



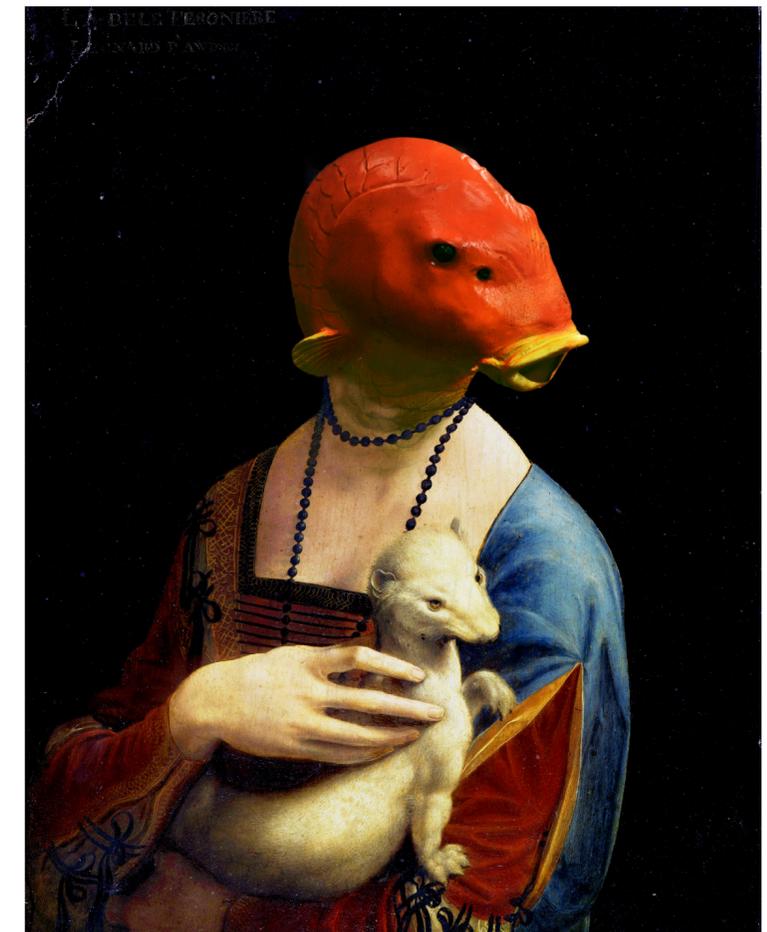
**A PLASTIC GOLDFISH
AT THE AQUARIUM DE PARIS
TO DENOUNCE POLLUTION**

From March 2 to May 3, 2024
at the Aquarium de Paris

Cristobal is at the heart of a playful, poetic, and artistic exhibition at the Aquarium de Paris from the 2nd of March to the 3rd of May 2024, where its mission will be to raise awareness and denounce the omnipresence of plastic in the oceans, the overproduction of waste, and the pollution. The Aquarium de Paris and its basins dedicated on this occasion to the history of the goldfish in our societies and cultures, become the ideal setting to exhibit Maurice Renoma's small plastic goldfish, a joyful and quirky artistic mascot designed to raise public awareness of these causes that concern us all and whose impact could change our future.

Through this immersive and educational exhibition-walk, this unprecedented collaboration between the Aquarium de Paris and the artist - also the first stylist to have a carte blanche in this iconic place - helps to promote the founding principles of the Aquarium, which are to educate and teach, especially towards the young audience who will constitute the society of tomorrow and will be actors in the choices about the future of the planet.

© Graphic design by Maurice Renoma, The Goldfish with an Ermine (based on the work of Leonardo da Vinci)



© Graphic design by Maurice Renoma, «Tribute to Jules Verne»



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 shop opens: considering fashion as an art in its own, Maurice Renoma starts to express an original vision through clothing, freed from any aesthetic prejudice. Renoma shakes up the codes and marks a real turning point in the history of fashion: an entire generation is even named after it, the «Renoma Generation».

© Graphic design by Maurice Renoma,
"Tribute to Andy Warhol"



In the early 1990s, Maurice Renoma develops a passion for a new means of expression: the image. It's life itself that becomes the main subject of his photos. 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. This irrepressible creative force has led Maurice Renoma to constantly invest in the reality surrounding him, to the point of creating a playful and ironic universe in his image.

Since 2017, Maurice Renoma has taken this artistic alter ego on a journey around the world to denounce the ravages of pollution linked to overconsumption. Protagonist of his latest exhibitions and artistic experiments, Cristobal is the symbol of Maurice Renoma's ecological and humanist reflection, presented in the form of fables and mythologies.

