

Maurice Renomy

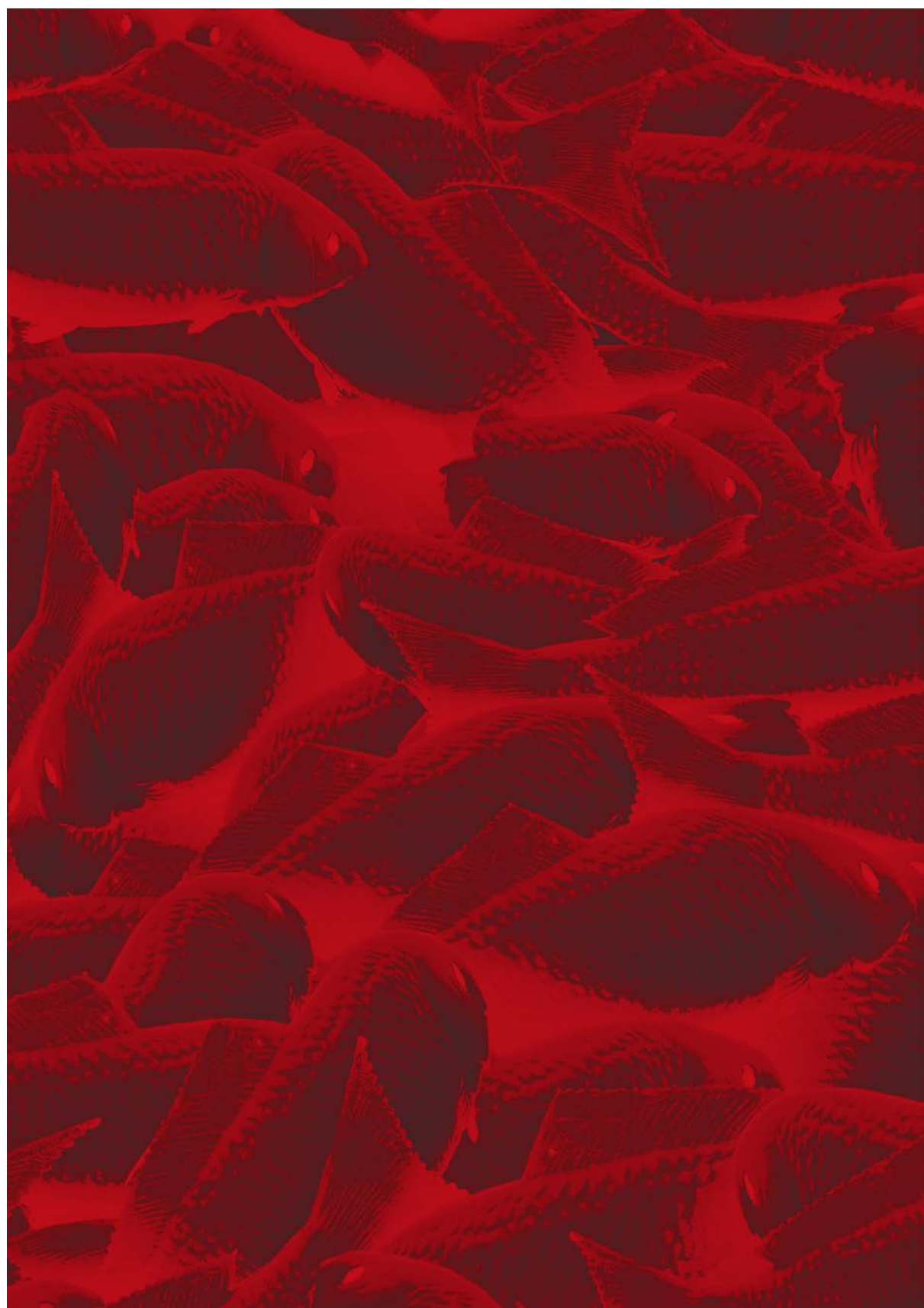
LES MYTHOLOGIES



DU POISSON ROUGE

AN OPEN AIR EXHIBITION IN TROUVILLE-SUR-MER

2023





CRISTOBAL THE GOLDFISH

After visiting Saint-Quay-Portrieux and Brittany in 2022, this year 2023 Cristobal the goldfish - the faithful companion of designer, fashion designer and photographer Maurice Renoma - criss-crosses the Normandy coast and invades the beach of Trouville-sur-Mer!

The whole city comes alive around this astonishing and endearing plastic character: he swims through spectacular, comical, poetic stagings, pointing his fin at ecological but also societal issues to the artist.

See you on Saturday April 1, 2023 for the inauguration of the outdoor exhibition: from the beaches to the quay, passing through the Cures Marines Hotel and other iconic places in this city, Maurice Renoma offers an offbeat walk following in the footsteps of its goldfish in its wanderings.

Cristobal will stop in Trouville-sur-Mer until the end of October 2023, with a very special date: the 23rd of this month will be Maurice Renoma's 60th anniversary of creation and counterculture.

Since their meeting in 2017, Maurice Renoma has taken this artistic alter ego on a journey around the world and through time to denounce the ravages of pollution linked to overconsumption and the degradation of collective memory. Thanks to this golden narrative arc, the artist can create poetic, playful and iconoclastic narratives: the spectators will be led into a teeming and offbeat universe to discover a story of creation.



Cristobal le poisson rouge
in Trouville-sur-Mer



MAURICERENOMA

Maurice Renoma is an unclassifiable visionary who has created, from fashion to image, an instinctive aesthetic giving life to a transgressive and abundant universe.

In 1963, the White House Renoma boutique opened its doors: considering fashion as an art form in its own right, Maurice Renoma began to express through clothing an original vision freed from any aesthetic prejudice. Renoma shakes up the codes and marks a real turning point in fashion's history: an entire generation bears his name, the «Renoma Generation».

