



23  
●  
23

23 OCT. 23



**YEARS . renoma .**  
anniversary





© Maurice RENOMA

# maurice renoma

the fashion designer,  
Maurice Renoma the businessman,  
Maurice Renoma the patron,  
Maurice Renoma the artist.  
Maurice Renoma never liked being locked up.  
Since his adolescence, he felt the desire to hustle  
the codes, break the established order, get out of  
the boxes. This deep need for freedom has led to an  
irrepressible creative force, which led him to invest  
ceaselessly all the reality that surrounded him until  
creating a universe in its own image: fashion, furni-  
ture, scenography, photography, decor, tableware,  
movies, lifestyle.

Maurice Renoma the creator.  
Maurice Renoma the self-taught.

**On October 23, 2023, the Maison Renoma will  
celebrate its 60 years of existence** and, along with  
that, the 60 years of creation and counterculture of  
its founder, Maurice Renoma. 60 years of history,  
fashion, style, art, design of all kind, internation-  
al collaborations, of career of an enthusiast who  
renews himself and adapts at all times.

Since Maurice Renoma is this person out of frame,  
this boy sitting in a corner of his father's workshop,  
creating his first suits for men, this artist who knew  
how to think bigger and who, 60 years later, still  
knows how to put himself under the spotlight, in a  
modern world where everything is ephemeral and  
must go faster; and in the world where the wind of  
trends turns before we can even appreciate them, the  
Maison Renoma follows its own values and essence  
since 1963: the art and its creation have no limits.

## press contacts

presse@renoma-paris.com  
+33 (0)1 44 05 38 18  
www.60yearsrenoma.com

**60** YEARS . renoma .  
anniversary



# e v e n t s

## 23.23

p.10

Boutique, Souplex and Appart Renoma:  
a dialogue on artistic creation between  
past and future

from October 23, 2023 until January 23, 2024

## public space

p.32

City Hall's gates (16<sup>th</sup> arrondissement) and  
Janson De Saily High School's gates

last trimester of 2023

## planches contact

p.34

Galerie GNG | Paris 6<sup>th</sup>

from September 14 until October 28, 2023

## esmod

p.38

Carte blanche to Maurice Renoma | Paris 9<sup>th</sup>

from October 12 until November 17, 2023

## crisobal au faubourg

p.42

Galerie Nichido | Paris 8<sup>th</sup>

from November 16 until December 16, 2023

## crisobal le poisson rouge

p.44

Exhibition in Trouville-sur-Mer

from April 1st until the end of October, 2023

## hors cadre, maurice renoma

p.46

Flammarion editions, preface by Sonia Rachline

release in bookstores on October 11, 2023

## a series about maurice renoma

p.21

Directed by Nastasja Budjevac

premiere on October 23, 2023

### press contacts

presse@renoma-paris.com

+33 (0)1 44 05 38 18

www.60yearsrenoma.com







© Renoma archives © ADELAP

**Who is Maurice Renoma**, the boy in the workshop around from which a multitude of possibilities gravitate, becoming the man who has dressed the biggest names, who knew how to renew his ideas, who knew how to extend and make appreciate his art all the way to the other side of the

planet, thanks to his longevity in this environment where success is not so simple? A word had to be invented to define this couturier, fashion designer, photographer and scenographer: with "Modographie", his two main passions, fashion and photography, have been intrinsically united.

**press contacts**  
 presse@renoma-paris.com  
 +33 (0)1 44 05 38 18  
 www.60yearsrenoma.com  
**60 YEARS** . renoma .  
 anniversary



In 1963, the White House Renoma boutique opened its doors, rue de la Pompe, in the 16<sup>th</sup> arrondissement of Paris. Considering fashion as an art form in its own right, Maurice Renoma began to express through his clothes an original vision freed from any aesthetic prejudice.

Its innumerable collections can punctuate the decades in a kaleidoscope of shapes and colors, of which men's fashion still counts, even today, fewer equivalents. Very inspired by Vasarely and Escher, Maurice Renoma borrows the language of op art, cubism and modern art in general to integrate them into his clothes with taste and meticulousness.

Renoma shakes up the codes by injecting the notion of aesthetics into clothing, beyond its functional aspect, exploring androgyny and the mixing of genres, shocking biases for the time. It's a whole generation that is passionate about this sartorial extravagance and the bursting of masculine codes. The "minets parisiens", the yéyé wave and shortly after, the artists and celebrities will come to this address.

At the beginning of the 90's, Maurice Renoma broadened his field of action to other fields and developed a passion for a new means of expression: photography. In art as in fashion, he is self-taught. He is constantly experimenting, thus creating an abundant and singular universe through his iconoclastic and avant-garde aesthetic.

Patchwork, recycling, and reappropriation in freedom and without taboos become his trademark. Images and materials are, in his eyes, forms to be modeled to create audacious and original associations.

At the crossroads of the arts, Maurice Renoma has intercepted and integrated all the cultural movements of the past six decades, both by drawing inspiration from and by giving his personal contribution to the world of music, entertainment, sports, and all the arts of living.



© Gamma-Rapho © Renoma archives

60 years later, Maurice Renoma is still at the head of this artistic and creative universe which works in France and internationally through its iconic places: in Paris, the Renoma Cafe Gallery (8<sup>th</sup> arrondissement), the Appart Renoma (16<sup>th</sup> arrondissement) and the historic boutique (16<sup>th</sup> arrondissement); in Tel-Aviv, the Renoma Hotel; in Asia, via fashion licenses. In 2023, the Maison Renoma celebrates all these decades by sharing them artistically with the widest audience.

#### press contacts

presse@renoma-paris.com

+33 (0)1 44 05 38 18

www.60yearsrenoma.com

**60** YEARS . renoma .  
anniversary



## 23.23

Boutique, Souplex, and Appart Renoma:  
a dialogue on artistic creation between  
past and future

from October 23, 2023 until January 23, 2024

The intimate approach that has driven Maurice Renoma for 60 years for the realization of his creations is that of crossing several narrative modes within the same artistic object, without one prevailing over the other.

Interpretation tracks break temporal linearity and stylistic coherence: each object reveals the threads that link his intimacy to his public figure, his emotions to images, the everyday to the timeless.

While photography has always played an important role in his work as a fashion designer, Maurice Renoma blurs the boundaries between the arts and claims the porosity of the borders between art and life: it produces a cultural event that participates in the reinvention of the retrospective by blurring the cards between reflection and chance, artistic production and need for expression, reality and fiction.

### The starting point: the Renoma boutique

Opened on October 23, 1963 at 129bis rue de la Pompe, Paris 16<sup>th</sup>, it has become over the years a mythical spot of Parisian life. After 60 years, it presents itself as a concept store where photography, scenography, design and fashion mingle.

On the occasion of 23.23, the Renoma boutique is transformed into a real gallery where all times and all art merge: vintage looks and creative looks, photographs and collages, tableware and furniture will be exhibited there. Iconic clothings from Renoma history will adorn the windows.

