitors to see the collections exhibited in context and open up the narrative to the five senses: videos, projections, interactive terminals, smell and touch points. There will be a specially designed trail laid out for sight-impaired visitors. A path focusing on touch and smell will be a defining feature of the exhibition area, providing a fun way of understanding the narrative.

In partnership with the Visitors' Department, an exciting events programme (featuring shows, lectures and workshops) will give the public the chance to delve deeper into the exhibition's themes.

LE SIÈCLE DES POUDRIERS
(1880-1980)

La Poudre de Beauté et ses Écrins

AUTOUR DE LA COLLECTION PARTICULIÈRE D'ANNE DE THOISY-DALLEM



GRASSE

DU 28 MAI AU 3 OCTOBRE 2021

MUSÉE INTERNATIONAL DE LA PARFUMERIE

FRANCE - CÔTE D'AZUR

Conception Direction de la Communication du Pays de Grasse, à partir de l'œuvre de e Société René Griseau pour Poudre Nouvelle, Nîmes de Beauté, Dr H.C. Poyot, 1956



musée
international
de la PARFUMERIE



bibliothèque :



Pays
de Grasse
Département
d'organisation

WWW.MUSEESDEGRASSE.COM



THE COLLECTION OF ANNE DE THOISY-DALLEM, EXPERT COLLECTOR

After working as a cultural heritage officer for 20 years, Anne de Thoisy-Dallem devotes herself nowadays to establishing and developing a large collection of powder cases. Passionate about history and eager to pass on her knowledge, she has gained professional experience and expertise in cosmetics. As she herself claims, Anne de Thoisy-Dallem became a powder case collector without deliberately meaning to. The ATD-Paris collection endeavours to showcase the leading French and American brands - key players in the cosmetics of the 20th century - by acquiring representative pieces in the history of these objects, from the most modest to the most luxurious. Today, Anne de Thoisy-Dallem wishes to share, promote and put on public display this unique collection that she is unveiling for the first time in Grasse and Paris.

The collection contains over 2,000 objects reflecting two centuries' worth of decorative art, as well as documentary resources. The vast majority of the collection is made up of handbag powder cases, known as compacts in English, made between 1900 and 1980. They are composed of a flat casing, often made of metal or bakelite, with the powder and mirror placed under the cover. Apart from these compacts, the collection also includes cardboard powder boxes from the Roaring Twenties or designed by famous Art deco illustrators such as Georges Lepape or Paul Iribe; "cachottières" which are porcelain half figurines, dressed in fabric, originating from the North of France; precious evening pouches and overnight bags like those made by Boucheron or Hermès; powder puffs made of swan's down; and other powder cases of all kinds (lacquer papier mache, turned wood, glass, porcelain, Baccarat crystal by René Lalique or Julien Viard).



