

MIMA

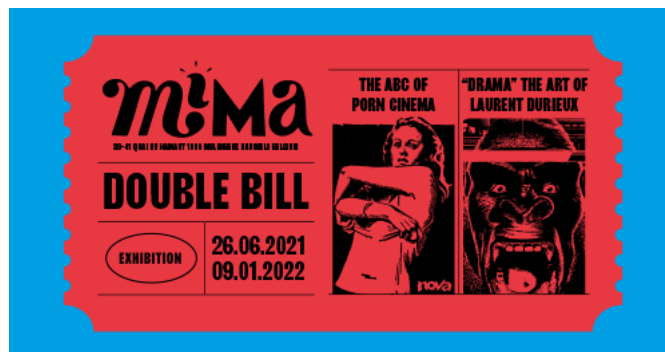
Press Release

June 2021

Double Bill

To make up for all that lost time, what do you say to a double feature for the price of one? That is what MIMA is putting on for visitors with Double Bill, which opens to the public from Saturday, the 26th of June.

Double Bill is one ticket for two exhibitions that take you on a journey into the light and shadow of the cinema. On one side the stars, Hollywood and the works of Laurent Durieux. On the other, the 40 exceptional archive pieces from the ABC pornographic cinema in Brussels.



Drama, The Art Of Laurent Durieux

First emerging at the beginning of the 20th century, the cinema went on to become a planetary pillar of the cultural world, a mirror of its time. The film poster is the gateway into its universe. A single image that summarises thousands of others with accuracy and dramatic tension. Belgium is fortunate to have among its citizens probably the most talented poster designer in the world: **Laurent Durieux!**

Internationally acclaimed by film buffs, **Laurent Durieux** has become the go-to artist of aficionados such as Francis Ford Coppola, Steven Spielberg,... designing posters for such memorable films as Raiders of the Lost Ark, The Shining, Jaws 2, etc.

Drama means action in Greek. It is also the root of the word dramaturgy, the art of telling stories about characters in action, and one that Laurent Durieux masters perfectly. Since time immemorial, dramaturgy has been used to spice up stories and Laurent Durieux's work takes up this noble heritage. With his cinephile's eye and his artist's hand, he interprets the films in the form of posters and in doing so writes his history of the 7th Art. The Brussels native uses all the trick of dramaturgy to build a subtle narrative in the illustrations.

This talent would be nothing without the artistic touch that puts the flesh on the bare bones. Order, detail and sobriety are the three words that best describe the style of the illustrator's

posters. In his compositions, he seeks the clarity and harmony of a drawing that is meticulously sharpened digitally to capture a brilliant idea.

The exhibition presents nearly one hundred of the artist's works from 2012 to the present.

The ABC Of Porn Cinema

An exhibition in partnership with the NOVA cinema.

This exhibition is forbidden to children under 18.

Pornography accounts for 27% of video streaming on the Internet, with 80% of viewers being male. Its influence on everyone is relative, but it plays an important role in the construction of cultural representations of sexuality.

In 2013, the ABC, Brussels' last 'old-school' adult cinema still showing 35 mm films, closed its doors. **The ABC of Porn Cinema** explores the life of this cinema during its four decades in activity and evokes the world around it. Through numerous documents, posters, hand-painted billboards, press clippings, censored photos and an art installation, it sheds light on an obscure part of our culture, destined to be buried in the annals of history. These historical archives are exceptional and are not afraid to indulge in humour or to drum up reflection and controversy!

40 years of archives represent 3,000 reels of film, ten meters of posters, photos and other documents... A precious collection to understand and preserve a little known local history with ramifications from Ostend to Tyrol, via New York! A real journey through the world and through time!

This collection offers a glimpse into a time and a place that have disappeared, but only recently. This collection and the stories behind it exert a certain power of fascination and sometimes arouse a form of nostalgia. The artisanal aesthetics of another time and the iconography from the "golden age" of pornography, in particular, can go some way towards muting the criticism. It is however necessary to take a step back and consider the archive in its context, marked by the hegemony of a male and white, "heteronormative", sexist and often violent point of view.

