



TRAVELLING EXHIBITION
young visitors

MATALI'S BLOBTERRE

AN INSTALLATION BY MATALI CRASSET

Centre
Pompidou

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1 – GENERAL PRESENTATION

Designer matali crasset reinvents the everyday. She creates new situations, new actions for daily life. The spaces that she imagines are fun and creative. They transform our little everyday rituals.

In this spirit, she has created the Blobterre, a new world; a space dedicated to the spirit of exploration, to creation and imagination.

In the beginning, a round seed rolls along the ground and grows in record time to become an extratoof: the Blobterre is born. This is a different world. It has its own logic, systems, plants, inhabitants, smells and sounds...

It is an original work that promotes the exploration and questioning of the world around us. To enter a new world is to have the experience of an instant in life in which one is open to astonishing new natural surroundings.

The Blobterre can only be understood by experiencing it.

It encourages creative and respectful behaviour. To participate in its development – to live in this world – you must seek to understand how it works.

The Blobterre is a new territory. Here we can experiment with the influence that we can have over the surrounding world. Everyone participates in its construction and, at the same time, we plan shared adventures. It is also a universe for pleasure and wonder.

Enter the Blobterre.

Here, time is not the same as in our world. Here we can experience an instant that seems like a day, a night, a whole season... In this unknown world, each visit is the chance to experience a primitive life. We begin by exploring, listening, feeling, observing the Blobterre in its smallest details.

Next we attempt to live here...

2 – BRIEF BIOGRAPHY OF MATALI CRASSET

matali crasset was trained as an industrial designer. She gained her initial experience in the 1990s, working with Denis Santachiara in Italy and Philippe Starck in France. In the early 2000s, she created her own company, matali crasset productions.

matali crasset sees design as a kind of research. She works on the basis of a decentred approach which permits her both to examine daily life and to plan scenarios for the future. Her methodology is created from observations of ordinary actions and by challenging normal organisational principles. In line with her emblematic object, the 'hospitality column' "When Jim goes up to Paris", she invents new rituals on the basis of a close observation of customs. She looks at the world through eyes which are experienced yet fresh, questioning the obviousness of behavioural codes to more fully release ourselves from them. Her work consists of seeking new typologies and formulating original ways of living. She defines this research as a subtle accompaniment to the examination of contemporaneity.

Narrative, stories and matali's work ethic are all organised around the question of living together.

<http://www.matalicrasset.com>



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image © simon bouisson



3 – GENERAL PRINCIPLES OF THE EXHIBITION

The exhibition is based on a narrative: the "Blobterres" develop in towns, both internally and externally. They are blobs of plant matter that grow in record time. These green spaces that steal territory from tarmac and buildings represent outbursts of freedom, experimental actions open to everyone.

The "Blobterre" has its own logic that can be understood a little more each day by acting within it.

This is a foundation on which deeper and more essential inter-relationships can be invented. A new territory in which to be active: to influence the world that surrounds us, to be able to participate in its construction and to plan collective projects in it.

The "Blobterre" is constituted of plant species of new types in constant evolution.

It is an extraordinary natural environment through which we wander in amazement...

It is a natural resource; we extract materials with which to create...

It is an experimental natural environment.

The Blobterre is developing; it changes appearance and develops as the narrative changes.

It has its own rhythm: it is a multi-sensory space with its own scents and sounds...

It is inhabited; Fl'om has settled here. Fl'om is a little boy, part human, part flower.

He has petals instead of eyelashes, and these are his means of expressing his emotions.

Fl'om is an emissary: he understands the plant world and can explain it to us. He feels things before we can.

The exhibition is accompanied by a story to listen to "around the campfire".



Fl'om





4 – FACILITATED EVENTS

Children: 6 years and older.

1. Entering the Blobterre

Is immersing oneself in new territory, experiencing a primitive life. Is exploring and discovering what composes this world, understanding how it develops and finding the means to be contained by and live in it. Is giving free rein to an experience combining personal creation and cohabitation.

2. Inhabiting this new world

Is imagining specific scenarios for life. Is designing, on the basis of the Blobterre's resources, the objects, food, vehicles and clothing for daily life in this particular world. Is thinking of communal life in this setting and inventing new rituals.

3. Developing the Blobterre

Is imagining new plant and animal species, and encouraging those present to evolve.

4. Exploring

The first role of the visitor is that of the explorer who sets off to discover a new country: we listen to, touch, look at and smell the elements that compose it.

The children examine the different materials, discover the sounds and smells. With the help of the glossary and the plan provided, they learn the vocabulary of the Blobterre, the names of the animal and plant species, the different types of extratoofs.

5. Inhabiting

Inhabiting the Blobterre is exploiting the resources of this space to produce what we need to inhabit, eat, move, clothe ourselves... As an example, with the nervups we make tools for eating, transporting seeds and water. With the ribbon and cord materials, we create elements of camouflage clothing.

Beside the fire, we listen to the story of the Blobterre and then we invent a new scenario. The question of rituals is also considered: summoning the rain and wind, hunting wild animals etc., by sounds, songs and dances.

6. Developing

Is imagining and producing the elements that participate in the development of the Blobterre from the perspective of the plants, from the perspective of the animals and people who live here. We produce new plants, new animals, new smells, new extratoofs...

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5 – TECHNICAL AND FINANCIAL DETAILS

Exhibition surface required: 150 m²

Rental price: on request

Insurance: covered by the Centre Pompidou

ADDITIONAL EXPENSES COVERED BY THE PARTNER INSTITUTION:

- ✓ return transport costs (to be calculated)
- ✓ construction of 20mm thick wooden flooring (150 m²), painted green or with a green coating (colour Pantone 389 or Tarkett flooring)
- ✓ recording of two texts on looped DVD (texts provided by the Centre Pompidou)
- ✓ production of signage (according to files provided by the Centre Pompidou)
- ✓ provision of material:
 - IT/audiovisual equipment: one screen, four DVD readers, three pairs of speakers;
 - two step-ladders (8 or 10 steps)
 - educational: paper, pencils
- ✓ provision of personnel:
 - assembly and disassembly: Two people
 - facilitators: One facilitator for 15 children
- ✓ maintenance of the installation: One person for one hour per day

International

- Translation of texts
- Interpreter for the Centre Pompidou teams (assembly)

ASSIGNMENTS (Four assignments):

- One assignment, all expenses paid (transport, accommodation, meals), for the curator of the exhibition or an educational representative of the Centre Pompidou to participate in the assembly, carry out the training of facilitators, participate in the vernissage of the exhibition and monitor the first facilitated events
- One assignment, all expenses paid, for two stage managers from the Centre Pompidou to carry out the assembly of the exhibition
- One assignment, all expenses paid, for a manager of the travelling exhibition unit to carry out an inventory and to participate in the disassembly of the exhibition
- One assignment, all expenses paid, for two stage managers from the Centre Pompidou to carry out the disassembly of the exhibition

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6 – PARTNERS

BLACHÈRE ILLUMINATION
CAMPEGGI
CONFORT MOUSSE
DANESE
DOMEAU & PÉRÈS
FIRMENICH
GLASS FABRIK
LMA ALITECNO
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