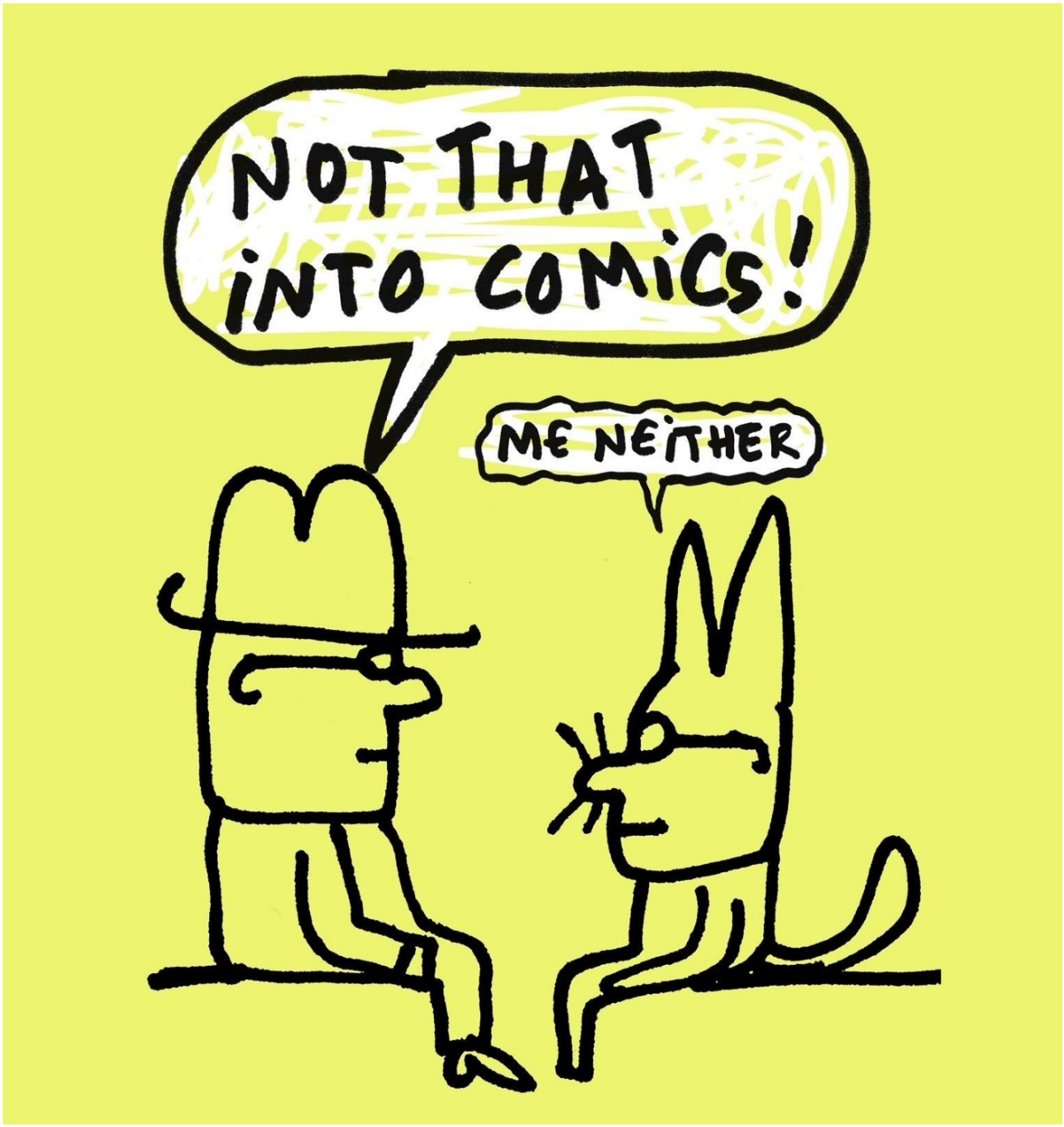
TOURING EXHIBITIONS



An exhibition conceived and created by

Serge Bloch & Mathieu Diez







01 - THE EXHIBITION

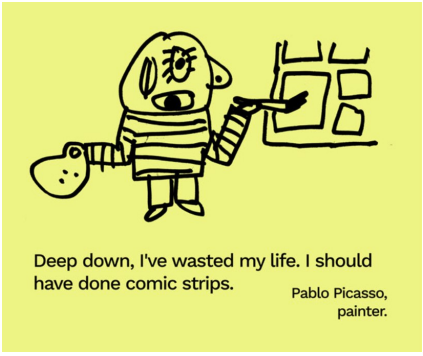
They’re not into comics. Really?

