



MOBILE EXHIBITION

Young audiences

DE LA
LETTRE
A L'IMAGE

AN EXHIBITION WORKSHOP

Centre
Pompidou

DE LA LETTRE À L'IMAGE

AN EXHIBITION-WORKSHOP

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1 – GENERAL PRESENTATION

Letters, the alphabet and writing are part of the conventions and codes used for communicating in our society. Omnipresent in our daily lives, these letters expressing and representing the world often go unnoticed.

The world of art has appropriated these letters, transforming them and re-routing them into a fully-fledged vocabulary.

Artistic movements in the 20th and 21st centuries have largely explored this practice - notably the avant-gardes in the Twenties and Thirties (Dadaism, Surrealism and the Bauhaus), and later Pop Art in the Sixties, right through to the new realism, and now the digital arts and the revival of the graphic arts.

The letter is both subject and object in this exhibition, which endeavours to offer a detailed look at the poetic treatment of the sign and its transformation.

A guiding theme takes visitors on a journey, with 16 fun and interactive installations accompanied by reproductions of contemporary works.

Involved physically and emotionally, the participants thoroughly explore the different elements that make up the letter. The exhibition provides a chance to introduce children to the artistic potential of the letter just at the time they are learning to read and write.

Covered in black and white signs, boxes are piled up and fit into each other in a “letter construction” proposed by the graphic artists Malte Martin and Costanza Matteucci.

The letters spread out and change in a space of freedom, as though they have an independent life. They lend themselves to various transformations, disorient our senses and invite us into a quirky new world.

Subjected on different supports to distortion, multiplication and changes of scale, the letters break free and tell us different stories, opening the doorway to an imaginative and poetic world.



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2 – DESCRIPTION OF THE INSTALLATIONS

1. Pixel wall

How to write large-scale letters and words with swivelling black and white squares.

2. Tag wall

Compose images and words with letters from three different alphabets. Children assemble the different tag signs, making play with empty and full spaces, lines and colours.

3. The little collection

Reproductions of works from the collection of the MNAM (Musée National d'Art Moderne) and a series of photos of letters unearthed from daily life stimulate the way children look at things.



4. Letter architecture

A set of letters in different sizes enables children to build constructions based on the variable geometry of letters.

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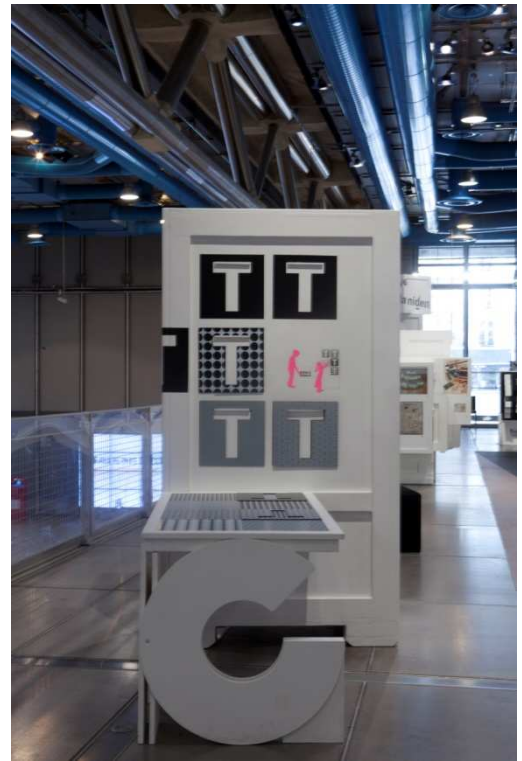
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5. Background/form

Superimpose a screen-printing stencil of the letter T on a screened surface, and observe how the two screens of background and form interplay with each other. Children can position the T stencil in different ways.

6. Colour and transparency

Compose letters of coloured light using simple transparent shapes in two colours. These compositions are then projected onto a large screen.



7. Full/empty

Observe the positive and negative of a very large B produced by an accumulation of blue objects from daily life and its photographic representation on the ground.

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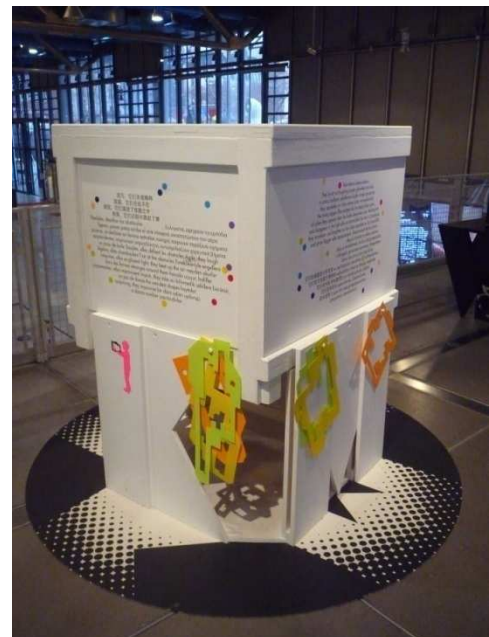
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8. Hidden words

A story in seven languages is hidden on the four sides of the box. Coloured points show the position of caches that make it possible to discover the concealed story, like a secret code.