Le Souplex - the basement of the shop formerly welcoming sewing workshops and the stars' fitting rooms - becomes a space of immersion and audiovisual interaction. Maurice's life, his childhood objects, his first creations, his private videos, his ambitions are in the center of the spotlight, revealing the intimate and familiar side of his personality: we will believe to get into his head.

In these two spaces, on display there is the creative evolution of the artist in these 60 years of revolutions.



© Renoma archives

### The future: the Appart Renoma

The novelty of this last years is the opening of the Appart Renoma. Installed above the historic shop, it is a space dedicated to cultural and artistic encounters. This hybrid place nestled in a Haussmann apartment aims to welcome and offer free access to art from all angles, as well as to encourage spontaneous creation: exhibitions, concerts, book signings, film shoots, starred lunches, immersive and ephemeral installations find their place there.

For 23.23, the Appart presents the artistic collaborations and cultural influences of Maurice Renoma, always sensitive to sharing and mixing.

The *œuvres fusion* and the *Transgressions* find a place there alongside new tribute pieces to the great artists that Maurice Renoma has met and dressed throughout his career.

### press contacts

presse@renoma-paris.com

+33 (0)1 44 05 38 18

www.60yearsrenoma.com

60 YEARS . renoma .  
anniversary





© Lyzane Potvin, Rivière Rouge : la vie entière devant nos yeux - © photo Josée Lecompte

## **FUSIONS** exhibition

For several years, Maurice Renoma has signed artistic collaborations for the production of *œuvres fusion* with other visual artists: the latter freely intervene on his photos to take them into their aesthetic universe and thus create hybrid and singular works. These projects explore the interbreeding between the

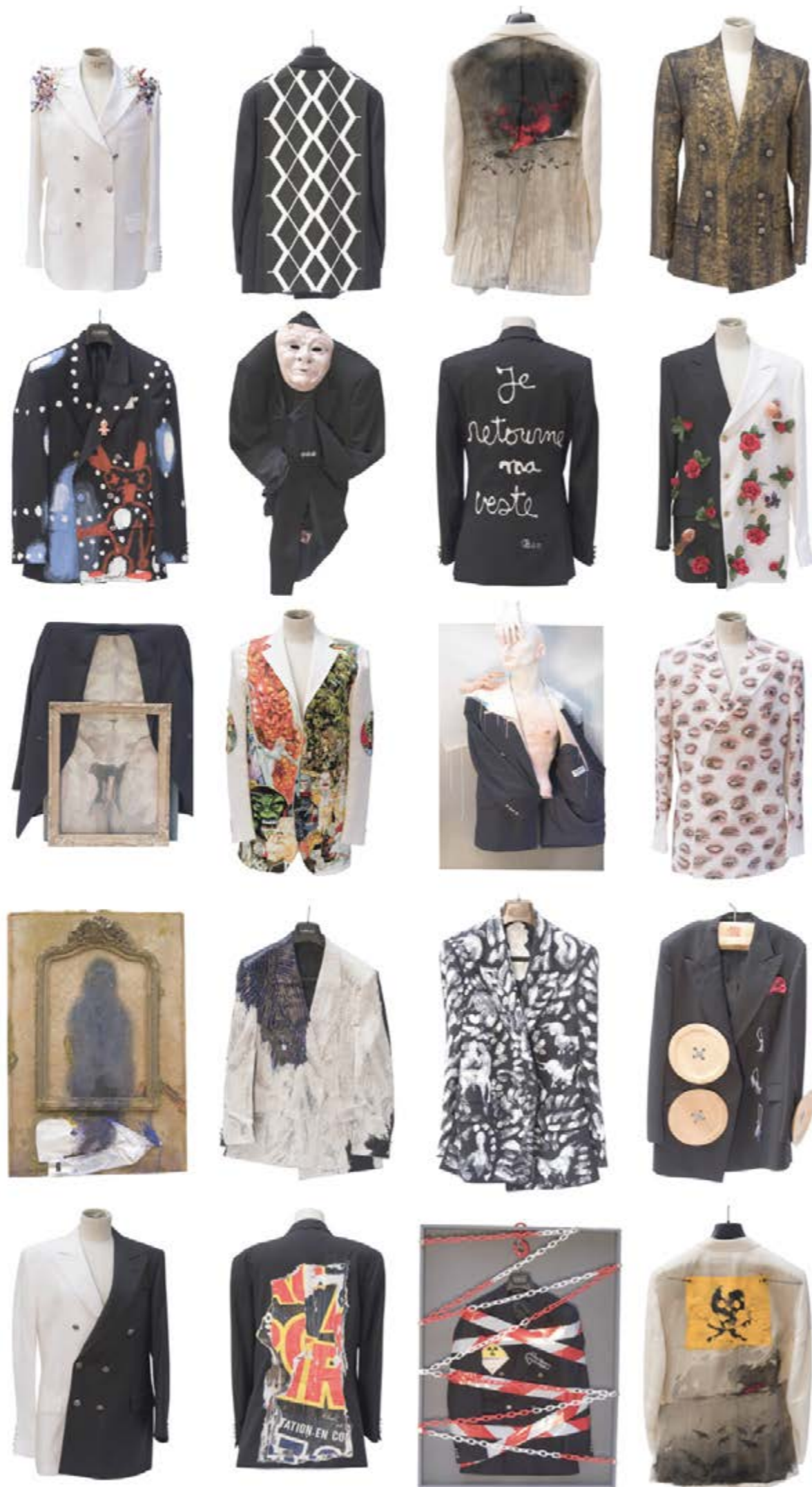
different artistic mediums, and confirm the support of Maurice Renoma to artists who tackle strong themes, off the beaten track. Among them: Jef Aérosol, William Bakaimo, François Bard, Jorge Luis Miranda Carracedo, Jace, Famakan Magassa, Carlos Quintana, Enrique Rottenberg, Dominique Zinkpè and Lyzane Potvin, his very last encounter whose unpublished work is exhibited for the first time at the Appart on the occasion of 23.23.

### **press contacts**

presse@renoma-paris.com  
+33 (0)1 44 05 38 18  
www.60yearsrenoma.com

**60** YEARS . renoma .  
Anniversary





© Maurice RENOMA, Transgressions

## TRANSGRESSIONS exhibition

It was in 1963 that the Blazer Renoma made its first appearance. 40 years later, a new artistic proposal ensues and this garment becomes the point of crossing between different languages: fashion and art, architecture and styling, past and present. The artistic gesture is that of inviting other artists to create a work according to their theme on this famous blazer that helped to enhance Maurice Renoma's reputation as an avant-garde designer. Clothing, otherwise uniform, once used in the navy and worn in British colleges, the blazer has become a distinctive sign, to which Maurice Renoma has been able to give a new aura.

