

PRESS KIT  
2019

**THE CAEN  
MÉMORIAL  
MUSEUM**

*75<sup>th</sup> anniversary*  
D-DAY & BATTLE OF NORMANDY



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# Editorial

**It all began when a man, who had lived through the allied bombings in Caen and had later become mayor, decided to create a different kind of museum. This museum, The Caen Mémorial museum, was officially opened on 6 June 1988.**

**The man, Jean-Marie Girault, who always said he “knew the price of freedom”, has never ceased to inspire us.**

Today, his “baby” has of course grown. The museum’s museographic design has changed beyond all recognition since it first opened.

We have since designed and opened other establishments, including the captivating Falaise Memorial - Civilians at War; since 2005 we have created over thirty exhibitions, several of which have been shown on other continents; we have acquired a share in Tempora - a Brussels-based company that shares our high standards - and the adventure does not stop there. A total of more than 650,000 people visit our museums every year, and that does not include our partner institution, the Bastogne War Museum.

This year we are presenting our Norman Rockwell exhibition and are very proud to be showcasing the “Four Freedoms” here in Europe, to mark the 75th anniversary of the Normandy Landings. These world-renowned works of art have never before left the United States. We have transformed our exhibition spaces for these paintings and for thirty other works by the American master.

We are opening a new wing focusing on 20th century European history. We have built a new exhibition room where we will be screening a 360° film explaining and demonstrating what the people of Europe lived through, both good times and bad, between 1900 and 1989. Dozens of hours of European archives have gone into this 19-minute video and sound display.

We explain all this in the press kit and hope, of course, that we will have the pleasure of welcoming you to The Caen Mémorial museum. And we can promise you that Caen is a beautiful city to explore.

*The Caen Mémorial staff*



# THE WORLD **BEFORE** 1945

## **THE FAILURE OF PEACE**

**By its violence, the First World War was an unprecedented catastrophe. With a death toll of 10 million and 21 million wounded, Europe came out broken from this ordeal.**

The weight of the dead crushed the living and shook the values of a ruined Europe that no longer dominated the world. The Bolshevik Revolution, the disappearance of the Central Empires, the humiliations linked to the peace treaties as well as the economical difficulties, weakened democracies and favored the rise of nationalistic and authoritarian movements in Italy and Germany.

In Asia, China was the first victim of Japan's expansionist inclination, while a horrifying civil war wreaked bloody havoc on Spain. The tragedies of Nanking and Guernica became symbols.

Adolf Hitler came to power in January 1933 through the ballot box and imposed a totalitarian regime on Germany. He rearmed his country and led successive coups de force, with no reaction from France and Great Britain. The invasion of Poland by Germany on September 1, 1939, and then by the USSR, marked the beginning of a new conflict that was to set Europe ablaze.

## **FRANCE IN THE DARK YEARS**

**After remaining passive in the face of the rise of perils, London and Paris entered the war following the invasion of Poland without any enthusiasm. Entrenched behind their fortifications, the armies remained arms at the ready.**

On May 10, 1940, the German troops crossed the Meuse River. The lightning defeat of France was consummated as early as June 22 and led to the signature of an armistice in the Rethondes clearing.

Marshal Pétain precipitated the fall of the Third Republic and engaged France in the path of collaboration following the Montoire meeting on October 24, 1940. The Occupier carved up the country. Over the months, the French, faced with numerous difficulties, broke away from a regime that was turning more and more authoritarian and reactionary.

Women and men united around newspapers, political parties, before grouping into movements and networks. The ordinary acts of refusal turned into acts of resistance while, in London, General de Gaulle and the Free French Forces were fighting at the side of the Allies. Meanwhile, others would resolutely engage in the path of a police, military or political collaboration.





## WORLD WAR

1941 marked a major turning point in the conflict. On June 22, 1941 Germany invaded the Soviet Union. Then on December 7, 1941 the Japanese Air Force attacked the American naval base in Pearl Harbor.

After the defeat of France, the extension of the conflict happened by successive expansions on the European territory, as well as in the air and on sea for the control of maritime traffic. The entry of the Soviet Union and the United States into the war, gave the conflict its global dimension. Everywhere the conflict took place, numerous theatres of confrontations emerged and considerable means of intervention were engaged.

