

MUDAM

The Contemporary Art Museum of Luxembourg

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Simon Fujiwara

A Whole New World



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Booklet in easy-to-read
language

About the exhibition



This booklet is in Easy Language.

The exhibition is called:

'Simon Fujiwara: A Whole New World.'

Exhibition means:

You can see many art-works.

This exhibition is in a museum.

The artist is called **Simon Fujiwara**.

He was born in 1982 in London.

London is the capital of the United Kingdom.

The exhibition is level 0 of the museum.

You can visit the exhibition until

Sunday, 23 August 2026.

You can get more information:



Telephone: 45 37 85 531



Email: visites@mudam.com

You can also book a guided tour.

Guided tour means:

Someone goes with you through the exhibition.

This person explains the art-works.



This is the plan of the exhibition.



An installation.

The artist

Simon Fujiwara makes many different kinds of art.

He makes:

- Videos
- Paintings
- Drawings
- Sculptures
- Installations

Installation means:

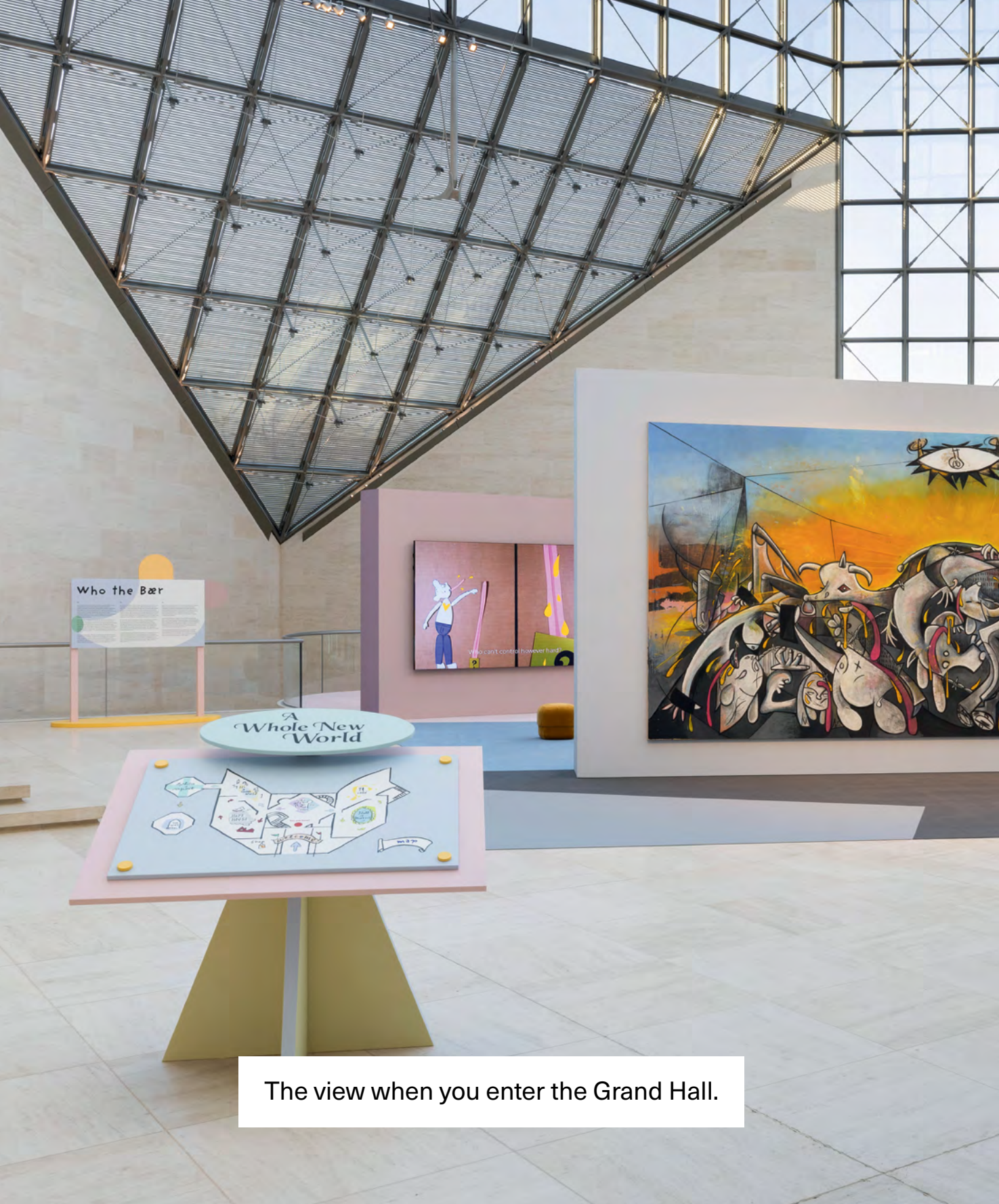
Art that takes up space with multiple objects.

