

EDITORIAL

Interactive modern times are upon the Grévin... Down to the tiniest detail of the décor, the Grévin now gives the public every chance of entering into an intimate and privileged relationship with their idols of days gone by and those of today. Typically Parisian atmospheres, historical scenes or the settings of our listed heritage are essential to make the waxwork figures feel at home.

Béatrice de REYNIES
President



Once upon a time, there was Grévin...



The Grévin, where the VIPs of today and of days gone by like to meet

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The Paris of today and of days gone by



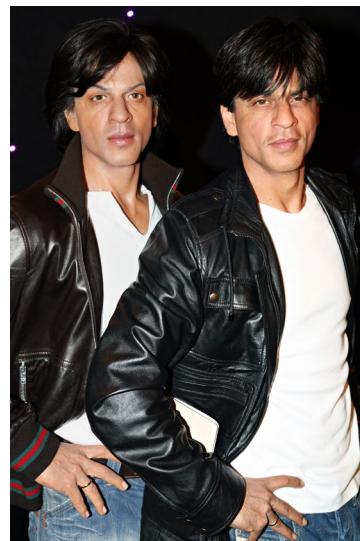
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Follow us :



The Grevin, where the VIPs of today and of days gone by like to meet.

Grévin, a legendary site of entertainment and illusion since 1882, is a three-dimensional reflection of our times. It is a theatrical representation of modern celebrities that have marked their epoch and participated in the making of History in both ephemeral and timeless ways.



Parisian atmospheres

Amidst the crackle of photographers' flashes, the celebrities in the headlines all meet at the most Parisian of addresses. Discreet atmosphere and evening dress mandatory for a cocktail party with the stars of showbiz, top international singers and the piano at an impromptu jam session, or a relaxed environment to share a friendly glass at the brasserie with the big names of the French cinema industry; the Grevin creates the illusion of an interactive meeting in its new decor.

During the visit, a dance studio, or a box at the theatre give visitors a unique opportunity to meet their favourite artists and to glimpse the Spirit of Paris.



Historic scenes

From the Middle Ages to the 21st Century, the Grevin conjures up the great events of History. Joan of Arc burning at the stake, Louis XIV and his court in Versailles, or the assassination of Henri IV, are some of the all-important historical events that visitors are invited to experience.

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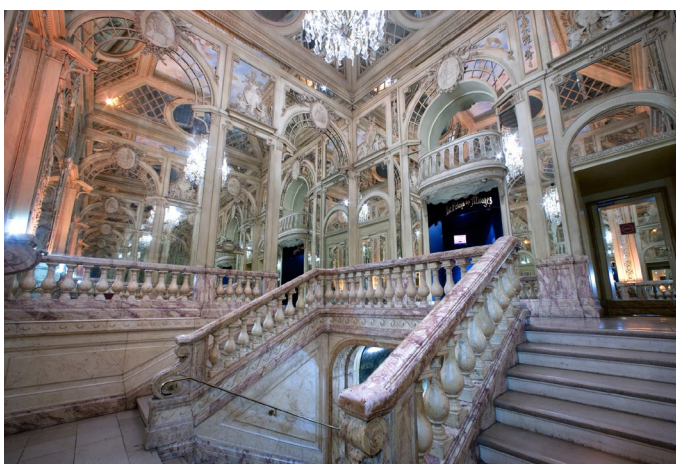
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The treasures of our heritage

