WHAT WILL WE BE READING?

READING IN ALL ITS FORMS

23 MARCH – 21 AUGUST 2016

PRESS KIT

Ma Mère. Text by Stéphane Servant and illustrations by Emmanuelle Houdart. © Editions Thierry Magnier, 2015
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PRESS CONFERENCE: TUESDAY 22 MARCH AT 10.30
IN THE PRESENCE OF NICOLAS LE MOIGNE

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The mudac is pleased to introduce the first exhibition on reading… without books! What Will We Be Reading? starts from the idea that, far from disappearing, reading is a pleasure that can now be found in a multitude of sometimes unexpected forms: it is an ode to the joy of reading. Inspired by the French author Daniel Pennac’s 10 rights of the reader, it will add an eleventh right: the right to read without books.

The exhibition will be presented in mudac’s two ground floor rooms; here, stories slip into whispering pillows, suck us into virtual and immersive worlds, give up their secrets only after decoding and manipulation, and take shape beneath our eyes and our fingers.

Created by the industrial designer Nicolas Le Moigne and the mudac team, the exhibition presents a series of sometimes interactive installations, which bring stories to life in poetic, facetious and enchanting ways: we are invited to dive in, whether standing, seated or lying down. Far from proclaiming the end of the paper book as we know it, the aim is to celebrate the pleasure of discovery and the imagination, in words and in images. Ideal for keen readers of all ages, and suitable for children.

TEAM
Exhibition designer: Nicolas Le Moigne

With the assistance of:
Susanne Hilpert Stuber, curator
Danaé Panchaud, public relations
Gabrielle Chappuis, facilitator
Frank Baumgartner et Cristhian Raimondi, technician
And the whole mudac team

Graphic design: Aurèle Sack
Illustration: Rachel Suming

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SELECTED PROJECTS

The exhibition consists of a circuit that can be visited in any order, offering the visitor a dozen unusual and interactive reading experiences. Some are intimate, for solo discovery, while others are to be shared. The exhibition is suitable for children and welcomes keen readers of all ages.

The first experience open to visitors is to plunge right into a book by way of an Oculus Rift, an impressive virtual reality device. The book *Ma Mère* [My Mother], by Stéphane Servant (text) and Emmanuelle Houdart (illustrations), tells the story of a mother through the eyes of her daughter, and involves the reader in a world that is both sweet and disturbing.
The industrial designer and illustrator Rachel Suming invites us to dive into her very large format illustrations of animals where we can find a hidden QR Code. On discovery, the reader, armed with an iPad, can then learn the story of the fantastic creature it represents, such as the dahu or the basilisk.
Once Upon A Tale is an application which enables young readers to reinvent their own stories by mixing up our childhood fairytales. Using the touch screen, they can adapt their chosen story as it unfolds. Users can make use of playing cards representing the various characters. All they have to do is place the card of their choice directly on the screen, or simply touch the interface, and the text will adapt to it. Cinderella could get herself eaten by the Big Bad Wolf, while Donkeyskin might bring a little pot of butter to her grandma’s.

Starlay is a new type of comic book presented in the form of an interactive walk. It involves the reader in the adventures of the little seahorse Starlay as he sets off in search of his vanished soulmate. Touching on themes of love, discovery and wonder, children and adults of all ages are led into an infinite and fluctuating universe. Simply by touching a screen, we can explore the ocean and meet others. This project skilfully integrates illustration, cartoons and video games.
To Read with the Ears: an installation created by Nicolas Le Moigne and inspired by the research project by Italian designer Bruno Munari who maintains that reading can take place in absolutely any position. Settle down on the structure in whatever position you chose. Stick your ear to the pillow and let it whisper a story to you…

Grand Central is a device made up of a tracer which draws using marker pens. Visitors are invited to choose a word, which the machine will then transform into a beautifully handwritten quotation on the roll of paper.

Thibault Brevet, Grand Central, 2016
Diploma project, ECAL, Lausanne, 2012
USEFUL INFORMATION

Opening
Tuesday 22 March from 18.00. Screening at the Cinéma Bellevaux at 20.30

Dates and hours
22 March – 21 August 2016
March-June: Tuesday-Sunday 11.00-18.00
July-August: Monday-Sunday 11.00-18.00
Open on every bank holiday, Mondays included
Free admission on the first Saturday of each month

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HD visuals
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SUPPORT

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Antistatique

Illustration by Rachel Suming for the exhibition, 2015. © Rachel Suming