

PRESS RELEASE



New York City, United States, 1974 © Elliott Erwitt / Magnum Photos

ELLIOTT ERWITT. A RETROSPECTIVE

From June 7, 2024 until January, 5 2025

5 Grand-Place (Brussels)

The most important retrospective dedicated to the famous photographer Elliott Erwitt opens at the Grand-Place of Brussel

Following its huge success in Paris (Musée Maillol) and Lyon (La Sucrière), with over 300,000 enthusiastic visitors, the Elliott Erwitt exhibition is opening in Brussels. Thanks to a close collaboration with Exhibition Hub, it will be held at the emblematic Grand-Place. With over 215 photographs, this exhibition is a retrospective of Elliott Erwitt's work, the most comprehensive to date and the last to be designed with the photographer, who died at the end of 2023. The result of a dialogue between Tempora and the Magnum Photos agency, the exhibition attempts to present the many facets of his work and to identify its distinctive features: humor, irony tinged with tenderness, an ever-inquisitive curiosity, an emphasis on emotion, which this cultivated man favored over a dryly intellectual approach. Above all, it highlights the humanism that permeates the whole of his work. In his own words: **“In reality, to say that there is humanity in my photos is the greatest compliment I have ever been given. If my photos allow people to see the world in a certain way, it's certainly to see serious things in a non-serious way.”** His business, he says, is **“the human condition.”** And ours, too.

His work is structured along two axes. One is the essential distinction he makes between black and white and color - black and white for personal shots, color for commissioned work: **“I don't use color in my personal work. Color is a professional matter. My life is complicated enough as it is. I stick to black and white. That's enough.”**

However, if the distinction is deliberate, it is theoretical: Erwitt, in fact, combines artistic and professional activity, adding his own touch to his commissioned work, which acquires an undeniable artistic quality in the process. The other axis is thematic. The themes were defined by Elliott Erwitt himself; we have naturally respected their arrangement, as well as the titles in their original English: *Between the Sexes, Beaches, Abstraction, Dogs, Cities, Kids, Regarding Women, Museum Watching*, followed by *Kolor*.

An immersive scenography, entertaining audiovisuals and a comprehensive audio guide commenting on some 50 photographs provide a real immersion in his work. Two actors' voices are supported by ambient soundscapes. One represents Erwitt, and repeats remarks made or written by him. The other provides information on the context in which his photographs were taken. Visitors will have no other view than Elliott Erwitt's and their own.

This retrospective will bring the Brussels public back into contact with photography exhibitions of international standard.

ABOUT TEMPORA

Tempora is a Belgian agency specializing in the design, production, promotion and management of museums, exhibitions and cultural installations. Founded in 1998, the company now employs around 100 people.

Over the years, Tempora has established itself as a major cultural operator whose exhibitions are exported throughout Europe and the rest of the world. It boasts an integrated team - historians and architects, scenographers, graphic designers and multimedia specialists, engineers and technicians - who handle the entire production chain, from design to production and management.

Tempora's approach is based on a certain number of values: respect for the sites and their history; showcasing the collections; striking a balance between entertainment, aesthetics and rigorous respect for scientific expertise; access for as many people as possible and a focus on education.

ABOUT EXHIBITION HUB

Based in Brussels, Exhibition Hub creates, produces and runs a large number of exhibitions (Van Gogh: The Immersive Experience, Klimt: The Immersive Experience, Dinos Alive!, Bubble Planet Experience, etc.) reaching a broad audience by adapting its productions to a wide variety of unique venues: from museums to exhibition centers, from galleries to shopping malls, from cathedrals to historic sites.

Since its inception in 2015, Exhibition Hub has presented over 120 exhibitions and immersive experiences that have already attracted more than 15 million visitors worldwide across 5 continents.

At the heart of an architectural complex recognized as a UNESCO World Heritage Site, 5 Grand Place enables Exhibition Hub to offer Belgian audiences new experiences for the first time in an exceptional setting. Prior to the Elliott Erwitt retrospective, numerous other successful exhibitions were presented here, including "*Banksy: Genius or Vandal?*", "*Small is Beautiful*" and "*The Art of the Brick*".

PRACTICAL INFORMATION

DATA

June 7, 2024 until January 5, 2025

WEBSITE

www.expo-elliottterwitt.com

OPENING HOURS

Everyday except for Tuesdays: 10am - 6pm
During school holidays and public holidays Tuesdays included from
10am until 6pm

LOCATION

5 Grand-Place, 1000 Brussels

RATES

Adult (from 26 years): €16,00
Young people (6 - 25 years): €12,00 - Free for children under 6 years
Familypack (2 adults and 2 children): pp €14,00
Groups (from 15 pers): €14,00
Article 27: €1,25
People with a disability: €12,00
Schools: €8,00

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