

# NAÏA MUSEUM

## - PRESS KIT -

“There is nothing real about this place, there is a scent of Jean Cocteau and the shadow of a Tim Burton. Or as if Alice, lost at Lovecraft's, was having tea with Giger, aboard a ship out of Final Fantasy ». Donovan Potin.



★★★★★ 4,6 Plebiscite by more than 850 visitors on Google

## - SUMMARY -

1. PRESENTATION
2. AN ACTIVE APPROACH
3. ORIGINS & FOUNDERS
4. THE PLACE
5. OUTSIDE THE WALLS
6. SERVICES & PRACTICAL INFORMATIONS
7. LINKS & PRESSE



*Vincent Fouquet*

# 1: PRESENTATION



Located in the heart of the medieval site of Rochefort en Terre, the Naïa Museum presents a collection of works of art on the theme of the fantastic imagination, in an unusual atmosphere conducive to reverie.

A unique museum-gallery in Europe, it has benefited from the historical resonance of the place since 2015. Its installation, divided into 4 rooms, a garden and a 13th century underground passage, changes every year. It presents more than 80 international artists from underground currents, and more than 200 works inspired by fantasy, mythology, intuition, sensitivity, legends and science fiction.

To visit the Museum is to explore the arts of the imagination, meet metallic creatures, half insects, half machines, discover an extraordinary world mixing sculptures, paintings, drawings, digital works, photographs and videos.

# 2: AN ACTIVE APPROACH

A common thread connects the works and links the artists of this museum. Each in their own way invites visitors to question the world and its possible realities. So much remains to be understood and explained. Our 5 senses are not enough to understand everything. These artists offer a vision augmented by the imagination to explore the invisible part of our universe.

They dig Human Beings, their mythologies, legends, spirituality, civilizations, history and even dogmas through complex notions of time and space, by projecting them into pasts and possible futures. Developing curiosity, inspiring dreams, providing emotions, inviting the imagination and openness : all this is the museum's primary intention.



*Pascal Ferry*

A preponderant objective in the artistic approach of the Naïa Museum is to leave the visitor fully involved in his visit, to leave him free in his interpretation. Indeed, for the founders of the museum, the creations they exhibit are a whole and sufficient way of expression . It is up to everyone to read the messages according to their sensitivity, their personality, their experience and find their own degree of perception.

### 3 : ORIGINS & FOUNDERS

The Naïa Museum opened in April 2015, following a meeting between the mayor of Rochefort-en-Terre and two artists, Manu Van H, painter-designer, and Patrice "Pit" Hubert, metal sculptor. When the municipality offered them to settle in the premises occupied by the heritage museum until 2011, they created and co-directed this private museum.

For this couple of entrepreneurial artists, the museum that they imagined and entirely set up, aims to arouse curiosity and emotions in its visitors, by presenting a selection of works of great aesthetic and artistic quality.

Manu and Patrice wish, through their artistic approach and the works of the artists exhibited (of which they are part), to open awareness to other possible realities.

The medieval environment provided by the castle grounds, the history of the place, access to part of the old fortress underground, the story of Naïa the witch ... the atmosphere is ideal for taking visitors on board of the universe of the imaginary arts.

## **PATRICE « PIT » HUBERT :**

After his studies as a decorator in Rennes, he moved to Brussels at 23. He meets there the one who becomes his wife and partner, Manu, who follows him to Brittany a few years later.

He became a designer and scenographer in textile volume and worked on big events.

It was in 2003 that he started his own series of sculptures, monumental kinetics of metal and textiles the “Kinetic mecaniK”, several of which are on display at the museum.



## **EMMANUELLE VAN H.:**

Former Belgian, she adopted Brittany twenty years ago.

Graphic and plastic arts graduate, she expresses her creativity through many projects (realization of decorations, stands, posters ...).

It was in 2004 that she professionalized as a painter. Since 2015, she co-directs the Naïa Museum with Patrice full time.

The network of artists that they have developed during their many experiences and encounters allows them to offer a rich and varied scenography and to present an indisputable level of plastic and technical quality.

This is an alternative culture that comes out of the “mainstream” current widely disseminated and promoted by the institution. The Naïa Museum is an opportunity to represent and highlight an artistic scene that is dear to them and which has difficulty finding places for its expression.

## 4: THE PLACE



Located in the park of the Castel of Rochefort-en-Terre, the Naïa Museum takes advantage of the resonance of the past of this historic site : its oldest remains date from the 12th century. A small town of character, voted the favorite village of the French people in 2016, Rochefort-en Terre benefits from one of the most beautiful medieval Breton heritage. The castle grounds are home to the ruins of the fortress, as well as the museum which fits perfectly into it.

The castle, as we know it today, was built at the beginning of the 20th century by an American painter, Alfred Klots. He elects residence, during the works, in a building opposite the castle. He settles down to paint in a studio with a large glass wall, now occupied by the museum.



There is another important figure who marked the places and the minds of the villagers at the beginning of the 20th century:

Naïa, the witch of Rochefort-en-Terre

According to Charles Géniaux, author who met her and wrote about her in 1899, she is seen as a shaman and binder, with magical and healing powers. Popular and marginal figure at the same time, symbolically, the founders decided to use her name to baptize the museum. space is reserved for her, that only the curious will discover!

