

LE MUSÉE
INTERNATIONAL
DU FESTIVAL DE CANNES
ET DU CINÉMA

CANNES | FRANCE



AN INTERNATIONAL MUSEUM DEDICATED TO CINEMA IN THE CITY OF THE WORLD'S LARGEST FILM FESTIVAL



Cannes, world city of cinema, has the historical and cultural legitimacy to host the major international museum dedicated to cinema that France and Europe are to equip themselves with. In addition to the twelve days of the Cannes Film Festival, this international museum will generate economic, artistic and tourist spin-offs throughout the year. In close collaboration with our partners, we have developed a cultural program that is both demanding and entertaining. With its international dimension and high-quality content, the future Cannes site is destined to become a national museum. It will complement France's unique range of museums.

David Lisnard,
Mayor of Cannes
Chairman of the "Association des Maires de France"



A MAJOR INTERNATIONAL MUSEUM FOR CINEMA : A CULTURAL NECESSITY FOR FRANCE

The future International Museum of the Cannes Festival and Cinema is one of France's most ambitious museum projects of the decade to come.

France's international influence is largely due to its unique cultural offering. This offer comes from creators and artists, as well as from heritage sites and cultural institutions such as the Louvre, the Musée d'Orsay, the Centre Pompidou, the Cinémathèque Française and the Cité des Sciences et de l'Industrie.

And yet, even though France, home of the Lumière brothers and Georges Méliès, is the cradle of cinema, this major and popular art form has no museum of international stature in our country. It seems both necessary and strategic to provide our country with a major museum dedicated to the cinema in Cannes, within its world capital.





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A CULTURAL INSTITUTION UNLIKE ANY OTHER IN FRANCE AND THE WORLD

This museum will benefit from a strong emblematic architectural gesture, commensurate with its cultural and scientific ambitions. It will contribute to the destination's international and touristic reputation. Its construction budget is estimated at 200 million euros corresponding to a floor area of 14,000 m².

The project is being carried out in close collaboration with the French government, the local authorities of the South of France and the Alpes-Maritimes department, the Centre national du cinéma et de l'image animée, the Cinémathèque Française, the Cannes Film Festival and the flagships of the French, European and international audiovisual industry. By showcasing France's rich film collections and showcasing the Cannes Film Festival, this museum will offer a complementary approach to the film museums in Turin, Berlin, London, Amsterdam, New York and Los Angeles.



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A STRONG AMBITION: TO OFFER VISITORS A UNIQUE EXPERIENCE

The International Museum of the Cannes Festival and Cinema will provide France with a cultural, educational and tourist venue offering an unprecedented immersive approach, encouraging visitor pro-activity by placing them at the heart of the process of creating, producing and distributing a cinematographic work.

The programming and cultural content of the exhibitions have been designed by leading French specialists through partnerships with La Cinémathèque Française, the CNC and the Cannes Film Festival.

With an exhibition area of 5,500 m², the Museum will offer a unique experience through state-of-the-art equipment and environmentally-friendly design.

The Musée International du Cinéma et du Festival de Cannes will be offering:

