Beat: Arts

NEW EXHIBITION OF THE BALLOON MUSEUM: EUPHORIA AT THE GRAND PALAIS IN PARIS

AFTER FOUR YEARS OF RENOVATION

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USPA NEWS - After an Extraordinary Debut in Paris in 2022 —where it won “Best Exhibition of the Year” and attracted a Record-Breaking 723,000 Visitors— The Balloon Museum is heading back to the French Capital. This Time, it brings "Euphoria – Art is in the Air" to the Grand Palais, officially reopening the Iconic Venue on June 6 after Four Years of Extensive Renovation....

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The Show will run until September 7, inviting Visitors to discover a Brand-New Selection of 20 Inflatable Artworks, along with Two Exciting Additions from Internationally Renowned Artists yet to be revealed.

In 2022, the Balloon Museum captured the Hearts of Parisians and Tourists alike with its Playful and Boundary-Pushing Exhibition "Pop Air" held at the Grand Hall de la Villette. Garnering both Critical Acclaim and Massive Public Attendance, "Pop Air" became the Most Popular Exhibition in France that year, setting a High Standard for Inflatable Art Installations.

Now, "Euphoria – Art is in the Air" continues that Success Story at the Newly Restored Grand Palais, thanks in no small part to Didier Fusilier, President of the Grand Palais, who first introduced the Balloon Museum to Audiences outside Italy.

Curated by Valentino Catricalà in Collaboration with Antonella Di Lullo, "Euphoria – Art is in the Air" maintains the Balloon Museum’s Core Vision: bringing together Interactive, Artistic, and Playful Installations that encourage Visitor Participation. While continuing the Spirit of Inflatable Creativity, the Exhibition showcases 20 Completely Different Artworks from those displayed in "Pop Air".

Among the Participating Artists—many of whom recently exhibited with the Balloon Museum in Rome—are some of the Most Influential Names in Contemporary Art, including:

A.A. Murakami • Alex Schweder • Camille Walala • Cyril Lancelin • Hyperstudio • Hyperstudio with Mauro Pace • Hyperstudio with Quiet Ensemble and Roman Hill • Karina Smigla-Bobinski • Martin Creed • MOTOREFISICO • Nils Völker • Paola Pivi • Philippe Parreno • Rafael Lozano-Hemmer • Ryan Gander • SpY • Sun Yitian

An Exhibition that transforms Art into an Experience.

Between Dreamlike Worlds and Surreal Universes, Geometric Labyrinths and Participatory Architecture, the Exhibition Route unfolds over 5,000 m^2, offering a Playful and Interactive Approach to Culture. Inflatable Art, a Symbol of Lightness and Flexibility, goes beyond the Boundaries of Passive Observation: Public Involvement is at the Heart of the Project, the Visitor becoming an Integral Part of the Work, actively interacting with it.

In the Contemporary Landscape, Inflatable Art is an Innovative Language that breaks the Boundaries between Entertainment, Design, and Architecture. With Euphoria, we explore New Artistic Directions and offer the Public a Reflection on Today's Society.

- Innovative Inflatable Pieces: Each Installation has been Specially Designed to challenge Perceptions, play with Scale, and invite Hands-On Exploration.
- Visitor Participation: Many Artworks react to Movement and Touch, turning Spectators into Active Co-Creators.
- Surprising Artistic Perspectives: From Large-Scale Geometric Sculptures to Interactive Light and Sound Pieces, the Diversity of Styles and Techniques inspires Audiences of all Ages.
- A Tribute to Playfulness: Upholding the Balloon Museum’s Signature Approach, this Exhibition continues to prove that Art can be

both Thought-Provoking and Fun.

The Grand Palais Reopens: A Historic Milestone
"Euphoria – Art is in the Air" marks a Significant Occasion for the Grand Palais as it welcomes the Public once again after a Four-Year Closure for Renovation. Known for its Breathtaking Glass-Domed Roof and Rich Cultural Heritage, the Grand Palais now embarks on a New Chapter in its History, becoming the Perfect Stage for the Balloon Museum's Engaging Artworks. Visitors can expect a Unique Blend of Visionary Installations and the Grand Palais' Timeless Architectural Grandeur—a Celebration of Modern Creativity within a Landmark of French Heritage.

From June 6 to September 7, 2025, this Sensory Experience will transform the Spaces of the Grand Palais with In-Situ Installations, inviting Emotion and play with Art, awakening the Imagination of Children and Adults.

Curated by Valentino Catricalà in Collaboration with Antonella Di Lullo,

Source: "Euphoria – Art is in the Air" at the Grand Palais, Officially Reopening the Iconic Venue on June 6 after Four Years of Extensive Renovation.
Presentation on June 6, 2025 with the Presence of Didier Fusilier, President of the Grand Palais, who first introduced the Balloon Museum to Audiences outside Italy.

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