

# UNE MAISON, DES COLLECTIONS

DU 11 NOVEMBRE 2016  
AU 5 MARS 2017  
GRANVILLE

MUSÉE CHRISTIAN

DIOR

# UNE MAISON, DES COLLECTIONS

AUTUMN-WINTER EXHIBITION 2016/2017

## Musée Christian Dior– Granville

*“There are two Christian Diors: me and the other. We are increasingly distinct. He is the great clothing designer. He is the mansion on Avenue Montaigne and all the surrounding buildings. As for me, yes, I was born in Granville on 21 January 1905 [...] Half Parisian, half Norman, I am strongly attached to the land where I was born, even though I never return there.” Christian Dior.*

The only *Musée de France* (recognised French public interest museum) dedicated to a fashion designer, and property of the Granville authorities, in June 2012, the museum obtained the “Maison des Illustres” label for sites associated with famous figures. Since 2010, after the summer period, it has offered the autumn-winter exhibition *Une maison, des collections*. The exhibition presents collections kept in Granville, acquired and restored by the *Présence de Christian Dior* association since the museum was founded in 1997. The display is renewed each year, to allow visitors to enjoy the museum’s various treasures, whilst preserving the textile collections.

*Une maison, des collections* looks at Christian Dior’s sources of inspiration and his creations. Stepping inside 30 Avenue Montaigne in Paris, we are invited to discover the expertise of the Dior fashion house, and to get a behind-the-scenes look at jewellery design, the sewing studios and scarf creation.

In this period, a woman’s elegance was manifested through her careful adaptation of her outfit to each moment in the day. Christian Dior fully understood this, and from 1947 he offered collections allowing women to change clothes up to five times a day. Part of the exhibition shows this diversity through a selection of emblematic pieces.

This year, winter is well and truly here, with a display of coats, furs and New Year’s Eve dresses, allowing visitors to see a different side of the fashion house’s creations. The exhibition also immerses us in the great clothing designer’s professional life, presenting his most faithful employees, such as the famous shoe designer Roger Vivier. For the first time, it offers us the chance to discover the world of Baby Dior. Through all of this, visitors can glimpse the spirit of the Haute Couture creations introduced by Christian Dior and continued by his successors, from Yves Saint Laurent to Maria Grazia Chiuri, the new artistic director.

A selection of sixty Haute Couture and Ready-to-Wear pieces, as well as fashion accessories, are exhibited. Loan items from Christian Dior Couture enrich the display, in this house where Christian Dior took his first steps.

## PRACTICAL INFORMATION

Full price: €4

Concessions (disabled or unemployed visitors, students): €3

Group price: €3 (booking required, 12 or more people)

Free for children under 12 years old and school groups from Granville.

From 11 November 2016 to 5 March 2017

Open from 2pm to 5:30pm, every day during the school vacations (of zones A, B and C), and from Wednesday to Sunday outside of French school vacations.

Closed on 24, 25 and 31 December 2016, and on 1 January and 28 February 2017 (Granville carnival).

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## FROM THE LES RHUMBS VILLA TO THE CHRISTIAN DIOR MUSEUM



Built in the late 19th century and bought by Christian Dior's parents in 1905, the villa takes its name from the seafaring term referring to the thirty-two sections of the compass rose. The Diors were a bourgeois family with strong ties to Granville, where Christian Dior's father managed a fertiliser plant. Christian Dior's mother, Madeleine, oversaw the transformation of the home into a bourgeois seaside villa, in the Belle Epoque style. She also had the garden refashioned, with the active help of the young Christian. Ruined by

the 1929 crisis, Maurice Dior was forced to sell the villa. The Granville authorities bought it 1938 for its garden, with the intention of demolishing the building and replacing it with a lake. However, this demolition never happened.

Gradually, the idea of making Les Rhumbs into a site dedicated to the memory of Christian Dior emerged, on the initiative of curator Jean Luc Dufresne, the designer's younger cousin. In 1987, the exhibition *Christian Dior, The Other Himself* at the Richard Anacréon modern art museum in Granville, led to the founding of a collection. This was initially made up of donations from those close to Dior, especially his two sisters, Catherine and Jacqueline, and from associates. The curator added to these with purchases made by the Granville authorities. From 1991, when the *Présence de Christian Dior* association was created, the museum gradually continued its development. Until 1995, the Granville authorities were in charge of acquisitions, and the association worked to gather donations.

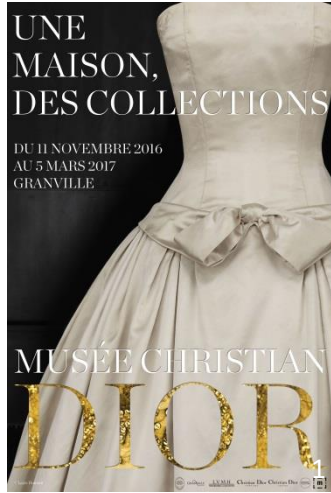
Since 1995, the *Présence de Christian Dior* association has also taken over acquisitions, with the help of Dior Couture and Dior Perfumes, as well as the LVMH group, the Granville authorities and the regional acquisition fund for museums.

In 1997, the creation of "showcase rooms" provided the museum with optimum conditions to display garments and accessories, and allowed the villa to open regularly to the public. The centenary of Christian Dior's birth, in 2005, was the perfect time for major initiatives and for the memorable exhibition *Christian Dior, Man of the Century*, recognized as being of national interest.

Currently headed by Jean-Paul Claverie, Advisor to the LVMH President, the association manages the museum and directs the cultural and scientific project through the public service delegation of the Granville authorities. It enjoys the support of public partners at town, department, regional and State level, as well as sponsorship from associated private partners - Dior and LVMH. Although the museum building and collections are the property of the town of Granville, the association is responsible for funding and for the management of its activities. The association's key missions are to preserve the inalienable collections, expand them via an active acquisition policy, and inform people about Christian Dior's work through exhibitions and cultural events at the Les Rhumbs villa. The Christian Dior Museum is the only *Musée de France* (recognised French public interest museum) dedicated to a fashion designer. Since 2010, in addition to its annual thematic exhibition, it has held an autumn-winter exhibition, *A House and its Collections*, showing its permanent collections and its most recent acquisitions. In June 2012, it obtained the French Ministry of Culture's "Maison des Illustres" label (recognising its connection to an important figure).



1 : Affiche de l'exposition *Une maison, des collections* 2016-2017



2 : La villa *Les Rhumbs* © Sophie Carre



3 : Robe du soir « Fête d'autrefois », Collection PE 1955, ©Laziz Hamani

4 : Robe su Soir « Monte Carlo », Collection PE 1956, ©Laziz Hamani

5 : Robe de cocktail « Emerald », Collection AH 1953, ©Laziz Hamani

6 : Robe du soir « Manuela », Collection PE 1959, © Laziz Hamani

7 : Robe de cocktail « Jazz », Collection PE 1959 ©Laziz Hamani

8 : Robe du soir « Jeunesse », Collection PE 1958, ©Laziz Hamani

9 : Robe du soir « Soirée de réveillon », Collection AH 1955, ©Laziz Hamani

10 : Robe du soir « Syrie », Collection AH 1948, @Laziz Hamani

11 : La roseraie © Philippe Schlienger

12 : Le jardin d'hiver ©Philippe Schlienger



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