



TINTIN'S IMAGINARY MUSEUM

SPA – Belgium – Pouhon Pierre-le-Grand
(entrance by the tourist office)
Information and reservation: tintin-spa.be

LET'S GO BACK IN TIME to summer 2021. Spa has just been recognized on the UNESCO world heritage list as "great spa town" of Europe !

This label so much hoped for by the Spa inhabitants for over of 12 years is now a reality. Indeed, careful work has been orchestrated by the various municipal services but also by a management committee made up of a large number of local associations, including our Cultural Center.

Our city thus finds back the foundations of its identity linked to the quality of its sources, of its rich architectural heritage and of its exceptional environment. It writes with the citizens a new chapter in its history, inviting them to continue building its cultural, social and economic development.

This recognition is also important for the cultural Center, which since 2016, has brought together the municipalities of Spa, Jalhay and Stoumont to form a vast cultural territory.

Our institution is well known for its cultural multiple action . It also pays particular attention to the raising awareness among residents about the different material and intangible forms of the heritage of our territory, so that they can make it their own. The challenge of the Cultural Center is to create in everyone a feeling of pride, a strong local cultural identity but always in a spirit of meetings, sharing and openness towards others.

At the dawn of this new stage, couldn't we imagine a cultural activity that would unite audiences ? A project that would appeal to the inhabitants of our territory as much as to tourists ? An exhibition that would be intergenerational, highlighted at the heart of our region, in the spa town, within this iconic building which is the Pouhon Pierre-le-Grand ?

It seemed obvious to us to choose an artist of whom we are all proud. A Belgian artist who unites us, we Belgian people, an artist who already offers to all of us something in common, this magnificent red and white rocket that decorates our passport. This is how an exhibition on Hergé and his favorite character Tintin presented in 4 languages (French, Dutch, German and English) has become our Moon Objective !

Since this summer of 2021, over the months, this project has come to fruition and *Tintin's Imaginary Museum* was created in 3 dimensions at the heart of our spa town.

By organizing this exhibition with the Hergé Museum, *Tintinimagination* and the city of Spa, the cultural center wants to strengthen its mission of democratization of culture by promoting an activity intended for a broad and intergenerational audience.

In the interest of seeking social diversity, it will promote for everyone, access and understanding of the work of this Belgian designer and illustrator, Hergé, one of the most famous artists of the 20th century.

The Cultural Center will also support young generations by offering them animated tours of the exhibition accompanied by reading workshops.

Our national hero with the puff will remain timeless!

For the Spa-Jalhay-Stoumont Cultural Center,
Alexandra PHILIPPE, director

A natural encounter: Spa and Tintin!

A timeless link : Spa and Tintin...

An exclusive: *Tintin's Imaginary Museum* in Spa!

IT IS WITH AN IMMENSE PLEASURE and a certain pride that the City of Spa is hosting a very real exhibition of the Tintin's Imaginary Museum, designed by Hergé. A poster known for 45 years has become true!

"The clear line" of this exhibition was drawn! The characteristics of a city of tourism, of history, of a city "where it happens always something" gave *Tintinimagination* and the Hergé museum the desire to organize with the City of Spa and the Cultural Center Spa-Stoumont-Jalhay this exceptional exhibition.

Hosting this world premiere required an exceptional venue. The Pouhon Pierre Le Grand naturally imposed itself as the perfect setting due to its size, its architectural characteristics but also its location in the heart of the "Rhine - Meuse Eurogio", a stone's throw from the Spa-Francorchamps circuit, on the banks of the Fagnes and in the center of a cirque of greenery which surrounds Spa.

Spa and Tintin, this is the setting that appeared ideal for *Tintinimagination* and the Hergé Museum. We find in the exhibition this natural scenery before entering the Imaginary Museum... A dialogue between the Moulinsart garden and the nature of Spa.