These evolutions accelerated the previously observed radicalization of the methods of war. Mass killings and countless atrocities modified the dimension of the conflict in an irreversible way. The extermination of European Jews was an unprecedented event.



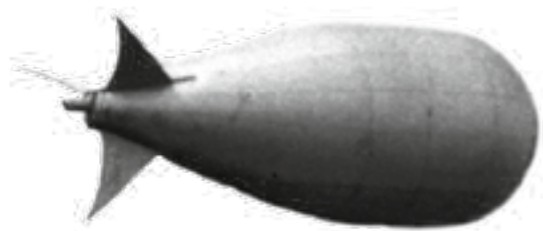
## TOTAL WAR

The war became total in 1943. The concept of total war appeared in the course of the First World War and diverted from the traditional thinking.

It was an irreversible rupture with the idea that war was conceived as a conflict between States, through their armies. From this point forward, war was not limited to fronts and battlefields alone.

The necessity to face the intensification and constraints of the conflict became a weapon to rally, mobilize and fanaticize people's opinions. The States at war mobilized all their resources and their populations as much as their economies to defeat their enemy. Civilians became full-fledged targets and violence reached its climax. In the end, this conflict killed more civilians than soldiers.





# D-DAY AND THE BATTLE OF NORMANDY



**IN THE COURSE OF THE SUMMER 1944, the Allied armies launched offensives in the West and in the East, pushing the adversary back towards its borders.**

On June 6, 1944, British, Canadian and American troops set foot on the beaches of Normandy. Operation Neptune was crowned with success. It was the first act of a bloody battle that was to end with the bombing of Le Havre on September 12, 1944.

The Battle of Normandy, which lasted a lot longer than planned, enabled a quick liberation of Paris and of the rest of the French territory.

The toll was particularly heavy: towns were annihilated, villages were devastated and historical monuments disappeared forever. The fighting took the lives of 37,000 Allied and 55,000 German soldiers and 20,000 civilians were killed by the violence of the fighting.



## « 1944 : SAVING EUROPE »

**Comprised of exclusively archive footage**, the film « The Battle of Normandy » recounts all the stages of the battle up to the liberation of Le Havre.

**19 minutes of History and emotion** plunge the audience into the heart of the battle as they have never seen or heard it before.



## GENERAL RICHTER'S UNDERGROUND BUNKER

### HISTORY OF THE SITE

In 1943, General Richter, commanding the 716<sup>th</sup> German Infantry Division, stationed in Normandy to defend the coast, decided to provide his unit with an underground command post to supervise the operations in the event of an invasion.

The site chosen was a former stone quarry located northwest of Caen. Workers of Organization Todt dug a 70-meter long and 3-meter high tunnel in the limestone. With its coalface back to the sea and the thickness of the rock, the structure was well protected from bombardments. The construction was completed late 1943.

It is in this bunker that on June 7, 1944 General Marcks and the commanders of units stationed in the sector, met to attempt and set up a counter-attack capable of pushing the Allies back to the sea. This command bunker is therefore an exceptional patrimonial element of the Battle of Normandy. This is why the Caen Mémorial Museum opened it to the public in all its historical truth and dimension, thus enabling it to be part of the on-site museums.

### THE SITE TODAY

The museography guides you along the underground gallery with a dark and oppressive ambiance. After an introduction presenting the historical interest of the bunker and a map showing the initial partitions, 3 themes string together:

- The Calvados department under the Occupation
- The Atlantic Wall
- The 716<sup>th</sup> infantry division faced with the landing.

The exhibition develops each of these theme through a set of artifacts, a video, and reference texts. The ensemble is supported by a sound design that evokes life in the bunkers.

The visit of the gallery ends with the portrait of Anne Frank, with, next to it, an excerpt from her diary, dating from June 6, 1944.



# THE WORLD AFTER 1945

## TWO ANTAGONISTIC WORLDS

In 1945, the Allies' victory against Germany left the two, then superpowers face to face. Soviets and Americans, both setting their sights on hegemony, wanted to build a new world order in keeping with their own values. On one hand, the American democracy, and on the other, totalitarianism.

With the backing of propaganda, the two systems extolled the superiority of their politico-economical model while vilifying the adversary's. Each intending to strengthen its positions by all means and at the expense of his adversary.

