

Press Release july 2024



BEYONCÉ eternalized: The Diva of Excellence enters the Grévin Museum

Beyoncé Giselle Knowles-Carter is a true living legend of contemporary music, with unparalleled talent. From her early days with Destiny's Child to her phenomenal solo career, Beyoncé has racked up accolades and records that put her at the top of the music industry.

With more than 28 Grammy Awards to her credit, she is the most awarded female artist in the history of these prestigious distinctions. Her wins include iconic tracks such as "Crazy in Love," "Single Ladies (Put a Ring on It)," and "Formation," each celebrated for their musical innovation and cultural impact.

Beyoncé has also won numerous MTV Video Music Awards, including the Michael Jackson Video Vanguard Award, which honors her outstanding contributions to music and videography. Her music videos, often considered works of art, push the boundaries of visual creativity and address powerful themes like identity, race and female empowerment.

Additionally, Beyoncé has been honored by the Billboard Music Awards, where she holds several records, including being the first artist to have her first six studio albums debut at number one on the Billboard 200. She has completed over 20 world tours, such as the "Formation World Tour" and the "On the Run II Tour" with Jay-Z, are among the most lucrative of all time, attracting millions of fans across the globe.

Along with these musical honors, the singer has also received awards for her contributions to television and film, including for her acclaimed role in "Dreamgirls" and for producing groundbreaking visuals like "Lemonade" and "Black Is King."

Beyoncé is also committed to charitable causes. In 2017, she launched the "Formation Scholars" initiative as part of her album "Lemonade". This scholarship program was intended to support young women pursuing degrees in the fields of art, music, literature or African-American studies. This initiative provided educational opportunities to talented and motivated young women, thereby helping to strengthen their potential and impact in their communities.

Additionally, Beyoncé is also known for her humanitarian work through organizations such as the BeyGOOD Foundation, which supports projects in the areas of education, health, and aid to victims of natural disasters. Her commitment to social and humanitarian causes has had a significant impact on many communities around the world, and she continues to use her platform to raise awareness and inspire others to get involved in positive action.

In short, Beyoncé's track record is a shining testament to her artistic versatility, dedication and lasting impact on global culture. Each award, each recognition, is another stone in the building of her legacy, consolidating her place as one of the greatest artists of all time.

To create the perfect copy of Beyoncé based on photos and documents, six months of work were necessary for the Grévin workshop team as well as the sculptor Claus Velte, to whom Grévin already owes more than a hundred personalities. including Kylian Mbappé, Squeezie and Charles III...

The meticulousness and accuracy of their work promise, as usual with Grévin, a creation larger than life. The 900,000 annual visitors will therefore have the immense pleasure of being able to meet the American star from July 4.

After a huge success for the “Apeshit” video clip filmed in Paris at the heart of the Louvres Museum, the character of Beyoncé will no longer leave the capital, to the great pleasure of visitors who will be able to immortalize this moment at the Grévin museum!

Grévin – open every day – 10, Boulevard Montmartre – 75009 Paris – France