



Chaplin's[®]
WORLD

2022
THE KID

PRESS KIT
—
JANUARY 2022

—
BY GRÉVIN

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INTRODUCTION

Lauded by the British Film Institute as one of the top 50 films to watch before turning fifteen, and perhaps Chaplin's most culturally significant work, *"The Kid"* is an absolute must-see for all the family.

To mark the film's 100th anniversary, *"The Kid"* will be the main focus of the 2022 program at Chaplin's World, the world's only museum dedicated to Chaplin. In collaboration with the Charlie Chaplin Museum Foundation, a number of events will celebrate the film, including:

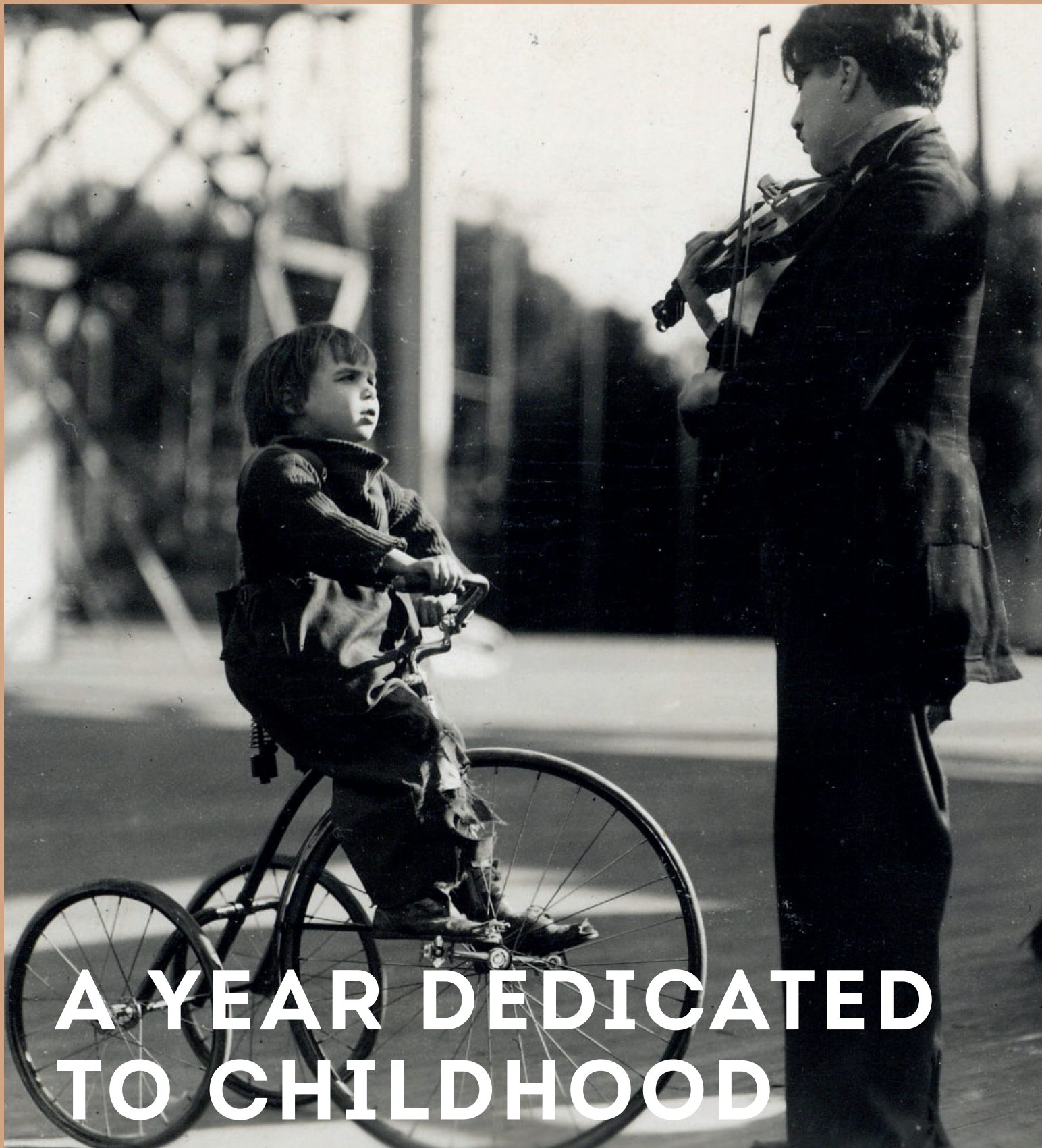
- An exclusive pop-up exhibition, specially designed for the occasion;
- Screenings of *"The Kid"*;
- Tribute performances to the work, which will run for two weeks under a big top;
- Chaplin's compositions performed in concert by young musicians;
- 1900s-style games, to be played free of charge in the park.