The ideological confrontation expressed itself through daily life artifacts. The two camps had their dark sides. Espionage and surveillance could not prevent the emergence of counter-cultures.



## CRISES AND PACIFIC COEXISTENCE

**Walter Lippmann, American journalist in 1947, used for the first time the expression "Cold War" to define that new era, an era that lived on until 1990.**

The two superpowers, great victors of the Second World War, spread their ideas and looked to rally the other countries to their cause, thus transforming the planet into a vast chessboard. The Cold War led to no direct armed conflict between the USSR and the USA, but numerous crises broke out at the periphery of the zones of influence, causing incessant fear for the worst.

Thus the Korean War revived the spectrum of a Third World War. In 1956, Nikita Khrushchev advocated the abandonment of the arms race without however, renouncing the communist ideology and the fight against capitalism. This cohabitation did not happen without clashes.

The construction of the Berlin wall in 1961 and the missile crisis that broke out the following year in Cuba made people fear for the worst. A climate of détente finally set in during the seventies, but the tensions revived with the Soviet military intervention in Afghanistan and the installation of missiles in Europe.

*"From Stettin in the Baltic to Trieste in the Adriatic an iron curtain has descended across the continent."*

**Sir Winston Churchill**  
Prime Minister of the United Kingdom  
*Iron Curtain speech, Fulton 1946*

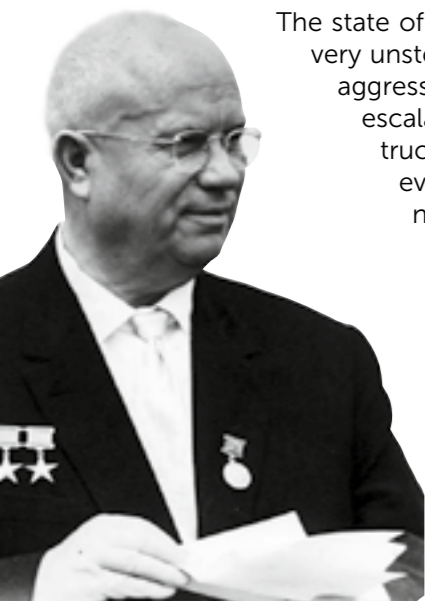




## NUCLEAR TERROR

During the Cold War, the two blocs engaged in an unbridled arms race. Conventional forces went through an unprecedented development and nuclear weapons, whose power of destruction was more and more terrifying, came to increase the arsenals of both camps.

The state of the world was based on a very unsteady balance. The slightest aggression could provoke an escalation and result in the destruction of both camps in the event of the recourse to nuclear strikes.



A veritable collective psychosis affected governments and populations.

*“It is difficult to get an idea of the consequences on humanity of a war where horrible means of destruction and extermination would be used. If we allow it to break out, we will count victims, not by millions, but by several dozens of millions and even by hundred of millions human beings. It would be a war that would know no distinction between the front and the rear, between soldiers and children...”*

**N.S. Krushchev**  
First Secretary of the Communist party from 1953 to 1964.



## BERLIN

The Allies approved the partition of Germany into four occupation zones in July 1945 at the Potsdam Conference. Berlin became a major stake for the Americans and the Soviets and during the Cold War.

The blockade of the western part of the city by the Soviets in 1948 was the first big crisis of the Cold War. After the creation of the two Germanys in 1949, West Berlin became the showcase of the capitalistic West and East Berlin of the East-German socialism.

This ideological and economical struggle resulted in the closing of the border and the building of the “Wall of Shame” in August 1961. The crisis created a status quo, although the intelligence services continued to engage in an insidious, violent and silent war.

The year 1989, under the influence of the Perestroika, saw the dismantlement of the Soviet bloc. After the opening of the iron curtain in Hungary, the fall of the Berlin Wall on November 9 opened the way for the German reunification.



1989 - 2019  
30th ANNIVERSARY  
OF THE FALL OF  
THE BERLIN WALL





EXHIBITION  
EVENT

Norman Rockwell (1894-1978), *The Problem We All Live With*, 1963. Oil on canvas, 36" x 58". Illustration for *Look*, January 14, 1964. Collection of The Norman Rockwell Museum.