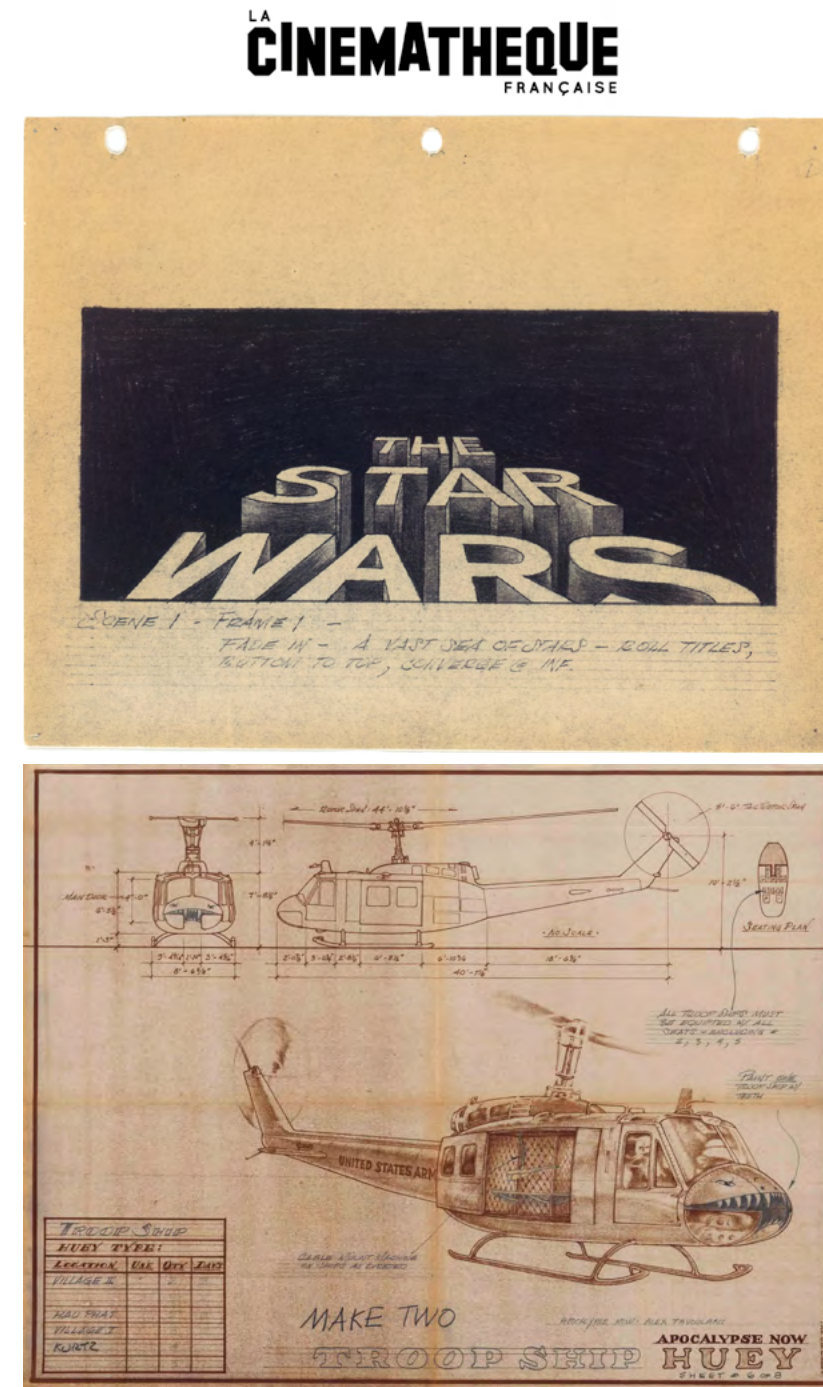
- three permanent exhibitions : *Vive le Cinéma !* (Cinémathèque française), *Le Festival de Cannes* and *la Galerie des Enfants* (Universcience);
- a temporary exhibition area;
- a projection room;
- an auditorium.

PERMANENT EXHIBITION VIVE LE CINÉMA !

The program of the permanent exhibition devoted to the history of cinema is presented as a temporal and spatial journey

Its principles are as follows:

- A playful, coherent history: more than a chronology, a breakdown of the history of cinema into genres, themes and national schools, to enable constant comparisons.
- Combining technical and artistic history, exhibiting tools, sets, costumes, photographs and posters, as well as the films themselves, cut out and arranged in the form of extracts.
- The scenography is as varied and inventive as cinema itself, with a multitude of sets, supports...
- An ordered tour that can be visited in a thousand different ways.



PERMANENT EXHIBITION VIVE LE CINÉMA !

