

MUSÉE DES ARTS DÉCORATIFS
 107 RUE DE RIVOLI, 75001 PARIS
 TICKETS ON MADPARIS.FR

"Elsa Schiaparelli: la Belle et la Mode"
• With the family, 7 years and over
 Fashion designer Elsa Schiaparelli inhabited a universe full of surprises, with her "Shoe hat", "drawer pockets" and "butterfly buttons". Sign up for this visit, suitable for all the family, and discover the full extent of the imagination, poetry, and modernity of her creations; in the spirit of Jean Cocteau's "Beauty and the Beast";

GUIDED TOURS
"Ceci n'est pas un col" • 11-14 years
 The reappraisal of materials, playing with techniques used in this course in the creation of a trompe-l'œil "collar". Every stage in the creation of this sartorial accessory—drawing, cut, decoration—pays tribute to the free and imaginative spirit of fashion designer Elsa Schiaparelli.

COURSE
"La main créatrice" • 11-14 years
 Elsa Schiaparelli, an "inspired" seamstress as she often referred to herself, viewed fashion design as an art. To understand her creative process, this workshop visit encourages participants to identify her sources of inspiration in creating their own graphic research notebook. These experiments touch upon everything from pattern to color, and materials to techniques in the run up to designing a glove in a Surrealist vein.

WORKSHOPS
"Cin d'œil" • 4-6 and 7-10 years
 Imagination and surprise effects are to be found in this workshop dedicated to the fashion designer Elsa Schiaparelli. Starting with a visit to the exhibition, children are encouraged to find and draw the decor and accessories inspired by parts of the human body. In the workshop, eyes, mouths, and hands are transformed in the creation of a spectacular "masked-hat".

GIFT STORE - BOOKSHOP
 + 33(0) 1 42 60 6494
 Open Tuesday to Sunday from 11 am - 6:30 pm
 Closed on Monday
 Late night Thursday 6 - 9 pm
Le LOULOU restaurant
 107 rue de Rivoli, 75001 Paris
 + 33(0) 1 42 60 41 96
 Open daily 12pm - 11pm

SUPPORT LES ARTS DÉCORATIFS!
 Become a Friend of Les Arts Décoratifs or join one of the circles of patrons who support and actively participate in the life of the institution: Cercle Design 20/21, Cercle des Arts graphiques, Club des Partenaires, Comité International... For further information please contact us on + 33 (0) 1 44 55 59 78 or mecenat@madparis.fr.

GROUPS
 Guided tours and workshops for schools, universities, associations, and businesses can be arranged in French, German or English at convenient times.

DATES AND BOOKINGS
 Program available on madparis.fr



CONFERENCES
"Shocking! The Surrealist world of Elsa Schiaparelli" • Adults, 15 years and over
 Costumes and fashion accessories are viewed in relation to paintings, sculptures, jewelry, perfume bottles, posters, and photographs by the greatest names of the Surrealist era (Man Ray, Salvador Dalí...) to enable visitors to discover the artistic imagination and modernity of the fashion designer Elsa Schiaparelli who was at the forefront of fashion in the 1920s and 1930s.

MUSÉE DES ARTS DÉCORATIFS
MAAD

6 JULY 2022
 22 JANUARY 2023

THE SURREAL WORLD OF
ELSA SCHIAPARELLI



Elsa Schiaparelli, a prominent figure in the history of fashion design, considered Fashion as an art. She embodied a dazzling, vibrant vision of Paris, curious about everything and enjoying everything new that came its way. The exhibition conveys this incredible freedom to its visitors: freedom to create, freedom to discuss, freedom to be oneself, through models, jewelry, and drawings. Elsa Schiaparelli donated clothes, fashion accessories and thousands of drawings to the Union Française des Arts du Costume (UFAC) which are now kept by the Musée des Arts Décoratifs.

1. Drawings of the collections
 Toward the end of her life, Elsa Schiaparelli gifted the Ufac with 66 garments, 22 fashion accessories, and 6,387 drawings of her collections. Created by draftswomen, they reproduced the silhouettes of models wearing her creations and were used for promoting them to her clients. These drawings constitute a specific record of Elsa Schiaparelli's vision of couture.