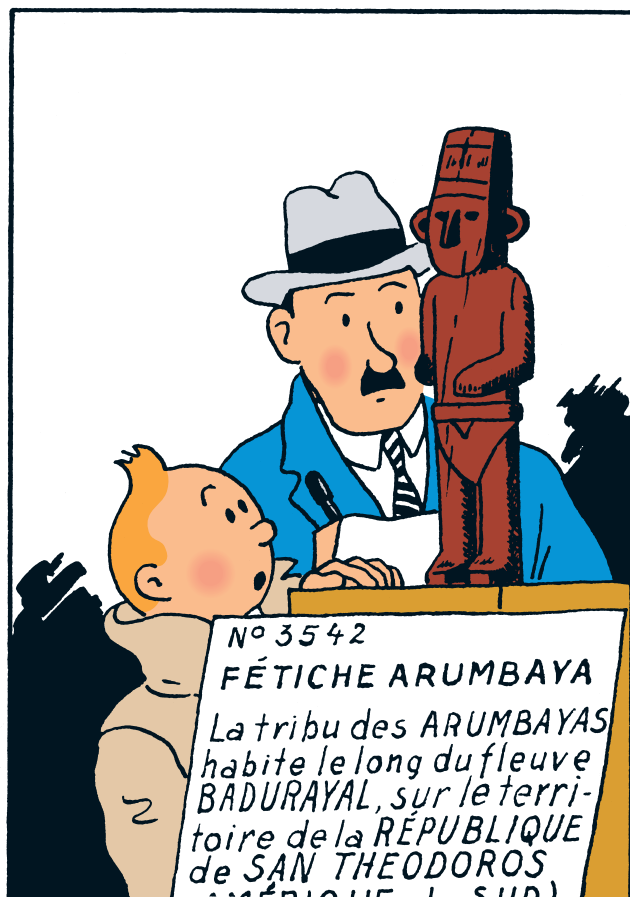
Spa and culture have always been a bond. Spa wants culture accessible to all, a culture that can be lived, simply shared with family, friends, for a weekend, during a walk. Tintin brings together all generations and it is therefore with enthusiasm that the Cultural Center and the college are invested themselves alongside *Tintinimagination* and the Hergé Museum to carry out this unique project.

For Madame la Bourgmestre, Sophie Delettre "The exhibition *The Tintin's Imaginary Museum* in Spa marks an important milestone in our desire to bring the Spa heritage to life through international exhibitions and to bring together audiences around an emblematic Belgian character. According to the dedicated formula, Tintin and Spa can be enjoyed from 7 to 77 years old.

"Combining culture and nature, cultural and architectural heritage, history and modernity, these combinations have always seemed to me the best way to provide access to culture for everyone. It's a real pride to have participated in making this possible today in Spa through this exhibition" declares Alda Greoli, in charge of Culture at the city's college.

This exhibition was made possible thanks to the support of the Wallonia Brussels Federation and the National Lottery.

For the City of Spa,
Sophie DELETTRE, Mayor
and Alda GREOLI, member of the college in charge of Culture



Hergé, real name Georges Remi, was born on 22nd May 1907 in Etterbeek in Belgium. Considered as the father of modern comics, he creates a style that is his own: the famous clear line. *Les Aventures de Tintin* are first published on 10th January 1929 in *Le Petit Vingtième*, weekly supplement intended for youth of the Belgian newspaper *Le Vingtième Siècle*.

Hergé's life is intertwined with his work. His creation, omnipresent, inhabits him and participates intimately in the conduct of the events which constituted the framework of an existence entirely dedicated to comics. It results in a substantial production and even if he is attracted by other artistic disciplines, Hergé won't never abandon the ninth art.

From Georges Remi press illustrator to Hergé art lover, including the birth of Tintin, the exhibition invites the visitor to follow the journey of this complete artist.

A big surprise awaits the curious at the end of the tour: Tintin's imaginary museum !

It was in 1979 that Michel Baudson designed the first major exhibition dedicated to the work of Hergé at the Palais of Fine Arts (now renamed Bozar), in Brussels. It will be titled: *Le Musée imaginaire de Tintin* and Hergé will design it's poster.

It then confronts Hergé's work with its documentaries sources, including numerous art objects that the designer went to observe in museums.

Between dream and reality, the city of SPA invites the visitor to enter in the poster and to discover in 3D these objects now mythicals that bring us back to live *Les Aventures de Tintin*.