Explore the history of cinema with original, professional and educational content

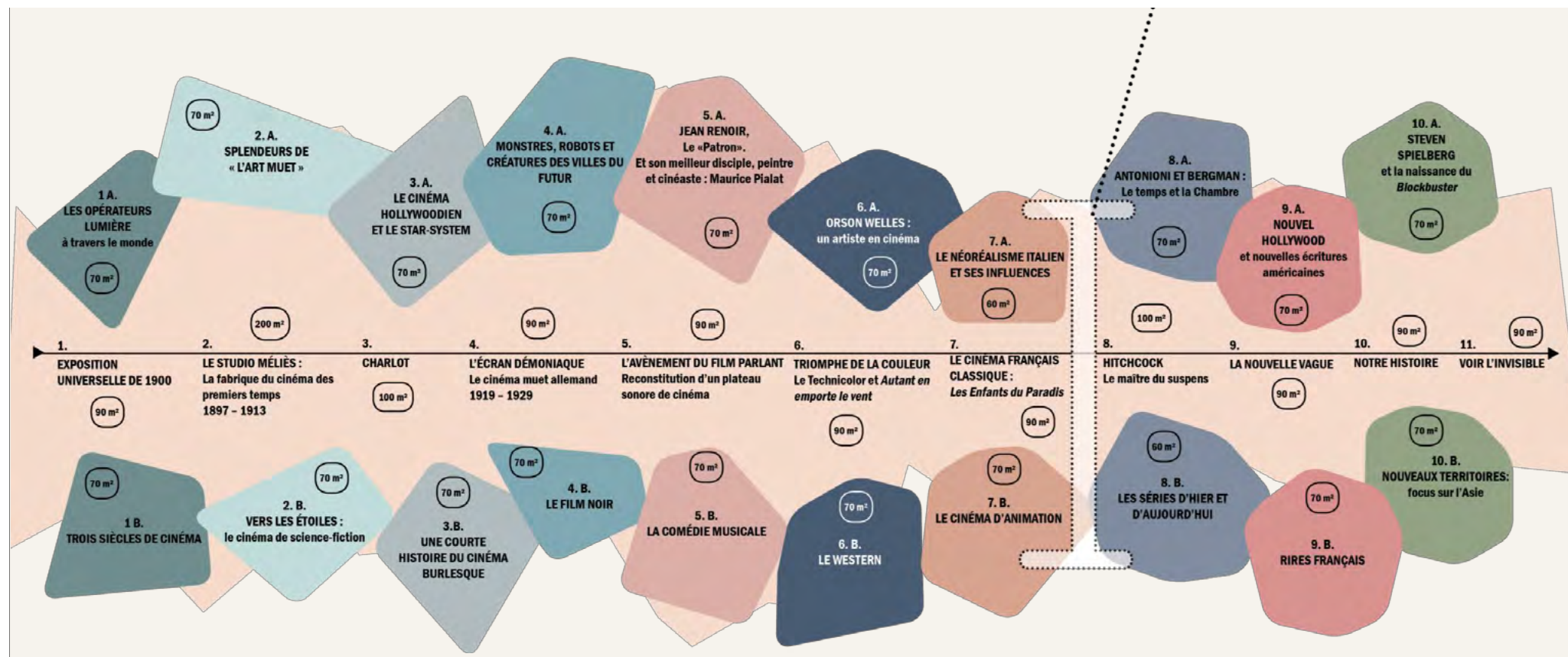
The Cinémathèque française offers a spectacular and entertaining visit, thanks to reconstructed sets, mythical objects, immersive projections and interactive devices to help visitors understand the history of cinema and how films are made. Its educational scenography will transport visitors into a variety of worlds, including :

- Méliès' installation theater, recreated to scale, a project dreamed up by Henri Langlois.
- The Salle des Machines des *Temps Modernes* in the Charlot space.
- Apocalyptic urban universes with cyborgs and robots to recall science-fiction films.
- A street with twisted houses and roofs reminiscent of the settings in Robert Wiene's *The Cabinet of Doctor Caligari*, or the Babylonian city in Fritz Lang's *Metropolis*.
- Animated films will be discussed with manipulable devices: flipbook, stopmotion, zoetrope.

PERMANENT EXHIBITION VIVE LE CINÉMA !

LA
CINEMATHEQUE
FRANÇAISE

A walkway and two side galleries allow visitors to ascend into the exhibition space and enjoy the spectacle of the nave in its entirety, with its reconstructed sets and projections.



