

PRESS KIT – MUSEE DE LA LUNETTE - 2015



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OVERVIEW

What could be more natural than to have a Glasses Museum in the French capital of eyewear? And of course, such a museum must also meet current visitor expectations - visitors who are both increasingly attracted by industrial heritage and increasingly discerning.

In order to respond more appropriately to these demands, Morez town council decided that the historic Glasses Museum deserved a facelift.

The new Glasses Museum, which preserves the living memory of the progress of eyewear from its inception, is the first museum in Franche-Comté to have been awarded 'Musée de France' accreditation. It stores and exhibits collections of machines and instruments to aid eyesight (glasses, opera glasses, binoculars, and so on) made in Morez, as well as the prestigious ESSILOR-Pierre Marly Collection, comprising glasses, nose spectacles, pince-nez and astronomical telescopes, along with other optical system accessories.

The modern, interactive and fun design of the permanent exhibition (800 sq. m on two floors) offers several approaches to the world of optics: local history, the history of techniques, scientific history, ethnology and decorative arts. In addition, each year a

scientific and cultural project based on the central theme of glasses forms the basis of educational initiatives and a programme of temporary exhibitions (100m²), with a succession of themes relating to sight and the eye, optical phenomena, light and colour.

The Glasses Museum is housed in a thoroughly contemporary facility opposite the 19th century Town Hall. Its curtain walls open out onto indoor spaces designed to accommodate the public (hall, ticket office, shop, lifts) and offer views of the town and surrounding forests.

The permanent exhibition is housed in the roof of the building, designed to form a showcase enabling close-up visits.

The Glasses Museum aims to help raise the town's profile as the French eyewear capital and further enhance its drawing power.

PRACTICAL DETAILS

WHERE TO FIND US

The Glasses Museum is located in Morez, the birthplace of the French eyewear industry, at the heart of the Upper Jura Mountains in the Franche-Comté region.



OPENING TIMES

Janvier							Février							Mars						
D	L	M	M	J	V	S	D	L	M	M	J	V	S	D	L	M	M	J	V	S
				1	2	3	1	2	3	4	5	6	7	1	2	3	4	5	6	7
4	5	6	7	8	9	10	8	9	10	11	12	13	14	8	9	10	11	12	13	14
11	12	13	14	15	16	17	15	16	17	18	19	20	21	15	16	17	18	19	20	21
18	19	20	21	22	23	24	22	23	24	25	26	27	28	22	23	24	25	26	27	28
25	26	27	28	29	30	31								29	30	31				

Avril							Mai							Juin						
D	L	M	M	J	V	S	D	L	M	M	J	V	S	D	L	M	M	J	V	S
				1	2	3					1	2	1	2	3	4	5	6		
5	6	7	8	9	10	11	3	4	5	6	7	8	7	8	9	10	11	12	13	
12	13	14	15	16	17	18	10	11	12	13	14	15	16	14	15	16	17	18	19	20
19	20	21	22	23	24	25	17	18	19	20	21	22	23	21	22	23	24	25	26	27
26	27	28	29	30			24	25	26	27	28	29	30	28	29	30				
												31								

Juillet							Août							Septembre						
D	L	M	M	J	V	S	D	L	M	M	J	V	S	D	L	M	M	J	V	S
				1	2	3						1	1	2	3	4	5			
5	6	7	8	9	10	11	2	3	4	5	6	7	8	6	7	8	9	10	11	12
12	13	14	15	16	17	18	9	10	11	12	13	14	15	13	14	15	16	17	18	19
19	20	21	22	23	24	25	16	17	18	19	20	21	22	20	21	22	23	24	25	26
26	27	28	29	30	31		23	24	25	26	27	28	29	27	28	29	30			
							30	31												