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

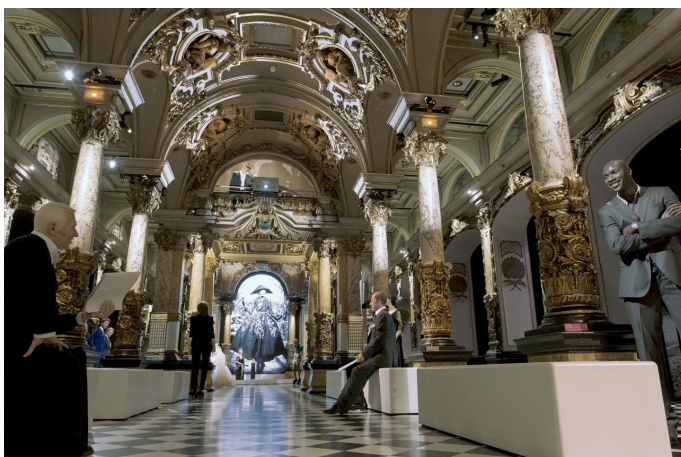
An Italian style theatre

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,



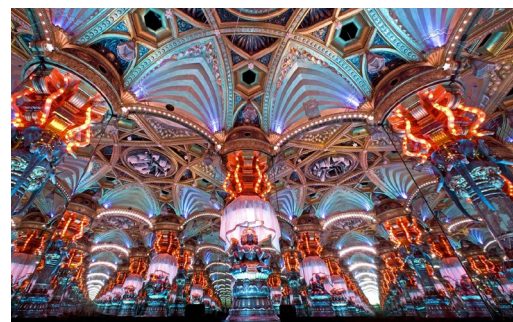
The grand marble staircase

Constructed in 1900 by the architect Rives.



The Dome and the Hall of Columns

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



The Hall of Mirrors

(Palais des Mirages)

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. Last seen in 2001, the new Hall of Mirrors sound and light show will be back in June 2006, music by Manu Katche, lights by Bernard Szajner.

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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.



Arthur Meyer



Alfred Grévin



Gabriel Thomas

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...

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
- April 2013 : Opening of Grevin Montreal
- April 2014 : Opening of Grevin Prague
- December 2014 : The Dome and the Hall of Columns renovated in a embellished heritage decor



Entry of the museum in 1885

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Wax secrets

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

Much art in a world of



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



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.

The "Discovery" circuit

Included in the Grevin visit, this programme for children gives them the opportunity of feeling and manipulating materials, of playing question-and-answer games, and of fun-filled discovery of the secrets of making waxworks.

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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?

The 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 you 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



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A thousand and one reasons... to write about the Grevin

From 1882 to now, the Grevin has been intriguing the media for 132 years. So what does go on behind the discrete façade adorned with sculptures at the prestigious address of 10-Boulevard Montmartre?

Everything has changed!

Entirely renovated in 2001, the Grevin now invites its visitors to mingle personally with their wax idols.



Implausible meetings...

In a medley of periods and themes, the Grevin is the improbable meeting place for French Kings, legendary figures of the Middle Ages, scholars and geniuses of the Renaissance, celebrities of bygone days, politicians, sportsmen, and contemporary celebrities.

How are the new wax celebrities chosen?

The Grevin Academy, presided by Stéphane Bern, has the task of choosing the new figures entering the Grevin. Membership of the Academy is: Daniéla Lumbroso, Eve Ruggiéri, Christine Orban, Laurent Boyer, Jean-Pierre Foucault, Gérard Holtz, William Leymergie, Jacques Pessis, Henry-Jean Servat, Pierre Tchernia, Paul Wermus.



Celebrities pose in the flesh for their wax figures.

The stars are at the summit of their celebrity when they are asked to give life to their wax double. A unique occasion to go enquiring into artists' studios – and be indiscreet!



The Grevin's experts are active and busy,

but nobody knows they are there; sculptors, prosthetists, make-up artists, or night watchmen all make their own contribution to the soul of this extraordinary place and reveal some of the piquant anecdotes...

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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.

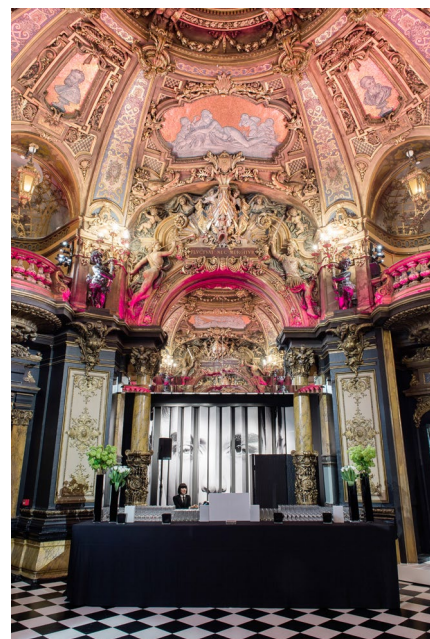
Do you wish to organise an event at the Grevin?

