

MUSÉES DE LA VILLE DE STRASBOURG

Strasbourg, 7 September 2026

Exhibition “Trop mignon ! Cute strikes back”
Strasbourg Museum of Modern and Contemporary Art (MAMCS)
19 February - 29 August 2027

“Trop mignon !” (So cute!) is an oft-heard everyday expression ... applied just as readily to a baby’s rosy cheeks as to the downy fur of a small animal. The exhibition “Trop mignon ! Cute strikes back”, devised in partnership with the Louvre-Lens museum, explores this concept that straddles the boundary between the pretty and the sentimental: why and how does “cute” become a source of comfort when things go wrong, and a means of re-enchanting a world that is currently anything but cute? The Louvre-Lens Museum and City of Strasbourg Museums have joined forces to present two chapters of a joint exploration of the theme of “cuteness,” incorporating both a long-term historical perspective and a contemporary, analytical look at the world. Indeed, the project reflects the City Museums network’s commitment to collaborating with local museums, combining both their expertise and collections.

As both an interdisciplinary and multifocal project, the exhibition “Trop mignon ! Cute strikes back” is the second part of a shared thought process which asks questions about the present day while taking visitors on a sensorial, emotional and playful journey that encourages them to let themselves go.

The cute aesthetic has infiltrated all areas of life, sometimes for purely commercial reasons. Fashion, advertising, design, childhood, including confectionary - the ambient cuteness is unavoidable. The museum cannot ignore a tendency that has now been theorised - *cute studies* having become a branch of humanities taught in a number of universities.

Through a journey spanning several centuries of art history and a wide range of techniques, the exhibition displays highly diverse forms of aesthetic expression - including painting, sculpture, drawing, printmaking, photography, installation art and video. A selection of artworks and items drawn from both popular culture and science are featured in an exhibition that explores the concept of “cute” - and its real or perceived characteristics (small, pink, soft, sweet) - in eight stages. Is all of it cute? Is it perennially and unconditionally cute? Where else does “cuteness” manifest itself? Is what was considered cute in the past the same as what is considered cute today? Is cuteness as harmless as it seems, or is it poised to take its revenge?

Featuring a “rosothèque” (a space dedicated to the colour pink), a listening area for the sweetest sounds, and a small “cuddly” library for children, the exhibition’s scenography showcases about three hundred works and objects. Half of them come from the collections of the City of Strasbourg’s museums and local partners (including Strasbourg university collections, the National Opera of the Rhine, museums in Rixheim and Sarreguemines, and INA Grand Est). The exhibition also features significant loans from national museums, including the Louvre and the Decorative Arts Museum (MAD). Visitors will also discover artworks by Françoise Pérovitch, Pascal Lièvre, Maxime Verdier, and Jean-Luc Verna - pieces produced specifically for this project and presented here for the first time.

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<https://www.musees.strasbourg.eu/dossiers-et-communiqués-de-presse>

“Trop mignon ! Cute strikes back” bears witness to the determination of City of Strasbourg Museums to engage in a multidisciplinary approach by combining artworks and objects from different periods, thereby generating an interplay between heritage, contemporary production, popular culture and social issues. The project also address a wide audience, both connoisseurs and the curious, children as well as adults, through exhibition guide tools designed for different audience categories, allowing space for content as well as the emotions and the senses.

The exhibition is accompanied by two publications: an exhibition catalogue and a publication for the young, available at City of Strasbourg Museums and the Louvre-Lens, plus a rich cultural programme both within the museum and in outside locations.

Curation: Estelle Pietrzyk, Head Curator and Director of MAMCS, and Emilie Girard, Head Curator and Director of City of Strasbourg Museums

Scenography: ROLL Office

“With “Trop mignon ! Cute strikes back”, the MAMCS presents an exhibition that is simultaneously intellectually rigorous, accessible, and deeply rooted in the present day. By encouraging a dialogue between Strasbourg’s collections, contemporary art, and popular culture, it embodies our ambition to make museums increasingly accessible to all. The partnership with the Louvre-Lens and loans from major national institutions also demonstrate Strasbourg Museums’ capacity to spearhead large-scale projects and extend our city’s influence far beyond our local region.”

Pierre Jakubowicz, Deputy Mayor in charge of culture, heritage and the arts

- **So cute! The art of happiness**
Louvre-Lens Museum
from 23 September 2026 to 18 January 2027
- **Trop mignon ! Cute strikes back**
Strasbourg Museum of Modern and Contemporary Art
from 19 February to 29 August 2027



PRATICAL INFORMATIONS

Musée d'Art moderne et contemporain de Strasbourg (MAMCS)

1, place Hans-Jean-Arp, Strasbourg

Open daily from 10 am to 1 pm and from 2pm to 6 pm – closed on Mondays

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