Octobre							Novembre							Decembre						
D	L	M	M	J	V	S	D	L	M	M	J	V	S	D	L	M	M	J	V	S
				1	2	3	1	2	3	4	5	6	7	1	2	3	4	5		
4	5	6	7	8	9	10	8	9	10	11	12	13	14	6	7	8	9	10	11	12
11	12	13	14	15	16	17	15	16	17	18	19	20	21	13	14	15	16	17	18	19
18	19	20	21	22	23	24	22	23	24	25	26	27	28	20	21	22	23	24	25	26
25	26	27	28	29	30	31	29	30						27	28	29	30	31		

Ouvert : 10h-12h et 14h-18h
 Ouvert : 10h-18h
 Fermé

WELCOMING THE AUDIENCE

The Glasses Museum is fully accessible to reduced-mobility visitors. Special tours are available for people with learning disabilities as well as for blind people.



The museum is 'Tourism and Handicap' accredited.



The 'Tourism Quality' hallmark guarantees a high standard of welcome and comfort for all visitors to the Glasses Museum.

The museum visitor routes are translated into German and English.

Souvenirs and specialist books are on sale in the shop, located in the museum entrance hall.

Admission to the temporary exhibitions is free.

Charges apply for admission to the permanent exhibition: €5 full rate, €4 reduced rate, €3 for children aged 6-18. Preferential rates are available for families and school parties. Admission is free for under-6s and Morez schools.

THE GLASSES MUSEUM TEAM

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FACTS AND FIGURES

THE GLASSES MUSEUM

2003

Inauguration of the Glasses Museum

10 000

objects are curated

15 000

visitors welcomed each year

800 sq. m

of permanent exhibition

2 500

items in the Essilor – Pierre Marly collection

3

visitor routes through the permanent exhibition:
industrial and local history, Essilor-Pierre Marly Collection, science zone.

THE MOREZ EYEWEAR INDUSTRY

1796

Pierre Hyacinthe Caseaux manufactured the first metal glasses frame in Les Arcets, near Morez

13

workers in the eyewear industry in Morez in 1803

12 000 000

Number of frames manufactured in Morez in 1880

60 %

of the French production comes from the Morez Basin

250 000 000 €

Turnover for the Jura eyewear industry, 55% of which is exported

1 800

employees in the Jura eyewear industry

80

Almost 80 brands and private labels, representing 200 new models each year.

THE GLASSES MUSEUM COLLECTIONS

THE ESSILOR-PIERRE MARLY COLLECTION

The Essilor-Pierre Marly Collection comprises some 2,500 rare and precious items – glasses, optical instruments and scientific works.

Pierre Marly, a renowned optician, designed glasses for the greatest stars of the latter half of the 20th century. This enthusiast assembled one of the finest collections of glasses in the world: ranging from medieval nose glasses to the lorgnettes of the bourgeoisie, from glasses from Asia to walking sticks with eyepieces, his collection includes a whole host of treasures.

Owned by Essilor, this collection has been preserved at the Glasses Museum since 2002. It will whisk you away on a trip back through time and around the world.

DIGITIZED COLLECTIONS

In 2006 work was begun on digitizing the Essilor-Pierre Marly Collection, with the help of the French Ministry of Culture's Research and Technology Mission.

This programme has already led to 19 works on astronomy and light published between the 16th and early 20th centuries being scanned, as well as around one hundred optical instruments. These collections can be viewed on our website: <http://musee-lunette.fr> and accessed via the Ministry of Culture's Joconde database.

All of the collections in the Glasses Museum will eventually be listed and scanned in this way. The objective of this digitization campaign is to provide researchers, scientists and enthusiasts with access to all our collections whilst ensuring they are perfectly preserved.

TECHNICAL AND ETHNOLOGICAL COLLECTIONS

The Glasses Museum preserves and promotes the eyewear-related heritage of the Morez Basin.

As a result, a large part of the permanent exhibition is given over to local industry, from the early nailsmith and clockmaking know-how to the modern-day productions of Jura spectacle manufacturers.

The machines on display form a complete early twentieth-century manufacturing line and include a rolling mill, dispenser, rim making machine, cutting press, matrices, upsetting machine, swaging machine, stringing machine, end and rivet manufacturing machine, presses, welding lathe, polishing lathe, grinding wheels and trammels. The collection also features the stars of the local industry such as pince-nez and wire frame glasses, known as 'hair glasses' because they are extremely lightweight.