These events will focus on activities for the whole family that encourage bonding between generations.

Since opening on 16 April 2016, Chaplin's World has won numerous prizes, including the European Museum Academy's Best European Museum Award in 2018, and welcomed over a million visitors, quickly becoming one of the Swiss Riviera's must-see tourist spots.

Today, we are delighted to present a season of events celebrating one of Chaplin's most highly acclaimed works, *"The Kid"*.

Certainly, Chaplin revealed more about his early life in that film than in any other. It was arguably the first film in cinema history to achieve such a masterful blend of laughter and tears, and demonstrated Chaplin's artistic craft and personal values with great playfulness and vibrancy.



A YEAR DEDICATED TO CHILDHOOD

Just like others before and after him, when making his seminal work, Chaplin journeyed back to his childhood. By turning his early years into a creative act, he produced a film that resonates as a concentrated snapshot of humanity, a jab at the petty mindset of the establishment, and a valiant display of triumph over trauma. In celebration of "The Kid"'s 100th anniversary, Chaplin's World and its Foundation present a program for 2022 that is infused with the values of a film that uses humor to transform suffering into zest for life and dreams into reality!

Many Chaplin fans consider "The Kid" to be his most personal and most accomplished work. But the film actually came about during a time of intense emotional turmoil in the filmmaker's life.

In October 1918, Chaplin had rushed into marriage with a 17-year-old actress, Mildred Harris. Sharing little in common with his spouse, Chaplin's boredom and frustration in his personal life resulted in a severe creative block.

Mildred then fell pregnant and gave birth to a malformed baby boy, who passed away just three days later. This was, of course, a deeply traumatic experience for Chaplin, but an artist's heart often reacts in unpredictable ways.

Just ten days after his son's funeral, it seemed like Chaplin had overcome his creative impasse, and he began holding auditions for children at his studio. He became absorbed and stimulated by a new film project, entitled "The Waif," in which his Tramp character became a foster father to an abandoned child. It was around this time that the filmmaker happened to attend a cabaret show by a brilliantly gifted dancer. At the end of his performance, the dancer brought on stage his delightful, bubbly, four-year-old son – Jackie Coogan.

Instantly, Chaplin knew he had found his main actor. A dream co-star, Coogan possessed an innate talent for mimicry, and he was capable of replicating any action or expression that Chaplin taught him.

Of all of Chaplin's films, "The Kid" is perhaps the one that best combines comedy and profound sentimentality.

It reaches peak emotional impact during the poignant scene in which the Tramp shows intense anguish and determination when the social workers attempt to drag the Child off to the orphanage, as he fights to keep his adoptive son. This emotion undoubtedly stemmed from the filmmaker's own memories, particularly the pain of being torn away from his mother at the age of seven and placed in a home for destitute children.

In February 1921, "The Kid" debuted on movie screens across the globe. An instant hit, it went on to become perhaps the biggest triumph of Chaplin's career, and propelled its two heroes to unprecedented heights of worldwide fame and adoration.



MEDIATION PROGRAM

BY THE CHARLIE CHAPLIN MUSEUM FOUNDATION

AN EXCLUSIVE EXHIBITION: THE KID

Designed exclusively for the world's only museum dedicated to Charlie Chaplin, our new exhibition, *"The Kid,"* is the brainchild of Yves Durand, the developer and concept designer of Chaplin's World. The pop-up exhibition will be held from 18 March to 25 September 2022 in the attic of the Manoir de Ban, a mansion where Charlie Chaplin spent the last 25 years of his life. It will revolve around four main themes:

- The Kid(s) - game of mirrors between the Tramp and the Child, the making-of and the child star;
- A return to Chaplin's roots - tarmac streets, games, and magic lanterns;
- Silent film theater area;
- Charlie Chaplin - as told by his own kids.

