



PRESSE RELEASE 2025

THEY RECENTLY JOINED THE GREVIN MUSEUM



Aya Nakamura,
12 June 2025



Vianney,
27 May 2025



DJ Snake,
6 May 2025



Clara Luciani,
4 February 2025



Lena Situations,
3 Décembre 2024



Astérix et Obélix,
22 October 2024



Beyoncé,
4 July 2024



Théo Curin,
7 March 2024



Jane Goodall,
1st Décembre 2023



La Pat'Patrouille,
15 November 2023

WELCOME TO THE UNBELIEVABLE GRÉVIN

GO BEHIND-THE-SCENES OF A TELEVISION SHOW!

Take part in famous TV shows such as Koh-Lanta! The Tribal Council, the elimination phase and the confrontation with Denis Brogniart...enjoy the highlights of the adventure! Feel what it's like to be a coach in The Voice before you take part in one of Fort Boyard's mythical challenges.



RECORD A HIT!

Is music your passion? Go behind-the-scenes at a studio with Mick Jagger under the watchful eye of Ray Charles! Share unforgettable duos with artists ranging from Phil Collins, to Edith Piaf, to Stromae to Katy Perry to Lady Gaga.



MEASURE YOURSELF AGAINST THE GREATEST ATHLETES!

Keep up the pace! Team up with Kylian Mbappé to play the match against Messi again, under the watchful eye of Zinedine Zidane and Cristiano Ronaldo. Pit yourself against Teddy Riner alongside Olympic gold medalist Clarisse Agbénénou, before joining the scrum with Antoine Dupont and Frédéric Michalak.



IT'S TIME TO AMAZE YOUR CHILDREN!

Meet their favourite heroes: Paw Patrol, Miraculous, Scrat, le Petit Nicolas, The Little Prince, Rabbids, Kara the Android, Oggy and the Cockroaches, and many others...



GO BACK IN TIME!

Become a part of French history alongside key figures. Fight in the ranks of Vercingetorix, take part in Napoleon's War Council, parade with General de Gaulle or relive May 1968.

SPEND A DELICIOUS TIME ALONGSIDE RENOWNED CHEFS!

Enjoy some flavoursome encounters in Grévin's kitchens. Pierre Hermé, Anne-Sophie Pic and Paul Bocuse are cooking just for you.



BECOME PART OF THE JET SET!

We will give you the leading role and even the Palme d'or. Join Dwayne Johnson, Penélope Cruz, Leonardo Dicaprio, Scarlett Johansson and Ryan Gosling in the very select movie stars' club.



**YOU'LL NEVER
ENJOY TWICE!
THE SAME VISIT**

The treasures of our heritage

To enter the Grevin is to enter a set of listed historic decors, the site's original environment.

An Italian style theatre

Constructed in 1900 by the architect Rives, and decorated with high-relief sculpture by Antoine Bourdelle, and by Jules Chéret for the original backdrop. It was listed on the Inventory of Historical Monuments in 1964 by André Malraux,



The grand marble staircase

Constructed in 1900 by the architect Rives.



The Hall of Mirrors

Sounds and lights and optical illusions, unique worldwide, made by Eugène Hénard and first shown at the Trocadero for the "Exposition Universelle" in 1900. Gabriel Thomas brought it to the Grevin in 1906. 2019, the artist Kryslé Lip signs this new light and musical creation, to propel it to the 22nd century.



The Dome and the Hall of Columns

A baroque framework designed by Esnault-Pelterie, all gilt and mosaics, created and constructed in 1882 to house the first waxworks celebrities.

2014 This new Fashion Universe, "Grevin Fashion" in its renovated and embellished heritage decor.



Contacts Press

GREVIN – 10, Boulevard Montmartre – 75009 Paris
Véronique Berecz - 001 47 70 88 08 / 006 08 18 84 05
veronique.berecz@grevin.com

PRESS & PLAY
Marc Ostermann - 006 74 51 76 61
marc.ostermann@pressandplay.

More information on :
www.grevin-paris.com

Grévin history

A brand new idea for more than a century of entertainment

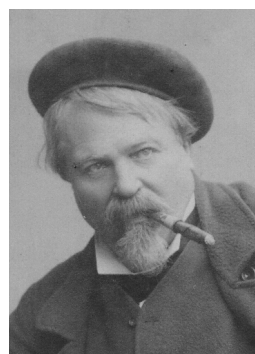
At the end of the 19th Century, Arthur Meyer, journalist and founder of the famous daily newspaper Le Gaulois, conceived the notion of showing his readers the people in the headlines of his paper, but in 3-D. At a time when the press did not use photographs, he came up with the idea of creating a site where the public could get to see the faces of the people in the news.