A bygone era

The VCR market started growing in Belgium from the early 1980s and its success dealt a blow to the attendance figures of erotic cinemas. Pornography could now be watched in private and in an uncensored version, while porn theatres were still not allowed to show uncut "hard-core" movies! This triggered an outcry against this unfair competition!

Adult cinemas were forced to reinvent themselves or disappear. To attract customers, you have to be creative. By 1981, the ABC network had already found the solution by putting on strip-tease acts between the films.

The "shows" became the draw. International artists featured on the programme, their names displayed in big letters in the windows. Applications came from all over the world and many dancers, sometimes accompanied by a companion for a duo, stopped over in Belgium. Big erotic variety shows were organised and different formulas were experimented: personalised acts that could be booked to assuage personal fantasies, broadcasting of the 1986 World Cup matches with stripping at half-time...

While the formula proved relatively successful, it also spelled trouble for the ABC cinema and would ultimately lead to its demise. In fact, from the 1990s onwards, the Brussels municipal authorities started applying a heavy tax on "soft porn shows".

By presenting a small subjective selection from the ABC archives, MIMA touches on its history and holds up a mirror to contemporary questions about the city, cinema and, of course, pornography.

The MIMA

MIMA puts on two main exhibitions every year, with a predefined theme that explores a specific aspect of collective and individual identity.

The brains behind this citizen project are 4 Brussels inhabitants, enthusiastic about the idea of promoting contemporary creation. A couple of cultural entrepreneurs, Michel and Florence de Launoit, approached independent curators and gallery owners Alice van den Abeele and Raphaël Cruyt with the MIMA concept (Millennium Iconoclast Museum of Art): a museum of contemporary art that presents an iconoclastic and transversal culture

MIMA writes a collective narrative that brings together eclectic works using an accessible, empathetic and direct language. MIMA boasts an emblematic location in the centre of Brussels: the former Belle-Vue breweries, on the banks of the Canal, in Molenbeek. Opened in April 2016, MIMA has already welcomed over 190,000 visitors in the course of 9 exhibitions. Double Bill is the tenth exhibition.

More information

The exhibition is a partnership between the NOVA cinema and MIMA.

Curators of the exhibition: Tatiana Bohm, Philippe Brancaert, Lauren Glaçon and Laurent Tenzer

Artistic installation: Gogolplex

Art direction: NOVA & MIMA

The exhibition The ABC of Porn Cinema is forbidden to children under 18.

Exhibition: from 26 June to 9 January.

Address: 39-41 Quai du Hainaut, 1080 Brussels, Belgium.

Opening hours of the museum :

- Wednesday to Friday: 10 a.m. to 6 p.m.

- Saturday and Sunday: 11 a.m. to 7 p.m.

Closed on Monday and Tuesday.

Individual visitors: € 9.5 - Discount: € 7.5 - 12 > 18 years old: € 5 - Schools: € 5 - Children under 18 years old: € 5

Schools: € 5 - Children from 6 to 12 years: € 3 - Children from 0 to 5 years: free.

Admissions and Covid

Every effort will be made to ensure that visitors can enjoy an optimal visit in the required safety conditions. Visitors are limited to 80 per hour in order to respect a ratio of 10 square meters per

person. For this purpose, an eticketing system has been set up in order to be able to reserve a time slot and buy an admission ticket. -> <https://fr-20202117ra.iziii.pro/fr/>

A route respecting the social distancing rules is planned, allowing visitors to make the most of the exhibition.

www.mimamuseum.eu

For more information

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Event: event@mimamuseum.eu

Restaurant: restaurant@mimamuseum.eu - 0495 79 22 47.

Press: press@mimamuseum.eu

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Photos: <http://www.forum-communication.be/fileBox/MIMA/>