THE RECURRING THEME: A WINDOW INTO CHILDHOOD

Inspired by a scene from *"The Kid,"* a recurring theme in the exhibition is the window that lets visitors see the world through Chaplin's eyes, as a vagabond and a child at heart; the window smashed by the Child, who acts as the Tramp's accomplice in a money-making scheme to pay for the mountains of pancakes required for their survival; the refuge window, with its dismal bars, or the orphanage window, with its monastic-

style bars, that had been forever etched in Chaplin's memory; the window of his childhood home, where his mother Hannah would spend hours gazing out and mimicking every occurrence from the street below, with her hands, eyes and facial expressions; the attic roof window, which opened out onto a whole world ready to be discovered and offered the most wonderful dreams imaginable; and, finally, the window of the lodging house that the Child sneaks through to find his adoptive father, as they flee from a society that refuses to see what unites them.

"I was right here in the midst of my youth, but somehow i seemed apart from it. I felt as though i was viewing it under a glass. It could be seen all too plainly, but when i reached to touch it, it was not there - only the glass could be felt, this glass that had been glazed by the years since i left."

"My Wonderful Visit," 1932, in which Chaplin revisited his childhood neighborhood

chaplinsworld.com

À CORSIER-SUR-VEVEY, SUISSE

EXPOSITION
DU 18 MARS AU
25 SEPTEMBRE 2022



L'EXPOSITION

CHAPLIN'S WORLD™ © BUBBLES INCORPORATED SA - Conception graphique: Eric Perez

Conçue et soutenue par

Charlie Chaplin
MUSEUM FOUNDATION



HOLLYWOOD EST EN SUISSE

Chaplin's
WORLD

BY GRÉVIN

THE KID(S): GAME OF MIRRORS BETWEEN THE TRAMP AND THE CHILD, THE MAKING-OF AND THE CHILD STAR

The first few stops in the tour explore Chaplin's childhood, in which his mother Hannah played a key role, especially during his very early years. A superbly talented mimic, she used to observe passers-by through the window of their garret in southeast London, imitating them to entertain her youngest son, little Charlie. Visitors then read a synopsis of the film, with the first panel setting the tone ("A picture with a smile – and perhaps, a tear"), and the second placed at the start of the story ("The woman – whose sin was to be a mother").

GAME OF MIRRORS

The exhibition presents a game of mirrors between two vagabonds – the Tramp and the Child, the latter a mirror image of the former. One sports a bowler hat; the other, a newsboy cap. One wears oversized shoes; the other, a pair with the ends cut off to give his little feet space to grow. In the film, Tramp and Child become close companions, building a rapport based on mimicry, proximity, and complicity throughout scenes that slips effortlessly between laughter and compassion.

As they view the promotional posters for "*The Kid*," visitors can reflect on poverty, childhood and parenthood, and the game of mirrors whereby the Child embodies a miniature Tramp. Mirroring his father through his posture, his troublemaker appearance is accentuated by his newsboy cap. Framed at a slightly low-angle shot, the Child looks up defiantly at the beholder. Despite the material modesty of every element in the image, he possesses a certain grandeur, an apparent pride or, indeed, a form of self-assertion.

THE CHILD STAR

Having been immersed in the making of the film, visitors next learn how Chaplin came to find his Kid, Jackie Coogan at a cabaret show, just as how he himself was discovered on stage by Mack Sennett. As the first child star in cinema history, Coogan's career was arguably marked with more lows than highs. He went from starring in "*The Kid*" to playing Uncle Fester in "*The Addams Family*". But mention of Coogan's name also requires speaking about the Coogan Act. After earning millions as a child, Coogan grew up to find out that his parents had squandered most of his fortune. In 1935, he sued them for \$126,000 and the trial led to the passing of the Coogan Act, requiring an employer to transfer a part of the minor's salary into a savings account, while also stipulating that the child has ownership of all the money that they earn, and that its spending by their parents (unless authorized by the child) constitutes theft under the law.

“[The kid] wasn’t a studied character. It was just released whole from somewhere deep within my father’s alter ego, the little boy who never grew up: ragged, cold, hungry, but still thumbing his nose at the world.”

Charles Chaplin jr.



SYNOPSIS

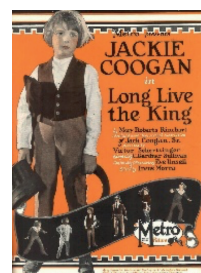
The woman steps out of a clinic with an infant in her arms. A short scene features the child's father, a young artist who carelessly drops a photo of the woman in the lit fireplace. The mother abandons her child in a luxury car, leaving a note pleading for the finder to take care of the baby. However, two robbers make off with the vehicle and end up leaving the baby next to some garbage cans in an alleyway.