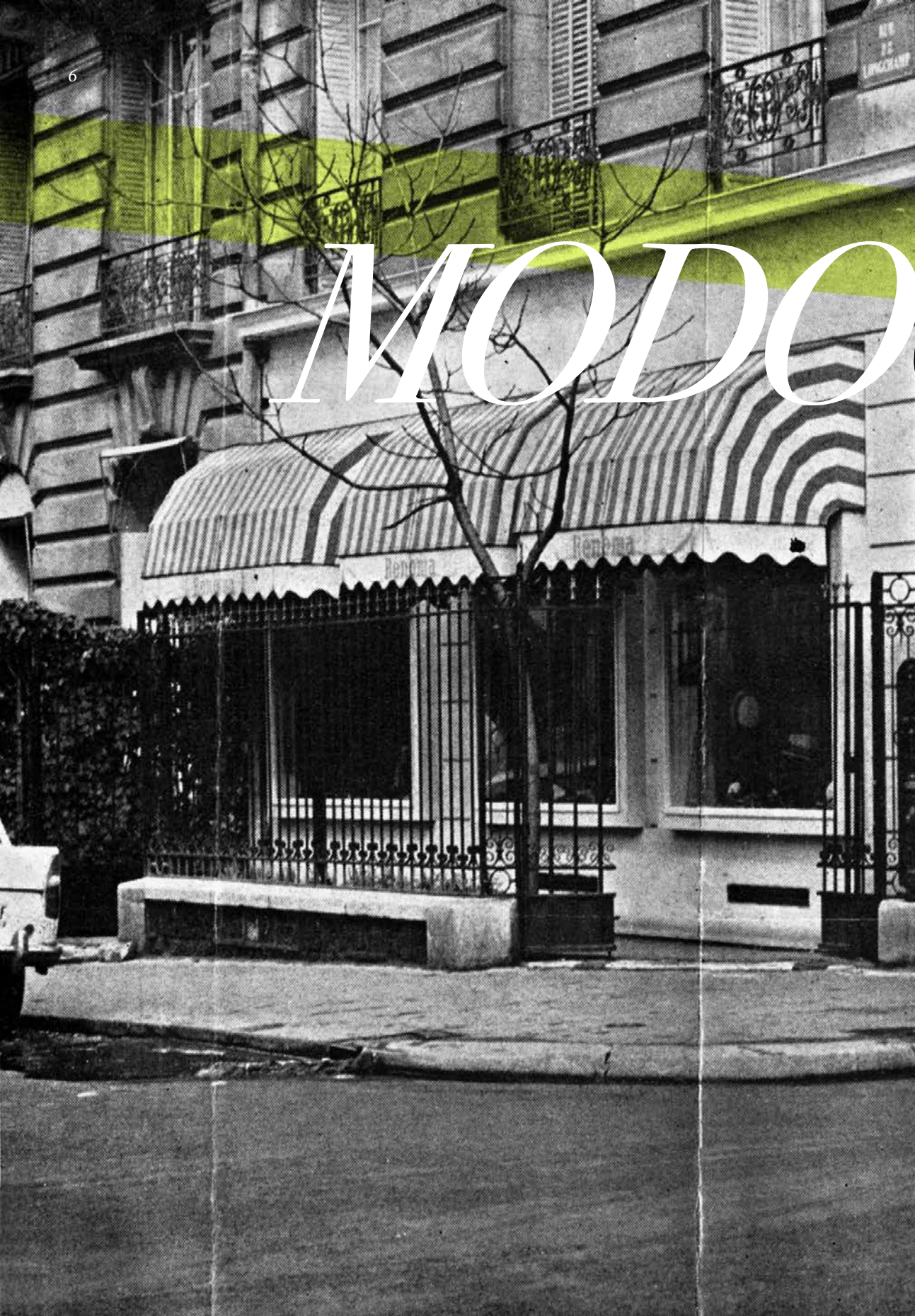
In the early 1990s, Maurice Renoma developed a passion for a new means of expression: the image. It is life itself that becomes the main subject of his creations. His career is presented as a continuous series of experiments and visual productions on different media: he goes from film to digital, from black and white to color, from nude to landscape and still life.

In art as in fashion, he is self-taught. He experiments with patchwork, reuse and the reappropriation in freedom and without taboo: images and materials become shapes to be modeled and mixed to create bold, original associations.



mauricerenoma.com

MODA



GRAPHIE

Son of tailor and manufacturer Simon Cressy, Maurice Renoma was born on October 23, 1940. He grew up with his brother Michel in the family apartment, which was also the fashion workshop, near Carreau du Temple in the 3rd district of Paris. From 15 years old, Maurice designs suede and loden clothing in a typically British style which was unheard of for the time.

Its countless collections can punctuate the century in a kaleidoscope of shapes and colors, of which men's fashion still has few equivalents today. Very much inspired by Vasarely and Escher, Maurice Renoma borrows some codes from Optical Art, cubism, and modern art to integrate them into his clothes with taste and meticulousness.

Renoma shakes up the codes by injecting the notion of aesthetics into clothing beyond the functional aspect, exploring androgyny and the mixing of genres, shocking biases for the time. It's a whole generation that has a passion for extravagance in clothing and the bursting of masculine codes.



renoma-paris.com

on the left, the White House Renoma boutique
on the right, Renoma advertising campaign with Jane Birkin and
Serge Gainsbourg, by David Bailey

PHOTO



GRAPHIE

It is life itself, in its extraordinary normality, which becomes the main subject of his photographs.

Maurice Renoma 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 material to be modelled.

Fiercely independent, Maurice Renoma cultivates a raw image of his own, which offers a mythology of the body and what surrounds it. It's a question of giving shape to the intimate far from the codes of classical representation, hence the hybridization that runs through his work and the application of singular modes of figuration.

In fashion as in photography, Maurice Renoma is a fan of transgression, recycling, and transformation. He confronts the experience of photographic material and its reappropriation, its reuse as a concrete and material element. His images are impulsive and reflect the creativity of a unique universe in which experimentation is the perpetual credo.

His artistic works have been exhibited in more than 150 galleries and prestigious venues in major cities in North America, Europe and Asia, such as New York City, Paris and Tokyo.

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



on the left, Maurice Renoma's first analogue photograph from the Floue series
on the right, *Last Supper*

ENCOUNTERS AND ARTISTIC COLLABORATIONS

His revolutionary style allowed him to dress and associate with the greatest French artists of the time: Brigitte Bardot, Serge Gainsbourg, and Jane Birkin, Jacques Dutronc and Françoise Hardy, Catherine Deneuve, Jean-Paul Belmondo, Alain Delon... great politicians also succumbed to the Renoma madness: Valéry Giscard D'Estaing, François Mitterand or even Jacques Chirac will pass through the hands of the couturierrr whom Tout-Paris adores.

