

étienne + robial

graphisme & collection de futuropolis à canal+

Press release

Nov 10, 2022
— June 11, 2023

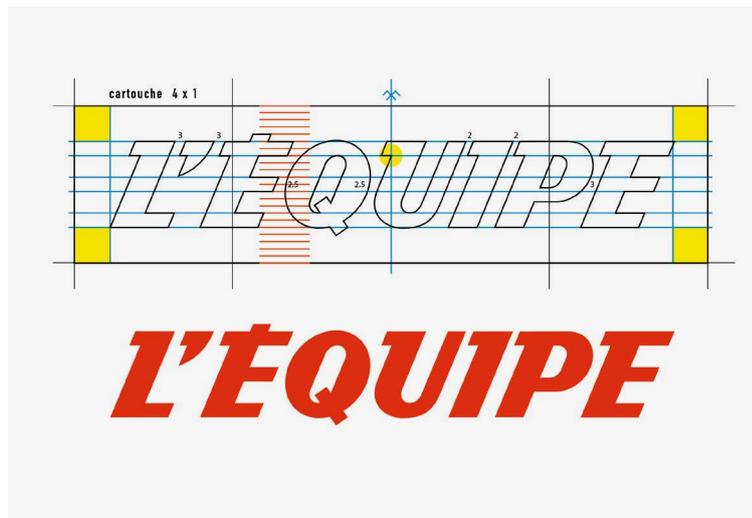


Detail of the exhibition poster of étienne + robial. graphisme & collection, de futuropolis à canal+ © Étienne Robial

étienne + robial

graphisme & collection

de futuropolis à canal+



Born in Rouen in 1945, Étienne Robial studied at the École des Beaux-Arts in Rouen and at the École des Arts et Métiers in Vevey, Switzerland. He started his career in 1970 as artistic director for the Barclay record label and Editions Filipacchi, helped design the initial concept for Le Point, and redesigned the artwork for Télérama. In 1972, after buying a bookstore specializing in comics, he co-founded the Futuropolis publishing house with Florence Cestac and worked to gain recognition for “auteur” comic books with authors such as Tardi, Bilal, Mœbius, Götting, Joost Swarte, Ever Meulen, Baudoin, Menu, Chauzy, Jeanne Puchol and Miles Hyman, to name a few. He pursued his publishing activity until 1994, before selling the business to Editions Gallimard.

1. *L'Équipe*
magazine logo —
On/Off productions
2016
© Étienne Robial

2. M6 logo —
On/Off productions
1987
© Étienne Robial

The musée des Arts décoratifs is paying homage to the work of Étienne Robial with a retrospective exhibition from November 10, 2022 to June 11, 2023. *étienne + robial. graphisme & collection, de futuropolis à canal+* retraces the exceptional career of this prolific and eclectic creator through works ranging from posters and drawings to videos, books and furniture. Graphic artist, publisher, artistic director, professor and collector, Étienne Robial has left a strong mark on the French audiovisual landscape over the past 50 years by creating the concept of ‘habillage’ – audiovisual presentations – for television stations such as Canal+ and M6. He co-founded the publishing house Futuropolis, thus contributing to the literary recognition of “auteur” comic books. He redesigned and created the artwork for magazines such as *Métal Hurlant*, *(À Suivre)*, *Télérama*, *Les Inrockuptibles* and, more recently, *L'Équipe*. The exhibition invites viewers into his world of graphic art, creating dialogue between his professional projects and pieces from his private collection including books, decorative objects, light fixtures, unique utensils and unique utensils. The exhibition was staged by Kevin Lebouvier.



Alongside his Futuropolis adventure, he founded the On/Off production studio in 1982, where he designed the “habillage” – a term he coined for audiovisual presentations – for major television stations like Canal+, where he remained general artistic director from its creation in 1984 until 2009. He designed the logo for the group's stations, 4,700 main titles and an immediately identifiable graphic system. He is also the man behind the presentations for La Sept (1986) and M6 (1987), as well as RTL9 (1995) and I-Télé (2003). More recently, he created the artwork for the magazine *Les Inrockuptibles* and the brand *L'Équipe*. He has also created the graphic identities of various sports and cultural institutions – the PSG (Paris-Saint Germain football club), the CNC (Centre National du Cinéma et de l'Image Animée), the RSA (Revenu de Solidarité Active) – and enhanced their evolving graphic systems. In 2006, he received the Promax Broadcast Design Outstanding Achievement Award. For the past 26 years, he has been a professor at the Penninghen school of art direction and interior architecture.

3. *Métal Hurlant* —
Cover
1975
© Étienne Robial

4. La Sept logo —
On/Off productions
1986
© Étienne Robial



3.



4.

The themed exhibition follows Etienne Robial's career from his Futuropolis period (1972 to 1994) to his Canal+ years with the founding of the On/Off production studio (1982 to present).

The exhibition begins with the Futuropolis years, shedding light on the work of the avant-garde comic book publisher through a selection of book collections by major authors, as well as drawings, catalogues and advertising materials.



5.

5. *(A SUIVRE)* —
Cover
1977
© Étienne Robial

6. Tardi —
One of the first
Futuropolis titles
© Étienne Robial

The exhibition also reveals the creator's influences and his personal, artistic world. An avid collector, Étienne Robial has put together an extensive collective of designer pieces from the modernist and functionalist movements of the 20th century (chairs by Mallet-Stevens, Mart Stam and Gerrit Rietveld, glassware by Wilhelm Wagenfeld, lamp by Marianne Brandt, alarm clock and calculators by Dieter Rams for Braun, among others) that punctuate the exhibition, along with the essential tools for any graphic creation: rulers, triangles, T-squares, ruling pens, compasses, drawing pencils and mechanical pencils.