To implement this original plan, he called on Alfred Grévin, who was a cartoonist, a designer of costumes for the theatre, and also a sculptor. The latter became so totally involved in the project that it actually took on his name. The Grevin opened its doors to the public on June 5th, 1882, and was an immediate success.

In 1883, Gabriel Thomas, a prominent financial figure who launched the Société d'Exploitation de la Tour Eiffel and the Théâtre des Champs Elysées, reorganised the economic structure of the Grevin to permit swift expansion. He provided the site with a wealth of new decors, which are now a treasured heritage, such as the Théâtre Grévin, listed on the inventory of historical monuments, or the Hall of Mirrors, which was built for the Exposition Universelle of 1900...



Arthur Meyer
1844 - 1924



Alfred Grévin
1827 - 1892



Gabriel Thomas
1824 - 1932

More than a century later, and still faithful to the spirit of its three founding fathers, this unique enterprise still gives the public the incredible opportunity of "touching with their own eyes" the celebrities who are in the limelight.

A few notable dates...

- June 5th 1882: the Grevin opens... and onwards for more than a century of continuing success and History!
- 1892: projection of the world's first animated film – "Pauvre Pierrot", using Emile Reynaud's invention: the optical theatre
- Around 1900: the Grevin is graced with some new decors: the Italian theatre and the Hall of Mirrors
- May 1999: the Grevin becomes part of the Groupe Grévin & Cie, following a takeover bid
- January 2001: creation of the Grévin Academy, presided by Bernard Pivot
Eleven members designate the fortunate winners from a selection proposed by the Grevin
- June 2001: the site is entirely renovated and offers a new modern and interactive circuit. (Total investment: € 8 million)
- December 2002: Henri Salvador is the first wax figure equipped for sound! He laughs when a visitor passes in front of him
- April 2003: the Grevin receives the First Prize for Tourism 2003, awarded for the best tourist facilities for the disabled
- More than 2 000 wax celebrities have been on display since the opening
More than 300 of them are presently on show at the Grevin, and several hundred lie asleep in reserves not far from Paris
- June 2012 : 130 years old of Grevin
- December 2014 : The Dome and the Hall of Columns renovated in a embellished heritage decor.
- July 2015 : Opening of Grévin Séoul
- April 2016 : Opening Chaplin's World By Grévin (Suisse)
- February 2019 : Opening "Unbelievable Grévin" following just 1 month of renovations and 2 years of preparation.



Contacts Press

GREVIN – 10, Boulevard Montmartre – 75009 Paris
Véronique Berecz - 001 47 70 88 08 / 006 08 18 84 05
veronique.berecz@grevin.com

PRESS & PLAY
Marc Ostermann - 006 74 51 76 61
marc.ostermann@pressandplay.

More information on :
www.grevin-paris.com

Wax secrets

From sculpture to costume, these are the secrets of the making of a waxwork figure.

Much art in a world of wax...

At the start is the sculpture; the sculptor meets the celebrity...

... whose face and body he models in clay, with the help of photographs and measurements.

Then comes the mould; elastomer and plaster coat the clay sculpture, and into this mould, the wax is cast...

To give it life-like colour, the face is made-up with oil paints; real hairs are planted, almost one at a time, then the hair is styled, and glass eyes give a disturbingly expressive gaze.

Finally, the costume, which is often donated by the proud owner, gives a final touch of realism to this striking resemblance. For historical costumes, meticulous research is needed to choose appropriate materials and the period styles, ornaments, and jewellery.



Contacts Press

GREVIN – 10, Boulevard Montmartre – 75009 Paris
Véronique Berecz - 001 47 70 88 08 / 006 08 18 84 05
veronique.berecz@grevin.com

PRESS & PLAY
Marc Ostermann - 006 74 51 76 61
marc.ostermann@pressandplay.

More information on :
www.grevin-paris.com

Learn more about Grevin

Why is wax used to “picture” the celebrities?

The delicate art of waxwork was revived by Arthur Meyer when the Grevin opened at the end of the 19th Century. Natural beeswax is used because its texture is astonishingly close to the look of human skin and it keeps its shape over the years, without ever shrinking or changing colour.