Serge Gainsbourg, close friend of Maurice, will be the brand ambassador of the brand for more than 10 years.

He frequents and 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 celebrities come to dress in the Renoma boutique, which has become legendary. From rock to contemporary art via Hollywood and sports personalities, the greatest legends have their suits cut there: Salvador Dali, Pablo Picasso, Andy Warhol, Jean-Michel Basquiat, Bob Dylan, Eric Clapton, James Brown, Jack Nicholson, John Lennon, The Rolling Stones, Jim Morrison, and many more.

In an artistic concern and to accentuate

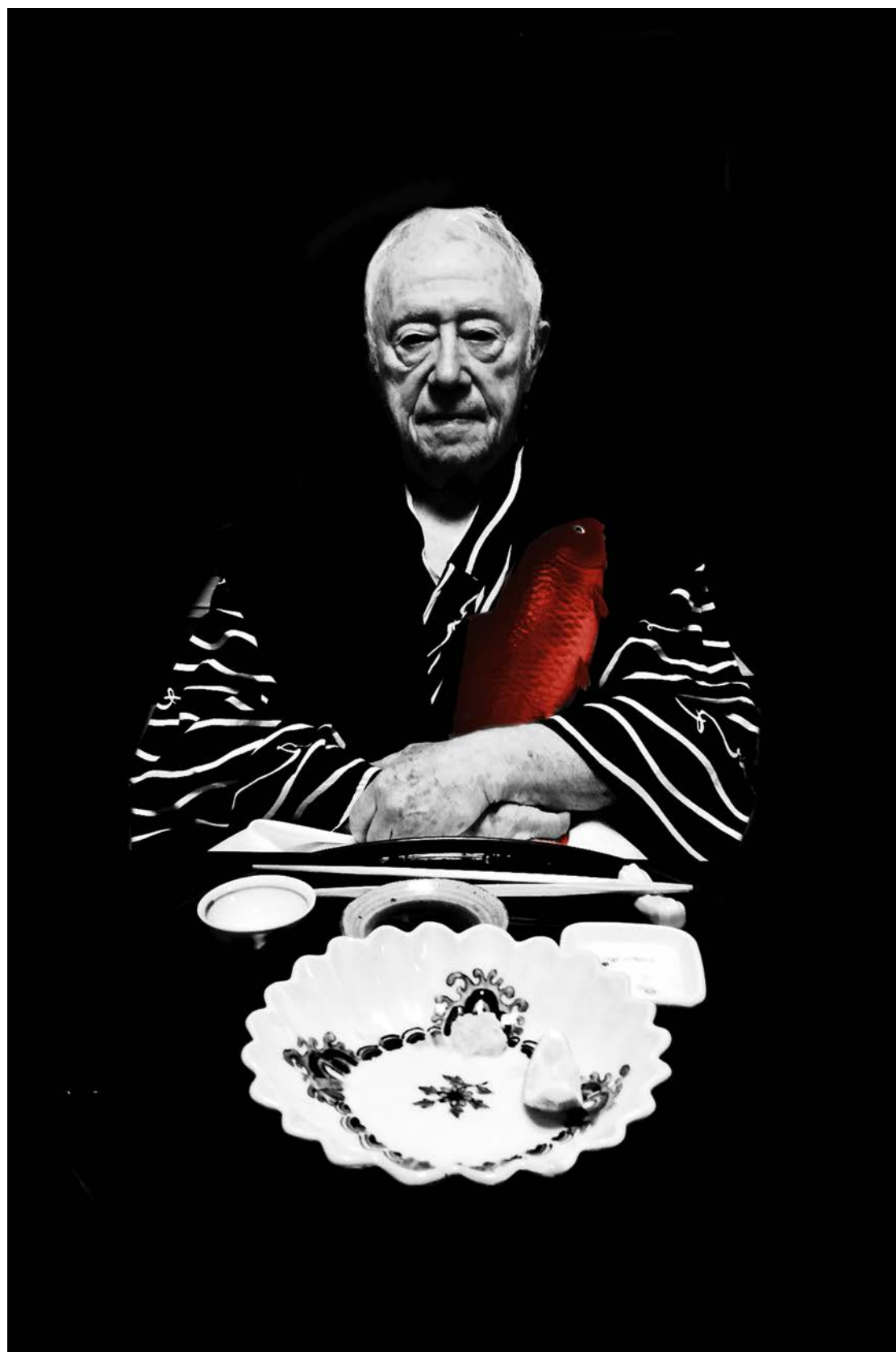
the exceptional value of his blazer, Maurice Renoma decided in 2006 to entrust his models to the greatest international contemporary artists to make works of art. This new adventure expresses his idea of creation: a mixed universe, where different inspirations converge. This unprecedented collection of Blazers is born from this exchange, from a gaze that returns to the textile material impregnated with other colors, other materials, other perceptions. 32 artistic figures from all over the world responded including Arnal, Ben, Erro, Klasen, Villeglé, etc.

For several years, Maurice Renoma has been involved in artistic collaborations particularly in the production of fusion works with other visual artists: Jef Aérosol, William Bakaimo, Jorge Luis Miranda Carracedo, Jace, Le Turk, Famakan Magassa, Carlos Quintana, Enrique Rottenberg, Romain Thiery, Dominique Zinkpe, etc.

Michel Houllebecq calls on Maurice Renoma to wallpaper the erotic piece of his exhibition Rester Vivant at Palais de Tokyo.

His last meeting in 2022 is with Bruno Decharme to exhibit at the Appart a selection of artworks from his exceptional collection of Art Brut; Maurice Renoma presents for the first time his "Failed Photos" [Photos Ratées], spontaneous and intimate shots.





CRISTOBAL

Protagonist of his latest exhibitions and artistic experiments (*Mythologies du Poisson Rouge*, *Confinement Virtuel*, *Scène Symphonique*, *Anamorphose*), Cristobal is the symbol of Maurice Renoma's ecological and humanist reflection, presented in the form of fables and mythologies.