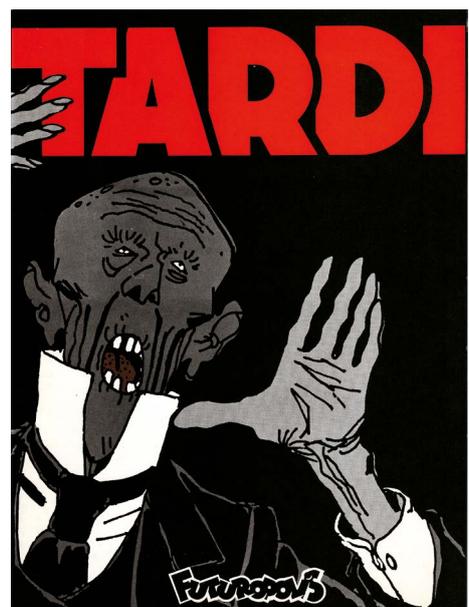
A reproduction of his library bookcases, featuring collections such as *Club du Livre* and *Série Noire*, reveals his references, his sources of inspiration and his "heroes": Kasimir Malevitch, Jean Arp, Theo van Doesburg, Josef Albers, Paul Rand, Max Bill, Willem Sandberg, Bruno Munari and Ed Ruscha, to name a few.

A section is devoted to education and Étienne Robial's distinctive approach to teaching graphic design to his students.

The exhibition concludes with the three main pillars of Étienne Robial's graphic world: forms, colors, and alphabets. Each plays a fundamental part in what defines his work, proportions and a regulating layout.

The musée des Arts décoratifs, boasting one of the richest and oldest graphic art collections in France from the 19th century to the present day, is pleased to present the first major retrospective of one of the leading figures on the French contemporary graphic art scene. The museum is pursuing its series of exhibitions on contemporary graphic artists, which has included past tributes to *Antoine+Manuel, graphiste et designer* (2009), *Michal Batory, artisan de l'affiche* (2011), *Typorama, Philippe Apeloig* (2013), and more recently *Roman Cieslewicz, la fabrique des images* (2018).

PRESS RELEASE



6.

Useful information

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Graphic Arts and Advertising
Musée des Arts décoratifs

#ExpoRobial

— Les Arts Décoratifs

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Sylvie Corréard, Chief Executive Officer
Christine Macel, Deputy CEO,
Director of Museums
Yvon Figueras, Director
of International Development
and Production
Olivier Hassler, Communications
Director

— Musée des Arts décoratifs

Christine Macel, Director of Museum
107 rue de Rivoli, 75001 Paris
+33 (0) 1 44 55 57 50
Métro: Palais-Royal, Pyramides,
Tuileries

*Entrance through the Carrousel
garden during the works*

Hours

Permanent collections:
→ Tuesday to Sunday, 11 am–6 pm
Temporary exhibitions:
→ Tuesday and Wednesday,
11 am–6 pm
→ Open late on Thursdays until 9 pm

Admission

→ General admission: € 14
→ Concession: € 10
→ Free for under 26

— Musée Nissim de Camondo

Christine Macel, Director of Museum
63 rue de Monceau, 75008 Paris
+33 (0) 1 53 89 06 40
Open 10 am–5:30 pm
Closed Monday and Tuesday
→ General admission: € 12
→ Concession: € 9
→ Free for under 26

— Library

111 rue de Rivoli, 75001 Paris
+33 (0) 1 44 55 59 36
Open Monday 1 pm–6 pm
and Tuesday to Friday 10 am–6 pm

— Publications and images

Chloé Demey, Head of Department
107 rue de Rivoli, 75001 Paris
+33 (0) 1 44 55 57 68

— Visitor engagement

Isabelle Grassart, Head
of Department

→ Activities for individuals

Reservation via the online ticketing

→ Activities for groups

Information and reservations

→ Young public, families, schools:
jeune@madparis.fr / 01 44 55 59 26

→ Adult public, higher education,
social field & disability:

adac@madparis.fr / 01 44 55 59 25

→ Conferences, round tables and colloquiums

Information and reservations:
01 44 55 59 75

— École Camondo

266 Boulevard Raspail, 75014 Paris
+33 (0) 1 43 35 44 28

— Ateliers du Carrousel

Fulvia Di Pietrantonio, Director
107 rue de Rivoli, 75001 Paris
266 boulevard Raspail, 75014 Paris
63 rue de Monceau, 75008 Paris
+33 (0) 1 44 55 59 02

— Bookshop & Gift Store

105 rue de Rivoli, 75001 Paris
+33 (0) 1 42 60 64 94
Open 11 am–18:30 pm
Open late on Thursdays until 9 pm
Closed Monday

— Loulou Restaurant

107 rue de Rivoli, 75001 Paris
or access via the Carrousel gardens
Open daily 12 pm–2 am
+33 (0) 1 42 60 41 96

— Le Camondo Restaurant

61 bis rue de Monceau, 75008 Paris
Open Tuesday to Saturday from
noon to midnight and Sunday during
the day
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