

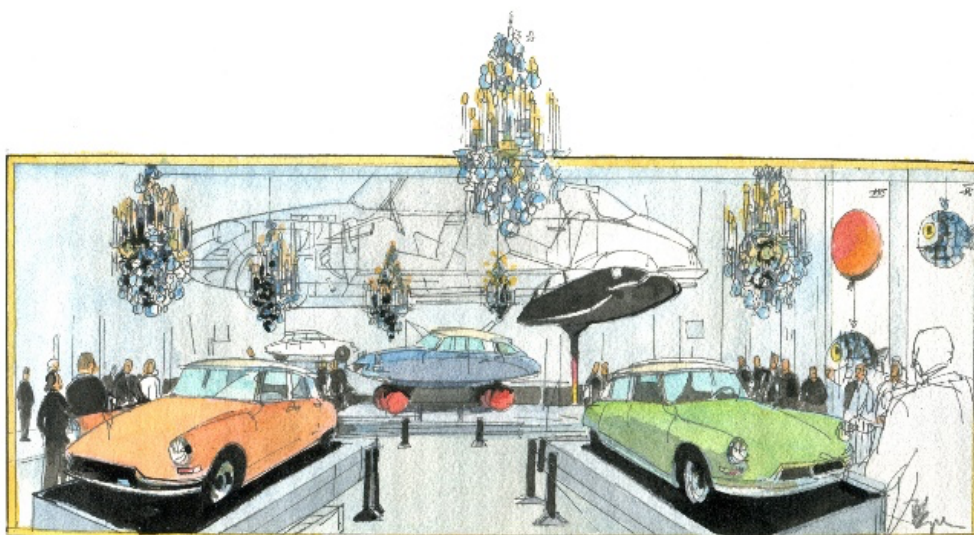


SPOTLIGHT ON THE EXHIBITION "DS: 70 YEARS A WORK OF ART"

*Rétromobile unveils an unprecedented partnership with the Mathieu Lustrerie ateliers,
founded in 1948 and associated with the art of light ever since.*

- **The DS, an iconic model that left its mark on the 20th century**
- **An exhibition in partnership with DS Automobiles, Mathieu Lustrerie and Garac in Pavilion 1**
- **Rétromobile, from 5 to 9 February 2025**

Paris, 19 September 2024 – Following several editions of "Lumière sur" ("Spotlight on") organised in its workshops in the Lubéron, Mathieu Lustrerie, a firm founded by Henri Mathieu that restores, reproduces and creates exceptional chandeliers for the world's most prestigious historical sites such as Notre-Dame de Paris Cathedral, the Château de Versailles and Automobile Club de France, but also for private owners in search of French-style excellence, today joins forces with Rétromobile. The aim of this collaboration is to provide an unprecedented experience, the first of its kind in an exhibition, designed to set off the silhouette of one of the finest cars in the world through the prism of art and light. The French firm has dreamt up an exclusive scenography for the main exhibit of this 49th edition, celebrating the 70th anniversary of the legendary DS, in association with DS Automobiles. Discover the video here <https://youtu.be/mME67o-HGeY>



**RETRO
MOBILE**
LE PASSÉ A TOUJOURS UN FUTUR

**DS
AUTOMOBILES**

**MATHIEU
LUSTRIERIE**

GARAC

Mathieu Lustrerie pays tribute to the audacious design of the DS by Flaminio Bertoni

The space dedicated to this exhibition will feature an exclusive scenography designed by Mathieu Lustrerie and decorator Charles Imbert. Floating creations composed of crystals and pendants evoking multiple drops

of water will illuminate the vehicles, drawings, sketches, models and objects on display with thousands of reflections.

This is a fitting tribute given that, in 1955, the silhouette of the DS stood out radically from the rest of the car industry. Conceived as an unadorned sculpture by the talented Flaminio Bertoni, the design focused on pure, fluid and aerodynamic lines, inspired by the wings of an aeroplane or the shape of a drop of water sucked up by gravity. The automobile object, since elevated to the status of a work of art, was intended to express 'the breath of speed and technological power'. The curves of the DS are smooth and streamlined, the volumes supple and enveloping, and its shapes, recalling those of a pebble, are strikingly modern.