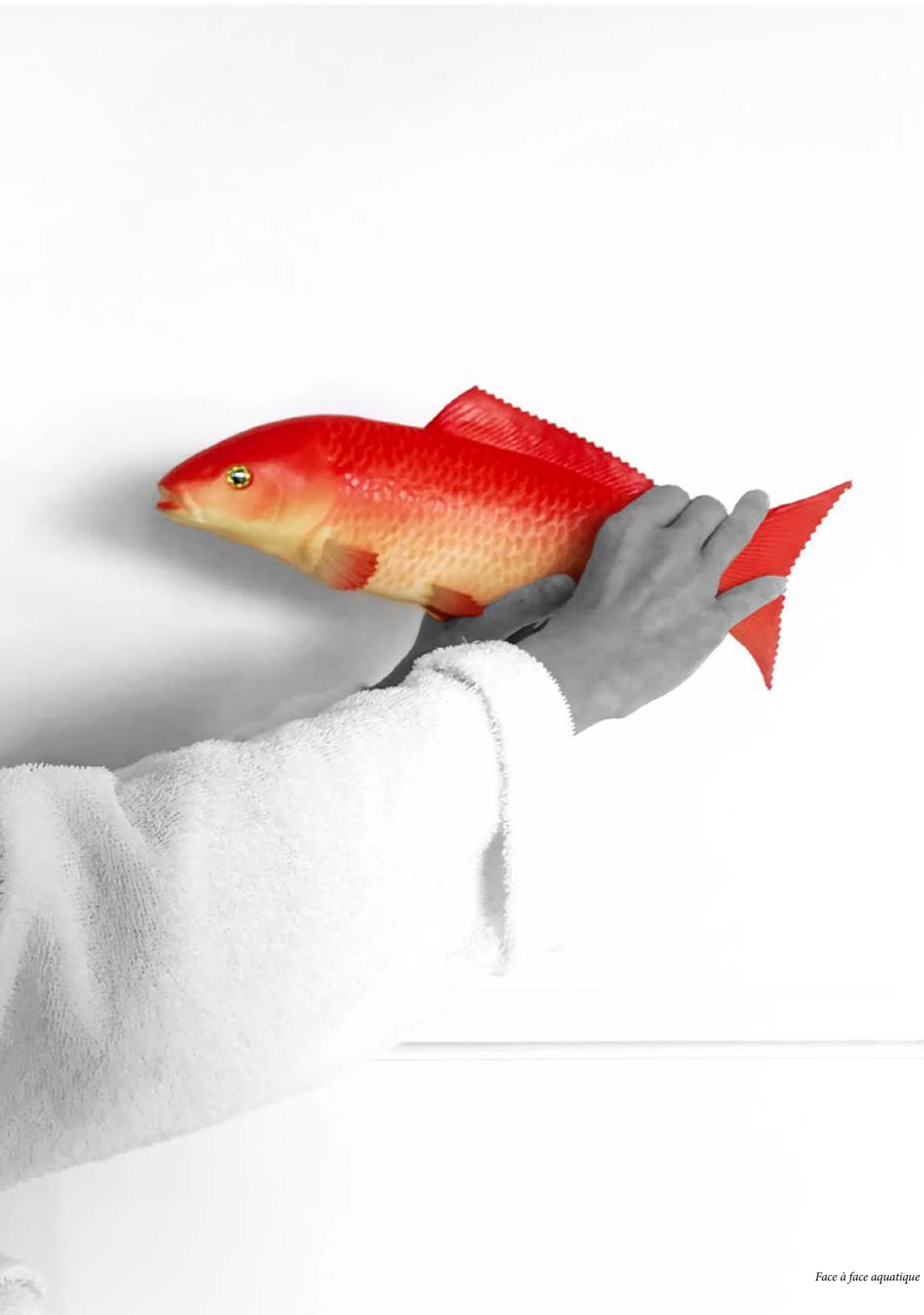
Cristobal, born of polymers, fed mainly on the 15 million tons of plastic dumped each year in the oceans, without fear of being one of the countless victims discovered dead on the shores.

The City of Trouville-sur-Mer presents an open-air course, which leads spectators to follow the adventures of this goldfish: Cristobal has fun drifting along the chaotic currents of representations of our daily lives. But it also finds in this coastal town a refuge, a haven of peace where it can stop and take the time to talk to people: the famous Cures Marines establishment will thus host part of the exhibition and the wanderings of this ecological muse.



Mythologies du poisson rouge









on the left, *La mère et le poisson*
on the right, *Souvenir de Malaisie*





9 secondes



ANAMORPHOSE

In the continuity of his Mythologies du Poisson Rouge, the artist makes his goldfish Cristobal travel not around the world but in virtual reality where, from filter to filter, he enjoys playing with the codes of classical representation.

Freedom of creation and ecological concern remain the central issues of Maurice Renoma's artistic interest, who once again affirms his iconoclastic desire to break the codes: the hybridization accompanying all his work assumes this time the form of a playful and irresistible anamorphosis.

As in his work as a fashion designer, his images become materials and shapes to be modeled and mixed, in order to create bold and original associations. In art as in fashion, Maurice Renoma experiments with the patchwork technique and the reuse of images as if they were tangible elements.

In his approach, the codes of representation are no longer fixed: the modes of figuration are destroyed and recomposed as he pleases in order to push the imagination beyond the beaten track.