It is here that the child is found by the Tramp. After several futile attempts to rid himself of this new and unwelcome responsibility, the Tramp brings the infant to his garret and cleverly cobbles together all the paraphernalia needed to nurse him.

Five years later, the Child has become a handy little helper at home, as well as a keen "business partner". As he roams the streets in search of windows to smash, the Tramp follows behind, a self-styled traveling glazier who offers his services to the unsuspecting victims.

Some time later, the boy falls ill and the Tramp reveals his story to a doctor, who then reports him to the welfare authorities. But the Tramp fights tooth and nail to prevent them from taking the child away.

The mother, now a major star of the theater, puts up a reward for the return of her son. When the Child and Tramp take shelter for the night in a lodging house, the owner steals the young boy in order to collect the reward. Alone again and utterly destitute, the Tramp falls asleep on a doorstep and enters a dreamland where all the good and bad people of the world have become winged angels. But then in creeps Sin, taking the form of a seductive female angel. The Tramp is killed in a brawl and the Child, also sporting wings, cries over his bloodied body – until the Tramp is awakened by a policeman, who drives him to an opulent manor house where the boy now lives, reunited with his mother.



A RETURN TO CHAPLIN'S ROOTS: TARMAC STREETS, GAMES, AND MAGIC LANTERNS

Dedicated both to the film and to Chaplin's life, these stops illustrate the autobiographical nature of *"The Kid"*. The 'tarmac' area brings visitors right to the roots of Charlie's childhood, providing a broader perspective of the Tramp, the Child and the film itself.

Visitors learn about the turbulent life of young Charlie, who was sent from one orphanage to the next because his poverty-stricken mother was unable to take care of him. The vagrant, practically orphaned Charlie eked out his existence

through an entangled assortment of institutions. Next, we enter a more cheerful-looking world by way of a magic lantern show, which famously enchanted Charlie and Sydney on their Sunday afternoons. This truly special world is geared toward today's children, who have grown accustomed to video game graphics and AR headsets.

This area was created in collaboration with the Swiss Camera Museum in Vevey, home to Switzerland's largest collection of magic lanterns.



SILENT FILM THEATER AREA

Decorated in the style of the world's first film theaters, this stripped-back cinema space invites visitors to take a seat and let themselves be entertained by the Tramp, a child at heart who made them laugh and smile as never before.

The 100th anniversary of *"The Kid"* offers a unique opportunity for a broader and altogether more joyful exploration of childhood as a theme in the Chaplin cinematic universe. This theme is, of course, present in the Child, but also in the child-like spirit of the Tramp. This area helps the visitor better appreciate *"The Kid,"* both as a film and, more importantly, as a work rooted in the undeniably juvenile traits of the cheerful yet compassionate protagonist. These precious childlike qualities are evident in every single one of his films.

CHARLIE CHAPLIN AS TOLD BY HIS OWN KIDS

Besides *"The Kid,"* Chaplin chose to cast a child in just one other film. The actor in question was, in fact, his own son: young Michael Chaplin starred in a film that took aim at McCarthyism, playing the tragic child (in the words of Adolphe Nysenholc) who is forced to denounce his communist friends in order to save his parents.

In this exhibition devoted to childhood within the filmic universe of a child street urchin (i.e. a young Tramp), it is only natural that there should be a space for the filmmaker's own children to tell his story.

Chaplin's children share their childhood memories and insights, offering a more rounded view of the father behind the star.





EXHIBITION CURATOR

YVES DURAND

For over twenty years, Yves Durand has been committed to conceptualizing and developing museum projects around the world. Primarily active in the Canadian and Swiss markets in recent years, Durand played an instrumental role in the creation of the Chaplin's World museum site, but he has numerous other museum and multimedia concepts under his belt, many of which were designed as turn-key projects in the art, history, archeology and science sectors, in American, Europe, and Asia.

He is the founder and director of several businesses in Canada and Switzerland that specialize in concept design, scripting, and production for museums operating at the national level, including:

- **in Switzerland:** the creation of Chaplin's World, the concept for Nestlé Chocolate Park (in development), and the medieval multimedia production at Château de Gruyères;
- **in Belgium:** the Archéoforum in Liège, the Monastery in Malmedy, the Maison de l'Eau in Verviers, and the Medieval Area in Limbourg;
- **in Portugal:** the Visionarium Science Museum, and the design for the Côa Museum;
- **in North America:** the design for Boston's Dreams of Freedom, the sound and light show at Cathedral-Basilica of Notre-Dame-de-Québec, and 3D/ HD multimedia history workshops for schools in Québec province;
- partnerships with **French, Greek, Chinese, and Indian companies** dedicated to creating museum spaces and landscaped areas, all linked to the promotion of themes such as national heritage.