2. Awakening to modernity
 When Elsa Schiaparelli arrived in Paris in 1922, she met the renowned couturier Paul Poiret who encouraged her to embark upon a career in fashion. The International Exhibition of Modern Decorative and Industrial Arts in 1925 revealed a new way of living. Jean Dunand, a leading

figure in the Art Deco movement and a personal friend of Schiaparelli's, made a portrait of her in lacquer.

3. A constellation of artists
 As Elsa Schiaparelli wrote in her memoirs, "Working with artists like Bebe [sic] Bérard, Jean Cocteau, Salvador Dalí, Vertès, Van Dongen; and with photographers like Hoyningen-Huene [sic], Horst, Cecil Beaton, and Man Ray gave one a sense of exhilaration. One felt supported and understood beyond the crude and boring reality of merely making a dress to sell." She forged close relationships with artists who, in turn, contributed to the creative process of her couture collections.

4. Collaborating with Salvador Dalí
 The "paranoic-critical method" that Dalí developed was inspired by his reading of Freud's work. The Catalan painter allowed images that arose from his subconscious to spill out onto his canvases, producing fantastical visions celebrating the logic of free association and the sway of ambiguity. Elsa Schiaparelli and Salvador Dalí worked together on the design of fashion items and accessories such as the "lobster dress" and the "shoe hat".

5. Place Vendôme
 In January 1935, Elsa Schiaparelli moved her fashion house to an early 18th century mansion at 21 Place Vendôme, Paris. The ground floor

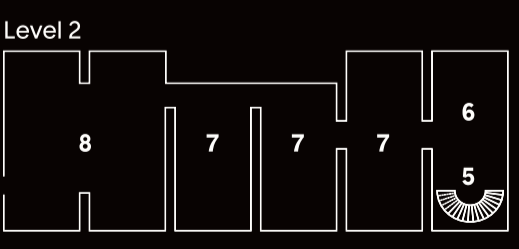
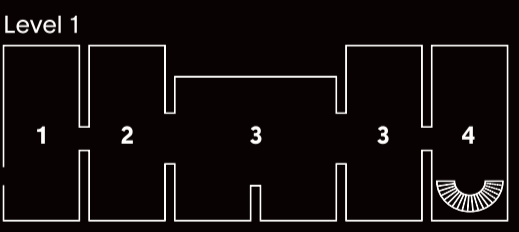
housed her boutique, "Schiap", while the first floor had three salons for clients to view her models. These salons were decorated by Jean-Michel Frank who, together with Alberto Giacometti, also designed some of their furniture and furnishings. In 1934, Elsa Schiaparelli launched her own perfumes, calling upon the artist Leonor Fini to design the bottle for her perfume *Shocking* in 1937.

6. The art of embroidery
 Elsa Schiaparelli also called upon Albert Lesage, founder of the Lesage embroidery studio, renowned for his outstanding savoir-faire who, from 1936, collaborated with her on the decoration of her couture collections, creating embroidery that illustrated the themes of these collections.

7. Thematic couture collections
 From 1935, Elsa Schiaparelli gave each of her couture collections a strong and original theme, such as "Pagan", "Butterfly", "Music", "Circus", "Commedia dell'arte", and "Zodiac".

8. Schiaparelli today
 In 2019, American fashion designer Daniel Roseberry was appointed artistic director of the Maison Schiaparelli. His bold creations combine the historic codes of Surrealism, a movement dear to Elsa Schiaparelli, with the rigorous and experimental technical expertise of couture, successfully defining Schiaparelli's identity today.

PLAN OF THE EXHIBITION



A. Marcel Vertès, Schiaparelli, 21 Place Vendôme 1953, collage and painting on panel © Schiaparelli Archives
B. Elsa Schiaparelli, Evening Dress, Summer 1939. Silk. Musée des Arts Décoratifs © Les Arts Décoratifs / photo: Christophe Dellière
C. Leonor Fini and Fernand Guéry-Colas, the *Shocking* perfume bottle, 1937. Crystal and glass © Schiaparelli Archives © Adagp, Paris, 2022
D. Jean Clément, Necklace, 1938. Metal gilt mounted on fabric. Musée des Arts Décoratifs © Photo: Les Arts Décoratifs / photo: Jean Tholance © Adagp, Paris, 2022
E. Daniel Roseberry — *Bella Hadid* in Schiaparelli at the 2021 Cannes Festival, 2021. Photograph © Getty / Andreas Rentz

