



Maurice Renoma

exhibition

CARTE BLANCHE

October 12 - November 17, 2023

ESMOD 1841

12 rue Catherine de la Rochefoucauld, 75009 Paris
www.esmod.com

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ESMOD Paris
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In 1963, the White House Renoma boutique opened its doors, rue de la Pompe, in the 16th arrondissement of Paris. Considering fashion as a form of art, Maurice Renoma begins to express through clothing an original vision free from any aesthetic prejudice and marks a real turning point in the history of fashion.

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In 2023, for the 60th anniversary of Maison Renoma, the collaboration between Maurice Renoma and such a prestigious institution as ESMOD stands out as obvious: 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.

This year of exchange and sharing was announced last June with the “ESMOD Hors Les Murs” exhibition at the Appart Renoma: for the first time in the school’s history, the students’ end-of-year creations from ESMOD France were presented outside the school. The Appart Renoma, a hybrid place for cultural encounters, appeared the ideal location for welcoming the excellence and know-how of young talents, who were thus confronted with the gaze of an external audience of professionals, amateurs, neophytes. It was also an opportunity to claim the central place of fashion in the world of art and in the cultural industry.

“The question that interests me the most today is sharing, passing on to new generations. 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 nourished an ideal of freedom that we have always kept at the 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 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





“Following the success of the *ESMOD Hors Les Murs* exhibition showcasing Fashion Design 2023 talents at Appart Renoma last July, we are delighted and honored to welcome the *Carte Blanche à Maurice Renoma* at our Paris school, an exhibition of photographs, videos, vintage and contemporary looks celebrating 60 years of a remarkable career.

The story and life of this art, culture, design and fashion enthusiast for 60 years, his timeless modernity crossing time and generations with freedom, talent and audacity, are an example and a source of inspiration for our students in their quest for meaning and values.”

Véronique Beaumont
General Director - COO
ESMOD International

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Two projects are planned for 2023, dedicated to this special encounter between Maison Renoma and ESMOD International: an exhibition combining decoration and retrospective, and an educational creative program for the school's students.

carte blanche à maurice renoma

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From October 12 to November 17, 2023, *Carte blanche à Maurice Renoma* at ESMOD Paris: the designer is invited to take over the school's Paris headquarters, where Fashion Design programs are taught, for an abundant artistic *carte blanche*. Like his career, art and fashion blur their boundaries and cohabit in this magnificent mansion, whose central atrium is surrounded by Eiffel-type metal beams and walkways. Doors, windows and balconies are dressed in Renoma's immersive, sustainable decor in harmony with the premises, and an exhibition retraces Maurice Renoma's six decades of creation through vintage looks, iconic pieces, photographs and graphic designs of the artist.

creative project

last quarter of 2023

Heritage and transmission: the new generation of ESMOD students revisits the Renoma collections through the prism of contemporaneity. A generation of committed, inclusive talents, increasingly aware of the environment and the future of our planet, will be tasked with diving into the Renoma universe and appropriating an iconic Renoma piece to reinterpret it in their own language. Performance, art, design, 3D: everything is permitted in the creative process, as long as it is free.

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

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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 served as a workshop, close to the Carreau du Temple, in the 3rd 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 16th 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.



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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

