



BEETHOVEN FACTORY

An immersive installation

John Baldessari, Beethoven's Trumpet (with Ear), opus 131, 2007. Los Angeles County Museum of Art, Gift of Margo Leavin © courtesy of John Baldessari.



PHILHARMONIE
DE PARIS
MUSÉE DE LA MUSIQUE

GENERAL PRESENTATION

AN AUDIOVISUAL NARRATIVE

Created for the 250th anniversary of Beethoven's birth in 2020, The Beethoven Factory is an original, immersive installation that continues to tour today. Designed to engage the public, it invites visitors to explore how Beethoven's image and legacy have evolved throughout the 20th century, shaping popular culture in unexpected ways.

At the heart of the exhibition is a dedicated space for a video installation. This installation highlights the many ways Beethoven's music and persona have been reinterpreted, celebrated, and commercialized over time. In the 20th century, Beethoven's heritage became a symbol of major cultural and political movements. His *Ode to Joy* served as the soundtrack to revolutionary events, while his 5th Symphony was widely used in advertising to boost sales. His deafness fascinated filmmakers, inspiring both tragic and comic portrayals, and his influence extended even to rock and roll, with Chuck Berry famously proclaiming Roll Over Beethoven.

Beethoven's life and legacy are extraordinary phenomena, transcending academic culture to become deeply ingrained in the collective imagination. The Beethoven Factory aims to reflect the enduring power of Beethoven's genius and the way his image has been continuously reshaped demonstrating its ongoing relevance in today's world.



Samsung advertising with David Beckham playing the 9th symphony on drums.

A DYNAMIC PROJECTION IN A DEDICATED SPACE

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

- **An audiovisual space rebuild within your galleries**, 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 monuments erected around the world as a tribute to Beethoven.
- **A playlist** with a selection of about twenty music tracks bringing to the visitor a perspective on Beethoven's heritage to popular music.
- **Touch Screens** to allow visitors to become witnesses of the – often moralized destiny of Ludwig's life scenario.

4 SEQUENCES EXPLORING BEETHOVEN'S MYTH

1- ROLL-OVER BEETHOVEN

From Gabon to Japan, from China to United States, Beethoven's pieces echo is truly global, and reclaimed by the consumer and entertainment industries.

2- CINEMA IN TUNE

From the films of Hitchcock, Bergman, and Tarkovsky to Takahata's mangas, and through those of Godard and Gus van Sant, Beethoven's music haunts cinema: never merely ornamental, it asserts itself as a true actor, playing a full-fledged role in the plot or the staging.

3 – THE *NINTH*, A POLITICAL SYMPHONY

Since its creation in 1824, the "Ninth" has experienced an unprecedented political career, from the Third Reich to the recent Euromaidan uprisings (Ukraine, 2013), crystallizing the most contrasting ideologies.

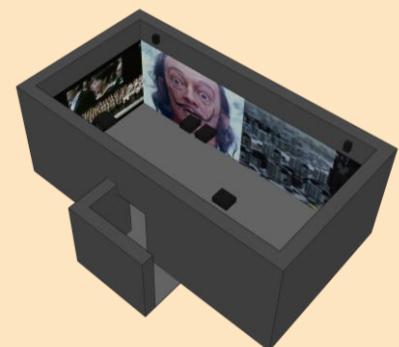
4 – ISADORA DUNCAN AND BEETHOVEN



(1) B. Rose, *Immortal Beloved*, 1995. (2) S. Kubrick, *Orange mécanique*, 1971 (3) J.Takahata, *Goshu le violoncelliste*, 1983

INSTALLATION DATA

- **Total duration :** 25 minutes
- **Equipement :** 4 videoprojectors
- **Spatial requirements to hire the installation :**
 - about a 100 sqm exhibition space for the overall installation
 - a rectangular 65 sqm space for the projection screen room
- **Price on demand**



3D rendering of the installation room

EXHIBITION VIEWS



View of the installation at the Ringve Museum, Norway, in 2022



interactive modules at the Ringve Museum in 2022



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