How is the wax worked?

Still used at the Grevin, wax is a material that has to be handled with care; too high a temperature during casting, for example, and it may set too quickly. However, if there is a problem when manufacturing a head, nothing is easier than melting it down again until the result is perfect! The Grevin is a unique opportunity for learning.

Do the Grevin waxworks have ancestors?

The use of wax goes back to the beginning of time; long ago, in ancient Egypt and Roman Antiquity, the wax effigy of a dead king was displayed as a consolation to grieving subjects. With an eternally identical expression, he seemed to be peacefully asleep... so that the vanished body of the simple mortal could go to oblivion.

How do visitors react?

he likeness is striking. Is this the real person or the wax double?

The Grevin loves to compound the confusion in this game of deception... with the full connivance of the celebrities who come to pose in its workshops. Attracted and fascinated, the public lingers to catch the spark of life scintillating in the gaze of each of these wax beings. Do we dare ask for an autograph?

How do the celebrities feel?

Celebrities also find the experience disturbing; the stance, the facial features, or the clothing are so surprisingly lifelike that when Michael Jackson came to inaugurate his likeness, he asked the Grevin workshops to create a second “clone” so that he could take it home on the other side of the Atlantic. Jean Gabin’s grandchildren felt that they were seeing their grandfather in flesh and blood when they approached his wax figure in 2001.

"It's a great honour to have my wax work here... the work by Stephane and the rest of the team, makes me want to cry with happiness"
Shah Rukh Khan

"To Musee Grevin, Thank your for inviting me to participate in your magical museum I am greatly honored to be a part of the family"

Nicolas Cage

"For eternity, thanks to the Grevin museum"

Serge Gainsbourg

"Don't be fooled: at the Figaro, the Académie, at Apostrophes, you see the wax image. Reality is here, speechless with amazement and gratitude"

Jean d'Ormesson



A few facts and figures...

- From sculpture to costume, about 15 experts work on a figure
- 500-000 real hairs (about 200g) are used for each head
- 130 litres of lacquer and gel a year are needed for grooming the 300 waxworks
- 15 kilograms of plaster to make a head, and 2 kilograms for a hand
- 100 kilograms of wax per year
- 70 tubes of oil paint for make-up

Contacts Press

GREVIN – 10, Boulevard Montmartre – 75009 Paris
Véronique Berecz - 001 47 70 88 08 / 006 08 18 84 05
veronique.berecz@grevin.com

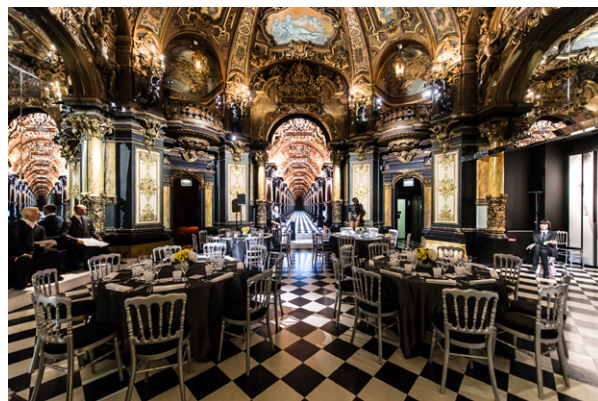
PRESS & PLAY
Marc Ostermann - 006 74 51 76 61
marc.ostermann@pressandplay.

More information on :
www.grevin-paris.com

An exceptional venue for corporate and private events!

The Grevin is an original and prestigious venue in central Paris for fabulous evenings!

A mythical setting for entertainment and illusion, with a new modernized interactive tour, so that your guests mingle with celebrities such as Monica Bellucci, Céline Dion, Naomi Campbell, Lady Gaga, Omar Sy, Cara Delavingne, Shah Rukh Khan, Ines de la Fressange, Jean-Paul Gaultier, Chantal Thomass, Brad Pitt, Angelina Jolie, Charlie Chaplin...



Capacity

- The Grevin Theater is the ideal venue for organizing a presentation, a convention closing ceremony, an evening conference, etc...

Up to 200 seats, a 5 x 5 m stage, fully equipped with sound system and control room, a 4 x 3 m projector screen.

- The Dome & the Hall of Columns provide a majestic setting for your guests.

The parisian best caterers Grevin works with, will deliver you high service standards.

Up to 150 guests for a seated dinner or 300 for a cocktail party.



