#### PRESS RELEASE 2014

# The Soulages Museum in Aveyron

The Soulages Museum will open **in Rodez in Aveyron in May 2014**, with an exceptional, brand new temporary exhibition: "*Outrenoir* by Pierre Soulages".

#### Pierre Soulages: the highest earning artist in the auction room

Pierre Soulages, the **internationally acclaimed** painter, is a native of Rodez in Aveyron. There are examples of his work in **nearly 90 museums throughout the world**. His retrospective exhibition in 2009, at the national museum of modern art - Centre Georges Pompidou, attracted nearly **500,000 visitors** (a record number second only to the Dali exhibition). **He is the highest earning French artist worldwide in the contemporary art market**. His last work sold for more than 5 million euros.

#### An extraordinary gift:

The Soulages Museum will be receiving an extraordinary gift, made up of nearly **500 works**, estimated to be worth nearly **40 million euros**. The Soulages Museum is the home of the earliest paintings by Soulages, which are **the most sought after**.

This permanent collection includes paintings on canvas, including *Outrenoir*, paintings on paper including the famous *Brous de noix*, all his printed work (etchings, lithographs, silkscreens), sculptures, drafts for the Conques stained-glass windows, films, photographs, rare booksõ

The permanent exhibition rooms cover nearly 2,000 m<sup>2</sup>.

**The temporary exhibition room covers 500 m<sup>2</sup>**, and will house modern and contemporary art events. *The first temporary exhibition is dedicated to Outrenoir by Pierre Soulages:* how to transcend light in the heart of darkness by working with material. This &utrenoir+or &utrablack+series has enjoyed great success throughout the world.

# The temporary exhibition room at the Soulages Museum is the most extensive in the Midi-Pyrénées region.

#### A unique construction in Corten steel:

The Soulages Museum is a decidedly contemporary building, designed by the Catalan architects **RCR Arquitectes**, who became honorary members of the **%Royal Institute of British Architects**+(RIBA) in November 2012, and who were chosen to create the Soulages Museum in 2008 by the Grand Rodez Agglomeration Community, from 98 candidates. One particularity: it is entirely **clad in Corten steel on the outside**, a material which produces colour nuances ranging from red to brown; **on the inside of the building, dark native steel covers the walls and floors**.

The museum is set in a three-hectare garden with various tree varieties, where visitors can enjoy a childrence play area and a pathway designed by the architect Emmanuel Nebout.



External façade of the Soulages Museum in Corten steel

## A living space:

The Soulages Museum is a great living space, with a restaurant area, the Café Bras – a new idea from Michel Bras, a Michelin starred chef (open for delicious food at all times of day), a well-stocked reference library (rare publications and magazines, documents concerning the artist, those close to him, his life and times, catalogues and filmography), rooms for children to learn and create, an auditorium with 80 seats, a hypermedia fresco of the National Audiovisual Institute, a shop, multimedia devices to guide visitorsõ

#### The Café Bras: delicious food at all times of day

The museum will have an amazing restaurant area, designed by Michel Bras, the Michelin starred chef and culinary artist from Aubrac, the land which Pierre Soulages found so inspirational. Drawing on their Aveyron culture, members of the Bras family will run the **Café Bras throughout the day,** organising their schedule around the times which are so dear to them: breakfast – elevenses – aperitifs – lunch – tea-time – dinner. This % pen all hours+concept is well suited to the needs of museum visitors and the pace of our society.

#### A museum which is part of Rodez's heritage, steeped in 2000 years of history:

The museum is situated a few metres from **Notre-Dame de Rodez Cathedral**. Heritage and modernity overlap here seamlessly. A pedestrian path from the Soulages Museum leads you to the historic centre, mansions, the **Fenaille Museum and its collection of statue-menhirs** (carved standing stones), a major source of inspiration for Pierre Soulages.

### THE MUSEUM IN A FEW FIGURES:

1 museum . an exceptional gift of 500 works . 1 painter

A museum surface area of 6,000 m2:

- 1,700 m2 of museum space for the collections
- 505 m2 of space for temporary exhibitions
- 1 restaurant; the Café Bras.

## ABOUT THE ARTIST PIERRE SOULAGES:

1 500 works,

Exhibited in nearly 90 countries,

A record price for the last work sold by the painter: more than 5 million euros.

Record visitor numbers at the Centre Georges-Pompidou with 500,000 visitors.



Photo by Vincent Cunillère - Pierre Soulages, 2011

#### A MUSEUM WITHIN EVERYONE'S REACH: MUSEUM ENTRANCE FEES

The pricing policy of the museum features a very attractive ticket price, which includes the entrance fee to the Soulages Museum and also the Fenaille Museum.

Normal rate: 7 euros

**Free:** under-18¢, jobseekers, recipients of income support, old-age pensioners, group escorts, French museum employees, on Heritage Days, the first Sunday of each month, and for holders of press, lcom or lcomos cards.

Reduced rate: 4 euros: Pass Agglo card holders, groups of ten people.

Subscription: 15 euros for 1 year.

Discount for tourism service providers paying the full rate: 5.95 euros instead of 7 euros

Discount for tourism service providers paying the reduced rate: 3.40 euros instead of 4 euros.

Guided tours for groups or individuals: contact the Grand Rodez Tourist Office - 05 65 75 76 77.

Guided tours with our tour guides in foreign languages: in English and Spanish.

Guided tours in French translated into German and Chinese by interpreters.

#### **MUSEUM OPENING HOURS:**

From 1 July to 31 August:

Open from Tuesday to Sunday non-stop from 11am to 6pm.

Mondays from 2pm to 6pm.

From 1 September to 30 June:

Open from Tuesday to Friday from 10am to 12 noon then from 2pm to 6pm.

Saturdays and Sundays from 11am to 6pm non-stop.

Closed on Mondays.

# CONTACT PRESSE :

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Aveyron Tourism

www.tourisme-aveyron.com