



Giulia
Essyad

Other
Planes

12.9.2025–
4.1.2026

MUSEE CANTONAL
DES BEAUX-ARTS
LUSARNE
Espace Projet
Prix Gustave Buchet 2025

EN

Giulia Essayad employs digital technologies to stage and transform her own body, seeking to challenge the mechanisms of commodification that shape our relationship to desire within a society where advertising is omnipresent. Continuing her exploration of the relation between self-representation and inner life, she has transformed the MCBA Espace Projet gallery into an immersive installation that evokes the labyrinth of consciousness. New works are revealed along a winding path shaped by the gallery's architecture, which imposes shifting moods throughout the space. Drawing on the commercial visual language of light boxes, Essayad contrasts the hyper-artificial aesthetic of her imagery with the depth of a spiritual search. This inquiry is also marked by a return to origins. Raised in Lausanne, the artist reclaims the museum as a site rich in personal memory — one she visited often when it was still an abandoned industrial zone. The adolescent urge to romanticize mysticism is met here with a more measured distance, infusing the exhibition with a complex sense of longing — caught between nostalgia and aspiration, between what was and what remains ineffable and beyond our reach.

Winner of the 9th Gustave Buchet Prize, Giulia Essayad (*1992) lives and works in Geneva.

Curator: Pierre-Henri Foulon, curator of contemporary art, MCBA

Opening:
Thursday, 11 September
at 6:30 pm

Events:
Guided tours (in French)
Thursday, 25 September at 7pm
by the curator of the exhibition
Saturday, 27 September
at 6:30pm by the artist as part
of the Nuit des musées

Guided tours for the Ami-e-s
du MCBA (in French)
Thursday, 25 September
at 6pm
Tuesday, 14 October at 12:30pm

Musée cantonal
des Beaux-Arts
PLATEFORME 10
Place de la Gare 16
1003 Lausanne
Switzerland

T +41 21 318 44 00
mcba@plateforme10.ch
www.mcba.ch
📱 @mcbalausanne
📺 @mcba.lausanne

Further information:
Access, hours
→ mcba.ch
Free admission

Main partner
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MCBA construction