“I’m not that into comics…” So says Serge Bloch, whose Max et Lili books have sold 25 million copies.

That playful contradiction gave rise to an exhibition full of humour and feeling, conceived by Serge Bloch and Mathieu Diez. With irony and affection, they explore the many lives and endless possibilities of the medium they claim not to like.

A globetrotting illustrator, Serge Bloch works across illustration, the press, children’s literature, advertising and art direction. Mathieu Diez, an author and longtime comics festival director, brings a reader’s passion and a curator’s eye to the project.





An invitation to look, smile and read differently.

Playful reinterpretations, quotations, knowing nods and reading games spark a conversation across generations.



First presented at LICAF

Created for the Lakes International Comic Art Festival in Kendal, UK, the exhibition unfolds an instantly recognisable visual world, from individual panels to monumental installations.

02 - AT THE EXHIBITION

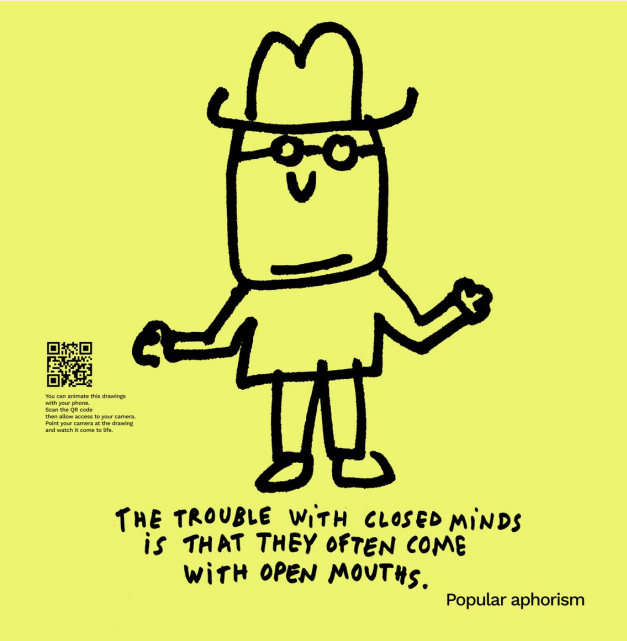
Drawing steps outside.





First presented at Brewery Arts, Kendal.

Your turn: make the drawing move.



An augmented reality experience

With a smartphone, the drawings come to life, offering another way to discover the exhibition.

> **The augmented reality app is being updated.**

Try it on your phone

1. Scan the QR code.
2. Allow camera access.
3. Point at the drawing opposite and watch it move.

03 - TECHNICAL SPECIFICATIONS

Several ways to host the exhibition

From bespoke exhibition design to printable materials that can be hung on local gallery walls.

ORIGINAL EXHIBITION DESIGN

An ambitious adaptation of the original exhibition design, developed to suit the host venues.

- 1 title / introduction panel, made to measure.
- 1 stack of 2 cubes, each measuring 150 × 150 × 150 cm.
- 2 stacks of 3 cubes, each measuring 120 × 120 × 120 cm.
- 34 posters for the poster wall, measuring 100 × 100 cm each.
- 3 double-sided panels: 6 faces measuring 120 × 176 cm.
- A large participatory mural for the public, with a title sticker to print and apply.
- 1 double-sided newspaper: 50 × 70 cm unfolded, 35 × 25 cm folded. A bespoke piece to give to exhibition visitors.
- Two animated films by Serge Bloch, La grande histoire du petit trait and Moi j'attends, to show on a screen or iPad, or in a projection area within the exhibition.

SIMPLIFIED VERSION

Print materials locally in standard formats so they can be displayed in any venue.

- 1 title / introduction panel, made to measure.
- 77 prints: minimum 50 × 50 cm; 80 × 80 cm recommended.
- A large participatory mural for the public, with a title sticker to print and apply.
- 1 double-sided newspaper: 50 × 70 cm unfolded, 35 × 25 cm folded. A bespoke piece to give to exhibition visitors.
- Two animated films by Serge Bloch, La grande histoire du petit trait and Moi j'attends, to show on a screen or iPad, or in a projection area within the exhibition.

