

PRESS RELEASE

MAISON HANNON, SAINT-GILLES INAUGURATION - JUNE 1, 2023

Great news for Belgian and foreign Art Nouveau enthusiasts: from June 1, 2023, the legendary Maison Hannon located at the junction of Avenue Brugmann and Avenue Jonction (Saint-Gilles) will be reborn as a "house-museum" under the name Maison Hannon. A place in perpetual motion.

This new Art Nouveau architectural and museal centre will strengthen the cultural and tourist offer of this district in the upper part of Brussels, in a duo formula with the Horta Museum.

This major museum project is the result of a private-public partnership unprecedented in Belgium. The Maison Hannon, a non-profit association, which is completely autonomous, brings together: the Commune of Saint-Gilles, the Brussels-Capital Region (Urban and Image de Bruxelles), the St'Art Invest fund, the Wallonia-Brussels Federation, the National Lottery, VINCI Energies Belgium, Socatra, Prométhéa... and the Horta Museum for its expertise. Among other partners are the Musée de l'École de Nancy, the Villa Maïorelle, the Musée des Arts décoratifs de Paris, the Musée des Beaux-Arts de Reims (France) and private collectors. The artworks in the first exhibition (Belgian Art Nouveau) come from the Design Museum Gent and private collections. Thanks to these various contributors, the Maison Hannon represents a truly collaborative project bringing together major players.

The first phase of restoration is now complete: the ground floor, which faithfully recreates the world of the Hannon, and the first floor, a temporary exhibition space. The façade has also been

restored. However, these renovations mark the first phase of a much larger project. Further phases of restoration will follow, and the public will be invited to take part in conferences, tours, meetings with craftsmen and crowdfunding campaigns. A unique and pertinent opportunity to understand a long process whose mission is to restore to its original splendor one of the icons of the style invented in Brussels.

A HOUSE-MUSEUM WITH DIFFERENT SPACES

A TEMPORARY EXHIBITION ON THE FIRST FLOOR

Each year, the Maison Hannon will organize a temporary exhibition in line with its DNA: art in Belgium and France; symbolism. The intention is to offer to the visitors cross-disciplinary exhibitions of art and history, focusing on the period around 1900. Academic research will be associated with each exhibition.

To mark its opening, the Maison Hannon is unveiling an inaugural high-profile temporary exhibition on the first floor, **from June 1, 2023, to June 5 2024, *Belgian Art Nouveau***.

In 1900, with the Industrial Revolution in full swing, Brussels was the experimental ground for a subversive style: Art Nouveau. A style? No, a state of mind and an insatiable faith in modernity.

While Victor Horta targeted a wealthy clientele, Paul Hankar, Henry van de Velde, Gustave Serrurier-Bovy and others worked together to invent a modern way of life, simpler and more uncluttered, with the aim of spreading it far and wide. Through this committed approach, they set out to be agents of change, laying the foundations for a first modernity that would set an example for others to follow.

With this first exhibition, the Maison Hannon aims to present Belgian Art Nouveau in all its plurality, through a wide variety of works from public and private collections, many of which have never been seen before.

Public collections: Ghent Design Museum, a major partner whose loans account for nearly 50% of the exhibits, Klassik Stiftung Weimar, Spa Museum, Wallonia-Brussels Federation, Horta Museum, Musée d'Ixelles, Fondation Roi Baudouin.

Private collections: Jonathan Mangelinckx Collection, RES Collection - courtesy Gallerie St-John, Ghent and other collectors.

Curator: Werner Adriaenssens, VUB.

Curator: Grégory Van Aelbrouck, Maison Hannon

The exhibition catalog will be published in three languages in June.

RECONSTITUTION OF THE MAISON HANNON ON THE GROUND FLOOR

In collaboration with the Musée des Arts décoratifs de Paris, the Musée des Beaux-Arts de Reims, the Musée de l'École de Nancy and private collectors, Maison Hannon presents a ground-floor reconstitution of this historic site, faithful to its original state.

This is an opportunity to immerse yourself in the world of the Hannons, and to gain a true understanding of their home through a restitution of the rooms as they were in their day: furniture, works of art, photographs and original decorative objects take place in their original home, allowing visitors to question and understand the personal choices of the former owners.

To achieve this, each piece and support was the subject of meticulous, in-depth research. This is particularly true for the fabrics used in the salon, which have been reconstructed with the help of photos and invoices detailing the composition of the textiles. They were then rewoven in France, by Maison Prella (Paris, Lyon). The aim was to restore the right shade of color and faithfully respect the materials, in dialogue with the inlaid furniture from the Établissements Émile Gallé.