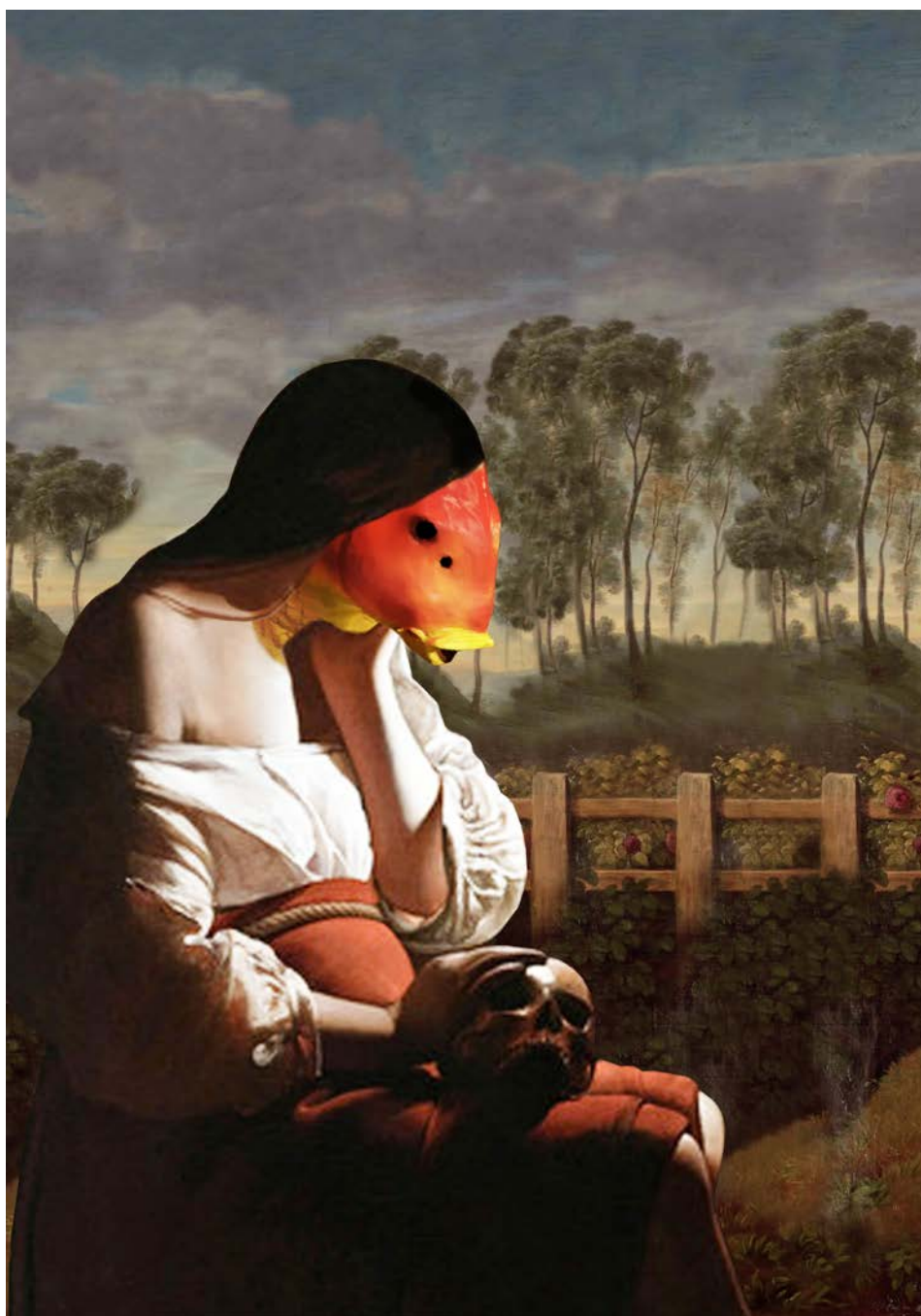
The classics meet and start a dialogue between eras. What are they talking about when no one is watching? And why is Cristobal the face of these conversations?

The famous goldfish has the power to address contemporary issues and make them universal: it retells the history so that everyone can identify with it and participate in its writing.





