

Beat: Arts

## FORUM DE LA DESTINATION IMPRESSIONNISME 2018 - Edition 4

October 2, 2018 - Auvers-Sur-Oise

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**USPA NEWS** - Impressionism can be considered the First Distinctly Modern Movement in Painting. Developing in Paris in the 1860s, its Influence spread throughout Europe and eventually the United States. Its Originators were Artists who rejected the Official, Government-Sanctioned Exhibitions and were consequently shunned by Powerful Academic Art Institutions. The Impressionists aimed to capture the Momentary, Sensory Effect of a Scene, To achieve this Effect, many Impressionist Artists moved from the Studio to the Streets and Countryside, painting "en Plein Air".

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Picking up on the Ideas of Gustave Courbet, the Impressionists aimed to be Painters of the Real ; they aimed to extend the Possible Subjects for Paintings. Getting away from Depictions of Idealized Forms and Perfect Symmetry, but rather concentrating on the World as they saw it, Imperfect in a Myriad of Ways. Scientific Thought at the Time was beginning to recognize that what the Eye perceived and what the Brain understood were Two Different Things. Impressionism Records the Effects of the Massive Mid-19th-Century Renovation of Paris led by Civic Planner Georges-Eugène Haussmann... The Works that focused on Scenes of Public Leisure (especially Scenes of Cafés and Cabarets) conveyed the New Sense of Alienation experienced by the Inhabitants of the First Modern Metropolis.

The Paris Region was a Fertile Source of Inspiration for Impressionist Painters in the Nineteenth Century. You can visit their Masterpieces in Emblematic Museums. From the Buzzy Streets of Paris to the Banks of the Seine or the Oise, the Impressionists have immortalised the most Modern and the most Bucolic Aspects of Paris and its Region. Under Napoleon III, Baron Haussmann transformed the City and brought Paris into Modernity. Chroniclers of Modern Life such as Monet, Degas, Manet, Renoir, Pissarro and Caillebotte were Frequent Visitors to the New Destinations of City Life : Cafés-Concerts, Brasseries, Balls, Operas, but also Parks, Gardens and Racetracks. One of the Popular Venues for the Individuals that were to become the Impressionist to meet and discuss Painting and Art were Parisian Cafés.

Part of the Interesting Dynamics of the Group of Impressionists was the Variety of Personalities, Economic Circumstances, and Political Views. Monet, Renoir, and Pissarro had Lower and Working Class Backgrounds while Morisot, Caillebotte, and Degas were from Haute Bourgeoisie Roots. Mary Cassatt was American (and a Woman) and Alfred Sisley was Anglo-French. This Diversity of Personalities may be the Reason so much Success arose from all these Individual, and Group, Efforts...

Paris and its Spectacular Museums are Home to the Finest Collections of Impressionist Art. The Musée d'Orsay presents the Largest Collection of Impressionist Paintings in the World. The Musée de l'Orangerie, located at the Bottom of the Jardin des Tuileries, is the Setting of a Spectacular Monumental Ensemble of Monet's Water Lilies. And Monet's Greatest Masterpiece, " Impression, Sunrise", has Pride of Place at the Marmottan Monet Museum, which displays the most Important Monet Collection in the World....

To the North of Paris, the Town of Auvers-sur-Oise is a Genuine Open-Air Museum. From Van Gogh to Daubigny as well as Corot, Pissarro and Cézanne, many Painters have taken Inspiration here. The Auberge Ravoux, also known as Maison Van Gogh, immerses you in the Life of the Painter, who is buried here in the Village Cemetery alongside his Brother Théo. And the Musée Daubigny and the Maison-Atelier will introduce you to the work of Van Gogh, one of the Precursors of Impressionism. The Immersive Experience at the Château d'Auvers will allow you to better understand the History of this Artistic Movement. And very close to Auvers, the Town of Pontoise honours Pissarro, another Great Impressionist Painter inspired by the Valley of the Oise.

Normandy is the Cradle of Impressionism : Normandy was, for most Artists, their Birthplace and Home. Its Proximity to Paris together with the Burgeoning Number of Fashionable Seaside Resorts like Dieppe, Honfleur, Le Havre, Deauville or Trouville, along its Coast

meant that Artists came to the Region by Train and stayed, producing an Artistic Legacy which would be hard to rival anywhere. Breaking away from the more Formalised and Classical Themes of the Early Part of the 19th Century, the Impressionist Painters preferred to paint Outdoors, in Natural Light, and to concentrate on Landscapes, Towns and Scenes of Daily Life.... The 8 Best Towns to Discover Impressionism in Normandy are : Giverny, Vernon, Deauville / Trouville, Honfleur, Le Havre, Étretat, Rouen, Dieppe.

The 4th Forum of Impressionism Destination was held at Auvers-Sur-Oise on October 2, 2018.  
Animated by journalist Xavier MAUDUIT

- Opening Speech by :

\* Isabelle MEZIERES : Mayor of Auvers-Sur-Oise & Vice President of Communauté de Communes Sausseron Impressionnistes, in charge of Tourism.

\* Gérard LAMBERT-MOTTE : President of SEM Châteaux d'Auvers, County Councilor of Val d'Oise, in charge of Culture, Tourism and Patrimony.

- Interventions :

\* Hamida REZEG : Vice-President of Ile-De-France Region, in charge of Tourism.

\* Marie-Agnès POUSSIER-WINSBACK : First Vice-President of Comité Régional de Tourisme de Normandie, Vice-President of Normandy Region, in charge of the Attractiveness of the Territory, Tourism and Boating.

- Debate : create Impressionist Archipelagos

\* Anaïs LE BOT : Responsible of Normandy Region Tourism Department.

\* Fabrice MOULIN : In charge of Development Center and Hosting Ile-De-France Regional Tourism Committee.

- The Scientific Prestige of Impressionism Destination

\* Félicie FAIZAND DE MAUPEOU : Research Engineer, "Labex Les Passés Dans le Présent", Université Paris Nanterre.

- Impressionism and Territories : Artists' Colonies in Normandy & Ile-De-France (XIXth Century)

\* Intervention of Frances FOWLE : Lecturer and International Director Edinburgh College of Art, Exhibition Commissioner at National Galleries of Scotland.

- Debate : Offensive Impressionism Destination towards Touristic International Markets

\* Christophe DECLoux : CEO of Ile-De-France Regional Tourism Committee.

\* Michael DODDS : CEO of Normandy Regional Tourism Committee

\* Nathalie LECERF : Project Manager of Impressionism Destination Contract

\* Raphaëlle GUILLOU : In charge of Impressionism Mission, Ile-De-France Regional Tourism Committee

- Workshops

- Conclusion :

\* Emma DELFAU : Deputy CEO of Direction Générale des Entreprises, Ministry of Economy & Finance.

\* Christian MANTEI : CEO Atout France

Source : 4th Forum Impressionism Destination @ Auvers-Sur-Oise, on October 2, 2018

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