THE FRANÇOIS-HONORÉ JOURDAIN FINE ARTS COLLECTION

In 1877, François-Honoré Jourdain, a rich landowner from Lyons, largely forgotten today, donated a collection of 85 paintings and various artefacts to Morez, the town of his birth. This collection is now kept in the Glasses Museum.

Much of it comprises landscape paintings: there are 27 of these, dating from between the 17th and 19th centuries and including Lapito's *Large oak landscape* [1803 - 1874] and Rémond's *Drinking trough landscape* [1795 - 1875].

The collector's choices proved to be the most judicious in the field of so-called historical paintings, including works by Lagrenée, Brenet and Fragonard.

Lastly, there are a few modest genre paintings, including *Young girls at the fountain* [1837] by the Lyon artist Pierre Bonirote.

Although this is by no means a prestigious collection, the donation of these paintings, most probably part of a larger cabinet of curiosities, is proof of the benefactor's generosity. While it clearly suggests a craving for social recognition, it also reveals the philanthropist's desire to share his love for art with the wider public.



Claude Pinet, *Triumph of Ceres*, 1869

©musée de la lunette, F.H. Jourdain collection

CULTURAL MEDIATION

MEDIATION AT THE MUSEUM

The Glasses Museum aims to provide its visitors with innovative resources, providing them with the vital keys to understanding this diverse heritage.

The modern, interactive and fun design of the permanent exhibition offers five approaches:

- A **local history** track, which looks at the original skills of nailsmiths, clockmakers and enamellers, the emergence of the first eyewear workshops, their development and how the essentially rural population became involved. This trail includes two models showing the production sites: the water-powered workshop and the farm workshop.
- A **technical history** track explains the main stages of the manufacture of metal spectacles. This presentation includes videos showing what the workers do.
- An **ethnological** track focuses on the role of the workforce in the history of the Morez industry and the question of professional training, from the First Practical Industry School to the Victor Bérard National School of Optics. A multimedia unit tells the stories of 'people in the eyewear industry'.
- A **scientific** track explains the phenomenon of eyesight using a large number of interactive modules. An artificial eye is displayed, explaining how the image is formed within the eyeball. A series of optical illusions rounds off this trail. A multimedia unit explains varifocal lenses to visitors.
- The **decorative arts** track features some 450 items selected from the Essilor-Pierre Marly Collection. These have been chosen for a variety of reasons: their historical character, the fame of their owners (who include Marie de Médicis, Victoire de France and Sarah Bernhardt), their aesthetics, or their original aspect. Together they offer a broad range of the shapes, materials and techniques developed for eyewear manufacture throughout the centuries and around the world. A multimedia unit presents digitized versions of some of these items. This enables visitors to admire the fine decoration on astronomical eyepieces, telescopes and lorgnettes and understand their role in the history of techniques.

Finally an extract from the film: *Morez, pays de lunettes* is screened in the auditorium. This shows the economic and social history of the town and concludes with some contemporary information. Eyewear manufacturers granted access to their production facilities, allowing visitors to find out more about this innovative and competitive industry.

SERVING THE PUBLIC

Throughout the year, the visitor and educational departments, with two teachers specializing in optics, provide a varied cultural offering to suit all categories of visitor.

- **Guided tours**

All year round by prior booking and during school holidays, a guide/historian and eyewear veterans will show you around the riches of the permanent exhibition.

- **Educational resources**

The Glasses Museum creates a variety of educational resources: leaflets, multimedia units and teaching kits devoted to the various topics it covers - optics, industrial history and the history of science.

- **Museum workshops**

In addition to workshops relating to the temporary exhibitions, the Glasses Museum offers school groups the opportunity to discover its collections through participation and hands-on experience. The following topics are dealt with: the eye and eyesight, optical principles, colour, light, the eyewear industry and sight-enhancement instruments. The visitor department also works all year round with teachers for Department of Education schemes: Discovery Trails, Art and Culture Project Classes, educational assistance, and so on. They offer teachers annual events, such as *'Magnified tales'* in the autumn (which combines storytelling with exploration of the collections), and on the occasion of the Science Festival.