Please contact us for an offer personalised to your requirements.

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Grévin's international expansion



Spearheaded by the Compagnie des Alpes, tenth-largest of the world's leisure industry groups, to which the Grévin belongs, the Grévin Montréal is the first instance of the brand's development outside France, opened on 19th April 2013.

Grévin Montreal is the brainchild of a long-standing collaboration between France and Quebec designed to put all the greatest in French culture on the world map. Located on the 5th floor of the Montreal Eaton Centre, the museum fits right in with the city centre's vibrant energy.

By opening its doors in the heart of Sainte-Catherine Street, Canada's largest commercial hub, Grévin made it clear they intended to become an important part of Montreal's booming cultural life. The museum's concept was designed by expert France-Quebec teams to ensure every last detail was accurate.

That's how Dick Walsh and Julien Bertevas, Moment Factory, Patrice Peyrieras, De Pinxi, Dushow, Européa and many others came together to make Grévin one of the world's most entertaining destinations. Through these many collaborations Grévin Montréal brought in French and Quebec savoir-faire and expertise to create a one-of-a-kind, world-class wax museum.

Visitors can enjoy the interactive and sensory thrill of seeing 120 past and present, local and international celebrities, like Diane Dufresne, Céline Dion, Julie Payette, Chantal Petitclerc, Donald Sutherland, Robert Charlebois, Brad Pitt, Elvis Presley, Julie Snyder, but also Jacques Cartier, Louis-Joseph de Montcalm, James Wolfe, Samuel de Champlain, Pontiac,... in a truly unique setting. Bring your smartphones and cameras and get ready to make some unforgettable memories!



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Opens on 30 July, 2015

Grévin Seoul, an icon of French excellence and a journey through time

After two years in development, the people at Grévin, working in collaboration with Mast Medias Entertainment Ltd, have created a new key tourist destination giving visitors a means to explore the main aspects of South Korean culture.

A long tradition of French craftsmanship in areas such as sculpture, painting, hairstyling and costume combined with imaginative décor and set design enhance the hyper-realistic figures that immerse visitors in the culture of a country known for its K-drama, K-pop and Hallyu Wave.

Several South Korean celebrities have been immortalised at Grévin thanks to the work of the Parisian teams who have created their image in wax: poet, painter and calligraphist Shin Saimdang; actor and singer Ahn Jae-wook; Secretary General of the United Nations Ban Ki-moon; figure skater Kim Yuna; naval commander Yi Sun-Sin; baseball pitcher Chan Ho Park; fashion designer Andre Kim; Cardinal Stephen Kim Sou-hwan; actress Choi Ji-woo, K-pop stars such as Psy and G-Dragon, and more.

Thirty South Korean personalities stand among international stars including Al Pacino, Steve Jobs, Albert Einstein, Nelson Mandela, Leonardo DiCaprio, Marilyn Monroe, Vincent Van Gogh and Pablo Picasso.