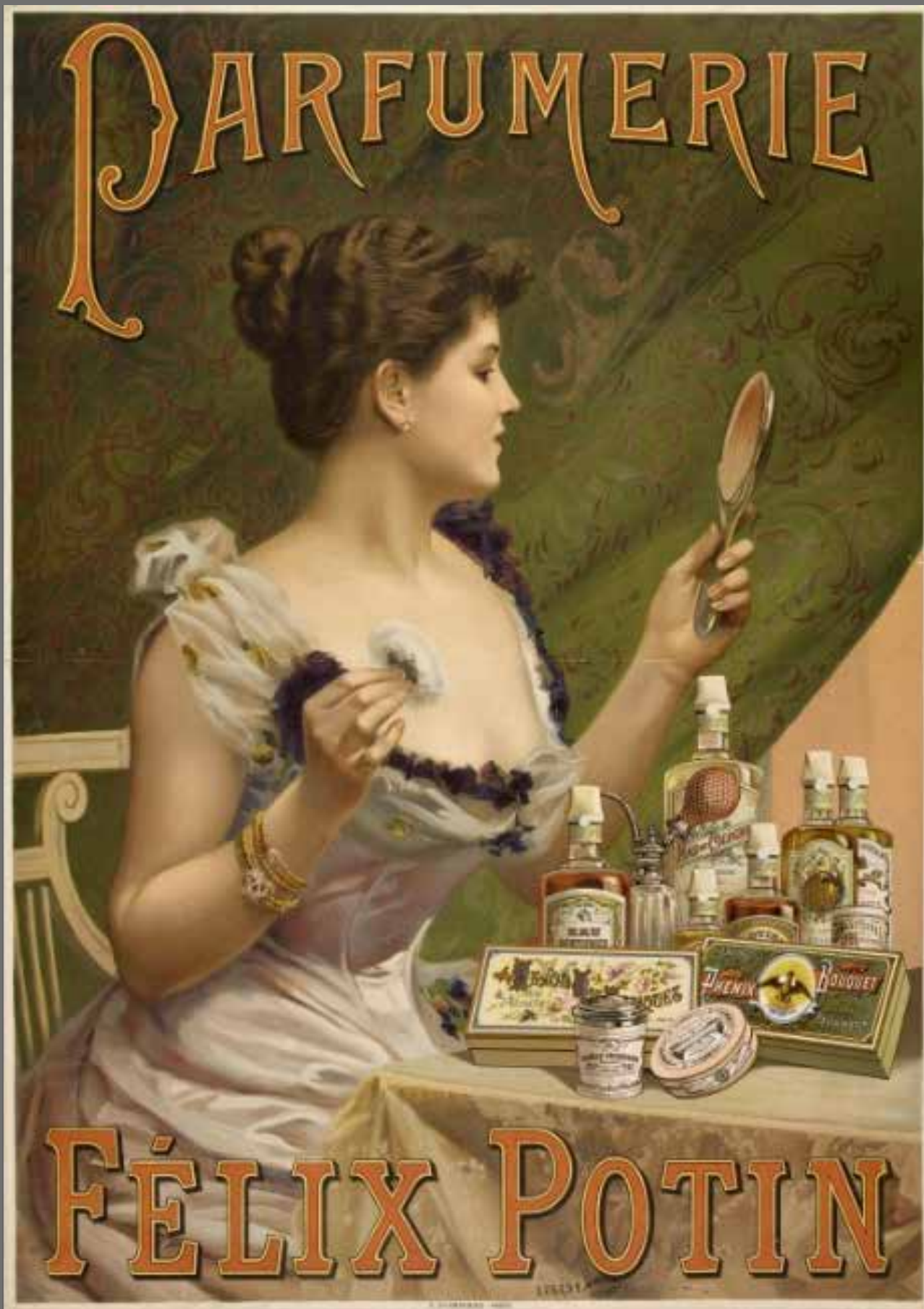
Postcards, circa 1910-1920, ATD-Paris Collection



Powder cases Souvenirs from the Cote d'Azur, first half of the 20th century, ATD-Paris Collection



Coty powder boxes and powder cases, early 20th century, ATD-Paris Collection



*Félix Potin Perfume House, Champenois, 1892-1893,
Collections at the Forney Library, Paris*

Museum of Art and History of Provence

From 25 June to 26 September 2021

MAHP
EXHIBITION

“Heliographs at museum” Michel Graniou

MUSÉE D'ART ET D'HISTOIRE DE PROVENCE

MAHP

GRASSE

Héliographies au musée

Michel Graniou

EXPOSITION PHOTOGRAPHIES

Du 25 juin 2021 Au 26 septembre 2021

www.museesdegrasse.com

Logos: MAHP, Grasse, Musée de Grasse, MAHP

Michel Graniou's photographic style combines film photography using a large-format camera with manual development in his lab in equal measure.

Graniou's latest challenge sees him taking on the pioneers of photography, painter-photographers for the most part, such as Charles Nègre, and contemporary visual artists, at the cusp of the 19th and 20th centuries. Exhibiting in museums that display artworks from his period of interest, Graniou gives precedence to old-fashioned processes such as salted paper, gum bichromate, palladium or collodion. He thus offers a personal and contemporary perspective, while giving the impression of sharing his predecessors' doubts, difficulties and enjoyment.

The exhibition displays 30 photographs, some of which are based on artworks from Museum of Art and History of Provence.



Head-dress from Museum of Art and History of Provence in Grasse, Michel Graniou, 2000s

VENUES

The International Museum of Perfumery.MIP

The International Museum of Perfumery is a conservatory for the techniques and know-how of the Pays de Grasse in the field of perfume.

It is also a unique place that offers a multi-sensory approach to understanding the production of perfumes and fragrances, but also the use of scents for religious, therapeutic or seductive reasons.

An extraordinary collection harking from all the continents, which yields an insight into human history through the use of perfume.

Gardens of the International Museum of Perfumery.JMIP

3 hectares of sensory gardens that bring together about 800 species, including the most well-known perfume plants that have made the reputation of the Pays de Grasse. These sensory gardens give young and old alike the chance to grasp the biodiversity of a specific ecosystem, through touch, smell, sight and taste.