ARCHIVES AND ONLINE RESOURCES

The Glasses Museum has a documentary collection which can be consulted on site. This provides students, teachers and other interested parties with documentary files on the various topics it covers. Some of the museum's collections have been scanned and can be consulted online: <http://musee-lunette.fr> or via the Joconde database (<http://www.culture.gouv.fr/documentation/joconde/fr>).

SPECIAL EVENTS

TEMPORARY EXHIBITIONS

Each year, the Glasses Museum offers its visitors the opportunity to experience one or more temporary adventures based on the topics of eyesight, light and optical phenomena. These exhibitions include a guidebook and educational workshops.

FEW EXAMPLES

ANAMORPHOSIS: AMAZING MIRRORS! (02/05/2004 – 30/08/2004)

Anamorphosis is an image which is distorted by the artist to make it undecipherable to the naked eye but understandable using an optical method. This highly fun exhibition presented anamorphoses produced in scientific 'cabinets' in the 18th and 19th centuries or published in printed albums.

WORLD VIEWS - EXPLORING, MEASURING AND MAPPING THE SKY. (23/06/2007 – 31/08/2008)

How the invention of optical instruments in the 17th century completely revolutionized our world views.

LIGHT: ART OR SCIENCE ? (07/11/2008 – 31/08/2009)

This exhibition offered visitors two trails - a scientific one and an artistic one - to find out about light. Fourteen paintings from the Jourdain collection, which had been stored out of sight for 50 years in the museum's reserve collection, were restored for the occasion.

EYEWEAR OF THE FUTURE (13/02/2010 – 31/12/2010)

Each of these pieces of eyewear shows how it is possible to invent a new personal or collective relationship with eyewear. *Eyewear of the Future*, designed to correct failing sight or protect from the sun, offers a view of the future as seen by young designers.

SILMO D'OR, EXCEPTIONAL PIECES (6/4/2011-30/1/2013)

Award-winning glasses at the Silmo trade fair.

LECTURES

The Glasses Museum aims to be a venue for the exchange and transmission of knowledge. Firm in the belief that science should not be disconnected from society, it offers its visitors the opportunity to take a closer look at the topics covered in the temporary exhibitions through lectures. Each year experienced professionals and recognized academics come and present their work, offering an excellent way of popularizing science without debasing it.



FEW EXAMPLES

- 26/09/2003 - *Design in the eyewear industry* by Monique Vervaeke, sociologist and design analyst for the CNRS.
- 14/04/2004 - *The history of industrialization in the Jura* by Jean-Marc Olivier, historian.
- 10/10/2005 - *Refractive surgery: the end of glasses?* by Yves Pouliquen, professor, ophthalmologist and member of the Académie Française.
- 09/10/2006 - *The history of varifocal lenses or the parable of the researcher and the mountaineer* by Bernard Maitenaz, inventor of varifocal lenses and Arts et Métiers engineer.
- 16/09/2007 - *Galileo* by Gérard Chazal, professor of history and the philosophy of science.
- 14/10/2007 - *Where are the heavenly bodies?* by Daniel Laclef, chair of the 'Tell me about space' association, member of the French Astronomical Society.
- 17/11/2008 - *Lasers: their history, nature and recent applications* by Vincent Armbruster, teacher at the Lycée Victor Bérard, Morez.
- 23/11/2009 - *Eyes within eyes: how to see the human eye and provide better treatment for it* by Jack Carrot, teacher of visual analysis and contactology at the Lycée Victor Bérard, Morez.
- 19/10/2010 - *Atmosphere* by Nicolas Gascard, a photographer specializing in shooting atmospheric phenomena.
- 21/10/2011 - *Antide Janvier, watchmaker of the King*, by Michel Hayard
- 14/09/2013 : *Essilor : history of a worldwide compagny*, by Pierre Paget

NATIONAL EVENTS

HERITAGE DAYS

The Glasses Museum takes part in this European event, which takes place every year on the third weekend in September. Admission is free and the museum provides its visitors with the opportunity to meet eyewear manufacturers and learn about their know-how.