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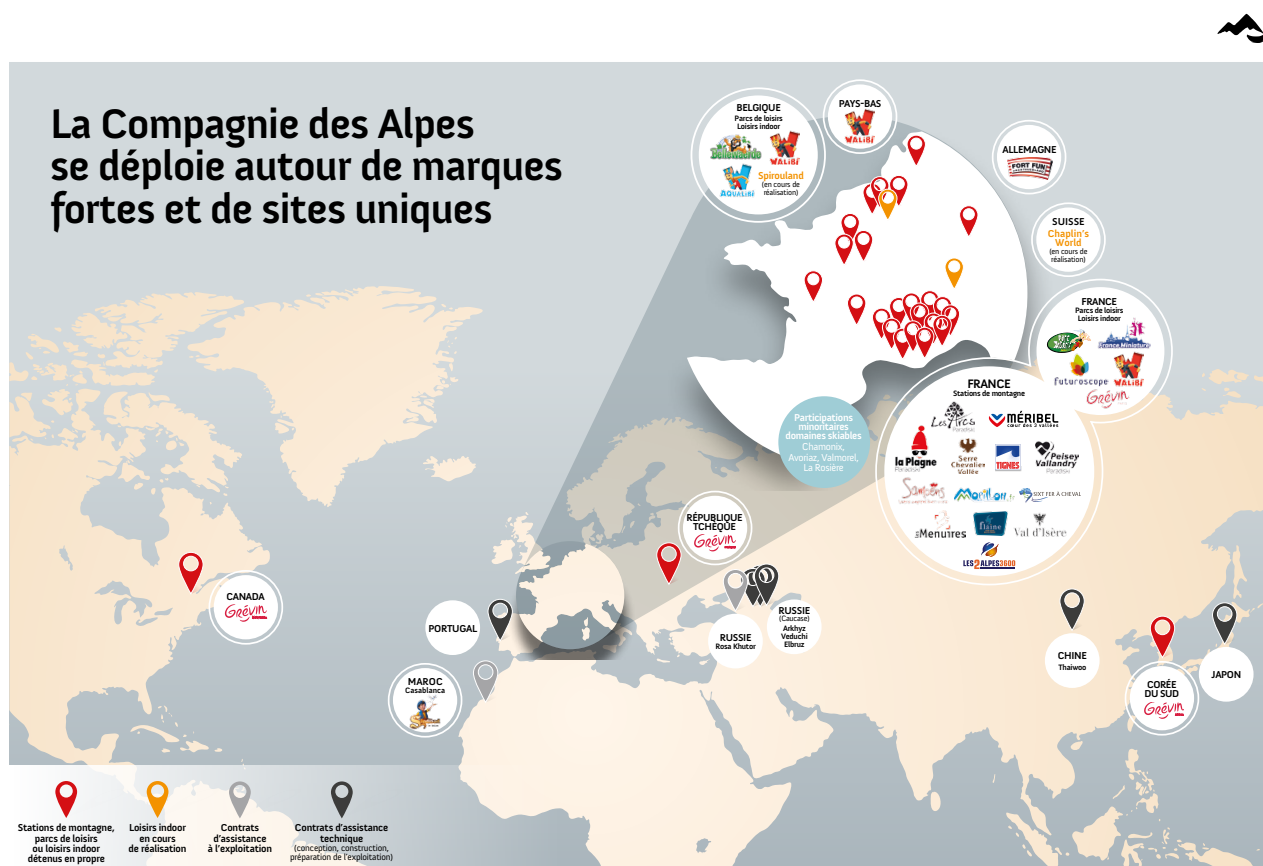
Grévin is a site of Compagnie des Alpes



Since its creation in 1989, Compagnie des Alpes has established itself as an indisputable leader, the tenth-largest global player on the leisure industry market. It now operates a network of 11 of the world's most popular Ski Areas (Tignes, Val d'Isère, Les Arcs, La Plagne, Les Menuires, Les 2Alpes, Méribel, Serre-Chevalier...) and 15 highly appreciated Theme Parks (Parc Astérix, Grévin, Walibi, Futuroscope...). The company continues to expand in Europe (France, the Netherlands, Belgium, Germany... and more recently further abroad: (Grévin Montreal in April 2013, Grévin Prague in May 2014), engineering and management assistance contracts (Russia, Morocco, Japan). CDA also holds stakes in 4 Ski Networks, including Chamonix.

During the past financial year, closed on September 30th 2013, the company welcomed some 23 million visitors, generated a consolidated turnover of 678 M€ with the Group's net profit achieving 21 M€ (excluding non-recurring items).

With over 5,000 employees, the projects constructed by Compagnie des Alpes and its partners generate uniquely enjoyable experiences, the exact opposite of a standardised product. Leisure for all our lives.



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