on the left, *Cristo et Bal*
on the right, *Le jeune poisson rouge à la perle*



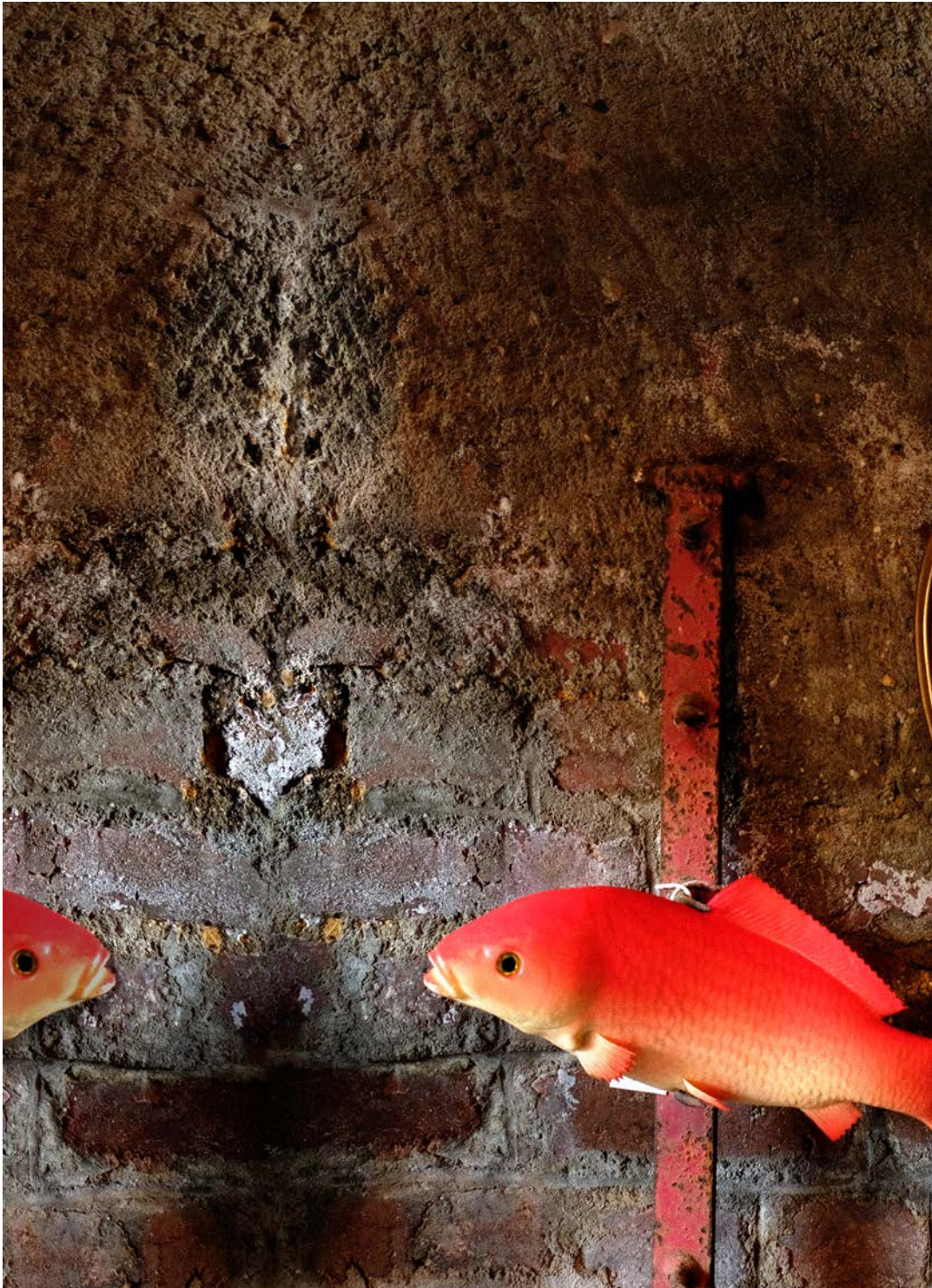


Tout n'est pas caviar, ou le jour du marché





on the left, *Portrait de Cristobal XV*
on the right, *Portrait de la fille du poisson*





Nature Morte 06
Statue : Jorge Luis Miranda Carracedo





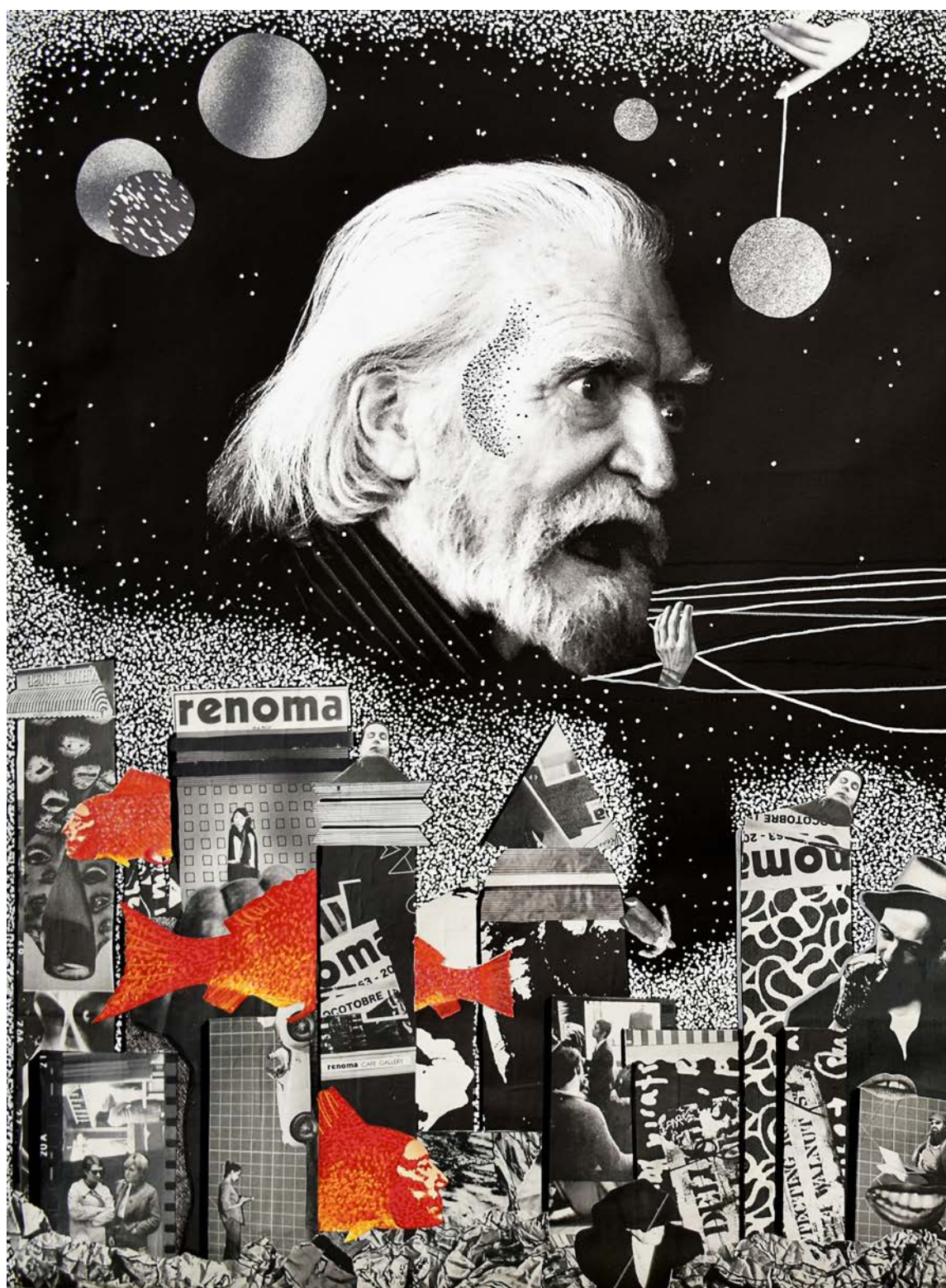


The present is not enough for Cristobal. He decides to invent his own reality and to create a universe where he can change his appearance with light. He plays with the invisible: through a system of optical illusions, the goldfish enjoys hiding and swimming in the chaotic and overflowing whole of our current representations.

He finds his truth hidden in the dark, in the margins. In the spaces left empty. Where things are transformed and purity is shown, creativity (will) save mankind.



on the left, *La liberté en cage*
on the right, *Poisson en Cage*





PAST EXHIBITIONS

MAURICE RENOMA

2023

«Border Line» L'Appart Renoma, Paris.
«Les Mythologies de Maurice Renoma» Galerie Depardieu, Nice.
«Cristobal, le poisson rouge», photographic itinerary in the town of Trouville-sur-Mer.
«L'art de la matière : Gutai and the post-war Japanese avant-gardes», L'Appart Renoma, Paris.