SCIENCE FESTIVAL

Every autumn, under the aegis of the French Ministry for Further Education and Research, the Glasses Museum offers a more in-depth look at a scientific or technical topic via hands-on workshops for school groups and a lecture for the general public on Mondays. To celebrate science, admission to the museum is free on the Sunday in question.

MUSEUM NIGHT

In the spring, the Glasses Museum is open in the evening... providing the opportunity to look up at the sky or experience a fresh approach to the visitor route, as interpreted by contemporary artists.

2015 AGENDA

MIRABILIA. CURIOSITIES FROM THE JOURDAIN COLLECTION AND BEYOND

Temporary Exhibition. Free entrance. From 28th January until 7th June.

Through this exhibition, the story of 'curiosity cabinets' and their collectors (Renaissance period) is highlighted. The exhibition immerses the visitor in a 'curiosity cabinet' in order to understand its role, its history, its organization and the collections presented. This exhibition of miscellaneous objects intended to challenge the visitor with surprising, aesthetically remarkable, fantastic, strange and exotic pieces ... The purpose is to show the diversity of man and nature. These objects will arouse the curiosity and wonder of the visitor by offering a motionless journey through the centuries and continents.

This exhibition was realized with the contribution of the Museum of Fine Arts of Dole, the Strasbourg Zoological Museum, the Strasbourg Musée de minéralogie, the Jardin des Sciences at the University of Strasbourg, the Auguste Grasset Museum in Varzy and the Besancon Citadel.

ARTS & CRAFTSHIP DAYS

28 & 29th march 2015

Photographs, paintings and watch-making demonstrations.

IN THE HEART OF METAL

Temporary Exhibition. Free entrance. Avril 2015

Exhibition realised by the students of the Lycée Fillod d'Arbois.

MUSEUM NIGHT

16th may 2015

Theme : Discover the stars and astronomy.

A VUE D'ŒIL !

Temporary Exhibition. Free entrance. Du 24 juin au 30 novembre.

An exhibition on perception. In partnership with the Lycée Victor Bérard - Morez.

HERITAGE DAYS

19 & 20th September 2015

SCIENCE FESTIVAL

October 2015

This event will deal with the following theme : light !

GLASSES MUSEUM PARTNERS

The Glasses Museum, a 'Musée de France' facility, forms part of a network. It benefits from the expertise of the Regional Cultural Affairs Office (DRAC) and receives regular help from associations and organizations located in the region or focusing on similar topics.

'FRIENDS OF THE GLASSES MUSEUM' ASSOCIATION

The 'Friends of the Glasses Museum' Association has some fifty members; former eyewear manufacturers and other enthusiasts. It supports and promotes the action undertaken by the museum to enhance heritage and organizes cultural outings dealing with the topics addressed in the temporary and permanent exhibitions.

Some Friends have decided to get involved by occasionally leading guided tours of the museum on a volunteer basis.

MUSEUMS OF FRANCHE-COMTÉ TECHNOLOGY AND CULTURE

The Glasses Museum is a member of the MTCC network (Museums of Franche-Comté Technology and Culture) which brings together 11 sites including both museums and working businesses throughout the Franche-Comté region. These locations reflect the cultural identity of the people, relating the history of the Franche-Comté region and the industrialization of a very rural area. Together, they deal with the region's industrial and ethnological heritage.



musées
des techniques
et cultures
comtoises

<http://www.musees-des-techniques.org>

FRANCHE-COMTÉ MUSEUMS

'Franche-Comté Museums' is an initiative undertaken by the Franche-Comté associate chapter of the General Association of Curators of the Public Collections of France. The main objective of this initiative is to develop information and communication technologies in the region's 33 'Musées de France' museums. Actions relate to three areas: the digitization of collections, their promotion to a broad public using digital technology and the training of museum staff in the use of these new tools.