"A technological work of art"

This bold styling was complemented by on-board innovations to enhance comfort and reassurance, such as power steering, disc brakes, a single-spoke steering wheel and an innovative hydropneumatic suspension system that ushered in a new era. During its lifecycle, the technological innovations of the DS would be progressively complemented by other remarkable improvements such as the famous directional headlamps and the introduction of electronic fuel injection.

DS Ballons: to be discovered or rediscovered at the show courtesy of Garac, the national academy for automotive and mobility professions



@ DS

Unveiled on the Rétromobile poster in June this year, the DS Ballons is more than ever the embodiment of the link between cars and art. Having disappeared from public view in the wake of a 1959 photo shoot conceived by Claude Puech, one of the key players in the launch of the DS, it has been reborn almost 70 years later, at the instigation of three classes at the Garac. This ambitious educational project, which enthusiasts will be able to follow on social media at Rétromobile, will culminate on 4 February at the Porte de Versailles exhibition centre, at the show's inauguration during its preview evening.

*"With its *Entreprise du Patrimoine Vivant (Living Heritage Company)* label, Mathieu Lustrerie is synonymous with French-style excellence, design and expertise. It was therefore inevitable that it should come together with the Rétromobile exhibition, through a display dedicated to one of the jewels in the crown of France's automotive industry, the DS. I would like to warmly thank Inès and Régis Mathieu for their confidence. Another project within the project, the reconstruction of the DS Ballons by Garac youngsters, embodies one of the very purposes of Rétromobile: transmission. I can't wait to lift the veil on this display!"* said **Romain Grabowski, Exhibition Director, Rétromobile.**

"DS Automobiles possesses an exceptional heritage represented by the DS launched in 1955. This iconic model embodies much more than just a car. A veritable revolution in the automotive industry, driven by its bold design and cutting-edge technology, it quickly established itself as a symbol of French elegance and

expertise the world over, and a legend for its charisma that extends far beyond the automotive domain. Whether a work of art, a film star or a presidential vehicle, the heritage of the DS is now rooted in the timeless DNA of the Brand, upon which it draws inspiration to design models that embody the French art of travel," said **Olivier François, Chief Executive Officer of DS Automobiles**

"Light and beauty are timeless, and sometimes they are fortunate enough to be embodied in an object." **Regis Mathieu, chandelier artisan.**

"The students at GARAC are very proud to showcase their professional expertise, and they're also delighted to be taking part in this iconic project, which will be seen by the entire world at the forthcoming *Rétromobile* exhibition. It's a great vote of confidence that they will treasure for the rest of their lives." **Laurent Roux - Managing Director, Garac.**



@ Garac

Rétromobile 2025

FROM WEDNESDAY 5 FEBRUARY TO SUNDAY 9 FEBRUARY 2025 – Paris Expo Porte de Versailles – Halls 1, 2.2, 3

Opening times

Wednesday 5 February and Friday 7 February: 10am-10pm
Thursday 6, Saturday 8, Sunday 9 February: 10am-7pm

PRESS/VIP PREVIEW EVENING – THUESDAY 4 FEBRUARY 2025 – 18H TO 20H

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About Rétromobile

Founded in 1976, Rétromobile is today one of the most prestigious collector car exhibitions in Europe. This stature has allowed it to bring together everyone from the vintage car world, and offer unprecedented and exclusive displays and special features. It is also acknowledged by its visitors as being the world's largest pop-up art gallery dedicated to cars. As a true leader in the collector car market, Rétromobile is the annual gathering for all car fans



About Comexposium

The Comexposium Group is a leading event organiser worldwide, creating events that bring communities together to discover and explore businesses, passions and interests. Comexposium organises over 150 professional and general public events, covering more than 10 sectors (including agriculture/food, retail/digital, fashion/accessories and leisure). The group connects 48,000 exhibitors and 3.5 million visitors, 365 days a year. Comexposium creates experiences as well as opportunities for encounters among participants with its events, such as SIAL, Paris Retail Week, Foire de Paris, Rétromobile... and their content, enabling communities to connect throughout the year, through an effective and targeted omnichannel approach.