Simon thinks about questions like:

- Who am I?
- Who are we?
- How do we show ourselves to others?
- How do we remember history?
- How do we show ourselves through technology?
- How does technology influence our identity?

His art makes us think about these questions.

He uses humour in his art.



The view when you enter the Grand Hall.

Grand Hall

When you enter the museum, you are in the Grand Hall.

What do you see?

You see a very large painting.

The painting is called 'A Whole New World for Who?'.

In the painting you see:

A cartoon character.

The character is called **Who the Bær**.

The short name of the bear is **Who**.

Who the Bær is special:

- Who has no gender.
- Who has no nationality.
- Who has no specific identity.
- Who can be anyone.
- Who can be everyone.

Who represents a question about identity.

This question has many answers.

The painting reminds us of a famous old painting.

The old painting is called 'Guernica'.

It was painted by Pablo Picasso in 1937.

Picasso painted it inspired by an attack in the city of Guernica during the Spanish civil war.

Many civilians died.

Simon asks:

- Why did that painting become so famous?
- What images make us feel something?
- What images of war do we see today?
- How do we show war in art today?



The painting 'A Whole New World for Who?'.

West Gallery

Go into the room next to the museum café.

This room is about the questions:

- Who are we?
- How do we show ourselves to others?
- How do others see us?
- How does media change our image?

The art-work 'Joanne'

You see a video and light boxes with photos.
The video tells the story of Joanne Salley.

Joanne was Simon's school teacher.

She had many jobs in her life:

- Beauty queen
- Artist
- Model
- Boxer

One day, private photos of Joanne were in newspapers.
She did not want people to see them.
The situation was very hard for her.