<http://www.musees-franche-comte.com>

ESSILOR

ESSILOR came into being in 1972 following the merger of SILOR, a company founded by Georges Lissac after the Second World War, with ESSEL, a workers' cooperative set up in Ligny en Barrois in the Meuse, which moved to Morez in 1877. In 2001, ESSILOR acquired Pierre Marly's celebrated collection of glasses and optical instruments and entrusted them to the care and keeping of the Glasses Museum the following year.

ESSILOR

MIEUX VOIR LE MONDE

<http://www.essilor.fr>

LYCÉE VICTOR BÉRARD (MOREZ)

The Lycée Victor Bérard is the descendant of the first School of Optics which opened in Morez in 1904. It offers a variety of vocational courses: optical engineering, instrumental optics, photonics and so on.

Two teachers specializing in optics are on secondment from the French Department of Education and together form the Glasses Museum's educational department. In addition to the design of interactive displays on the theme of the eye and eyesight, they lead Science Festival workshops and act as advisers to the scientific temporary exhibitions.



<http://www.lyceemorez.fr>

JURA SPECTACLE MANUFACTURERS AND ALUTEC

The Glasses Museum is part of a much larger development dedicated to the manufacture of eyewear. It houses the union of Jura spectacle manufacturers and ALUTEC, the technological eyewear association.



<http://www.lunetiers-du-jura.com>



<http://www.labo-alutec.com>

THE NATIONAL SPACE STUDIES CENTRE

In 2000, the National Space Studies Centre (CNES) set up the Space Observatory to diversify its cultural policy: the mission of this body is to encourage the examination of issues relating to Space, by disseminating knowledge about space to cultural bodies. To do this, the Space Observatory conducts various initiatives in order to bring together the worlds of literature, heritage and art along with those of science and technology, on a common cultural foundation. Its objective is to help different ways of looking at Space to emerge and broaden the understanding of Space, in order to constitute a cultural history of it. Space should not be reduced to its scientific and technical aspects alone.

The aim of the Space Observatory is to encourage the emergence of creativity, art and heritage in a world which is fundamentally scientific and technical, providing a humanistic view of knowledge in which facts are seen in connection with their effects on society. The Space Observatory wishes to encourage all types of individual to consider the role of Space, its challenges and the way it is perceived - in our society and our collective knowledge, in history and in the way we represent it. The Observatory is also committed to demonstrating the influence of Space within culture as a whole.



<http://www.cnrs.fr/>

VISUALS ©GLASSES MUSEUM

All our visuals are freely available for fair use.

Please include the following sentence: '©musée de la lunette' or '©musée de la lunette, Essilor-Pierre Marly Collection' as applicable.

A CD-ROM with 30 high-definition visuals is available.

For any information or request, please contact : Nadège Bonnet Mathieu, Communication, nadege-bonnet-mathieu@mairie-morez.fr / 03.84.33.62.65



Outside views of the Glasses Museum, Morez (39)
©musée de la lunette, Studio Vision.



Glasses Museum, Morez (39)
©Julien Carnot, architects G. Reichardt et G. Ferreux



Blowtorch, early 20th century
©musée de la lunette



Permanent exhibition, industrial history zone,
©musée de la lunette



Permanent exhibition, © musée de la lunette



Demonstration by a 'Best Craftsman in France'
award-winner, Heritage Days 2008 ©musée de la
lunette



Lorgnette, 19th century
©musée de la lunette, Essilor -
Pierre Marly Collection



Glasses by André Courrèges, 1965
©musée de la lunette, Essilor - Pierre Marly
Collection



Theodolite, early 19th century
©musée de la lunette, Essilor - Pierre
Marly Collection



Temple glasses which once belonged to Victoire de France,
daughter of Louis XV
©musée de la lunette, Essilor - Pierre Marly Collection



Inuit glasses
©musée de la lunette, Essilor - Pierre
Marly Collection