The new University of Louvain museum, the Musée L, opens its doors to the public on 18 November 2017, in a unique building that is the university’s architectural beacon in Louvain-la-Neuve, designed by the Belgian architect André Jacqmain. After two and a half years of renovation, the University of Louvain (UCL) is opening Belgium’s first large-scale university museum, with 3,830 m² accessible to the public. Its uniqueness? ‘Dialogues’ between the university’s unique artistic and scientific collections, and three workshops where visitors can explore, touch and handle exhibited works. The museum’s spaces serve one desire: to be an ‘open house’ that welcomes and appeals to all potential visitors.

To enter the Musée L is to make a thousand acquaintances in the arts and sciences. Driving the University of Louvain’s new museum is the desire to make the university’s heritage accessible to all, question visitors’ knowledge of the world, elicit emotion and inspire invention. Beginning in the 13th century, universities in effect became the first institutions to acquire objects and form collections called ‘museums’.

Prior to opening to the general public, the University of Louvain (UCL) will inaugurate the Musée L on Tuesday 14 November 2017 at 5:00 pm, in the presence of Her Royal Highness The Princess Astrid and Wallonia Minister of Culture Alda Greoli.

RSVP.
info@caracascom.com
PRESS CONFERENCE SCHEDULE

9:23 am: departure by train from Brussels-Central
Rendez-vous 9:10 in front of ticket windows at top of stairs (in front of the Press Shop).
Contact: CaracasCOM +32 (0) 495.22.07.92.

10:45: Welcome journalists
Place des sciences, 1348 Louvain-la-Neuve (outside Georges Lemaître auditoriums)

11:00: Press conference for L Museum by UCL Rector Vincent Blondel, UCL Board of Governors Chair Jean Hilgers, L Museum Director Anne Querinjean and Minister of Culture Alda Greoli (to be confirmed)

11:20 and 12:00: Multilingual tours of the museum, French, English and Dutch

12:20 to 14:00: Simultaneous interviews in speed-dating format with L Museum actors to learn about the collections, the Musée L experience, scheduling, public services, the visitor’s guide, the UCL art restauration laboratory, the ‘Labs’ (workshops about colour, sculpture, engraving), etc.

Lunch

Optional tour of the Hergé Museum

14:30 Return by train to Brussels
Or on your own (trains every half hour to Brussels)

RSVP FORM
TUESDAY, 14 NOVEMBRE 2017, 10:45 AM

FIRST NAME: ..............................................................
LAST NAME: ..............................................................
MEDIA: ..............................................................
EMAIL: ..............................................................

O will attend press conference

O will arrive at the Musée L via train from Brussels-Central at 9:37 am
O will arrive at the Musée L via private transport (parking available at the Musée L)
O would like to visit the Hergé Museum
O will not attend but would like to receive the press kit and images via email at: ......................

request an interview with:
O UCL authorities: UCL Rector Vincent Blondel, UCL Board of Governors Chair Jean Hilgers
O L Museum team: Musée L Director Anne Querinjean, Musée L Project Assistant and Collections Officer Emmanuelle Druart, other collection officers (Africa, scientific, didactic, etc.), public services, and art restoration laboratory
O UCL architects: Carole Deferière and Michel le Paige
O scenographers: Kinkorn agency representatives

Thank you. Please return to:
info@caracascom.com