Press release

Multimedia

From June 6, 2012
Sully wing, 1st floor,
Rooms 21 and 23

Louvre - DNP Museum Lab
Egyptian Antiquities

Enjoy an innovative museum experience at the Louvre’s Department of Egyptian Antiquities! State-of-the-art, fun-to-use multimedia resources, developed for the ‘Louvre – DNP Museum Lab’ project, are available to help you understand the conventions of Egyptian art and decipher a funerary stela: the Stela of Sakherty.

Outreach and multimedia

In Rooms 21 and 23 (on the 1st floor of the Sully wing), ingenious multimedia devices, purpose-designed for the department, offer an insight into the collection of Egyptian Antiquities, helping you make sense of the exhibits and discover their connection with ancient Egyptian beliefs.

Understanding Egyptian artistic conventions

Egyptian art was primarily concerned with working magic rather than having aesthetic appeal. This is why the same artistic conventions were applied for almost three millennia, giving ancient Egyptian art its highly distinctive style.

An interactive touch table with four screens invites you to discover the significance of these conventions. By digitally manipulating images of the artworks, explore the many ways in which the Egyptians ensured themselves a never-ending supply of food and drink in the afterlife.

Deciphering the Stela of Sakherty

Learn to study and decipher a funerary stela as if you were an Egyptologist! On a screen, reconstruct the Stela of Sakherty piece by piece to make sense of it: who do the figures represent? How are the scenes organized? What do the inscriptions mean? This resource will help you decipher all the other stelae on display.

Visitor information

Opening times
Open daily except Tuesdays from 9 a.m. to 6 p.m., and until 10 p.m. on Wednesdays and Sundays.

Admission fees
Admission included in the museum ticket: €10. Admission free for the following categories: under-18s, under-26 year-old EU residents (on presentation of ID), holders of the French ‘Education Pass’, jobseekers (with proof of entitlement), holders of the ‘Carte Louvre Familles’, ‘Carte Louvre Jeunes’ or ‘Carte Louvre Professionnels’; Friends of the Louvre. Admission free for all visitors on the first Sunday of each month.

Information
Tel. 01 40 20 53 17
Museum Lab, a multimedia laboratory

A fruitful partnership

The Museum Lab project, initiated in 2006, originated in a partnership between Dai Nippon Printing (DNP) and the Louvre. Its goal is to explore new approaches to art appreciation. Visitors to its dedicated space in Gotanda (Tokyo) can enjoy a privileged encounter with one or a group of artworks from the Louvre’s rich collection at a new-style exhibition incorporating a range of approaches in the form of original, purpose-designed multimedia displays.

The first series of six presentations, held between 2006 and 2009, attracted some 46,000 visitors. Museum Lab’s original take on art appreciation, based on the new technologies, met with an enthusiastic response.

October 2010 saw the beginning of a second series that marked a new stage in the Museum Lab project: a selection of the displays developed for each new Tokyo presentation began to be relocated to the Louvre in Paris, to allow as many visitors as possible to enjoy this new way of approaching art. In June 2011, for example, two displays concerning Sèvres porcelain were transferred to the Department of Decorative Arts, and in 2013, multimedia displays focusing on a portrait by Goya and the Spanish painting collection will be installed in the Department of Paintings.

To foster the exchange between people and art, Museum Lab also makes a point of sharing its findings with museums, cultural institutions and educational establishments worldwide. In December 2012, for example, two multimedia resources developed for the Museum Lab project were set up at the ‘Cité de la Céramique’ in Sèvres. And to create opportunities for encountering art in places other than museums, Museum Lab has designed a series of workshops on art appreciation, intended for use in Japanese schools; these workshops are currently available in conjunction with a travelling exhibition entitled ‘Rencontres’, initiated by the Louvre in April 2012 as an expression of solidarity with the disaster-hit areas of Tohoku and as a contribution to its reconstruction.

Changing views and viewpoints

If a museum visit is to be an enjoyable and rewarding experience, visitors need a means of fully comprehending the exhibits: what they represent and express, the context in which they were produced, their place in art history... Museum Lab’s mission is to facilitate this comprehension. Drawing on the resources of both the Louvre and DNP, it designs and develops original approaches to art appreciation using a range of digital technologies.

The Louvre develops the scholarly content, hypothesis for mediation, and multimedia concepts, in collaboration with DNP. The DNP team, working closely with the Louvre, develops and produces multimedia devices using DNP’s proprietary technical expertise, skills, and know-how.
DNP is honored to contribute to the activities of the Louvre Museum by partnering with it in the joint project “Louvre - DNP Museum Lab”

Providing unique solutions combining printing and information technologies

Dai Nippon Printing Co., Ltd. (DNP) is the largest comprehensive printing company in the world, providing consumers and more than 30,000 corporate clients in Japan and overseas with a diverse range of products and services. From a core of printing and information technologies developed since 1876, when the company was founded, DNP has expanded into related fields from packaging and construction materials to electronics and energy, providing many products that rank number one in global market share. Here in France, DNP Photo Imaging Europe (http://www.dnpphoto.eu), an affiliate of DNP, offers a variety of photographic services and solutions.

DNP is also very active in the cultural sphere, applying its printing and information technologies to full effect in projects ranging from galleries showcasing graphic design and a museum archive of contemporary printmaking to informational websites for museums at home and abroad.

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Louvre - DNP Museum Lab: a new approach to art appreciation

The relationship between the Louvre Museum and DNP was initiated in 1998 through collaboration on a “CyberLouvre” project. Since that time, they have cooperated on a variety of other projects, including the establishment of an image archive of the Louvre’s collections, production of high-definition video programs showcasing the museum and its holdings, and development of the museum’s official Japanese-language website.

Among them, the Louvre - DNP Museum Lab is an ambitious and innovative effort to employ exhibition and interpretive systems based in DNP’s information and imaging technologies to address the challenges inherent in presenting the Louvre’s collection in a way that is conducive to nurturing a richer relationship between the museum and its artworks and the viewing public. The project commenced in a dedicated space in the Gotanda district of Tokyo in 2006 with a series of exhibitions featuring works representative of a variety of different periods, regions, and genres of art, including the Tanagara figures of ancient Greece, Titian’s The Madonna of the Rabbit, and the Fayum funerary portraits from Egypt under the domination of the Roman Empire, presented as an interactive, immersive multimedia experience fully exploiting the potential of the latest digital technology. This experience of being brought into face-to-face contact with artworks from the Louvre stimulated the imaginations of many visitors and elicited a response even more positive than anticipated, earning praise both in Japan and abroad for this new venue for art appreciation and education and its value as an innovative case study in museum management and the presentation of information.

The fruits of Museum Lab’s experiments in Tokyo are now gradually being introduced into the exhibition of the Louvre’s permanent collection in Paris, and in other museums in Japan and other countries. In December 2011 two different types of interpretive display systems were installed at the Sèvres City of Ceramics.

Through this experience of actual installations in the Louvre, we hope to gain a better practical understanding of the technologies involved in helping visitors “see,” “understand,” and “feel” works of art and thereby contribute to enhancing their experience and appreciation of art.