PERMANENT EXHIBITION CANNES FILM FESTIVAL

Dive into the world of the Cannes Film Festival

Conceived by the Cannes Festival Association, this exhibition space will extend and perpetuate the experience of this prestigious global event beyond the month of May. Thanks to a dynamic scenography and an immersive itinerary, this exhibition will plunge visitors into the heart of the event with a real challenge: how to capture the essence of the Cannes Festival, by definition centered on movement and effervescence?

- The red carpet and the birth of the Festival
- Behind the scenes of the official selection
- The Festival as a media phenomenon, between glamour and pageantry
- Festival highlights, tracing its history through the winners, the jury and the Palme d'Or



FESTIVAL DE CANNES



PERMANENT EXHIBITION CANNES FILM FESTIVAL



Bringing the history of the Cannes Film Festival to the present

This permanent exhibition will be an opportunity to go back in time, to reconstruct the journey of a film festival, from its birth to the present day. Nothing should be missing on the archaeological investigation of sources and the anthropological introspection aimed at revealing an unexpected face of the Festival.

The permanent exhibition of the Cannes Film Festival is not a history exhibition. Nor will it be the reproduction or illustration of a book, with its chapters cut out. It will be a narrative and scenographic challenge, existing in its own right, because it's a museum, not a book, not a film.

The exhibition will not freeze the Festival in an outdated photographic negative, but will extend its power and prestige, dissecting and explaining its mythology. It will give it a second, unique existence, one that can only be discovered at Cannes. And, as at the Festival, the itinerary will offer both collective moments and solitary escapes.

PERMANENT EXHIBITION CHILDREN'S GALLERY

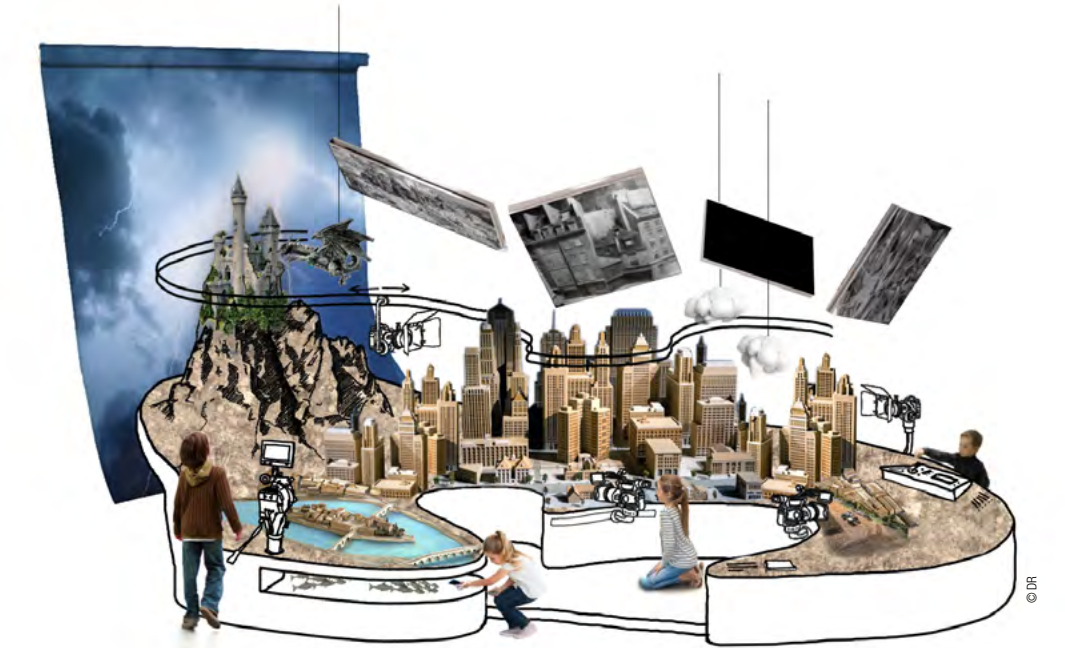
universcience

Encourage young people's creativity and discover behind-the-scenes production secrets

Designed for 6-12 year-olds, this interactive space encourages experimentation and creativity.