# ROCKWELL, & ROOSEVELT The Four Freedoms

For the 75th anniversary of D-Day and the Battle of Normandy from 4 June to 27 October 2019, Caen Mémorial Museum will be presenting **the first ever European exhibition on the well-known American artist Norman Rockwell.**

Over 80 works of art, objects, documents and illustrations addressing all the crucial elements of American history, from the Second World War to Vietnam, will be on display.

On 6 January 1941, a little less than a year before Pearl Harbour, the President of the United States gave his famous "Four Freedoms" speech. Norman Rockwell illustrated this speech and, during the war, travelled the length and breadth of the USA with his paintings on what he called his "Four Freedoms War Bond tour". Like most of Norman Rockwell's work, these paintings are known not only in the United States but throughout the world.

**For the first time ever, the "Four Freedoms" are travelling outside America to mark the 75th anniversary of the Battle of Normandy.**

This event brings to mind the fundamental values that led to D-Day on 6 June 1944.

**To visit the exhibition**  
« Rockwell, Roosevelt & The Four Freedoms »  
**booking is required**



**Organized by:**  
Norman Rockwell Museum in Stockbridge, Massachusetts, USA in partnership with The Caen Mémorial Museum, France.

**Leadership support for Rockwell, Roosevelt & the Four Freedoms is provided by:**  
Jay Alix, La Fondation Alix et la Fondation George Lucas Family.

**National Presenting Sponsor is:**



**Major support provided by:**  
An anonymous funder, Michael Bakwin, Helen Bing, Elephant Rock Foundation, Ford Foundation, Heritage Auctions, Annie and Ned Lamont, Lawrence and Marilyn Matteson, National Endowment for the Arts, and Ted Slavin.

**Media Sponsors:**



and the Norman Rockwell Family Agency.

Norman Rockwell (1894-1978)  
*Freedom of Speech*,  
1943 Oil on canvas, 45 3/4" x 35 1/2".  
Illustration for *The Saturday Evening Post* du 20 Février 1943.  
Collection du Norman Rockwell Museum. ©SEPS: Curtis Licensing.  
Indianapolis, IN. Tous droits réservés. www.curtislicensing.com

# NEW



## EUROPE, A COMMON HISTORY

360° cinema - Immersive room

**FROM 6 JUNE 2019**

*A brand new visual and audio  
experience to understand the history  
of the 20th century in Europe.*

19 minutes | Standing capacity: 350 persons

**Film included in the museum's admission fee.**



# ANNUAL EVENTS



**WARM is an international foundation that studies the world's contemporary conflicts.**

Founded in 2012 and run by Rémy Ourdan, WARM aims to bring together men and women with a common passion for "telling the story with excellence and integrity".



A war reporter for *Le Monde* newspaper, Rémy Ourdan has been covering conflicts since 1992: the Siege of Sarajevo, a long report on the genocide in Rwanda, the post 9/11 wars in Afghanistan and Iraq, and the conflicts associated with jihadist movements and Arab uprisings.

**The Caen Mémorial museum regularly invites the WARM foundation to Caen to hold conferences on contemporary conflicts.**

[www.warmfoundation.org](http://www.warmfoundation.org)



## HUMAN RIGHTS COMPETITION

**24, 25 et 26 January 2020**

**Every year, the Mémorial becomes a platform for the defense of Human Rights thanks to three events:**

**The international human rights competition,** open to lawyers, organized with the Caen bar and the City of Caen;

**The students of law competition,** the law training centers in France invite their students to write a defense speech pleading for a cause in which human rights are violated;

**The high-school student human rights competition,** with the support of the Normandy Region and the M.G.E.N.



**Arromanches 360**  
CIRCULAR CINEMA



## Normandy's 100 days

**UNIQUE IN FRANCE IN ARROMANCHES**

The circular cinema takes you into the heart of the Battle of Normandy.

**Archive footage, mostly unseen and collected throughout the world, testifies to the totality of the Battle of Normandy, projected in High Definition on 9 screens.**

The film "Normandy's 100 days" is a tribute to soldiers of all nations and to the 20,000 civilians killed during this battle for the liberation of Western Europe, a battle which aroused so much hope.