Through the choice of scenography, visitors will immediately see what belonged to the house and what is an addition or interpretation.

STATE-OF-THE-ART SCENOGRAPHY

One of the main challenges of the Maison Hannon's new redeployment was the development of its scenography. From the beginning, the main objective was to respect the house while creating a contemporary installation that was neither too neutral nor too silent. As a house-museum that also hosts a cycle of temporary exhibitions, it was essential to retain the intimate atmosphere of a house, while at the same time giving it contemporary, modular spaces.

This mission was entrusted to architect Aslı Çiçek, best known for her projects at Bozar as part of Europalia (2020). The challenge was brilliantly met, as the Brussels-based Turkish architect succeeded in developing a scenography that maintains a healthy, elegant balance with the dominant Art Nouveau look, without competing with it.

The fully modular scenography highlights the house and uses the museum as a sophisticated backdrop. There are a few nods to Art Nouveau, notably in the typology of the furniture, without reproducing its aesthetic.

For example, one challenge was to reassemble the exhibits on pedestals without distorting the perspective or obscuring the view of the wooden floors. Aslı Çiçek and her team (Olivia de Bree and Maxime Descheemaeker) imagined the creation of transparent constructions in acrylic sheets and steel structures, executed by Chloroform. The result is a new materiality for the spaces.

"The Maison Hannon represents a new place, a new jewel to add to the city's heritage. Living in Brussels since 2005 and in my capacity as an architect, being able to visit this house is particularly touching." Aslı Çiçek

The architect was appointed with the support of the architecture unit of the Wallonia-Brussels Federation.

UPCOMING EXHIBITIONS

2023-2024 Belgian Art Nouveau. Van de Velde, Serrurier-Bovy, Hankar... & Co (2023-2024) - Thematic year: Brussels, capital of Art Nouveau

2025 The last salons where we *gnose*. Aesthetic, social, and esoteric salons in Brussels (1880-1914) - Thematic year: women

2026 Exchanges between Belgium and Lorraine: the Val-Saint-Lambert crystal glassworks, Émile Gallé & the Müller brothers - Thematic year: glass & the Val-Saint-Lambert bicentenary

RESTORATION OF THE FACADE

Public-private partnership goes on: on the initiative of Prométhéa, a crowdfunding campaign raised over €25,000 to cover the initial costs. The public was particularly generous, testifying to its attachment to heritage. The Vinci Energies Belgium group and the ASAP law firm also contributed.

The Collen - Socatra company contributed its expertise to the project, through the intermediary of Prométhéa. The Commune de Saint-Gilles, the owner, and Urban (Region) also supported the project.

Public authorities contributed 55% and the private sector 45%.

RESTORATION CHALLENGES OF THE MAISON HANNON

RESTITUTION, RESEARCH AND EXCELLENCE

Such an iconic building as the Maison Hannon must be treated with the utmost care. Firstly, because it was built by the very best craftsmen, those Victor Horta called on to create his masterpieces: Evaldre for the stained glass, Desmet for the ironwork, Pelseneer for the woodwork... Secondly, because it is extremely well documented by photos and archives. Little by little, we're learning every detail, which is exceptional. For example, accounting invoices reveal the composition of textiles, the wattage of light bulbs and the list of objects and furniture in each room. Old photos corroborate this information and allow us to situate items in space. Finally, building studies (soundings, surveys, etc.) complete these sources.

Such documentation is extremely rare and requires time to compile and interpret. To achieve this, teams of specialists of varying backgrounds are brought together to approach veracity as closely as possible, and to combine academic and field research. In this sense, the house is a laboratory of

experimentation for understanding the Art Nouveau era. The dialogue between craftsmanship and research remains central.

TRANSMISSION AND INVOLVEMENT

For the opening, the first phase of restoration is complete: the living room, reception room and staircase will be restored to their original glory. A second restoration campaign, based on a "work in progress" approach (i.e., a gentle restoration that will leave the building accessible to the public), will be carried out until 2030, the year of Belgium's bicentenary. Part of the ticket price will be used to finance this restoration.

These restoration phases will help raise public awareness on different aspects of heritage and its professions.

Appropriate mediation (tours, lectures, workshops) is offered around stained glass, painted decor and changing lifestyles in the face of technological transitions. The main aim is to involve the public in the restoration of the Saint-Gilles building.