2022

«Matières| Brut. Bruno Decharme & Maurice Renoma: a conversation about art brut », L'Appart Renoma, Paris.
«Cristobal, le poisson rouge», photographic itinerary in the town of Saint-Quay-Portrieux.
Participation in «Une autre histoire de la mode française / Contre-cultures et cultures jeunes, 1960-1990», Institut Français de la Mode, Paris.
Participation in Photo.Doc, Paris.
«Anamorphose», L'Appart Renoma, Paris.
«Anti-Camera Obscura», Espace Morpho Saint-Ouen, Saint-Ouen.

2021

«Scène Symphonique», L'Appart Renoma, Paris.
«Cosmogonie» Espace Niemeyer, Paris.

2020

«Mythologies du Poisson Rouge», L'Appart Renoma, Paris.

2019

«Maurice Renoma Art Tribute», Espace Bernard Palissy, Boulogne-Billancourt.
«Maurice Renoma fait son cinéma», Galerie Depardieu, Nice.
«Série Noire», Souplex Renoma, Paris.

2018

«Maurice Renoma fait son cinéma», Galerie Rauchfeld, Paris.
«Elles by Maurice Renoma», Galerie ArtPhotoBy Sophie Leiser, Paris.

2017

«Billard-Costard, photographie et perspective», Souplex Renoma, Paris.
«CUBA!», Galerie ArtPhotoBy Sophie Leiser, Paris.
«Maurice Renoma», Hôtel de Paris, Saint-Tropez.
«Renoma Habana», Galeria Habana, La Havana, Cuba.

«RQR», la Fabrica de Arte Cubano, La Havana, Cuba.
Carte blanche to Maurice Renoma at the National Hotel in Miami, Miami Beach.

2016

«Sans Tabou», Galerie ArtPhotoBy Sophie Leiser, Paris.
«Mythologies», international photography festival Nicéphore +, Clermont-Ferrand.
«Rester Vivant» by Michel Houellebecq, scenography of the erotic room, Palais de Tokyo, Paris.
«Retour aux sources II», Mairie du 16ème, Paris.
«Retour aux sources», photographic itinerary in 7 Parisian exhibition venues (Square du Temple, Mairie du 3ème, Galerie Rouan, Galerie Le Ballon Rouge, Chenaux Gallery, Galerie Photo12, Galerie Artistik Rezo).

2015

«Chelsea Hotel», Boutique & Souplex Renoma, Paris.
«Histoires dans l'histoire», Galerie Patrice Peltier, Paris.
Participation in Salon du Vintage, «70's chic», Carreau du Temple, Paris.
Participation in Fine Art Auctions Miami, Florida.
«Maurice Renoma», Galerie Alberto Linero, Miami, Florida.
«Maurice Renoma», Art Basel, Galerie Markowicz Fine Art, Miami, Florida.

2014

«Un + Un = 3», Maison de la Photographie, Lille.
«Maurice Renoma», Idol, Tokyo, Japan.

2013

«Modographe», Galerie Bertrand Delacroix, New York.
«Les 50 ans de Renoma», Boutique et Renoma Café Gallery, Paris.
«Marilyn», Cloître, Compiègne.
«Mythologies II», Boutique Renoma, Paris.

2012

«Maurice Renoma», Art Basel, Miami.
«Marilyn Monroe, seule. Photographies de Bernard of Hollywood et Yury Toroptsov», scenography, Souplex Renoma, Paris.

2011

«Punk Attitude», Boutique Renoma & Renoma Café Gallery, Paris.
«Renoma s'expose chez Bloomingdale's», New York City Center.

«Renoma s'expose chez Bloomingdale's», San Francisco.
 Collective exhibition «Le Bestiaire», Galerie Voz Images, Boulogne-Billancourt.
 «The Beat Generation : de Kerouac... à... James Dean», Renoma Café Gallery, Paris.
 «James Dean : On the road... une vie programmée», Boutique Renoma, Paris.

2010

«Jimi Hendrix», boutique Renoma, Paris (Photos by Jean-Noël Coghe, Alain Dister, Claude Gassian, Bob Lampard, Sylvie Lèbre, Jean-Pierre Leloir, Gered Mankowitz, Dominique Petrolacci, Jean-Louis Rancurel, Christian Rose, Dominique Tarlé, Baron Wolman).
 «Shanghai : hier et aujourd'hui. 1994/2010», Renoma Café Gallery, Paris.
 «The Story Of. 10 photographes racontent les Rolling Stones. 1964/2006», boutique Renoma, Paris (Photos by Michael Cooper, Tony Frank, Claude Gassian, Gaëlle Ghesquière, Michael Joseph, Jean-Pierre Leloir, Gered Mankowitz, Maurice Renoma, Dominique Tarlé & Pierre Terrasson).
 «Mythologies», Galerie Sparts, Paris.

2009

«Serge Gainsbourg par Tony Frank», Boutique Renoma, Paris.
 «Le Trou», Renoma Café Gallery, Paris.

2008

«Amnesty», Palais de Tokyo, Paris.
 «Mythologies», Sbaiz Spazio Arte, Italy.
 «Photographie Alternative», Boutique Renoma (Photos by Alyz, Silvia Anguelova, Alain Brendel, Joël Caussimon, Thierry Cheverney, Florent Dupuy, Andy Julia, François Lefevre, Lindsay, Douglas Pacadis, Stéphanie Portier, Lynn S.K., Alexandre Yterce).
 «Maurice Renoma», Stark hôtel, Beverly Hills.

2007

Festival de Cannes.
 «Jungle», Boutique Renoma, Paris.
 Bergdorf Goodman, New York.

2006

Biennale des éditeurs de la décoration, Carrousel du Louvre, Paris.
 VIA Design Expo, Paris.

«Transgressions», Galerie Meyer Le Bihan, Paris.
 «REve NOMAde», Mercedes Benz Center, Rueil-Malmaison (32 artists hijack the legendary Renoma blazer: Arnal, Chambas, Cueco, Erro, Formica, Giorda, Goldstain, Grau-Garriga, Hastaire, Karavan, Khimoune, Klasen, Kuroda, Lopes Curval, Milshtein, Painter, Rancillac, Rovelas, Sandor, Sato, Segui, Shahabuddin, Sung-Hy, Soulié, Stampi, Van Hoeydonck, Velickovic, Villeglé, A-Sun Wu, Xenakis).