The artists were called upon to act at their convenience on textile material, by painting it, folding it, cutting it, dividing it, sewing it, smoothing it, enhancing it with collages or objects, as long as it remains a true work of art. By diverting the blazer from its social function, artists give it another status, which goes far beyond its self-expressiveness, and acquires a poetic dimension. Among the figures from all over the world who responded: Arnal, Ben, Erro, Klasen, Kuroda, Segui, Villeglé,..

### press contacts

presse@renoma-paris.com

+33 (0)1 44 05 38 18

www.60yearsrenoma.com

**60** YEARS . renoma .  
anniversary



## INSPIRATIONS exhibition

Many artists have frequented the Renoma boutique, a veritable *factory* where fashion and the arts have blurred their boundaries since its opening in 1963.

Friends, clients, sources of inspiration: among the names, Salvador Dalí, Pablo Picasso, Andy Warhol have particularly marked the life and history of this young creator who was Maurice Renoma at the beginning of his career.

He thus decides, on the occasion of the celebrations of the 60<sup>th</sup> anniversary of the Maison Renoma, to pay tribute to these exceptional encounters through pieces specially designed, and this with the latest technology available: artificial intelligence. Always listening and experimenting, Maurice Renoma takes advantage once again to scramble the cards of temporal linearity and mix narrative codes, reconciling the past with the future of his artistic career.



© Maurice RENOMA, *Inspirations*

## renoma POP

In 1960, John Fitzgerald Kennedy was named president of the United States. His speeches and his reforms embody at the same time the desire for change of the American youth of the post-war period and the *american way of life*, this american dream whose watchwords of freedom and the search for happiness influence the whole world.

The era is that of this broad social movement which, in the 1960s, also affected a set of cultural and artistic phenomena that express a new vision of the individual and of the society.

Pop Culture in particular asserts itself in opposition to traditions, and begins to manifest itself in the practices and behaviors of an entire generation: art and life lose all separation. Advertising, media, image, comics and television are the main sources of inspiration for this movement which flows into all areas of culture, affecting the visual arts as much as music, fashion, literature. All products must be consumed without moderation.

On October 23, 1963, young Maurice and Michel Renoma open their first boutique and dedicate their firm to the American president and the idea he embodies: it is called *White House Renoma*.

Kennedy's assassination just a month later, on November 22, 1963, not only obliges the brothers to return on the *Renoma* name, but an entire generation to affirm even more his thirst for revolution, joy and enthusiasm to fight against racism and reactionary forces who act through fear.

The heyday of consumerism finds its cultural representatives: to name a few, Andy Warhol in painting and screen printing, Elvis Presley and the Beatles in music, Roy Lichtenstein in comics and comic strips, Richard Hamilton in collages, César in sculpture.

Renoma embodies Pop Culture in fashion, and welcomes the desires of this new consumer generation of life,

### press contacts

presse@renoma-paris.com

+33 (0)1 44 05 38 18

www.60yearsrenoma.com





visionary and generous. The colors, the shapes, the patchwork, the desire for freedom, the mixture of arts, the break with the past, the vivacity: it is not just a clothing brand that has become a cultural phenomenon, but an entire movement that uses a new aesthetic to express its identity and its opinions. The Renoma generation.



© Maurice RENOMA graphic conception



© Maurice RENOMA, *Inspirations*

## Cristobal POP icon

If Pop Art is willingly provocative, even political, and tends to desacralize the work of art by making it accessible to all, Maurice Renoma also creates his own pop icon: Cristobal, the plastic goldfish that uses the power of the image to embody the critique of materialism and consumerism observed in modern societies.

Colorful, cheerful, accessible and freely consumable during the exhibitions proposed by the artist, its significance matters more than the work itself: he becomes an ambassador of ecology to point out the ravages of plastic pollution linked to overconsumption.

### press contacts

presse@renoma-paris.com

+33 (0)1 44 05 38 18

www.60yearsrenoma.com

**60** YEARS . renoma .  
anniversary



## audiovisual project

Like photography, video played a central role in the artistic activity of Maurice Renoma, as well as in the expression of his vision of the world. And, even more than his shots, his sequences collect moments of his private, intimate life, far from his public persona.

His camera accompanies him in his formal meetings and informal meetings, his family moments, his travels: although less known, his recordings reveal his raw artistic sensibility, showing a Maurice Renoma who is sometimes unprecedented, emotional and dreamy, provocative and clever.

The installation proposed at the Souplex consists of several immersive pieces around youth, career and private life of the artist. A first part leads the viewer into the daily life of Maurice Renoma: 24 of his private videos lasting an hour each ideally make up a whole day of 24 hours of screenings. And more, videos to watch by pushing aside blinds, imaginary railway stations and sensory receptors capturing the presence of the public to create a new narrative at each passage: the experience is that of randomly entering the head of Maurice Renoma, in his intimate thoughts.



© Maurice RENOMA

## a series about maurice renoma



On the occasion of the 60<sup>th</sup> anniversary of creation from Maurice Renoma, director Nastasja Budjevac ([www.nastasjabudjevac.com](http://www.nastasjabudjevac.com)) was commissioned to design and produce a video series on the artist, in order to tell his life and his career through a new perspective.

Seven episodes have seen the light after 6 months of close and daily observation, research in the private archives, stolen interviews between an artistic meeting and a business meeting. Childhood, journey, fashion, places, history, team, family, art, future of Maurice Renoma: everything is concentrated in these seven capsules full of life and humor, just like its protagonist.

“I wrote and directed this documentary mini-series on Maurice Renoma with the idea of presenting his life in a way that is both intimate and funny. Also, my objective was to reveal his personality without filters, through an original point of view stripped of any pre-concept. At the same time, this audiovisual work also tells about me, me and my own experience with him: getting to know who Maurice is.”  
Nastasja Budjevac

The film on Maurice Renoma will be presented and premiered in its entirety at 23.23 at the Appart Renoma on Monday October 23, 2023 at 4 p.m. Free entrance on reservation.

### press contacts

presse@renoma-paris.com  
+33 (0)1 44 05 38 18  
www.60yearsrenoma.com



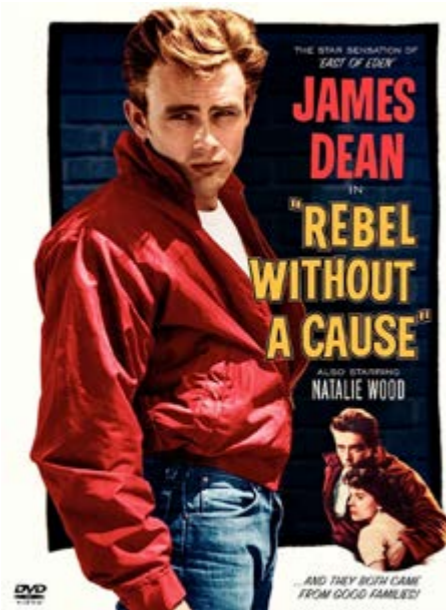


## the store windows : iconic pieces

or the mythologies coming out of Maurice Renoma's locker room

### James Deans's LITTLE RED JACKET

It was Maurice Renoma's first inspiration at the age of 15, when he received the full force of James Dean's *Rebel Without A Cause*. The young actor simply dressed (but with style!) of a white t-shirt, a pair of jeans and a small red leather jacket, has everything of the ideal big brother. And when he punches the father figure, Maurice ignites: he seizes scraps of red velvet gleaned from his father's workshop to make his first model. The rebel's jacket. May 68 is already ringing in his head, in the middle of the 1950s. His model is a success with his friends, for whom it is "le temps de l'amour, le temps des copains". For Maurice, it's the time of the first orders... and of a career path.