BIOGRAPHY OF HERGÉ

1907 Birth of Georges Remi in Brussels, May 22.

1920 Start of his secondary studies at Saint-Boniface College, in Brussels.

1921 He joins the college scout troop, where he will receive "Curious Fox" as totem name. His first drawings appeared in *Never enough*, the scout magazine of the establishment and then in *Le Boy-Scout Belge*, the monthly magazine of scouts in Belgium.

1924 It is under the name Hergé – RG, phonetic transcription of the initials of his first and last name – who he now signs his illustrations.

1925 Georges Remi is recruited into the subscriptions department of *Le Vingtième Siècle*, a daily paper

1926 Birth of "Totot", C.P. des Hannetons, prefiguration of Tintin, in *Le Boy-Scout Belge*.

1928 Hergé is appointed editor-in-chief of *Le Petit Vingtième*, the weekly supplement for the youth of the Twentieth Century. The first issue appears on November 1st.

1929 10 January, birth of Tintin and Snowy in *Le Petit Vingtième*.

1930 Creation of Quick and Flupke.

Publication of *Tintin au pays des Soviets* by the Éditions of *Le Petit Vingtième*.

1932 Georges Remi marries Germaine Kieckens.

1934 Tintin is now published by Éditions Casterman. Hergé meets a young Chinese student, Chang Chong-chen. This friendship marks a decisive turning point in his career.

1935 Creation of Jo, Zette and Jocko for French magazine *Cœurs Vaillants*.

1940 On May 10, Belgium was invaded by German troops. *Le Vingtième Siècle* and *Le Petit Vingtième* disappear.

1950 Creation of Studios Hergé on the occasion of the publication of *On a marché sur la Lune (Explorers on the Moon)*, which requires important technical work and great documentary rigor.

1958 Hergé goes through a personal crisis, but manages to lead the *Tintin au Tibet (Tintin in Tibet)* episode comes to an end

1960 Release of the first film adaptation from the adventures of Tintin: *Tintin et le Mystère de la Toison d'or*. Remi discovers contemporary art and becomes a passionate collector. He separates from his wife and begins to travel with the woman who will become later his second spouse, Fanny Vlamynck.

1969 Release of the first feature-length cartoon from an album *Prisoners of the Sun*.

1977 The divorce from his first wife having been pronounced, Georges Remi marries Fanny Vlamynck.

1979 Commemorations for the 50th anniversary of Tintin. Andy Warhol produced a series of four portraits of Hergé.

1981 Reunion between Hergé and Chang Chong-chen, the Chinese friend who had played a decisive role in the creation of *The Blue Lotus*.

1983 Georges Remi, alias Hergé, dies in Brussels on March 3rd.

Schedules

From 10 a.m. to 5:30 p.m. – Closed on Monday (except public holidays)

July - August: Open every day from 10 a.m. to 5:30 p.m.

Place

Pouhon Pierre-le-Grand, Rue du Marché 1a, 4900 Spa (Belgium)

(Entry through the Tourist Office – +32 87 79 53 53)

Prices

Adult: **€10**

Senior (from 65 years old): **€8**

Youth (14-26 years): **€8**

Children (up to 13 years old): **€6**

Accompanied children under 7 years old: **free**

(max. 2 children per adult/senior/young person)

Children's group rate (min. 15 people): **€5**

Group rate for others (min. 15 people): **€8**

Ticket office: tintin-spa.be or at the Tourist Office.

Access

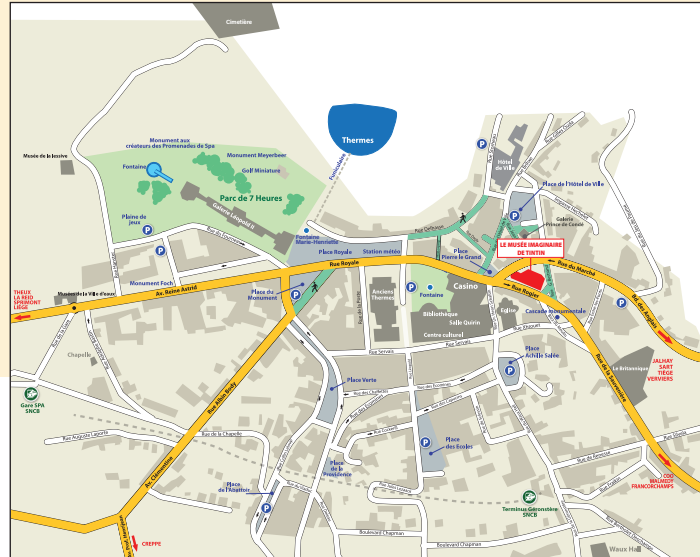
CAR: E42 motorway, exit 8 – Spa | E25 motorway, exit 45

