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Mudam Luxembourg
Musée d'Art Moderne
Grand-Duc Jean

PRESS KIT

LES M: SENSORIUM
12/07/2012 - 27/08/2012

Press release

LES M: SENSORIUM

Exhibition from 12 July to 27 August 2012

Curators Nadine Erpelding, Valérie Tholl (Mudam Publics)

From 12 July to 27 August 2012, in parallel with the exhibitions, Mudam presents the *Sensorium* project by Céline Merhand and Anaïs Morel, two young graduates of the École des Beaux-Arts in Rennes, who are behind the designer duo Les M. They invite visitors to a sensorial exploration of innovative materials via an exhibition space set up in the heart of the museum.

An art museum, one generally assumes, is above all a place where the visitor contemplates artworks, it is therefore the gaze which links he or she to them. In the museum, the visitor is calm and silent, and above all touches nothing. Eating is forbidden, noise and odours are rare.

Thanks to the *Sensorium* space, conceived by Les M for Mudam, the five senses have pride of place in the museum. The young designers have carefully chosen materials endowed with touchable surfaces and textures for the sensorial environment they are presenting in the middle of the Sculpture gallery. The different zones that make up the space provoke diverse and unexpected sensations, testing the public's perceptions in a subtle way.

Sensorium, the summer project of Mudam's education service, is accompanied by a series of workshops about culinary design, olfactory memory, sound design and the texture of materials. Led by artists from diverse perspectives (Norig Le Moal, Yves Stephany, Benoît Gaignard, Junsoo Ban, Les M), these workshops, like the *Sensorium* space, relate to sensations and play with contradictions of perception.

The complete programme can be found at www.mudam.lu/sensorium.

Mudam Luxembourg

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Opening hours

Wednesday-Friday: 11 am - 8 pm. Saturday-Monday: 11 am - 6 pm. Closed on Tuesdays

Press contact

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Mudam thanks

All the donors and the sponsors, and particularly
The Leir Foundation . Japan Tobacco International . Cargolux
as well as
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Mudam is financed by the Ministry for Culture.



Les M © photo: BLINKY

LES M **Biography**

Les M Studio was created in 2008. Born in 1984 in France, Céline Merhand and Anaïs Morel studied together Design at the Fine Art School of Rennes and graduated in 2007. Poetic without compromising their functionality, the objects created by Les M are inspired by and provide a new take on the rituals of everyday life. By carefully selecting materials which appeal to the sense of touch and which are combined with well thought-out shapes, Céline Merhand and Anaïs Morel give life to balanced creations, easy to integrate into our daily lives due to their modularity. Both high-tech and comfortable, Les M's designs, often surprising, invite us to interact with the object and give free rein to our imagination.

The studio works with international manufacturers across Europe such as Casamania, Super-ette, Eno Studio as well as with prestigious cultural establishments such as Mudam Luxembourg and the Centre Pompidou-Metz.

PROGRAMME

SIGHT

The SENSORIUM space by Les M

Exhibition from July 12 to August 27, 2012

Sensorium is a space dedicated to both to perception and touch. The public is invited to a game of contradictions between what the eyes see and what the body feels. The participants can take their shoes off and relax, *Sensorium* will do the rest.

TASTE

Food design workshop with Norig Le Moal

14/07/2012, 1.30 pm - 3.30 pm & 4 pm - 6 pm

When we evoke taste we don't always think of all the sensations that enable us to identify what we eat. Appearance, smell, flavour, aroma and texture are all criteria that participate in our appreciation of food. Besides, what would taste be without sight, memory, smell or pleasure? Norig Le Moal offers participants the possibility to discover the startling world of culinary design. This is a chance to create objects with surprising shape and taste. After her degree in cooking, Norig Le Moal specialized in confectionary, her main field of interest. She now stirs up astonishing desserts for restaurants and catering services in Rennes.

HEARING

Sound design workshop with Yves Stephany

01/08 & 04/08/2012, 2 pm - 3.30 pm & 4 pm - 5.30 pm

What sound might a raw pepper produce? Which image comes to mind at the sound of a cabbage sliced in two? What noise would peanuts thrown on the floor make? And what if we were to record these sounds that seem so ordinary to us but which, having been mixed and blended, might generate a new and unusual melody?

The workshop presented by Yves Stephany is an offbeat moment in the world of sound. He distances himself from the art of sound effects in favour of decontextualized imaginary sounds.

Yves Stephany is an enthusiast of sound, noise and frequencies of all sorts. Bass player and presenter on radio 100komma7, he recently reinvented a musical identity as a techno DJ under the pseudonym Plastic Pedestrian.

TOUCH

Texture design workshop with Benoît Gaignard

08/08/2012, 2 pm - 3.30 pm & 4 pm - 5.30 pm

Benoît Gaignard invites participants to produce small, surprising and singular objects by creating a lag between sight and touch. This workshop is an opportunity to play with enigmatic forms and unusual materials, between hard and soft textures.

Benoît Gaignard is currently a final-year student at the École Européenne Supérieure des Beaux-Arts in Brittany where he is preparing his diploma project in experimenting with materials.

Texture design workshop with Les M

11/08/2012, 2 pm - 3.30 pm & 4 pm - 5.30 pm

Following their collaboration with a brush factory for the production of surprising and offbeat objects such as the HALO mirrors, Les M propose a creative workshop about fibers. Whether soft or scratchy, fibers offer a multitude of interesting textures to touch. Participants can create an object using the ancestral craft know-how of brush manufacturing while diverting the fibers from their primary function.

SMELL

Olfactory memory workshop with Junsoo Ban

18/08/2012, 2 pm - 3.30 pm & 4 pm - 5.30 pm

How do you materialize smell? How do you make it palpable in order to use it as a material? A scent is an emanation of odorous, volatile molecules and is generally a colourless effluvium. Its immaterial character makes it ungraspable and therefore one of the most undervalued of all the senses. Junsoo Ban proposes to materialize and formalize a memory through smell. During the workshop, participants will be encouraged to wander down Memory Lane and recall a past moment through smells!

Junsoo Ban lives and works in Paris. A graduate of the École des Beaux-Arts in Rennes, his final-year project was the object of lengthy research into the olfactive sense which resulted in an object capable of preserving memories in the form of smell.

WORKSHOP RESERVATION

The workshops are free of charge (excluding entrance fee). They are open to adults, teenagers and children (accompanied by parents). As the number of participants is limited, registration is required at workshop@mudam.lu or by telephone +352 45 37 85 531.

In French, Luxembourgish, German and English.