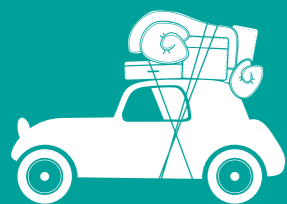
Conceived by the Caen Mémorial Museum at the request of the Normandy Region, this film was co-directed by the authors of the television documentary series "APOCALYPSE, the Second World War", Isabelle Clarke and Daniel Costelle.

**Duration: 19 minutes.**

### INFORMATION & RESERVATIONS

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# FALAISE MEMORIAL CIVILIANS AT WAR






# WARTIME *Toys and games*

Explore  
the world  
of childhood  
during **wartime.**

## *Exhibition*

6 April > 3 November 2019

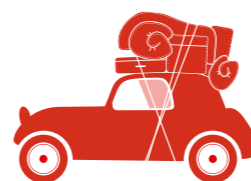
   LeMemorialDeFalaise / [www.memorial-falaise.com](http://www.memorial-falaise.com)



Ville de  
FALAISE



RÉGION  
NORMANDIE



## FALAISE MEMORIAL CIVILIANS AT WAR

**Falaise Memorial is a unique museum covering the daily lives of civilians during the Second World War.**

Specifically designed with families in mind, its exhibition spaces take visitors into people's everyday lives using objects from the period, reconstructed sets, archive film and photographs.

**An immersive film**, projected onto the ruins of a house destroyed during the fighting to liberate Falaise, offers visitors a unique experience of the bombings of summer 1944.

### INFORMATION & RESERVATIONS

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### EXHIBITION

## WARTIME *Toys and games*

**The exhibition also presents propaganda board games, everyday toys and objects made by children for the Liberation.**

Visitors will discover what life was like for children during wartime and how they needed to have fun in spite of their fear and hardship.





## 1944 RADAR MUSEUM DOUVRES

LIFE INSIDE THE GERMAN BUNKERS  
DURING THE SECOND WORLD WAR.

Two restored bunkers installed in the former German radar station enable the visitors to discover the Atlantic Wall, the history of the radar (or the electronic warfare) and German soldiers' daily life.

Following the entrance of the United States into the conflict in 1941, the Germans undertook the construction of a defensive line along Western Europe's coast.

Its function: to oppose an Anglo-American attempt at a landing.



The museum presents a film produced from exceptional archive photos of the Imperial War Museum.

### INFORMATION & RESERVATIONS

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# EDUCATIONAL RESOURCES

Half of the visitors of the Caen Mémorial Museum are under 20 years old. Among them, 110,000 students come to the museum every year to work with their teachers on the history of the Second World War, the Cold War and more globally, on the contemporary world.

To have the students comprehend the stakes of the events that have marked the 20<sup>th</sup> century is the current mission of our educational team. It is in that perspective that new educational resources have been created (notebooks, audioguides, workshops ...) adapted to each school level.



## THE EDUCATIONAL TEAM

The mission of the Educational Department of the Caen Mémorial Museum is to provide the students with the keys to understand the museum.

Addressing primary and secondary school teachers, they provide them with the necessary tools to build up an educational school project, on themes related to the History of the 20<sup>th</sup> century.

## GUIDED TOURS, EDUCATIONAL NOTEBOOKS, DIGITAL PROJECTS

The Mémorial offers diverse educational resources, adapted to every teaching level. Guided tours, educational workshops, digital tools... enable each teacher to build a personalized visit, which meets their educational project and is adapted to the group's level.



## EDUCATIONAL WORKSHOP

The workshops provide the students with the opportunity to discover history through the analysis of leaflets, posters and through the manipulation of artifacts from the Mémorial's collections.

Several themes of workshops are offered:

- Second World War workshops: the Holocaust, Resisting and collaborating, drawing propaganda posters, a family in Wartime...
- Cold War workshops: drawing propaganda posters.

To complete the visit of the museum, these work sessions put the students in contact with materials that have made history.





# LANDING BEACHES TOURS

*with the Caen Mémorial museum's guides*



**The Caen Mémorial museum also provides an insight into the history of the Landing beaches and the key sites of the Battle of Normandy.**

Our guides take visitors to the Pointe du Hoc, Omaha Beach, the American cemetery at Colleville-sur-Mer and Arromanches 360° circular cinema.