© Renoma archives

### The Kennedy-style SUIT

Facing the France of the very strict Charles de Gaulle, stands like a beacon in the black and white life of the French, the United States of Kennedy.

Something to make young Maurice dream of: he fell in love with this glamorous new icon of power, who wears nonconformist suits. At the opening of the Renoma store, originally called White House, his first collection of narrow suits is also a tribute to the resolutely modern style of the American president.

### press contacts

presse@renoma-paris.com  
+33 (0)1 44 05 38 18  
www.60yearsrenoma.com

60 YEARS . renoma .  
anniversary

☆ ☆ ☆ ☆ ☆ ☆ ☆

Saint-Laurent  
à la  
mode  
yé-yé

COMMENT et où s'habille-t-on lorsqu'on se flatte d'être l'un des jeunes couturiers les plus connus du monde?

YVES SAINT-LAURENT, vingt-neuf ans, a choisi le tailleur le plus « YE-YE » de Paris. Il ne jure que par Renoma, comme le fils de Tino Rossi, celui d'Hélène Rochas et celui de Picasso. Hier, l'idole des élégantes new-yorkaises est allé essayer ses nouveaux costumes d'été, un fil-à-fil gris — deux fentes, comme il se doit, la taille bien cintrée, style redingote et de tous petits revers comme Cardin le préconise — un alpage bleu-nuit, une « gabardine » beige et un smoking grain-de-poudre, noir, croisé puisqu'il paraît que c'est de nouveau la mode,

Yves Saint-Laurent, hier, chez Renoma : la taille mannequin

comme pour les blazers.

YVES SAINT-LAURENT jure qu'il est très facile à habiller. RENOMA, pour ne pas le contrarier, a bien voulu admettre qu'il avait

la taille mannequin.

Un autre couturier, qui lui ne passe pas précisément pour un yé-yé, s'habille aussi chez RENOMA : ANTONIO DEL CASTILLO.



© Renoma archives





© Renoma archives

### THE BLAZER, star of the stars

Maurice Renoma, who was not very fond of school or the authority attached to it, reinvents by diverting this centerpiece of the austere uniform of English schoolchildren. He narrows it at the shoulders, assembles it close to the body, finally transforms it into a sexy and playful garment: the crest is sold separately. It becomes a must of the Renoma style, the emblem of the brand. The young people pull it out; word of mouth is active and it is all the stars of music and cinema who arrive at the shop: Jacques Dutronc, who wears it proudly on the cover of his famous *Playboys* (in 1966), Bob Dylan, Eric Clapton or even Amanda Lear and Brigitte Bardot.

### press contacts

presse@renoma-paris.com  
+33 (0)1 44 05 38 18  
www.60yearsrenoma.com



### John Lennon 's EMBROIDERED VELVET JACKET

At the very beginning of the 1970s, in a New Yorker restaurant, John Lennon fell under the spell of the green velvet jacket embroidered with tiny bouquets of flowers passing in front of him. He then addresses himself to the one who wears it: Maurice Renoma. John wants one, absolutely. Maurice, who has created a small collection of these jackets, around thirty models, all sold except one, promises him the latter.

A few days later, Lennon buys his jacket, this one brown embroidered with multicolored flowers; he will wear it a few months later in the *Imagine* clip.

30 years later, the jacket has entered the Victoria and Albert Museum in London, under the moving eye of Yoko Ono.



**JOHN  
LENNON  
JACKET  
FROM  
'IMAGINE',  
Renoma  
Made in France  
Paris**



© Renoma archives



### Serge Gainsbourg's TENNIS STRIPE DOUBLE-BREASTED JACKET

Serge Gainsbourg was the celebrity who managed to win the heart of the shy Maurice Renoma. The two shared an undying friendship for more than 10 years, when the public shuns Gainsbourg and his, yet brilliant, Melody Nelson: which gave him full latitude to establish himself as an icon of the Renoma style, popularizing the tuxedo, the military shirt and above all the famous suit with tennis stripes. To thank him, Maurice Renoma makes Gainsbourg famous in Japan.



© Tony Frank

### Jacques Dutronc and Andy Warhol's MULTI-POCKET JACKET or MULTIPOCHES

The 1980s were sporting at Renoma: following the rhythm of sponsorships (car races, boxing fights, Paris Dakar, etc.), we witnessed the birth of the "Multipoches" or reporter jacket phenomenon. As with Maurice's blazer, the Multipoches of Michel becomes a must-have. Once again, the celebrities are there: Jacques Dutronc, who swaps his twink blazer against the adventurer's multi-pocket available in canvas or leather, Eddy Mitchell, or even Andy Warhol, who never left his pocket during his trip to China in 1982...

Many of them succumb to pocket madness: 17, including 6 zipped. Going on a trip with your multi-pocket means having your suitcase on you at all times.



© Christopher Makos

### press contacts

presse@renoma-paris.com  
+33 (0)1 44 05 38 18  
www.60yearsrenoma.com

60 YEARS . renoma .  
Anniversary





© Renoma archives

### Salvador Dalí's RED JACKET

The master was crazy, crazy about Lanvin chocolate, in the 1960s, but he was also crazy about Renoma jackets, the style and details of which never ceased to surprise and seduce him. Particularly, from the red velvet jacket of the mythical House, created in a very singular upholstery fabric: a theater curtain that Maurice Renoma had unearthed in the attic of a former decorator.

When he comes to the Renoma store, Dalí asks that the slit of the jacket be exactly aligned with the ray of his buttocks, and for that, Gala must follow the interior of his leg from his buttock to the slit. This is to say the mathematical precision that the tailors of the Renoma boutique must have at the time.