Between the spirits of Naïa the witch and Alfred Klots, the Naïa Museum can only find its place!



*Patrice Pit Hubert*

## 5: OUTSIDE THE WALLS

If the major identity of the museum is based on highlighting the Arts of the Imaginary, it is then up to us to spread their magic outside the walls of Naia. We offer turnkey exhibitions, as well as partnerships with different cultural institutions and event structures.

- Our services and fields of expertise:

We create, set up and build tailor-made exhibitions, made up of a wide choice of museum artists, scenography and communication media, adapted to your spaces. They can be themed, on a wide variety of sites and institutions.

- Our experience:

We evolve with the opportunities and encounters offered by music, arts, cinema, science festivals, ... (Boom, Ozora, Motocultor, Court Métrange, Cercle Cubik), trade fairs (BD, Tattoos), spaces and cultural institutions (galleries, scientific exhibitions, media libraries). We travel to France, Europe and internationally. Find all of our references in our special « Oustside the walls » press kit.

- Intra-Muros Partnerships:

We also host events within the confines of our museum: filming (music, cinema), partnerships with colleges and universities, literary event, etc.



## 6: SERVICES & PRACTICAL INFORMATIONS

### **Naïa Museum**

14 rue du Château

56220 ROCHEFORT EN TERRE

Tel: 02 97 40 12 35

Email: [contact@naiamuseum.com](mailto:contact@naiamuseum.com)

Site : [www.naiamuseum.com](http://www.naiamuseum.com)

The museum is open year round, the hours vary according to the seasons and school holidays. The annual schedule can be downloaded from the website.

### **Visit Prices :**

- Adult: 6€
- Reduced: 4€

((11-18 years old, students, unemployed, disabled person, Cezam card, over 80 years old, press card, members of Crédit Agricole)

- Until 10y.o: Free
- Annual pass : 18€
- Pandor'art experience (theescape game of the museum): 18€/ person.
- 10 persons group: 4€/person

### **Payments:**

Visa card, cash, holiday checks, checks.



## 7: LINKS & PRESS

- **Museum :** <https://www.naiamuseum.com/>
- **Artists List :** <http://www.naiamuseum.com/artistes>
- **Catalog of the available originals :** <https://www.naiamuseum.com/catalogue>
- **Social media :**  
Facebook : <https://www.facebook.com/naiamuseum/>  
Instagram : <https://www.instagram.com/naiamuseum/>  
Trip advisor : [https://www.tripadvisor.fr/Attraction\\_Review-g425022-d8296888-Reviews-Naia\\_Museum-Rochefort\\_en\\_Terre\\_Morbihan\\_Brittany.html](https://www.tripadvisor.fr/Attraction_Review-g425022-d8296888-Reviews-Naia_Museum-Rochefort_en_Terre_Morbihan_Brittany.html)
- **Press :**

<https://www.ouest-france.fr/bretagne/rochefort-en-terre-56220/rochefort-en-terre-beau-succes-pour-les-rencontres-du-naia-museum-6923866>

<https://www.ouest-france.fr/bretagne/rochefort-en-terre-56220/deux-jours-de-tournage-au-naia-museum-cdd706f2-a460-4b17-8366-e583eeded3fc>

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<http://www.letelegramme.fr/morbihan/vannes/rochefort-en-terre-naia-museum-le-chateau-reprend-vie-des-samedi-08-04-2015-10587941.php>

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<http://www.naiamuseum.com/single-post/2017/06/17/Portraits-de-TV-Rhuys>

<http://www.naiamuseum.com/single-post/2017/10/17/Tous-artistes-Le-futur-augment%C3%A9-de-lart-Conf%C3%A9rence-de-Yann-Minh>

<https://www.tvr.bzh/programmes/culture-club-1476201600>

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<http://www.presences-d-esprits.com/le-naia-museum-limaginaire-fantastique-investit-la-bretagne/>

[http://www.ecranfantastique.net/4images/details.php?image\\_id=43674&sessionid=ppm0neah18ahot87sin4s8hm13](http://www.ecranfantastique.net/4images/details.php?image_id=43674&sessionid=ppm0neah18ahot87sin4s8hm13)

<http://science-fiction-fantastique.com/2015/05/museum-naia-entretient-avec-patrice-hubert.html>

<http://www.lesinfosdupaysgallo.com/2015/04/28/rochefort-en-terre-le-musee-naia-temple-de-limaginaire-fantastique/>

<http://www.ouest-france.fr/rochefort-en-terre-le-naia-museum-ouvre-ses-portes-samedi-11-avril-3315088>

<http://www.visionaryartexhibition.com/dreams--divinities-blog/opening-for-the-naia-museum#.VS36isTLufo.facebook>

<http://covermagazine.co/naia-museum-yeni-sanat/>

<http://www.ouest-france.fr/avec-naia-museum-le-musee-du-chateau-reprend-vie-3378596>

<https://ecranfantastique.fr/naia-museum-bretagnevoir-ci-dessous/2015/04/19/128498/>