- Τελείως ελεύθερα, χαλαρώνουν Tremendamente libres, τα λουριά τους Terriblement libres, se libran de sus ataduras
- στερεώνονται σε έναν άξονα, elles dérouillent se fijan en un eje, ανεβοκατεβαίνουν στο χώρο leurs attaches tambalean en el espacio
- στροβιλίζονται σε τρελό χορό, se fixent se arremolinan πυροτέχνημα γραμμάτων και εικόνων sur un axe, en la farándula chispeante
- Sonsuz serbestlikle, tanguent dans l'espace fuegos artificiales bağlarından kurtulurlar tourbillonnent de letras e imágenes
- eksen üzerine sabitlenir, en farandole Terribly free, they stretch boşlukta sallanırlar pétillante, their legs and hands
- harfler ve resimler el ele feu d'artifice they settle on an axis dans halinde dönerler de lettres and sway in the air
- havai fişek gösterisi gibi parıldarlar et d'images twisting around
- همطابو كفت، قیال قیال طم 多么自由啊 in a fizzy farandole
- اضرفلایف لیامتت، 它們摆脱了束缚 in a fireworks display
- قیال التمال لودنارفالای طیح یلع صقرت 以轴线为中心的 of letters and images
- روصلل او فورحلال اهل كشت قیران باعلا 摇曳在空中，在法兰多拉舞中飞旋
- 有如图文并茂的绚丽烟火



9. Mirror box

Fragments of words recover their meaning when they are reflected in mirrors. On the other side of the box, visitors can discover a 3-D anamorphic word.

10. Transient words

Letters are made up of straight lines and curves. This installation with discontinuous light shows how this principle works.



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11. The letter and time

Create a typographical composition using a computer keyboard. The time between typing two letters, materialised by a pink circle, conditions the size of the character displayed on the screen.

12. Bodies in letters

By moving towards the screen, you can see your image transformed into letters.



13. Precious letters

This cabinet of curiosities presents all the letters of the alphabet, made out of a whole range of different materials.



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14. Story area

“Pppfffeeee, the letter spitter”

A story for listening to, about a little giant who doesn't want to learn the alphabet.



15. Film area

Five animated films produced by students at the Ecole Nationale Supérieure des Arts Décoratifs de Paris, and a filmed performance by the KUU collective.

16. Words of the world

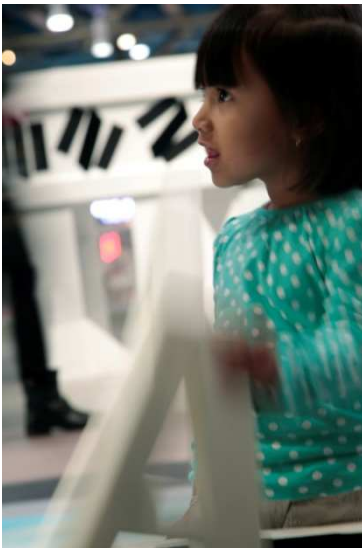
Different versions of the word “elsewhere” in several writings of the world.

This swarm of words forms part of the space.

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3 – EXHIBITION ADMISSION CONDITIONS

Visitor capacity: 60 people maximum (parents + children aged 6 and over)

Length of the visit: 1 hour to 1 hour 30''

Assistance for the public:

- Schools: a class of 30 children maximum per session with two coordinators/mediators
- Individual (children accompanied by their parents): one coordinator/mediator and a monitor

4 – TRAINING FOR COORDINATORS/MEDIATORS

The Centre Pompidou provides training for the staff supervising the sessions.
The person in charge of this training is the exhibition curator.

Length: One whole day with the coordinators/mediators.

5 – SPECIAL ACTIVITIES

If a partner wishes to develop workshop activities at the same time as the exhibition, this can be discussed with the Curator before the presentation.

This will then require the following as well:

- A dedicated workshop area
- A team of coordinators with recognised skills in their disciplines (fine arts students, dance students, etc.)
- the purchase of specific equipment for the sessions

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6 - TECHNICAL AND FINANCIAL SPECIFICATIONS

Insurance: paid for by the Centre Pompidou
Presentation area required: around 200 m²
Volume of boxes: 70 m³
Weight: 1200 kg

Composition of the exhibition: 14 boxes
Storage area: 25 m²
Hire price: on request

ADDITIONAL COSTS TO BE PAID FOR BY THE PARTNER INSTITUTION:

- ✓Transport there and back, with straps to be provided in the lorry (figures needed)
 - Provision of a transpallet with wide arms + 2 dollies
- ✓Production of signage
- ✓Provision of:
 - Teaching equipment: assortment of consumables, cushions for the story area
 - computer/audiovisual equipment: LCD screens and DVD players
- ✓Provision of personnel (installation and dismantling)
- ✓Provision of coordinators (1 coordinator for 30 children or 2 coordinators according to the number of visitors)

International

- Translation of exhibition texts and printing (exhibition title, presentation texts and notices)
- Interpreter for the Centre Pompidou teams (installation and dismantling)

MISSIONS (4 missions)

- 1 mission all expenses paid (transportation, accommodation and meals) for the exhibition curator or an education manager from the Centre Pompidou, to oversee the installation stage, train the coordinators, participate in the exhibition's inauguration and oversee the first few activities
- 1 mission all expenses paid for the Centre Pompidou manager, to carry out the exhibition installation
- 1 mission all expenses paid for a mobility cell manager, to make an report and take part in the dismantling of the exhibition
- 1 mission all expenses paid for the Centre Pompidou manager, to carry out the dismantling of the exhibition