### THE LANDSCAPE COLLECTION: Dani, Stéphane and the others



© Renoma archives



### press contacts

presse@renoma-paris.com  
+33 (0)1 44 05 38 18  
www.60yearsrenoma.com

60 YEARS . renoma .  
Anniversary





BOXE  
Renoma SAMEDI SC  
L'Argentin C. Monzon



LE ROI  
"PELE"  
S'HABILLE  
A PARIS

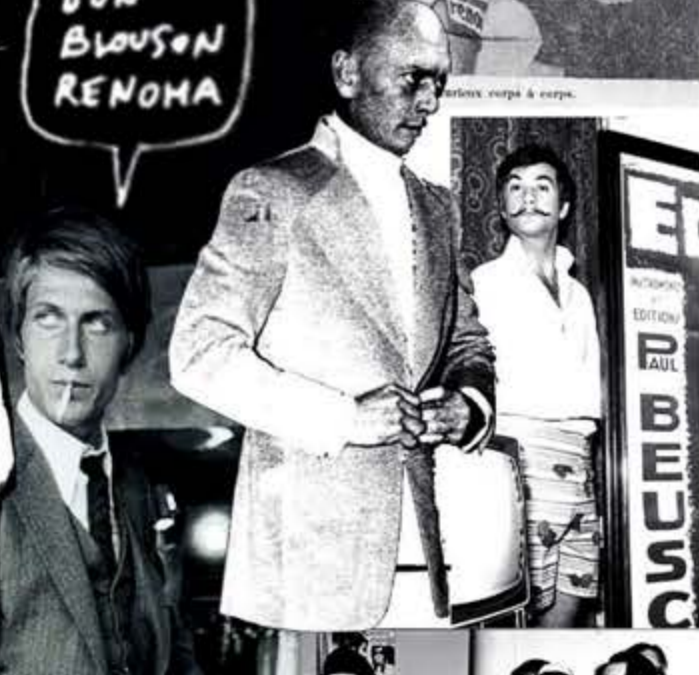
ALAIN PROST  
1987

JE RÊVE  
D'UN  
BLOUSON  
RENOHA



Mr.  
LA REVUE DE L'HOMME

Des idées pour  
travailler  
être en forme  
voyager  
bien manger...  
et s'amuser.



JANE BIRKIN  
AVEC  
SERGE GAINSBOURG



— Je vous repose la question. Il a bien fallu que vous entriez quelque part pour acheter cette veste et ce pantalon. Puis-je vous demander chez qui ?  
— [ Chez Renoma. ]  
— Bien.

Rendez-moi mon costume Renoma





## public space

City Hall's gates (16<sup>th</sup> arrondissement) and Janson De Sailly High School's gates  
last trimester of 2023

Maurice Renoma's desire to share materializes in urban exhibitions, in the street, where the freedom is expressed which allowed him to flourish his imagination, to unleash his creative impulses.

Offering an exhibition that is in direct contact with residents and visitors is a continuation of its commitment to make art accessible to all. Also, its fully assumed intention is to share and restore to the neighborhood that "adopted" him an artistic reflection around heritage and the transmission to new generations.

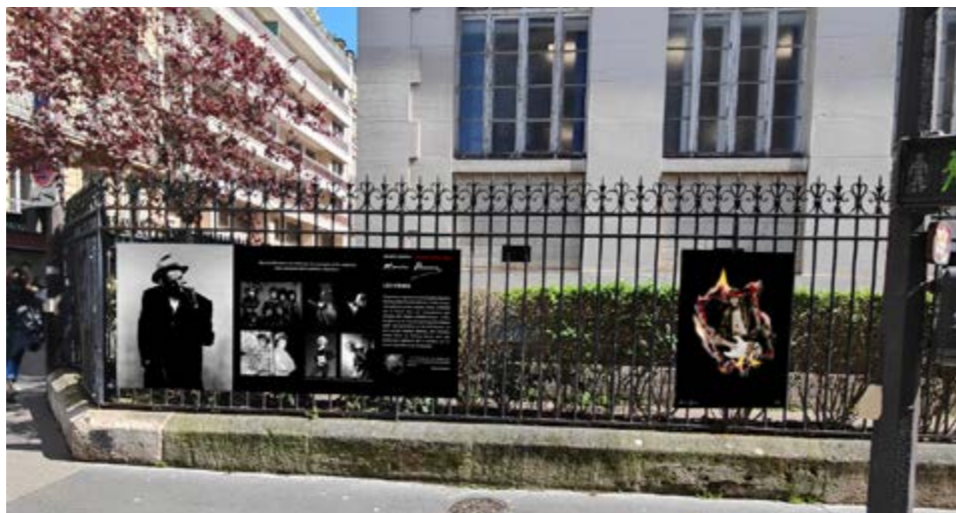
Faithful to the 16<sup>th</sup> arrondissement since 1963, this is where he wishes to resonate the 60<sup>th</sup> anniversary of the Maison Renoma.

It thus invests the gates of the City Hall of the 16<sup>th</sup> arrondissement during the last quarter of 2023, and its key date: the October 23, 2023, apotheosis of this year of festivities.

Also, the gates of Janson De Sailly, opposite the shop and nerve center - today same as before - of the youth of the 16<sup>th</sup> arrondissement, are adorned with frescoes and images retracing the career of Renoma and its founder Maurice Renoma, who have marked the history of this Parisian district since the 1960s.



© Maurice RENOMA



### press contacts

presse@renoma-paris.com

+33 (0)1 44 05 38 18

www.60yearsrenoma.com





## planches contact

Galerie GNG

3 rue Visconti, 75006 Paris

from September 14 until October 28, 2023

From September 14 to October 28, 2023, the GNG Gallery will host the exhibition “Planches contact”, a highlight of the aesthetic approach of Maurice Renoma, artist, and the creative impulse that accompanies his whole life.

Gilles Naudin presents an original project, designed to investigate the origins of the artist’s creative process and the many facets of his personality.

If the artistic act begins with the intention, it is through the look and the choice that the author has on his drafts that we discover the creative process.

Maurice Renoma opens his archives and exhibits for the first time his contact sheets, containing the snapshots of the beginning of his photography practice. This journey in search of its aesthetics becomes for the spectator the reading of real visual notebooks.

The strength of photography arises from the fusion between poetry and reality: Maurice Renoma stages the unknown, experiments without setting limits and likes to be surprised by the results, in a position of rebellious mind and impervious to collective norms and values. Presenting a spontaneous and highly inventive character, he designs a universe for his own use from his own impulses.

The human body is at the center of its early years of experimentation, marked by a particular interest for the characters – sometimes taken out of context and rendered in an almost cinematic setting; the images are imbued with sensuality and explore the details of a garment on the body, capturing the charm of a lost gaze or an intimate ritual.

### press contacts

presse@renoma-paris.com

+33 (0)1 44 05 38 18

www.60yearsrenoma.com





## photos ratées [failed photos]

*Photos taken without intention or reflection, accidents of the present*

Maurice Renoma instinctively turns to photography, a medium that allows him to express spontaneously his way of seeing the world. His debut as a photographer materialized with blur: far from being the first artist to experiment with this kind of technique, he was surely the first to use it in brand advertising campaigns. This operation drew criticism from the art world, so that famous photographers recognize him as a talented colleague.