CHALLENGES

The prevailing restoration philosophy is one of reversibility and durability. Reversibility is the basis of all restoration work, so that the building is not altered and can be passed on to future generations in the best possible condition. However, restoration is not exempt from other contemporary issues, such as energy. Integrating these considerations into the restoration process ensures its sustainability. For example, as the original glass panes had not been preserved, it seemed appropriate to replace them with high-performance laminated glass (for safety) rather than replacing them with old glass, for the sake of authenticity. When the original elements no longer exist, it seemed important to optimize the situation through qualitative and reversible interventions, so as not to deprive ourselves of performance improvements in future years. After all, in preserving heritage, the central question is how to pass it on over time.

A RENOVATION PROJECT SPREAD OVER TIME

2016-2018

Restoration of the fresco and mosaics

2019

Revision and restoration of parquet floors

2020-2022

Restoration of windows (stripping, glazing and sealing)

Restoration of bow window

2022-2023

Restoration of facade (paint, cornice, door, ironwork, dust removal and cleaning) thanks to Collen-Socatra sponsorship, overhaul of fire and safety system

Installation of administrative areas and storerooms, gilding, retouching of faux bois, recoloring of ceilings, weaving of original textiles, removal of motifs in the greenhouse (IRPA and Urban), stabilization of frescoes in the reception room (IRPA and Urban).

2024

Restoration of the greenhouse: gilding, stencils, plants, furniture

2025

Garden redevelopment

2026

Restoration and reconstruction of missing stained-glass windows

2027

Roof restoration

...

THE ARCHITECTURAL RENOVATION PROJECT

CAREGIVERS FOR THE MAISON HANNON

In 2010, the Municipality of Saint-Gilles, owner of the Maison Hannon, decided to undertake a comprehensive study of the conservation state of the building's various structures.

The assignment was entrusted to ORIGIN in 2011 and is characterized by several campaigns of specific work intended for enhancing the spatial, stylistic and artistic qualities of the Maison Hannon.

The property management of the Commune manages the building and is particularly involved in the project. It succeeded to commit budgets to carry out additional analyses and studies in collaboration with conservators-restorers, IRPA, etc., and then supervised several work campaigns:

- In 2016: consolidation of the fresco in the stairwell, restoration of the wooden flooring (parquet) and mosaic floors, and spot repairs to the roofs.
- In 2021: restoration of exterior woodwork.
- In 2022: restoration of the bow window.

From the point of view of ORIGIN's project designers, carrying out the work in several batches enabled them to simplify administrative procedures, consult with craftsmen and tradesmen specialized in the fields concerned, and devote themselves entirely to in-depth questioning, research and analysis of proposals tailor-made for the Maison Hannon. All this by sticking to the spirit of the place. This is a rare opportunity, and a source of great satisfaction.

Exchanges between architects, contractors, representatives of Monuments et Sites and the Maison Hannon team were a continuation of those that preceded the construction of the Maison Hannon, inspired by notions of excellence and beauty.

As of 2022, project management for restoration work has been transferred to the non-profit organization Maison Hannon. The Brussels-Capital Region (Urban) will provide 80% of the eligible costs. Prométhéa and VINCI Energies Belgium also support excellence in restoration. The Belgian start-up ARTTS is also creating NFT works to finance the restoration. An association of Friends of the Maison Hannon is also supporting the initiative.

The Maison Hannon in numbers:

- 600,000 from the public and private sectors for all restoration phases to date
- 75% restoration funding from Urban Brussels
- 25% restoration aid from private funds
- 2/3 of the investment in the fitting-out of the site provided by the St'Art Invest fund; 1/3 by the National Lottery, the Wallonia-Brussels Federation, the Horta Museum and Image of Brussels
- As soon as its opening, 80% of the Maison Hannon's revenue will come from ticket sales
- 31,000 visitors expected per year
- 2€ per ticket supports the restoration

THE MAISON HANNON

The Maison Hannon was built on the corner of avenues Brugmann and Jonction in Saint-Gilles, by architect Jules Brunfaut (1852-1942), at the request of the Hannon couple, Marie and Édouard, in 1902.

PORTRAIT-HOUSE

Conceived as a dreamlike, symbolist, enclosed universe, the Maison Hannon is the synthesis of Marie's mature taste for botany and literature, and Edouard Hannon's taste for poetry, antiquity and photography. The 1900 Paris Exhibition was a turning point for the couple, who met French Art Nouveau master Émile Gallé.