Thanks to six themed zones (Script, Image, Sound, Lighting, Acting, Animation), young visitors can handle models, cameras and microphones, as well as create scripts using a pitch machine, dub voices or shoot on green screen.

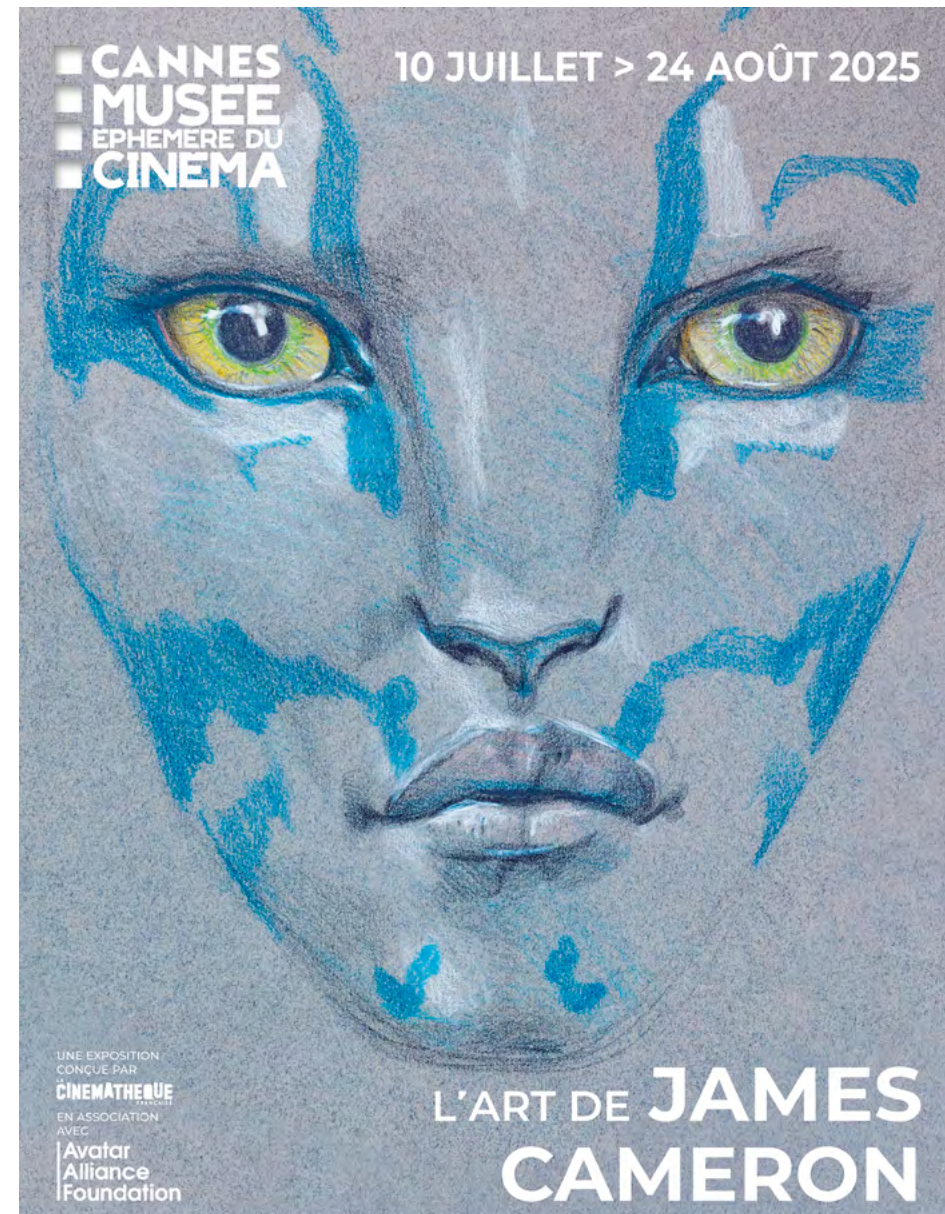
Together, children and parents can discover the behind-the-scenes secrets of filming and special effects



TEMPORARY EXHIBITION SPACE

Hosting major cinema-related exhibitions

A 1,000m² space will be dedicated to hosting major temporary exhibitions on the history of cinema and its industry. This new exhibition space will help to renew the appeal of the site and attract a large number of visitors.