He dares to do everything that should not be done and that no one uses: failure and 400 ASA films are examples. He thus finds his language.

His failed photos were not designed to become artistic objects. They are accidents, missed takes that are sometimes the genesis of accomplished works of his career.

These first images capture the movements of life, shadows and bodies. His gesture is automatic and intimate, dedicated to capture the noise of existence, the form of emotions, the dimension of missed acts: the blurs created preserve the mystery of individuals and erase the boundaries between fiction and reality, shadow and light, perversions and virtues.

We could call it intimate photography, in which the subjects were photographed in “stolen” situations, in the moments before and after the real pose. They are spontaneous images captured in the movement of life, preserving the mystery of the individuals and subtracting nothing from the grace or the harshness of the moment.

### press contacts

presse@renoma-paris.com  
+33 (0)1 44 05 38 18  
www.60yearsrenoma.com



## esmod

ESMOD HORS LES MURS at Appart Renoma  
from June 30 until July 8, 2023

Carte blanche to Maurice Renoma  
from October 12 until November 17, 2023

Deco and creation project  
last trimester of 2023

As part of the 60<sup>th</sup> anniversary of Maison Renoma, the collaboration between Maurice Renoma and an institution as prestigious that ESMOD imposes itself as a matter of course: heritage, transmission to new generations, taste for aesthetic exploration and assertion of the porosity of the arts for the creative act become a common commitment.

Several highlights are offered throughout this year of exchange and sharing, which began on June 30, 2023 with the ESMOD HORS LES MURS exhibition at Appart Renoma. For the first time, student creations from ESMOD France were presented outside the School: the excellence and know-how of young talents were welcomed in this hybrid place of cultural encounters with free access.

“The question of sharing, of transmission to new generations is the one that interests me the most today. And this also concerns fashion, as culture, heritage and reflection of the society in which we live.

ESMOD is the best interlocutor to think about what we could bring to students, even if the world has changed. The fashion of the years after 1968 nurtures an ideal of freedom that we have always kept center of the creative process: this is what I want to transmit through my story.

Mr. Satoru Nino - President of ESMOD International - and  
Mrs. Véronique Beaumont - Managing Director of ESMOD

### press contacts

presse@renoma-paris.com  
+33 (0)1 44 05 38 18  
www.60yearsrenoma.com



International - both share this spirit, this desire to put fashion back at the center of our society through the hopes and the concerns of these young designers.

I am sure that this collaboration with the oldest and most prestigious School, which delights and honors me, will encourage their taste for freedom.”

Maurice Renoma



« ESMOD HORS LES MURS » Class of 2023 Exposition France - All rights reserved

ESMOD





© Maurice RENOMA

## esmod carte blanche to maurice renoma

ESMOD Paris

12 rue de La Rochefoucauld, 75009 Paris

from October 12 to November 17, 2023

Maurice Renoma takes over the headquarters of ESMOD Paris, teaching place of Fashion Design programs, for an abundant artistic carte blanche. Art and fashion blur their borders and live together in this magnificent mansion with a central atrium surrounded Eiffel-type metal beams and walkways: from August 2023, doors, windows and balconies are dressed in Renoma thanks to an immersive decoration in harmony with this space.

From October 12 to November 17, the exhibition *Carte blanche to Maurice Renoma* will be added to this scenography and will retrace the six decades of creation of Maurice Renoma through vintage looks, iconic pieces, photographs and graphic designs by the artist.

© Renoma archives

Creation project  
last trimester of 2023

Heritage and transmission: the new generation of ESMOD students revisits the Renoma collections through the prism of contemporaneity. A generation of talents who want to be committed, inclusive, increasingly aware of respect for the environment and the future of our planet will have the mission to dive into the Renoma universe and appropriate an iconic piece of the House to reinterpret it according to its own language. Performance, art, design, 3D: anything goes in the free creative process.

In November, the students' creations will be presented in an exhibition-performance at the Appart Renoma.

### press contacts

presse@renoma-paris.com

+33 (0)1 44 05 38 18

www.60yearsrenoma.com

60 YEARS . renoma .  
Anniversary



## crislobal au faubourg

Galerie Nichido

61 Faubourg Saint-Honoré, 75008 Paris

from November 16 until December 16, 2023

From November 16 to December 16, 2023, Cristobal *le Poisson rouge* takes up residence at the Faubourg Saint-Honoré, at the Galerie Nichido.

Protagonist of the latest exhibitions and artistic experiments (*Mythologies du Poisson Rouge, Scène Symphonique, Anamorphose...*), Cristobal is the symbol of the ecological and humanist reflection of Maurice Renoma, presented in the form of fables, mythologies. Since 2017, he has been taking this artistic alter ego around the world to denounce the ravages of pollution linked to overconsumption and degradation of collective consciousness.

Cristobal, born of polymers, mainly fed off the 15 million tonnes of plastic dumped every year in the oceans, without fear of being one of the countless victims discovered dead on the shores. He swims through spectacular stagings and immersive, comical and poetic, pointing out ecological but also societal issues.

We are snorkeling in the dystopian world of the goldfish: the visitor lets himself be guided during a “dialogue” which puts him face to face with his responsibilities in the destruction of the planet.

The series presented at the Galerie Nichido retrace the artistic history of this ecological muse:

### MYTHOLOGIES DU POISSON ROUGE

Very large portraits, such as family portraits: Cristobal in the company of strangers who appropriated him, finding him amusing, pretty, quirky, ugly, false, giving others the audacity to stage themselves, in this mirror of the absurd.

### STILL LIFE

Cristobal and the cosmonaut artist (sculpture: Jorge Luis

#### press contacts

presse@renoma-paris.com

+33 (0)1 44 05 38 18

www.60yearsrenoma.com



Miranda Carracedo) set off to explore a near future in the search for the beauty that has fled our time. The two adventurers then become romantic modern heroes, embodying the role of protagonists of a visionary series where the places are abandoned and the human is absent. Will they be able to find it and bring it back to the present?

### MARGINS

The present is not enough for Cristobal. He thus decides to invent his own reality and to create a universe where he can change appearance with light. He plays with the invisible: through a system of optical illusions, the goldfish has fun hiding and swimming in the whole chaotic and overflowing with representations these days. He finds his truth hidden in the dark, in the margins. In the spaces left empty. Where things change and purity shows, creativity saves the human race.





## cristobal le poisson rouge

Exhibition at Trouville-sur-Mer

from April 1<sup>st</sup> until the end of October, 2023

After visiting Saint-Quay-Portrieux and Brittany last year, this 2023 Cristobal the goldfish criss-crossed the Normandy coast and landed at Trouville-sur-Mer.

Since April 1, 2023, the whole city has come alive around this astonishing and endearing plastic character who swims through spectacular, comical and poetic stagings, pointing out the ecological problems but also societal issues dear to the artist. From the boards to the quay, via the Cures Marines, Maurice Renoma offers an offbeat walk following the traces of his goldfish in his wanderings until the end of October 2023, in order to celebrate this very special date which is the 23<sup>rd</sup>.