Enthusiastically, they asked their friend Jules Brunfaut to draw inspiration from the houses of Victor Horta (personal house, Tassel and Winssinger hotels), and Octave Van Rysselbeghe and Henry Van de Velde (Otlet hotel) to create a singular work. Jules Brunfaut, unfamiliar with the new style, achieved a master coup by combining Beaux-Arts and modern styles. The greenhouse, built entirely of metal, literally spills out onto the street and sets the house apart. Furthermore, accustomed to the exercise, he placed on the corner of the two avenues a bas-relief by sculptor Victor Rousseau (1865-1954), an allegory of time suspended at sunset, the Golden Hour. This work is the symbolist key to understanding the philosophy of the interior, furnished entirely - a real exception - by Émile Gallé (chandeliers and furniture), and decorated with contemporary works by James Ensor, Victor Rousseau and Émile Claus. Vast frescoes by Paul Baudouin (1844-1931), a disciple of the Frenchman Puvis de Chavannes, unfold like tapestries in the stairwell and reception room. Allegories of the couple's maturity are depicted in an antique décor, while marble and mosaics of great variety respond. In short, we have here the Belgian and French tastes combined, the tastes of Édouard and Marie. In this sense, we can speak of a portrait house.

ÉDOUARD AND MARIE

Édouard Hannon (1853-1931) was an engineer hired at the age of twenty-three by the Solvay group and sent to Dombasle, a suburb of Nancy (Lorraine, France), to work in the first plant built abroad. One of the group's most efficient

executives, he was recalled to the head office in Ixelles, where he reformed the group's worldwide production, giving him the opportunity to travel in Europe, Russia and the United States. In 1907, he was appointed top executive, the only non-family member to hold this position.

Marie Debard (1857-1926) was French, born in Dombasle. We know very little about her, but the house was mainly furnished by her.

Today, the Hannon name is associated with this house and with photography. Indeed, Édouard Hannon was a pioneer of pictorialism in Belgium, and helped to found the Association of Belgian Photographers, which worked to elevate the medium to an art form. In 1894, he won the bronze medal at the first Paris-Club exhibition in Paris, becoming the leading Belgian figure in the movement. His work testifies his technical mastery and his sociological and documentary approach to the subjects he photographed on his travels around the world. Social realism, ancient architecture, industry and landscapes punctuate an extremely rich body of work.

AFTER ÉDOUARD AND MARIE

When the Hannon couple's daughter died in 1965, the family decided to resell the property, which was subject to theft, damage and ransacking.

In 1972, Marie Van Mulders-Brunfaut raised the alarm with the Royal Commission for Monuments and Sites, and the facades and roof were listed in 1976 to prevent the construction of an apartment block.

In the meantime, Art Nouveau had become an object of attention, and the building was "visited" on numerous occasions. In 1979, the Commune of Saint-Gilles acquired the property, with the aim of preserving the building at a time when its dilapidated state was the subject of much press coverage.

In 1983, the interior was listed, and a vast renovation campaign was undertaken following the detection of merula. The aim was to preserve what there was to preserve, while modernizing the space to accommodate the Contretype gallery, which moved in 2014.

In 2019, on the initiative of the Commune and the Region, the non-profit organization Maison Hannon was created to open the building as a museum, in

conjunction with the Horta Museum, and to continue the restoration and development of the site as a museum.

MAISON HANNON AND NEW TECHNOLOGIES

BRING THE MAISON HANNON BACK TO LIFE WITH A DIGITAL ART COLLECTION AND FINANCE RESTORATION WORK

To mark the opening of Maison Hannon, Belgian startup ARTTS has launched a collection of digital art (NFTs), the sale of which will help finance the restoration of the greenhouse.

Through the participation of a collective of Belgian artists, this collection of four digital works interprets four motifs from the Maison Hannon, representative of Art Nouveau, highlighting the beauty of the house's heritage.

This is a collection of unique digital works, certified using blockchain thanks to the partnership between ARTTS and LOGION. Each of the four collections is available in a limited edition of 26 non-fungible tokens (NFTs).

This innovative offer is part of a drive to promote heritage through a digital art collection that offers several advantages:

- Promotion of Brussels Art Nouveau to an international audience who can also access these collections.
- Access to alternative sources of financing to make the restoration of the Maison possible
- Rediscovering and interpreting certain visual elements by involving contemporary artists.