THE BOOK MAURICE RENOMA: HORS CADRE



© Maurice Renoma, Still Life
(Statue: Jorge Luis Miranda Carracedo)

On the occasion of the «Mythologies du Poisson Rouge» exhibition at the Aquarium de Paris, Maurice Renoma presents «Hors Cadre» in a preview—a retrospective art book dedicated to his artistic career, published by Flammarion editions; the first one to trace the entirety of his unique artistic journey.

In line with Maurice Renoma's resolutely transgressive approach, the photographic series featured in «Hors Cadre» are mixed to be recomposed and stitched together in the form of a patchwork of different experiences, yet coherent in their semantic exploration. To punctuate this abundant iconography, twenty concept-texts, deliberate digressions akin to a Prévert inventory, deconstruct the temporal linearity of the life of this creator rebellious to norms.

Available in bookstores in March 2024.
Author: Sonia Rachline
€69 - 304 pages - 9782080420305

Flammarion

CRISTOBAL

«I think that for a while, I had this idea of plastic in my mind. A year before the story of the goldfish, I flew over Malaysia and became aware - as if hit in the face - that man is ravaging nature, devastating the ecosystem by clearing forests to plant palm trees. Cristobal explains that we are assassinating the Earth, but with humor. He talks about pollution, plastic proliferation, but also recycling.» Maurice Renoma

At a time when fashion is one of the most polluting industries in the world, it is through the renown of his Renoma brand, emblem of chic Parisian prêt à porter, that the photographer and stylist Maurice Renoma initiates an innovative but always playful artistic and ecological discourse. With his photographic series «Mythologies du Poisson Rouge,» he raises awareness on the chaotic and devastating weight that our lifestyle and excessive consumption can have on the planet.

In the eponymous exhibition where he plays the central role, Cristobal the plastic goldfish appears in all its forms, but above all as the companion of a story: that of our planet and what we have made of it.

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. Cristobal becomes the bearer of a message that the artist wants to make accessible, universal: the goldfish is everywhere in his work, just as plastic is everywhere in daily life. Cristobal thus becomes Maurice Renoma's signature, the concept around which he develops his aesthetic research and which permeates all his artistic series in recent years.

Cristobal, the plastic goldfish, is thus at the heart of this playful and poetic exhibition whose mission is to raise awareness and denounce the omnipresence

of plastic in the oceans, overproduction of waste, and pollution. This endearing and colorful little mascot, swimming through spectacular scenes, points out ecological but also societal issues dear to the artist with a flick of its fin. A reflection of our image, it questions our habits and pushes reflection on our relationships, our consumption, and our dependencies, through the prism of humor.

Cristobal is also a premonition, a little fish born of polymers and fed by the 15 million tons of plastic dumped into the oceans every year. Plastic has revolutionized the world so much that its use has become indispensable, but Cristobal is here to remind us that it is toxic, that its residues have contaminated the planet, and that it is necessary to recycle it.

Thus, Cristobal becomes the standard-bearer of the mobilization that will reverse the trend: Maurice Renoma has made it an ambassador for ecology to sensitize people to the protection of seas, oceans, and marine life.

© Maurice Renoma,
Face à face aquatique



AN EXHIBITION IN SUPPORT OF ENFANTS DE LA TERRE

Concerned about the state of the planet that will be left to children, Maurice Renoma created several postcards featuring Cristobal the goldfish, sales of which will be entirely donated to the Enfants de la Terre association.

In 1988, Marie-Claire and Yannick NOAH founded the Enfants de la Terre association, which operates with respect to various donors, managing entrusted funds by giving priority to field work.

Since its beginning 35 years ago, the association, now chaired by Nathalie Noah, has been striving to address emergency situations faced by some children, whether in its crime prevention missions, educational assistance, or support in difficult circumstances such as illness or major surgery. Furthermore, the association provides ongoing support to sick and hospitalized children through its work with social services in French pediatric hospitals, offering financial assistance to disadvantaged families and volunteer support to alleviate their loneliness in the hospital.



The Aquarium of Paris is open every day from 10:00 am to 7:00 pm. Ticket office closes at 6:00 pm. Closed on 14th July.

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PRESS CONTACT

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The Aquarium de Paris, located in the Trocadéro gardens, is an informal environmental education institution, both scientific, educational, and playful, whose mission is to reveal the magic of life, but also to raise awareness of the challenges surrounding the maritime world and the preservation of marine ecosystems. The Aquarium houses around fifty tanks, accumulating 4 million liters of water, including the large tank of 3 million liters, housing approximately 13.500 fishes and invertebrates from all seas of metropolitan and overseas France, including 35 large sharks and 400 colonies of corals with exuberant colors. This establishment presents the largest collection of jellyfish outside of Japan with 24 tanks where 50 species are presented alternately in a hypnotic ballet.



www.aquariumdeparis.com