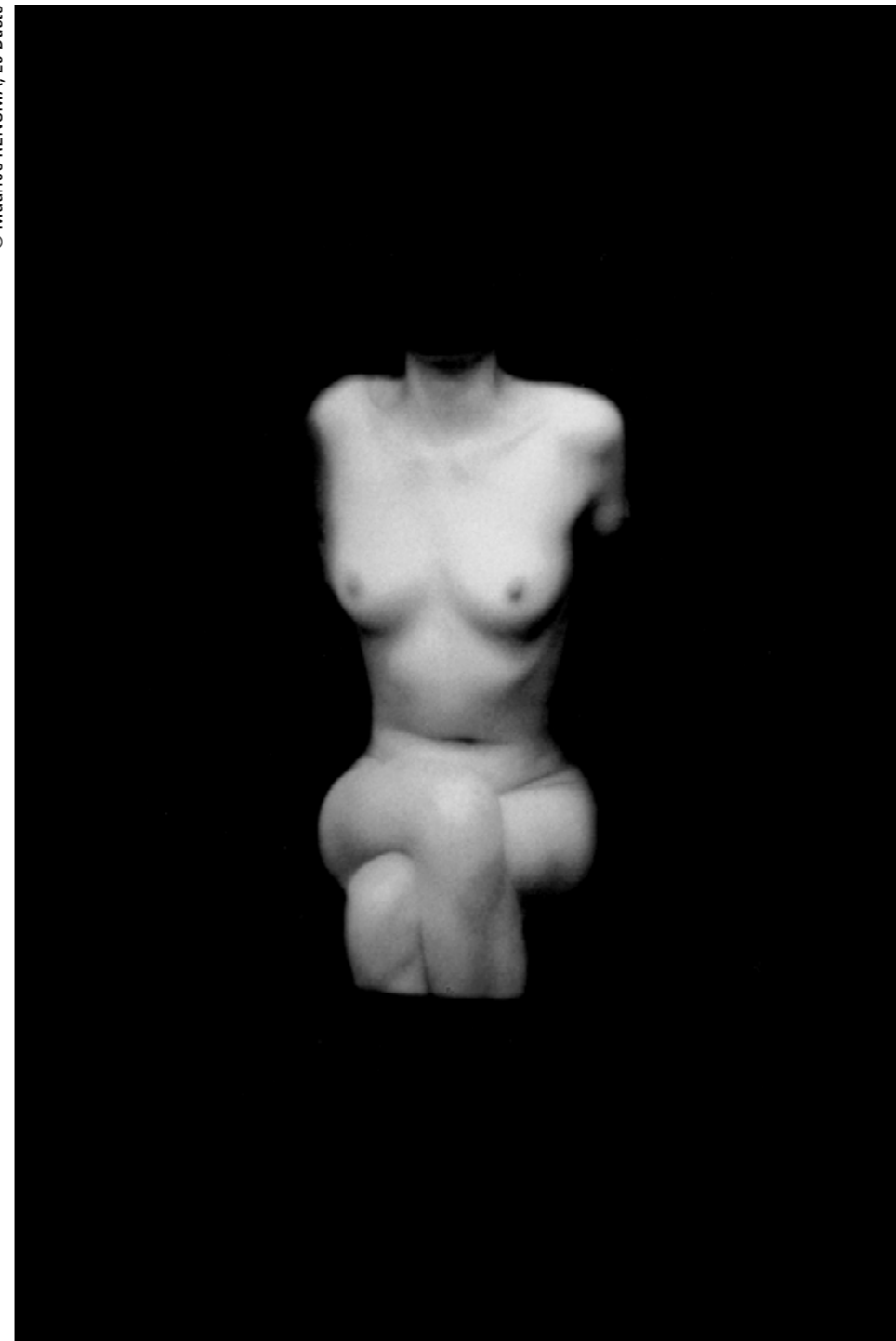
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© Maurice RENOMA, Le Buste



© Maurice RENOMA, Série Mythologies I

© Maurice RENOMA, Les Fantômes

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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*.



ESMOD Intl © Matthieu Colin

ESMOD¹⁸⁴¹

ESMOD International **an apprenticeship in fashion and** **its contours, tailor-made**

Its creation dates to 1841, when Alexis Lavigne, visionary tailor, founded the ESMOD school known at the time as Maison Lavigne, and decided to teach modeling and creation techniques. 181 years later, this private school spreads throughout France and abroad with its network of 18 schools in 12 different countries.

A pioneer in fashion learning, ESMOD, now ESMOD International Group, has diversified since its beginnings, but remaining always keen to pass on its know-how, its pedagogy and its techniques. Since 1989, in addition to its Fashion Design classes, the Group also offers Fashion Business courses to learn branding and communication. All these programs are recognized in private higher education with the cycles post Bac +3 and post Bac +5, focusing more than ever on hybridization.

In 2022, ESMOD International inaugurated in Paris a new class called Meta-Wear dedicated to digital fashion creation. One year course committed to developing the skills of future Digital Fashion Designers and other Creative Technical Designers specialized in Metaverse and NFTs. A major first in France!

With its international network, from cutting classes to artistic creation and brand development, ESMOD International has constantly reinvented itself in order to respond to the evolution of future generations and to the demands of a constantly changing industry. With a wide range of training courses covering all fashion professions, and a strong network of expert speakers and alumni, the Group is a model in its field. Along with its fashion shows and its program of exhibitions and events inside and outside the walls, its real success is due to the quality of its teaching and to the audacity it shows to remain leader, always in the air of the times. Integrating innovation and CSR, ESMOD International is also composed of a continuing professional training organization - ESMOD Pro - and a publishing house - ESMOD Éditions - which publishes educational methods of creation and techniques of exclusive modeling. There is also ESMOD Patrimoine, a heritage collection of archives of its founder and his successors as well as more than 300 pieces of historical clothing and accessories.

WWW.ESMOD.COM

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