En partenariat exceptionnel avec
le Musée du Cinéma et de la Miniature de Lyon
MUSEE CINEMA & MINIATURE



A PROJECTION ROOM

Discover the magic of cinema in the best possible way

This 100-seat auditorium will be used to screen films related to the Museum's cultural program.

It's also ideal for school groups, film clubs or cycles dedicated to actors and directors.

AN AUDITORIUM

Experience sound and vision differently

The Museum will be enhanced by a 650-seat auditorium with acoustics suitable for symphony concerts.

The space will host film-concerts, symphony concerts, meetings, conferences and debates.



A MUSEUM WITHIN THE CANNES ON AIR ECOSYSTEM

The future International Museum of the Cannes Festival and Cinema is part of the *Cannes on Air* municipal strategy, aimed at stimulating the creative economy and the film and audiovisual sector, which already represents 76 companies in the Cannes area, over 650 jobs and cumulative sales of more than 120 million euros.

Since 2021, the city has joined the UNESCO Creative Cities network on the film industry alongside other emblematic Cities such as Sydney, Mumbai, Busan, Rome, Qingdao and Santos, all of which share the common goal of promoting creativity as a major asset for development worldwide.

With the Cannes Film Festival, the Cannes Lions International Festival of Creativity, MIPCOM, MIDEM and CANNESERIES, the city brings together the world's leading audiovisual specialists in an exceptional setting. Against this backdrop, Cannes is developing the film and audiovisual industry, with the aim of providing the town with every link in the content creation chain, from training to filming and post-production.



A MUSEUM AT THE HEART OF THE CANNES ON AIR ECOSYSTEM



OTHER ICONIC CANNES ON AIR LOCATIONS

A UNIVERSITY CAMPUS DEDICATED TO THE PROFESSIONS OF WRITING AND AUDIOVISUAL CREATION

In terms of training and creation, the Georges Méliès university campus, with a capacity of over 1,000 students, was inaugurated in October 2021, to train for careers in writing, imaging, sound, journalism, cinema and series.

THE “BASTIDE ROUGE” BUSINESS PARK DESIGNED FOR ENTREPRENEURIAL DYNAMISM

A dynamic, collaborative ecosystem that benefits the entire innovation chain around Cannes' creative economy and sectors of excellence. In figures: 3 accommodation sites, 3,700 m² of dedicated space, 23 economic development partners, over 1,300 m² of office space, 3 coworking spaces, 14 meeting/creative/reception rooms, 10 audiovisual production rooms, 1 fablab, catering facilities and a 2,000 m² garden.

THE CINEUM CANNES MULTIPLEX CINEMA

Regarding the distribution and broadcasting of audiovisual works, a high-tech cinema multiplex, *Cineum Cannes*, designed by renowned architect Rudy Ricciotti, was inaugurated in July 2021. It offers 12 cinemas equipped with *Dolby Atmos*, 2,400 seats and a 26-meter diagonal screen, the largest in the southeast after that of the Palais des festivals et des congrès de Cannes.



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CANNES: AN INTERNATIONAL TERRITORIAL BRAND

World capital of cinema, Cannes welcomes 3 million visitors every year.

Elected for the third year running as *the World's Best Destination for hosting and organizing festivals and events* at *World travels Awards*, Cannes boasts a number of sectors of excellence in tourism, water sports, satellites and the cultural and creative industries.

A world hub for the audiovisual and creative industries, Cannes hosts nearly 200 events every year at the Palais des Festivals et des Congrès, including the Cannes International Film Festival (the world's leading cultural event), the Cannes Lions Festival (International Advertising Festival), MIPCOM, CANNESERIES, MIDEM and the NRJ Music Awards.

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