The spectators are encouraged to follow the adventures of this goldfish: Cristobal has fun drifting along chaotic currents of representations of our daily life.

But he also finds, in this coastal town, a refuge, a peace haven where to stop and take the time to dialogue with people: the famous establishment of the Cures Marines thus hosts a part of the exhibition and wanderings of this ecological muse.



### press contacts

presse@renoma-paris.com

+33 (0)1 44 05 38 18

www.60yearsrenoma.com



© Maurice RENOMA

Maurice Renoma

## CRISTOBAL, LE POISSON ROUGE



Trouville-sur-Mer  
April - October 2023

Le Renoma  
renoma

mauricerenoma.com



## maurice renoma, hors cadre

Preface and texts by Sonia Rachline

Flammarion editions

release in libraries on October 11, 2023

65 € - 304 pages - format 240x280mm

Swiss binding - visible back

**“Hybrid images, whimsical and fantasized visions: [...] what is the connection between all this? Transgression as an aesthetic and political mainspring.”**

Maurice Renoma is an unclassifiable visionary.

Through an “impulsive” aesthetic, he was able to create, from fashion to image, a transgressive and abundant universe. Retracing both its 60 years of creation and its high personality color, such are the ambitions of this beautiful book, the first to highlight the entirety of his artistic career.

Like his transgressive approach, his photo-graphic series are mixed there to be recomposed and sewn together in the form of a patchwork of different experiences, but very coherent in their semantics search.

To punctuate this abundant iconography, 20 text-concepts, voluntary digressions that can recall a Prévert-style inventory, (de)construct linearity of the life of this creator who rebels against norms.

Finally, the six testimonies of well-known personalities, but nevertheless intimate with the artist, provide a counterpoint sensitive to this portrait.

*“Once upon a time on October 23.*

*A good day, like a very personal punctuation of life. On October 23, Maurice Renoma was born. On October 23, Maurice Renoma opened his now legendary fashion boutique, 129bis rue de la Pompe. On October 23, the Hotel Renoma was inaugurated, in the heart of Tel Aviv, Israel, 23 rooms, 23 apartments. And so on. From 23, you get everything. Maurice Renoma believes in numbers and does not budge. He talks about luck, guardian angels, not chance, he insists, or else a chance that always does things well. [...]*

### press contacts

presse@renoma-paris.com

+33 (0)1 44 05 38 18

www.60yearsrenoma.com



© Maurice Renoma graphic conception, « Hommage à René Magritte ».

*He says he doesn't like to listen or answer questions, and in fact, when he and I talk for hours, every time he will lead the conversation. In his own way: forwards, backwards, and hop, a side step. And always the charm that operates: under chaotic airs, he knows how to calculate the other and assume his own contradictions, no doubt even maintains them because he savors nothing so much as losing his interlocutor in the nets of his mischievous equations...”*

**Sonia Rachline**





© Renoma archives

## maurice renoma, the fashion designer

Son of the tailor and designer Simon Cressy, Maurice Renoma, born October 23, 1940, grew up with his brother Michel in the family apartment which also serves as a workshop, close to the Carreau du Temple, in the 3<sup>rd</sup> arrondissement of Paris. From age of 15, Maurice makes clothes in suede or in loden, in a typical English style, unheard of for the time.

In 1963, he and his brother opened the White House Renoma boutique, rue de la Pompe, in the 16<sup>th</sup> arrondissement. Maurice Renoma likes to call this period and this generation, his generation, the “Sunshine Generation”: the famous Sixties which made it possible to break down all barriers and free society to open up to change and creativity.

Colors, lightness and beauty, the watchwords of this decade that allowed the Renoma brothers to mark a real turning point in the history of fashion: “It’s the very incar-

nation of this moment when men’s fashion emerged from non-existence [...] Dressing at Renoma awarded you a patent of Parisianism, a certificate of a youth to consume without moderation.” J. Brunel

From “Sunshine Generation” to Renoma Generation, the step is short.

The first inspiration: the street. Political and social movements, trends, counter-cultures become the main influences of the creative process of Maurice Renoma. He captures the energies in the street, appropriates them, adapts them and reinterprets them according to his codes. This approach will remain one of the distinctive marks of his artistic activity, his signature.

Among the clients, the friends’ artists who honored the Maison Renoma by embodying an iconic piece and which were a source of inspiration for Maurice Renoma: Renoma becomes a kind of factory where fashion and art fade their borders and blend together.

1960, fitted jacket with a straight shoulder line: the influence of English colleges; 1960s: flare line and double-breasted suit; 1961, very wide trousers with two pockets, two pleats and turn-ups: the inspiration of US Navy model; 1965, chamois shirt and landscape jacket: memories of a trip in Los Angeles ; 1970s: printed velvet jacket, crumpled linen, multipoches. Everyone wants them.



### press contacts

presse@renoma-paris.com

+33 (0)1 44 05 38 18

www.60yearsrenoma.com



© Renoma archives



## maurice renoma, the photographer

In the early 1990s, Maurice Renoma developed a passion for a new means of expression: the image.

It is life itself, in its extraordinary normality, which becomes the main subject of his photographs. His career is thus presented as a continuous sequence of experiments and visual productions on different media: he goes from film to digital, from black and white to color, from nude to landscape and still life. He records images and some time later, reworks them on a screen, edits them, recycles them.

His images are always ready to live again in another context, to undergo a treatment that changes their nature and form, being conceived as a material to be modeled. Fiercely independent, Maurice Renoma cultivates a raw image of his own, which offers a mythology of the body and its surroundings. It is a question of giving form to the intimate far from the codes of the traditional representation, from where the hybridization that runs through his work and the application of singular modes of figuration.

This aesthetic exploration bordering on obsession accompanies and extends the reflection of Maurice Renoma since the beginning of his career.

In fashion as in photography, Maurice Renoma is an adept of transgression, recycling and transformation. He confronts the experience of photographic material and its reappropriation, its reuse as a material element. His images are instinctive and reflect a need for perpetual experimentation.

What then is the relationship between blurry shots, women's bodies magnified in film, neo-punk collages, scratched or burnt photos, fabrics printed with images, crossed out photo booths?

An extraordinary man, who never knew how to recognize himself in success, repetition, representations, the ordinary, the established, and who refused all policing to remain free to express himself with all his languages, always rebellious to standards.