An exhibition design for your venue

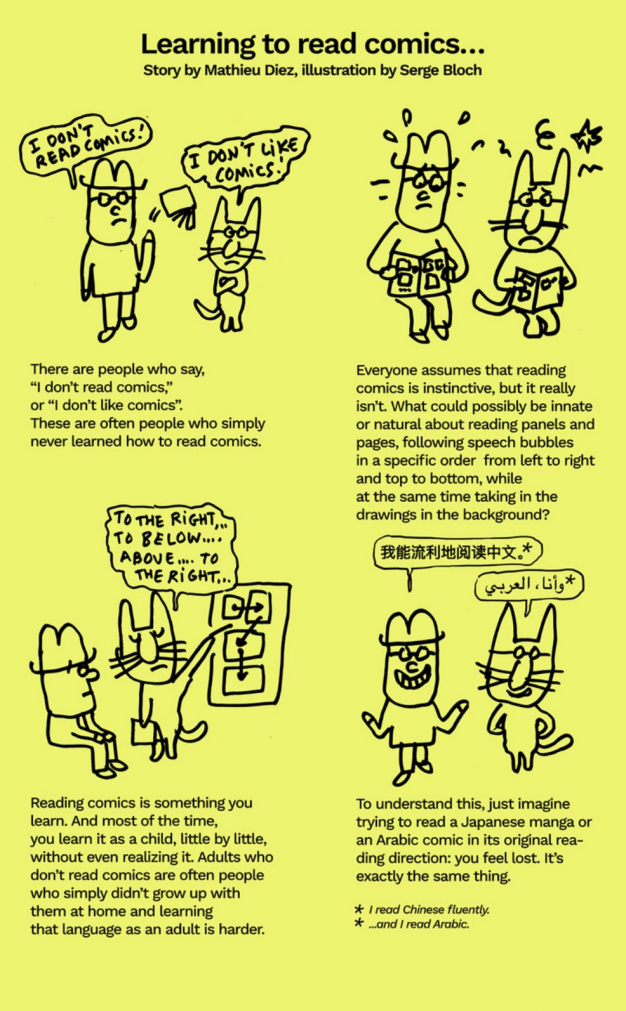
Porte K32 can help design an exhibition specifically for your venues: layout, formats, display media and materials. Get in touch!

Languages

The original exhibition was presented in English at the Lakes International Comic Art Festival. The touring version will include French. Translation into other languages is possible; please contact us.

04 - LEARNING AND MEETING THE ARTISTS

Drawings.
And conversations.



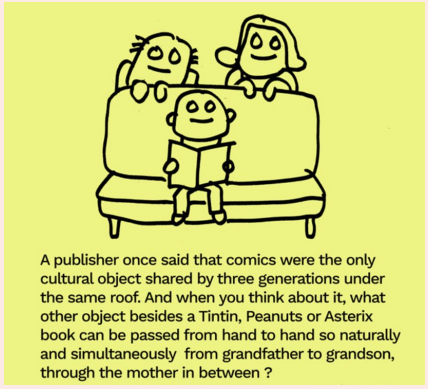
Around the exhibition

- Guided tours led by an educator and / or the artists, for the general public or school groups.
- Meetings with the artists.
- Sessions in schools.
- Live drawing performance.
- Book signings by the authors.

The artists' contributions and participation are planned with the partner, depending on the project and their availability.

Tools to prepare for hosting

- An educational booklet to prepare for school visits.
- Communications materials for the local host to adapt.
- Exhibition preparation guide.

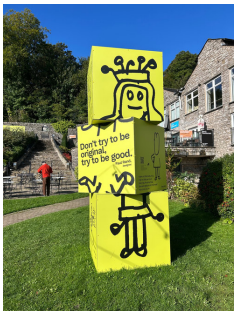


05 - TERMS AND CONTACT

Next stop: your venue.

Exhibition presentation rights

€2,500 excluding VAT: presentation rights for one set of exhibition materials for six months.





The fee includes

Digital files for printing, the exhibition preparation guide and the school booklet. Communications materials for local adaptation are also provided.

Porte K32 issues the invoice and pays the authors' royalties. The partner arranges local printing and production. Contact us about a bespoke exhibition design and a programme of talks and outreach activities.

Porte K32

GRAPHIC LITERATURE IN MOTION

Porte K32 is a non-profit organization that promotes French and European graphic literature internationally: comics, graphic novels, illustrated books and illustrated forms of children's literature.

It develops festivals, exhibitions, residencies and original creations that bring drawing into dialogue with performance, music and the visual arts. In France and internationally, it works with artists, cultural institutions and local partners, with an emphasis on reciprocity, local production and paying for creative work.

Porte K32 is an initiative of Mathieu Diez, former director of Lyon BD, former attaché for books and public debate in Lebanon and general curator of Beyrouth Livres.

To share ideas and imagine a project, get in touch.

contact@pk32.fr