**5h30 Guided Tour**  
(in French and/or in English)

**INFORMATION AND RESERVATIONS**

**+33 (0)2 31 06 06 45 - [resa@memorial-caen.com](mailto:resa@memorial-caen.com) - [www.memorial-caen.com](http://www.memorial-caen.com)**

# PRACTICAL INFORMATION 2019

## CAEN MÉMORIAL MUSEUM

### ADMINISTRATORS OF THE CAEN MÉMORIAL MUSEUM



M. Antoine de Brek

### CENSORS OF THE CAEN MÉMORIAL MUSEUM



### NON VOTING MEMBERS OF THE CAEN MÉMORIAL MUSEUM



S.A.R.L. du Golf Dupont et fils  
SNC Esnée-Besneville  
The Battle of Normandy foundation

#### The Caen Mémorial museum in brief...

- **Status:** S.A.E.M.L. (Local Semi-Public Company)
- **Majority shareholder:** City of Caen (51,6%) / **Capital:** 1,233,027€
- **Chairman:** Joël Bruneau, Mayor of Caen / **General Director:** Stéphane Grimaldi
- **Caen Mémorial Museum + Arromanches 360 circular cinema + Falaise Memorial + 1944 Radar Museum** > Number of employees in 2017: 103, average number of employees ; Turnover 2017: 9,7 millions d'euros ex-Tax; Number of visitors in 2017: 641 000 visitors
- **Caen Mémorial Museum** > Floor space: 14 000 square meters on 3 levels, of which 5,600 square meters dedicated to permanent exhibitions / Siret: 348 713 694 00019 / TVA: FR 71348713694 / APE: 9102Z / Maximum capacity: 3 auditoriums (166, 298 and 340 seats) - Jean-Marie Girault Atrium (1,500 seats) - Conference room - 3 restaurants, occupancy: 80 to 180 seats.

### OPENING TIMES

9 am to 6 pm

9 am to 7 pm

9:30 am to 6 pm

#### JANUARY

Mon	Tue	Wed	Thu	Fri	Sat	Sun
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#### FEBRUARY

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#### MARCH

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#### APRIL

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#### MAY

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#### AUGUST

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#### SEPTEMBER

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#### NOVEMBER

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#### DECEMBER

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**Full rate : €19.80**

**Discounted : €17.50**

(children ages 10-18, seniors and college students).

**Family Pass : €51**

(Valid for 2 adults plus 1 child or more, ages 10-25).

**Free** for children under 10 and veterans.

Our rates are available on [www.memorial-caen.com](http://www.memorial-caen.com)



**Bookstore and gift shop**

Dealing with the history of the 20th century and World War II, the bookstore offers a unique selection of over 5,000 references (books, multimedia, souvenirs ...)

> **A new online bookstore:**  
[shop.memorial-caen.com](http://shop.memorial-caen.com)



**Directions**

- **By car:** from Paris > A13  
From Rennes > A84: take the beltway north (périphérique nord) to exit 7 (sortie 7)
- **By bus:** numbr 2 from downtown
- **GPS:** N 49°11'50.435 / O 0°23'2.326

**The Caen Mémorial Museum**

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**86 acres of park and monuments**

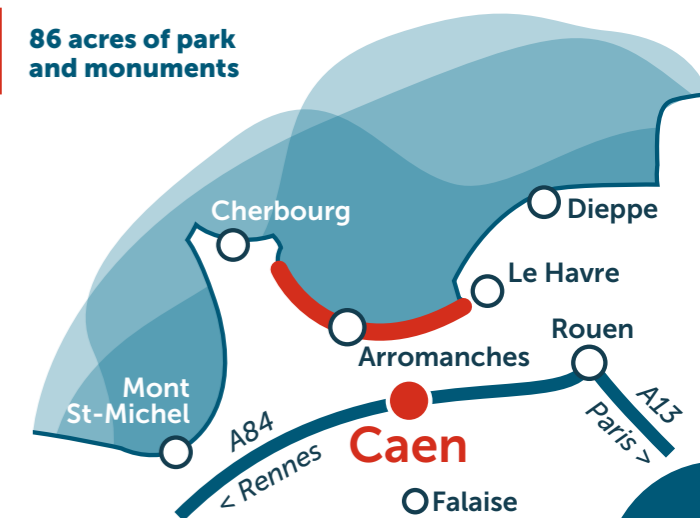


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