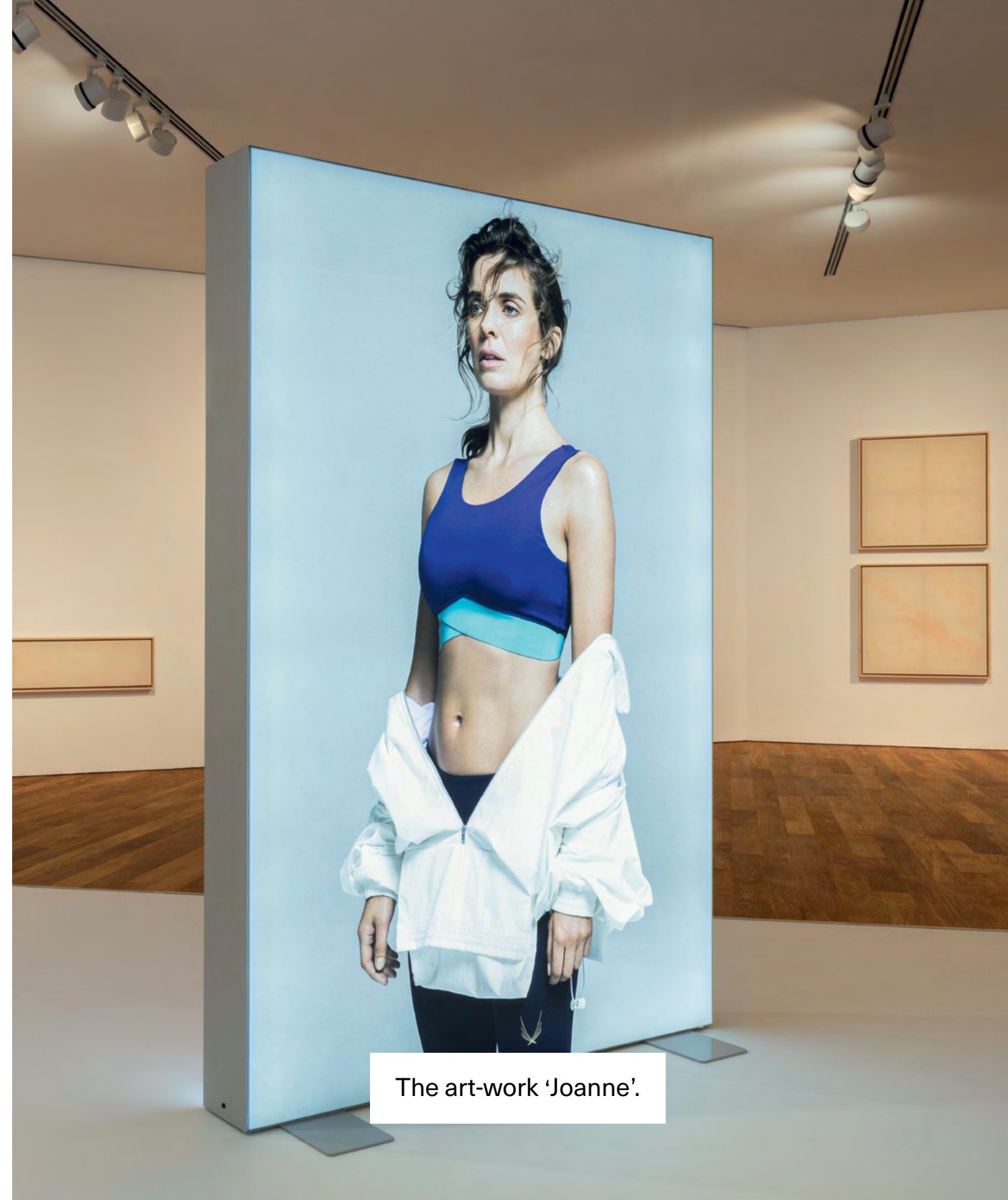


The art-work 'Joanne'.

Simon supported Joanne.
He took new photos of her.
The photos were put online.

The artwork shows that:

- Images are very important
 - We try to control how others see us.
- But can we always control it?



The art-work 'Joanne'.



The cardboard model house.

East Gallery

Go to the room next to the big staircase going up.

You see large objects.

For example, a ladder.



These objects come from a cardboard model house.

Usually, models are small.

But Simon made the models life-size.

The model is:

The Anne Frank House in Amsterdam.

Amsterdam is a city in the Netherlands.

Who was Anne Frank?

Anne Frank was a Jewish girl.

She lived in the Netherlands in the 1930's.

During World War 2,
she had to hide from the Nazis.

She hid in a small room in a house.

She wrote a diary in that room.

At some point, Anne Frank was found by the Nazis.

Anne Frank was killed by the Nazis because she was Jewish.

She was only 15 years old.

Her diary became very famous after World War 2.
The house became a museum.

The art-work 'Hope House'

You see 60 small parts of the house model.

Simon asks:

The house is a memorial.
But it is also a museum.
You can buy the model at the shop.
How do you feel about this?

The story of Anne Frank is very important.

A lot of other people experienced the same thing.
This shouldn't happen again.

What is the best way to tell this story?



The art-work 'Untitled (Penthouse)'.



One colorful case.

Jardin des sculptures

This is the Jardin des sculptures.

It is next to the East Gallery.

What do you see?

You see 6 colourful cases.

The cases have small models.
They look like toys.
But they show serious things.

The models show:

- A temple
- A prison
- A cemetery
- A slum
- A memorial
- A power plant

The models look nice.
But they show difficult things.

The artwork is called: 'It's a Small World'

This name is also the name of the song you can hear.