2005

«Mythologies», MANIF, Seoul, Korea.
 VIA Design Expo, Paris.
 «Mythologies», Boutique Renoma, Paris.

2004

«Renoma», Galeries Lafayette, Paris.
 «JAPON. Lolitas, salary men, cosplays...», Renoma Café Gallery, Paris.
 «Néofusion», FNAC, Paris.

2003

«Néofusion», Renoma Café Gallery, Paris.
 «Lounge-Vidéo», lancement de la 1ère compilation «Néofusion».

2002

«Russie : nouveaux regards. Photographies. 1990-2001», Renoma Café Gallery, Paris (Photos by Groupe AES, de Sergei Bratkov, Olga Chernisheva, Serguey Chilikov, Gleb Kosorourov, Vladimír Kuprianov, Igor Moukhine, Vicenti Nilin, Groupe Fensol).

2001

Opening of Renoma Café Gallery, 32 avenue George V, Paris.

2000

Galerie Flak, Paris.
 Espace Belleville, Paris.

SOME PUBLICATIONS

	<p>... maurice renoma : modographie Editions Marval, Paris. 1999. 184 pages.</p>		<p>Mythologies de Maurice Renoma Editions Marval, Paris. 2012. 219 pages. Texte de Pascal Lainé</p>		<p>MR 2019. 146 pages.</p>
	<p>acte pulsionnel. 1999. 112 pages.</p>		<p>Mythologies II 2013. 44 pages.</p>		<p>Journal de l'univers de Maurice Renoma 2017. 56 pages.</p>
	<p>Un + Un = 3 Maurice Renoma une aventure singulière Editions de La Martinière. 2013. 240 pages.</p>		<p>James Dean. on the road... une vie programmée 2011. 100 pages.</p>		<p>Mythologies du Poisson rouge 2022. 233 pages.</p>

Maurice Renoma

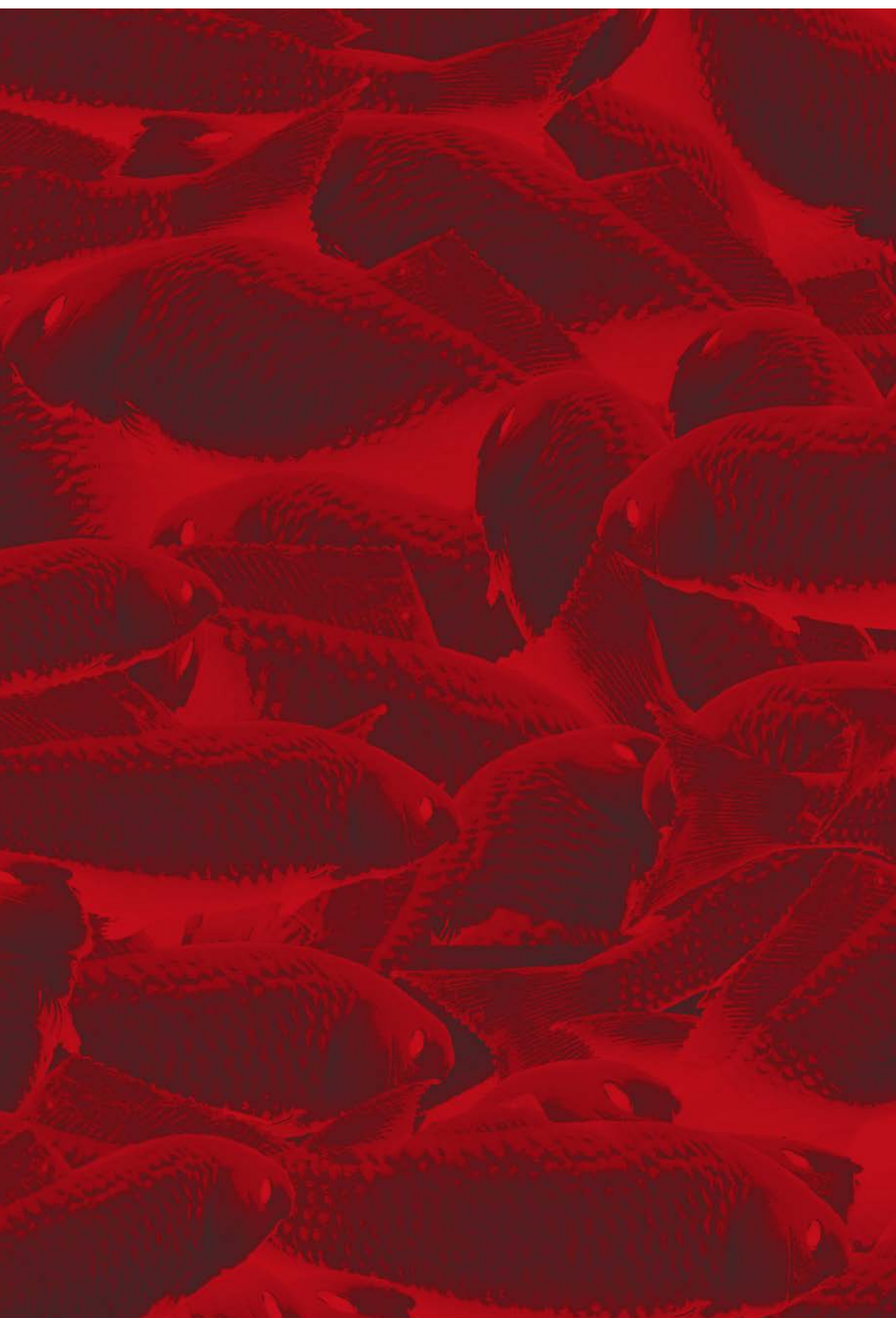
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www.mauricerenoma.com

Maison Renoma
www.renoma-paris.com

Boutique Renoma
www.renoma-shop.com

Renoma Café Gallery
www.renoma-cafe-gallery.com

Renoma Hotel
www.renomahotel.com





*Cristobal le poisson rouge
in Trouville-sur-Mer*

FOR 60 YEARS, MAURICE RENOMA HAS BEEN CELEBRATING LIFE THROUGH HIS CREATIVITY.

