

BACK TO THE ORIGINS II

PRESS RELEASE



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BACK TO THE ORIGINS II

Preview on Tuesday the 3rd of May 2016 from 06.00 pm to 09.00 pm.

**Exhibition at the Town Hall of the 16th Arrondissement of Paris
from May 2nd until May 12th 2016**

and on the outside railings from April 25th until May 23rd 2016 :
Viewable at the Town Hall from Monday to Friday from 10:00 am to 5:00 pm, on Thursday until 7:30 pm and on Saturday from 10:00 to 12:30 am.

Maurice Renoma moves into the Town Hall of the 16th arrondissement of Paris and carries on with his multidisciplinary and artistic journey « Retour aux Sources II » : photographs, videos, fashion and scenography.

From one side to the other, from his childhood to the boom of his career, the designer makes us travel through time.

For this new journey, Maurice Renoma breathes fresh art : his hybrid and fanciful world is revealed through an original and eclectic scenography.

Among the chandeliers, Doric columns and pilasters, photographs full of mystery, surrealism, irony and emotion are mixed with a melting-pot of the greatest exhibitions of Maurice Renoma.

This exhibition is scheduled within the framework of the cultural action of the Town Hall of the 16th arrondissement of Paris, that gives Maurice Renoma carte blanche and throws us into his imagination through various media.

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Maurice Renoma

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BIOGRAPHY

Maurice Renoma

An Avant-garde Style:

In 1963, the mythic store on rue de la Pompe in the 16th arrondissement opened its doors. Considering Fashion as an art form, Maurice Renoma expressed his original and bold vision of it. New materials, strong colours and sculptural cuts, all the ingredients were there for the family fashion house to stand out.

Renoma style became famous: fitted jacket with wide lapels, deep slits and square shoulders mixed with straight low-waist trousers. Maurice Renoma shook up the fashion standards with his military cloth blazers, his fitted green, garnet or purple velvet suits ...

He diverted clothing by cutting it in furnishing fabrics.

The Parisian golden youth and the celebrities made the Renoma store their fashion Mecca.

You could bump into Brigitte Bardot, Catherine Deneuve, Eric Clapton, Bob Dylan, Elton John, Serge Gainsbourg, John Lennon, Mike Tyson, Pelé, the Mitterrand family, Valéry Giscard d'Estaing, Yves Saint-Laurent, Alain Delon, Jacques Dutronc, Françoise Hardy, Jean- Paul Belmondo, Andy Warhol, Keith Richards or Jim Morrison...

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BIOGRAPHY

Photography :



© Maurice Renoma

In the early 1990's, Maurice Renoma developed a passion for another means of expression: image. It became the focus of his work, and the beginning of another story. The title of his first published collection of photographs "renoma... Maurice: modographe" ("fashionographer"), highlights his debt to fashion for the immediacy of his vision: the same attention to detail and composition for which his clothing creations has become celebrated. The human body was the centre of his first period, marked by a focus on characters - often taken out of their context and situated in an almost cinematic setting – and images permeated with sensuality, exploring the details of a garment on the body, capturing the charm of a distracted glance or an ultimate ritual.

Ultimately, it is life itself, the uprising normality of experiences that became the main subjects of Maurice Renoma's photography. His camera became a constant companion in all his travels across the continents. He pursued the life of the streets, recognizing and capturing its energy through people, postures, clothing codes. He finds poetry everywhere: from the urban jungle of Tokyo to the rural serenity of Normandy, capturing the beauty of the moment in a true declaration of love to the present.

Design :

Photography leads Maurice Renoma to a new phase in his creative journey. It underscores the tendency that has always been central to the Renoma aesthetics: a will to step off the well-trodden path and explore new perspectives, daring to mix concepts and media to achieve authentic and truly original creations. Just as his photography had arisen naturally from the same creative vision he had already honed in fashion, Maurice Renoma's passion for image led him to another challenge: the creation of his first line of furniture.

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Barbara, 1996
© Maurice Renoma



Acte Pulsionnel, 1994
© Maurice Renoma



Focus, 2014
© Maurice Renoma

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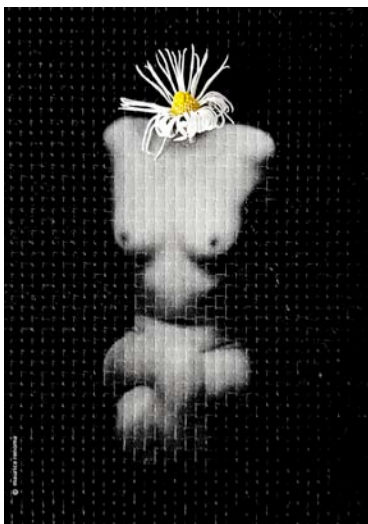
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Normandie, 1999
© Maurice Renoma



Lost Effect 01, 2015
© Maurice Renoma



Acte Pulsionnel, 2016
© Maurice Renoma

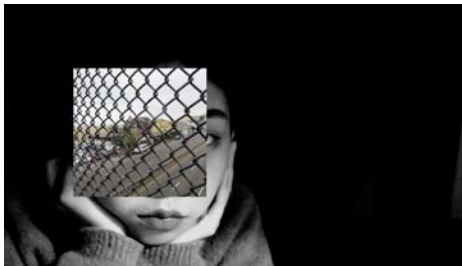
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Lost Effect 03, 2015
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Séries R, 2007
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Mythologies I, 2005
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