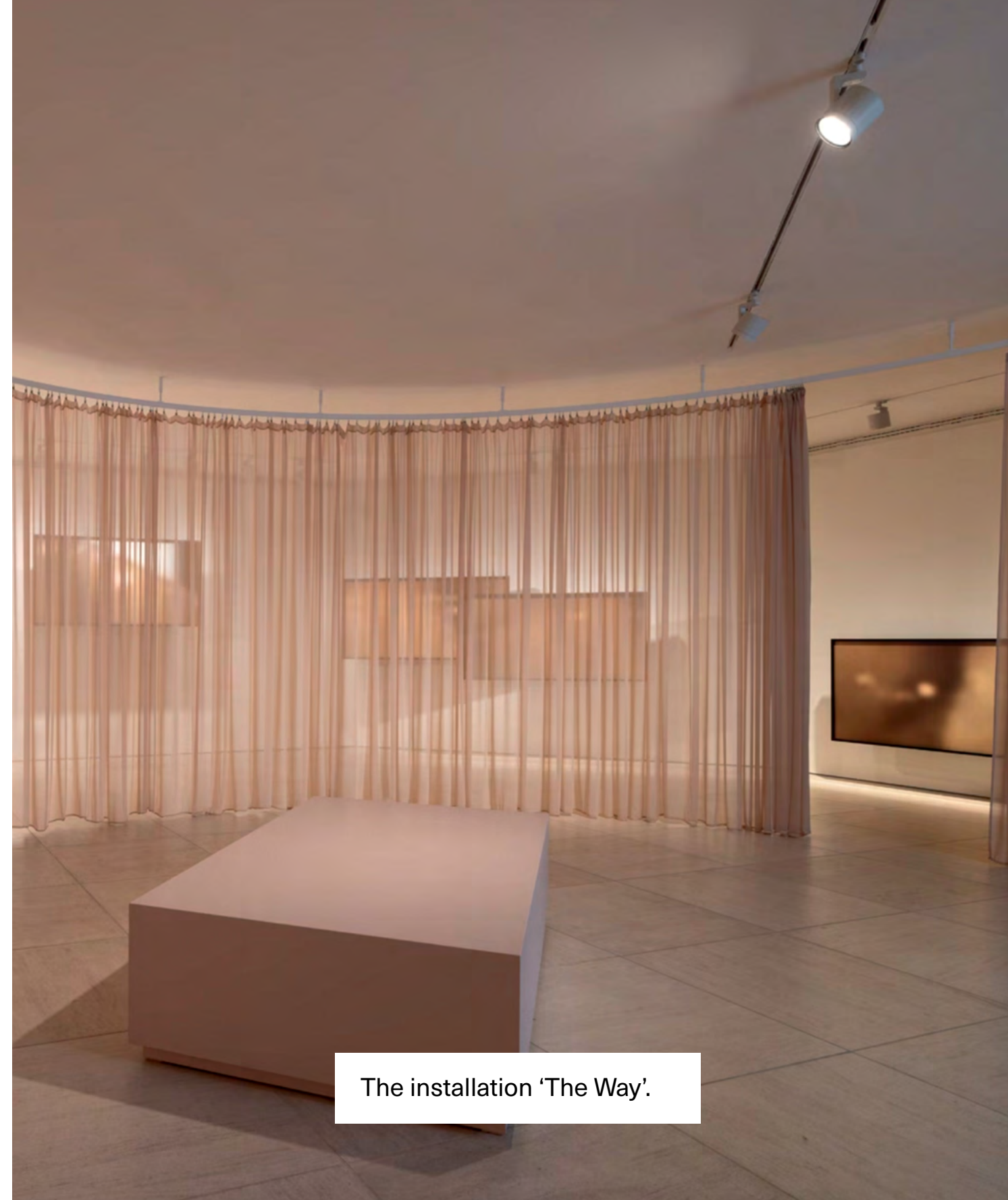
But Simon's models show:

The real world is **not** always happy.

There is poverty.

Life can be unfair.

People can be used to make profit.



The installation 'The Way'.



The way to the Pavilion.

Pavilion

Go into the room on the right.
Go to the back of the Jardin des sculptures.
Here, you can find the pavilion.

Warning:

This room talks about sexuality and illness.
Some visitors can find this difficult.

This room is about:

- Bodies
- Sexuality
- Illness
- Life
- Death
- Future

The artwork 'Syphilis: A Conquest'

You see a large installation.
It has bright colours.
It looks like a fairy tale.
But the art-work is about a disease.
The disease is called **syphilis**.
Simon once had syphilis.

Simon wanted to understand:

What is this disease?
Where does it come from?



The art-work 'Syphilis: A Conquest'.

The disease probably came from America to Europe.
This happened 500 years ago.

The installation shows:

Stories about the disease

How people thought about the disease long ago

Simon makes the disease look beautiful.

This is surprising.

Why does Simon do this?

- He wants us to think differently.
- We can talk about difficult things.
- We can make them less scary.

The message of the exhibition

Simon Fujiwara shows us:

The world changes fast.

We create images of ourselves.

We remember history in new ways.

Everything can become entertainment.

But Simon asks:

How do we feel about this?

His art makes us think:

- With humour
- But also with difficult questions

Who the Bær reminds us:

We all ask: Who are we?

We all search for answers.



the interactive whoseum

Who the Bear interacts with an art-work.

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