Museum of Art and History of Provence.MAHP

The museum displays an extensive collection of furniture, paintings and ceramics, as well as archaeological and ethnological objects that evoke daily life in eastern Provence from the time of the first human settlements right up until the 20th century. The collection is housed in a private residence dating back to the 18th century that belonged to the Marquis and Marquess of Clapiers-Cabris, sister of Mirabeau.



PRactical INFORMATION

OPENING HOURS

INTERNATIONAL MUSEUM OF PERFUMERY

- **Summer (May - September):** 10:00 to 19:00
- **Winter (October - April):** 10:00 to 17:30
- **Annual closures:** 1 May, 25 December, 1 January

GARDENS OF THE INTERNATIONAL MUSEUM OF PERFUMERY

- **Spring (open from 28 March):** 10:00 to 17:30
- **Summer (May - August):** 10:00 to 19:00
- **Autumn: (September - November):** 10:00 to 17:30
- **Annual closures:** 1 May, from 1 December to 27 March

MUSEUM OF ART AND HISTORY OF PROVENCE

- **Summer (May - September):** 10:00 to 19:00
- **Winter (October - April):** 10:00 to 17:30
- **Annual closures:** 1 May, 25 December, 1 January

PRICES

INTERNATIONAL MUSEUM OF PERFUMERY

- **Full price:** €4 (€5 during the temporary exhibition including entry to the MIP)
- **On presentation of a MIP / JMIP ticket:** half-price on the other one of the two (valid 7 days)
- **1/2 price:** students over 18 years old, groups of 10 or more people
- **Free (relevant ID must be shown):** - 18 years old, jobseekers, disabled, ICOM, the 1 Sunday of the month (October - March), ARMIP members
- **Annual MIP FAMILY Pass:** (2 adults + children under 18 years old): €7
- **Annual MIP INDIVIDUAL:** €2

GARDENS OF THE INTERNATIONAL MUSEUM OF PERFUMERY

- **Full price:** €4
- **On presentation of a MIP / JMIP ticket:** half-price on the other one of the two (valid 7 days)
- **1/2 price:** students over 18 years old, groups of 10 or more people
- **Free (relevant ID must be shown):** - 18 years old, jobseekers, disabled, ICOM, the 1 Sunday of the month (September - November), AJMIP members
- **Annual JMIP FAMILY Pass:** (2 adults + children under 18 years old): €2
- **Annual JMIP INDIVIDUAL:** €0

MUSEUM OF ART AND HISTORY OF PROVENCE

- **Full price:** €2 (ticket includes entry to the Jean-Honoré Fragonard Villa)
- **Free:** - 18 years old, students, jobseekers, disabled
- **Free on presentation of a MIP ticket** - valid for the day

GETTING THERE

INTERNATIONAL MUSEUM OF PERFUMERY

- 2 Boulevard du Jeu de Ballon, 06130 Grasse - Tel. +33 (0) 4 97 05 58 10
- **Parking:** cours Honoré Cresp, La Foux
- **Bus:** towards Place de la Buanderie - Get off at the Grasse Centre-Ville stop. Sillages (public transport) routes / SNCF train station: A, B, C, 5, 6, 6b, 20, 40
- **Train:** terminus Grasse SNCF then public transport routes towards Place de la Buanderie A, B, C, 5, 6, 6b, 20, 40 - Get off at the Grasse Centre-Ville stop

GARDENS OF THE INTERNATIONAL MUSEUM OF PERFUMERY

- 979 chemin des Gourettes, 06370 Mouans-Sartoux - Tel. +33 (0) 4 92 98 92 69
- **By car:** Free car park with 150 spaces (cars and/or buses)
- **By foot:** 1km via a footpath from Mouans-Sartoux town centre (SNCF)
- **By bus:** Sillages (public transport) routes: A, 20 - Get off at the "Les jardins du MIP" stop
- **By train:** Get off at the Mouans-Sartoux SNCF stop

MUSEUM OF ART AND HISTORY OF PROVENCE

- 2 rue Mirabeau 06130 Grasse - Tel. +33 (0) 4 93 36 80 20
- **Parking:** cours Honoré Cresp, La Foux
- **Bus:** towards Grasse Gare Routière - Get off at Thouron. Sillages (public transport) routes / SNCF train station: A, B, C, 5, 6, 6b, 20, 40
- **Train:** terminus Grasse SNCF then shuttle bus towards Grasse Gare Routière - Get off at Thouron

www.museesdegrasse.com



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international
de la PARFUMERIE