TRAIN: Spa-Géronstère station (6' walk) | Spa train station (12' walk)

www.belgiantrain.be

BUS: www.letec.be

Contact > info@ccspa.be



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Please visit our press site at www.tintinpressclub.com (News section), from which you will be able to download the visuals and/or royalty-free photos for the press, as part of the promotion for the book. When you register on the site, you will receive a login and password allowing you to connect.

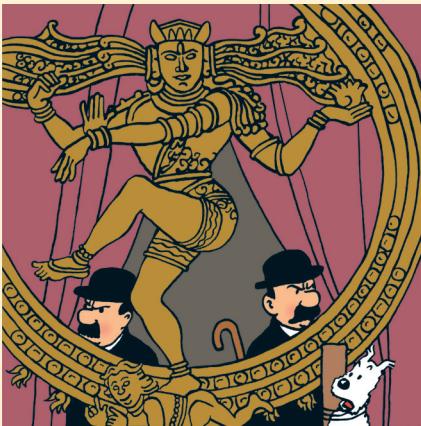
Mandatory mention of ©Hergé/Tintinimaginatio 2024 for all the visuals extracted from the work.

Please send any additional requests by email to delphine.maubert@tintin.be

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AFFICHE SPA.jpeg



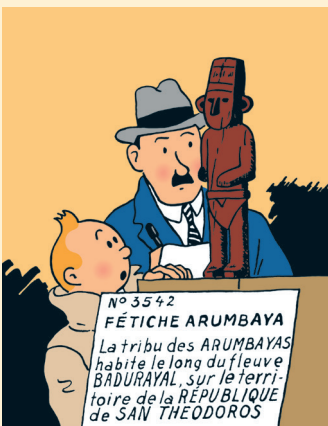
C03 50 C3 COLOR.jpeg
Les Cigares du Pharaon, case extraite de la planche 50.



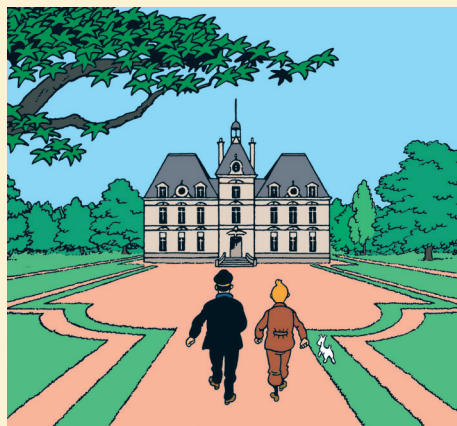
C04 48 D2 DET COLOR.psd
Le Lotus bleu, détail d'une case extraite de la planche 50.



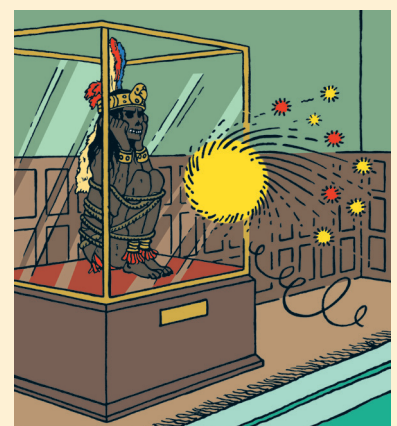
C04 55 C3 COLOR.jpeg
Le Lotus bleu, case extraite de la planche 50.



C05 03 B1 COLOR.jpeg
L'Oreille cassée, case extraite de la planche 3.



C11 59 B COLOR.jpeg
Le Trésor de Rackham le Rouge, détail d'une case extraite de la planche 59.



C12 31 C2 COLOR.jpeg
Les 7 Boules de cristal, case extraite de la planche 31.