The proceeds from this sale (+/- 25,000 euros) will be used to:

- Continue the clearance work by a team of specialists in order to understand the décor
- Reconstitute missing elements through painting
- Restore the polychromy of the metal structure, notably with gold leaf
- Restore the most important room in the house to its original appearance (a meeting between Japan and Antiquity).

AN ALPHABET TO MAKE BRUSSELS' ART NOUVEAU SHINE

This first collection based on the Maison Hannon is part of a wider project to develop a true Art Nouveau alphabet. The first four digital works created from the Maison Hannon will be the first letters (A, B, C and D), pending future collaborations to continue writing this alphabet.

This alphabet does not aim to be exhaustive in its representation of Art Nouveau motifs, but rather to provide a window of freedom through the fresh eyes of artists from different disciplines and backgrounds (Belgium and beyond).

Several international partners have already expressed an interest in joining the project, and in continuing the collection over the coming months. A stopover is already planned for September in Barcelona, a city that stands as a testament to Catalan modernism, thanks to a collaboration between a local artist and another Art Nouveau house in Brussels.

TOWARDS AN ART NOUVEAU METAVERSE?

In collaboration with the MIIL (UCLouvain), a metaverse pilot project is currently being studied, with the aim of enabling visitors to discover certain secrets and facets of the house's design from a distance. This metaverse will be a virtual place where a community can gather around Art Nouveau, whether in virtual reality or on screen. A metaverse dedicated to Art Nouveau could be a place to share creations, learn and discover emblematic works of this movement. In this way, Maison Hannon hopes to reach international audiences and inspire them to visit Brussels and its heritage, particularly Art Nouveau.

OFFERS FOR YOUNGER AND OLDER

FOR YOUNG AUDIENCES

In partnership with the Brussels-Capital Region's Heritage Classes, the Maison Hannon is dedicating guided tours to 5th and 6th grade primary school classes every Tuesday from September 2023.

In collaboration with Musée Horta and PECCA, Maison Hannon will be offering creative workshops for youngsters from September 2024.

Access is free for schools in the Commune of Saint-Gilles.

A free children's guide will be available for visitors (date to be confirmed).

FOR OLDER AUDIENCES

Every first Thursday of the month, the Maison Hannon opens its doors to the private public on themes related to Art Nouveau. The themes will be announced on the various Maison Hannon networks.

In addition to these one-off events, we systematically offer audio mediation in three languages (FR, NL, EN), accessible by smartphone, to help visitors understand the spirit and aesthetics of the house. It's an opportunity for visitors to train their eyes and gain a whole new perspective on their visit.

The adult visitor's guide will be available in 6 languages (FR, NL, EN, DE, IT, ES).

PARTNERS

St Gilles Gillis



START



MUSÉE HORTA
SAINT-GILLES
HORTAMUSEUM
SINT-GILLIS



FÉDÉRATION
WALLONIE-BRUXELLES



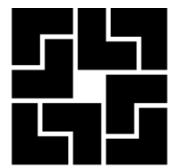
national lottery
MUCH MORE THAN JUST GAMES



Prométhéa



ENERGIES



SOCATRA

SA • NV



CHAMPAGNE

PERRIER JOUËT

PRACTICAL INFORMATION

Prices

The ticket gives access to the historic house and the temporary exhibition.

Ticket reservation is not mandatory but recommended. Reservations are subject to a €2 surcharge to avoid queuing.

Visiting the Maison Hannon also means contributing to the future restoration phases that the non-profit organization will be undertaking up to 2030. The ticket price includes €2, earmarked for these restoration projects.

	On site place	Via online ticketing
Full price	12 €	14 €
12-26 years old	4 €	6 €
less than 12 years old	Free	2 €
Press	5 €	7 €
ICOM card	Free	Free
Article 27	1.25 €	1.25 €

Saint-Gillis residents will benefit from two free weekends a year.

Maison Hannon takes part in the Art Nouveau Pass.

A combined ticket with the Horta Museum will be available from mid-June.

Info & Reservations

www.maisonhannon.be

info@maisonhannon.be

Opening hours

Monday and Friday, 11 am to 6 pm;

Saturday and Sunday, 10 am to 6 pm;

Tuesdays, Wednesdays and Thursdays reserved for private visits by prior arrangement with Arkadia and Korei.

Closed on public holidays except December 25 and January 1.

Adress

Maison Hannon
Avenue de la Jonction, 1
1060 Brussels
Belgium

Press contact

CARACAScom
www.caracascom.com
info@caracascom.com
+32 2 560 21 22