

CITÉ DE LA MUSIQUE  
PHILHARMONIE DE PARIS



# THE BEETHOVEN FACTORY

*A video Experience*  
*Available from January 2020*

## AN AUDIOVISUAL NARRATION

For the 250<sup>th</sup> anniversary of Beethoven's birth, the Musée de la Musique - Philharmonie de Paris proposes an original, immersive installation, that invites the public to explore the development of Beethoven's myth in the 20th century.

Made of a specific space dedicated to a video installation, this exhibition draws inspiration from the *Ludwig Van. The Beethoven Myth* exhibition, presented at the Musée de la Musique - Philharmonie de Paris in 2016.

In the 20th century, Beethoven's heritage is at the heart of popular revolutions soundtracked by his Ode to Joy, many advertising exploited his 5th symphony to boost sales. We can also mention the many tragic or comic films fascinated by the great composer's deafness, or remember the Chuck Berry classic *Roll over Beethoven*.

Beethoven's life and posterity are amazing phenomena and their influence stretches far beyond the bounds of academic culture. The aim of the *Beethoven Factory* exhibition is to reflect the incredible topicality of Beethoven's genius and his fascinating popular image, which has in turn been celebrated, used, abused and even industrialised.



D. Beckham playing the 9<sup>th</sup> Symphony on drums, for a Samsung add



5 000 choristers, led by Yutaka Sado, 9<sup>th</sup> Symphony, Tokyo, 2006. DR

## A DYNAMIC PROJECTION IN A DEDICATED SPACE

The exhibition can take place in a area of about 100 m<sup>2</sup>/ 100 sqm (or more), in the middle of which is installed the audiovisual room :

- **An audiovisual space to rebuilt with yours materials in your exhibition space**, in which a 25' edit is shown on multiple screens, with 4 videoprojectors, for an immersive diving into Beethoven's heritage.

- Optional : the **'Black Box'**

A dark and acoustically isolated space, for a fully immersive experience. The projection can also be installed directly in a room isolated from light.

On the outside of the installation set-up, **a digital tool path** to extend the audiovisual experience :

- **A digital cartography** to discover a hundred of monuments erected around the world as a tribute to Beethoven.
- **A playlist** with an outstanding selection of about twenty music tracks bringing to the visitor a perspective on Beethoven's heritage to popular music.

## 4 SEQUENCES EXPLORING BEETHOVEN'S MYTH

### • **Beethoven Globalization :**

From Gabon to Japan, from China to United States, Beethoven starts a global career, also reclaimed by the consumer and entertainment industries.

### • **The Ninth, A political symphony :**

Since its creation in 1824, the “Ninth” has had the longest political career in music works history. From Second World War to the recent Euromaidan uprisings in Ukraine (2013), it crystallizes the most differing ideologies.

### • **The listening cinema, Beethoven's music as a film soundtrack :**

From Gus van Sant's outstanding sequence-shots to Stanley Kubrick's disturbing strangeness, Beethoven's work unleashes with full force the visual imagination of the filmmaker.

### • **Laughing with Beethoven :**

Since the 1970's, humoristic and off-the-wall approaches of Beethoven have flourished in the popular audio-visual culture and promoted the music-righter to the status of icon.



B. Rose, *Immortal Beloved*, 1995. S. Kubrick, *A Clockwork Orange*, 1971  
J.L Godard, *A married woman*, 1964. I. Takahata, *Goshu the cellist*, 1983

## KEY EXHIBITION FIGURES

- Available from January 2020. Price on request.
- The exhibition requires :
  - about 100 m<sup>2</sup>/1000 sq ft for the global audiovisual installation
  - a rectangular space from 65m<sup>2</sup> / 650 sq ft in which the projection can be directly installed.

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