

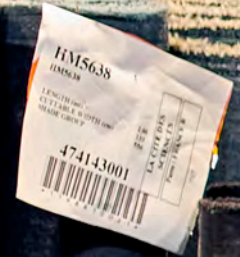
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PARIS FRANCE

jeans

travelling exhibition







What an adventure!

A unique consumer good in many respects, jeans bring together many subjects: culture, fashion, industry, technology and consumption.

Having become a cult object whose legendary origins are linked to gold miners, they are now the perfect illustration of a world that has been globalised sometimes to excess.

The history of jeans is told through a 600-sq. m exhibition reminiscent of a large industrial sewing workshop. The universality of this item of clothing, the production techniques, as well as the environmental and societal impact of this industry, along with possible “clean jeans” alternatives are questioned. A final immersive experience brings the visit to a surprising and playful close: the visitor can pass in front of a green background and then discover themselves walking down a fashion catwalk on a big screen.



The visitor journey is made up of six sections, each addressing a different theme about jeans: their origins, manufacture, role in fashion, environmental and societal impact, as well as possible alternatives compared to conventional production and consumption methods.

The visitor walks around the exhibition as their curiosity takes them, without following a set itinerary. Unlike exhibitions with linear pathways, the intention here is rather to immerse the public in a variety of spaces that explore the different facets of the subject through observation and interaction.

HIGHLIGHTS

- 👁️ An innovative exhibition in its treatment of a universal item.
- 👁️ A strong staging composed of installations. Meaningful screenings.
- 👁️ A sewing workshop that invites the visitor to experiment by themselves.
- 👁️ A real fashion show.

Discover
jeans from
every angle



73 pairs of jeans are sold worldwide every second! There is good reason to question both their success and our own consumer habits. Go-anywhere, intergenerational, timeless, comfortable, and incredibly appealing but a victim of their success: jeans are found in every guise in this exhibition that shows everything, including their other side, inside and out...

The *Jeans* exhibition is for all curious minds from 9 years old and is part of the editorial line “Getting your hands dirty, technical inventiveness at work”.

Exhibition designed in partnership with Ademe.



GOOD TO KNOW

Audience: All family and school groups from 9 years old

Surface area: 600 sq.m

Languages: French, English, Spanish

Can be adapted in other languages

Accessibility: Universal accessibility

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