

Maurice Renoma

CRISTOBAL, LE POISSON ROUGE

Open-air exhibition



Trouville-sur-Mer
April - October 2023

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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 and 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

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. 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.

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.



« Face à face aquatique » © Maurice Renoma

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MAURICE RENOMA

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.



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