### press contacts

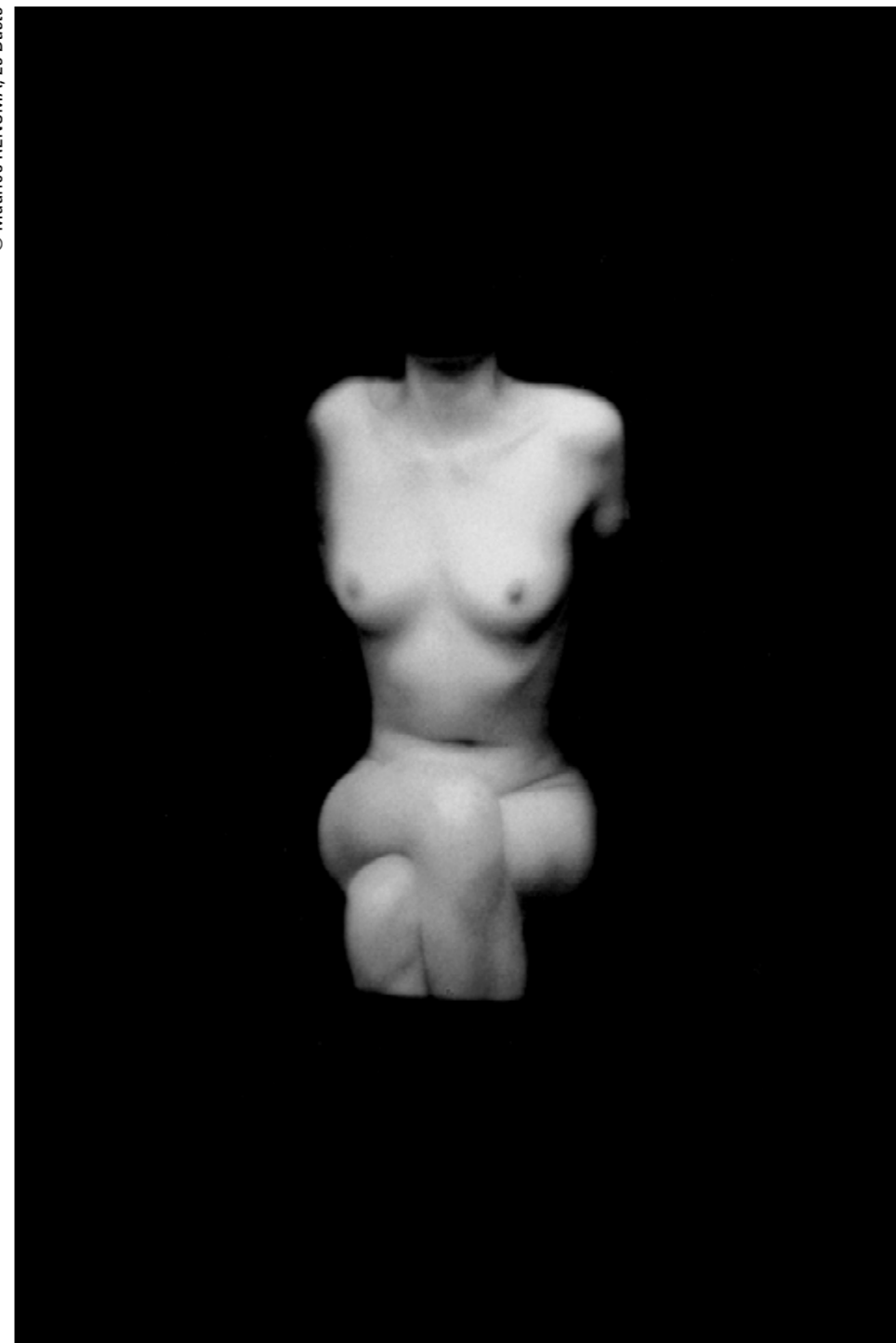
presse@renoma-paris.com

+33 (0)1 44 05 38 18

www.60yearsrenoma.com



© Maurice RENOMA, Le Buste



© Maurice RENOMA, Mythologies I

© Maurice RENOMA, Les Fantômes

© Maurice RENOMA, Mythologies I

A man who does not call himself an art professional, but who is inhabited by an uncontrollable and tireless creative force, which is not devoid of an aesthetic concern: his creative impulse is dedicated to the expression and creation of his own singular universe, his personal paradise. His artistic works have been exhibited in more than 150 galleries and prestigious places in the main cities of North America, Europe and Asia, such as New York, Paris and Tokyo.

In 1997, Maurice Renoma was made *Chevalier des Arts et des Lettres*.





© Maurice RENOMA, Last Supper

## maurice renoma, the artistic encounters and collaborations

His revolutionary style allowed him to dress and frequent the greatest French artists of the time: Brigitte Bardot, Jacques Dutronc and Françoise Hardy, Catherine Deneuve, Jean-Paul Belmondo, Alain Delon... The great politicians also succumbed to the Renoma madness: Valéry Giscard D'Estaing, François Mitterrand or even Jacques Chirac passed through the hands of the couturier. All of Paris loves him.

Serge Gainsbourg and Jane Birkin, close friends of Maurice, became the muses of the brand for more than 10 years. Maurice Renoma dresses those who will become the greatest figures in fashion, while being a source of inspiration for them: Yves Saint Laurent, Karl Lagerfeld, Giorgio Armani, Gianni Versace, Hubert de Givenchy, Marc Bohan (Dior)... Very quickly, international stars come to dress in the Renoma boutique, which has become legendary. From rock to contemporary art, including Hollywood and sports personalities, the greatest legends have their suits

cut there: Salvador Dalí, Pablo Picasso, Andy Warhol, Jean-Michel Basquiat, Bob Dylan, Eric Clapton, James Brown, Jack Nicholson, John Lennon, The Rolling Stones, Jim Morrison, and many others.

For artistic purposes and to accentuate the exceptional quality of his blazer, Maurice Renoma decided in 2005 to entrust his models to the greatest international contemporary artists to make them works of art. This new adventure expresses his idea of creation: a mixed universe, where different inspirations converge. 32 artistic figures from all over the world respond present.

Since this first step, he has multiplied artistic collaborations, in particular the production of fusion works with other plastic surgeons.

Michel Houellebecq called on Maurice Renoma to wallpaper the erotic room of his exhibition "Rester Vivant" at the Palais de Tokyo.

One of his latest encounters was in 2022 with Bruno Decharme who exhibited at the Appart a selection of works of its exceptional collection of art brut; Maurice Renoma presents for the first time his "Failed Photos".

### press contacts

presse@renoma-paris.com  
+33 (0)1 44 05 38 18  
www.60yearsrenoma.com





## infos & links

### 60 years renoma

[www.60yearsrenoma.com](http://www.60yearsrenoma.com)

### maison renoma

[www.renoma-paris.com](http://www.renoma-paris.com)

### maurice renoma

[www.mauricerenoma.com](http://www.mauricerenoma.com)

### press contacts

[presse@renoma-paris.com](mailto:presse@renoma-paris.com)

+33 (0)1 44 05 38 18

### boutique & appart renoma

[www.renoma-shop.com](http://www.renoma-shop.com)

129bis rue de la Pompe, 75116 Paris

from Tuesday to Saturday, from 10am to 7pm