Contacts Espaces de Réception

Anne-Laure Rozan Rocheteau
Privatisation@grevin.com
Tél : +33 (0) 1 47 70 83 98

plus d'informations sur :
www.grevin-paris.com

Grévin à l'International



Ouvert depuis le 17 avril 2016.

Chaplin's World by Grévin présente Charlie Chaplin et Charlot, l'homme et l'artiste, dans ses univers personnels et familiaux au Manoir de Ban, qui était pour lui, sa femme Oona et leur huit enfants un refuge, un havre de paix et d'intimité. Pendant 25 ans il y écrit des scénarios, des livres, il compose et travaille à ses prochains films.

Dans des décors reconstitués de ses films et tournages dans le grand Studio hollywoodien construit dans le parc aux arbres centenaires, 35 personnages créés par les ateliers Grévin pour Chaplin'sWorld by Grévin, animent certaines pièces du manoir et décors reconstitués du Studio.

Les principaux acteurs et actrices mythiques de ses films sont tous là :

Edna Purviance dans « The Immigrant », Virginia Cherrill dans « City Lights », Paulette Goddard dans « Modern Times » ou le terrible Eric Campbell. Bienvenue dans l'univers si riche et toujours actuel du Vagabond.

En 2000, les enfants Chaplin confient la gestion du Manoir de Ban à la Fondation du musée Charlie Chaplin. Huit ans plus tard, Genii Capital s'en porte acquéreur.

La construction du Studio et la rénovation du Manoir débutent en 2013 et la société DdMB, rassemblant les développeurs du projet dont Yves Durand et Philippe Meylan, signent un accord d'exploitation avec la Compagnie des Alpes. Bénéficiant du soutien de la famille Chaplin, de Roy Export, de Bubbles Incorporated (qui détient les droits des œuvres et du patrimoine de Chaplin), du canton de Vaud et des dix communes avoisinantes, du partenariat de Nestlé, Comercard et de Jaeger Lecoultré, Chaplin's world by Grévin ouvre ses portes le 17 avril 2016.



CHAPLIN'S WORLD

Route de Fenil 2
CH-1804 Corsier-sur-Vevey
Suisse

+41 842 422 422

chaplinsworld.com

Grévin, a site of Compagnie des Alpes

Since it was founded in 1989, Compagnie des Alpes (CDA) has established itself as an uncontested leader in the leisure industry. Today, the Group operates 10 prestigious ski resorts and 12 renowned leisure parks, using an integrated approach that combines operational excellence and quality to achieve the Very High Satisfaction of its customers but also the local communities in which it is present. Compagnie des Alpes also exports its expertise, offering consulting and assistance services to projects in diverse regions around the world.

Compagnie des Alpes has, in addition, leveraged its expertise to adapt to changing patterns of consumption: an active force in the renovation of mountain lodging, it has also developed a network of real estate agencies, is developing its own thematic hotels adjacent to its parks with nationwide appeal and, since 2018, is the number 1 tour operator specializing in the online sale of ski holiday packages in France.

Commenting on the results for the 2023/2024 financial year, Dominique Thillaud, CEO stated: " "Thanks to a particularly dynamic ski season, and despite complicated weather conditions for our leisure parks, 2023/24 was a very good year, both operationally and financially..."

Consolidated sales for Compagnie des Alpes for the 2023/24 financial year amounted to € 1,239 million.

Firmly rooted in the local region and backed by loyal partners and 6,300 committed employees, Compagnie des Alpes develops responsible, innovative and sustainable projects that challenge standard ways of thinking. For many years now, CDA has been pursuing its key mission of offering an unforgettable leisure experience to a maximum number of people through an integrated approach combining operational excellence with top quality service, focusing on three areas: the appeal of its locations, Very High Customer Satisfaction and profitable business.

- 10 ski areas in the French Alps
- 12 leisure parks
- Transversal Expertise in mountain accommodation and distribution

Copyrights : Presswall, Christophe Recoura, Virginie Ribaut, VariousArtists, Pauline Maillet, Dimitri Bourriau, Archives Grévin. Freelance

Contacts Press

GREVIN – 10, Boulevard Montmartre – 75009 Paris
Véronique Berecz - 001 47 70 88 08 / 006 08 18 84 05
veronique.berecz@grevin.com

PRESS & PLAY
Marc Ostermann - 006 74 51 76 61
marc.ostermann@pressandplay.

More information on :
www.grevin-paris.com