Before entering the museum sector, Durand studied economics and later became involved in Canadian companies active in cultural marketing. He has since lent his feasibility analysis and market expertise to a variety of museum projects. His top priority is to develop concepts in line with the needs and wants of a cultural market that seeks not only entertainment, but also substance and innovation.



SCREENINGS

"The Kid," The Studio at Chaplin's World

23 March 2022 at 5:30 p.m.
introduction by Eugene Chaplin

16 April 2022 at 6:30 p.m.
on the anniversary of Charlie Chaplin's birth,
introduction by Eugene Chaplin



CHAPLIN CIRCUS SHOW: THE KID

"The Kid at the Circus with the Tramp" will give kids as young as seven the chance to show off their circus and acrobatic skills, just like the Tramp, in front of a live audience and inside a real big top. From 15 April to 1 May 2022 at Chaplin's World. For two weeks over the Easter holidays, the big top of the circus school L'Alchimie will stand proud in the museum park. Developed for the occasion, the School will be presenting a special show featuring trademark compositions by Charlie

Chaplin, with a focus on several iconic scenes from "The Kid". The Charlie Chaplin Museum Foundation has teamed up with L'Alchimie to create a show in the park of Manoir de Ban, starring children aged 7 to 17.

3 shows a day.

5 adultes
20 acrobats
8 musiciens



MUSIC!

Chaplin's World plays host to students from the Montreux-Vevey music academy. Seasoned musicians will be performing open mic sets around the Manoir de Ban and park throughout World Music Day weekend, on 18 and 19 June 2022.





CALENDAR

- **SCREENING OF "THE KID"**
The Studio at Chaplin's World
Wednesday 23 March 2022, 5:30 p.m.
in the presence of Eugene Chaplin

Saturday 16 April 2022, 6:30 p.m.
on the anniversary of Charlie Chaplin's birth
and launch of Chaplin's World
in the presence of Eugene Chaplin
- **"THE KID" EXHIBITION:**
The Attic at Manoir de Ban
18 March to 25 September 2022
- **CHAPLIN CIRCUS SHOW: THE KID**
The Park of Manoir de Ban at Chaplin's World
15 April to 1 May 2022, 3 shows a day

A big top will be set up for two weeks, offering performances based on Chaplin's most iconic musical themes, as organized in collaboration with the circus school L'Alchimie.
- **MUSIC!**
The Park of Manoir de Ban at Chaplin's World
World Music Day weekend, on 18 and 19 June 2022.
2 p.m.-5:30 p.m.

Chaplin's World plays host to students from the Montreux-Vevey music academy. Seasoned and beginner musicians will be welcome to perform all year round.

OUR PARTNERS



DUCRET FOUNDATION

By organizing projects related to exercise, nutrition, play, reading and culture, the Ducret Foundation helps vulnerable children and young people (and their families) to thrive. As part of its cultural program, the Foundation wanted to honor Chaplin's World as a jewel of the Swiss Riviera, the region that was once home to our founder, Pierre-Henri Ducret.

A timeless figure and a magnificent example of resilience, Charlie Chaplin's Tramp embodies all the world's immigrants and disadvantaged individuals. His body language is easily understood by people of all ages, while his humorous, hope-filled message opens hearts.

Chaplin used his craft to fight on behalf of the poorest, denouncing all injustice and inequality.

It was for these reasons that the Ducret Foundation eagerly agreed to support the pop-up exhibition *"The Kid"* and its related activities. We want to give as many children and youngsters as possible the chance to go to Corsier-sur-Vevey and immerse themselves in this wonderful universe. Public authorities can head to our website, www.fondation-ducret.com, to find all the useful information on how to fund a visit to the Manoir de Ban.

The Ducret Foundation hopes to bring plenty of sparkle into the eyes of all future visitors.



SWISS CAMERA MUSEUM - VEVEY

Open to the public since 1979, the Swiss Camera Museum works to preserve historical photography techniques and practices through objects, instruments, products, processes, and supplies related to the medium, as well as photographs, documents, publications, and illustrations. It safeguards this heritage and passes the knowledge on to as many people as possible through exhibitions, presentations, research, and publications. Particular emphasis is placed on Swiss productions or works linked to the history of photography in Switzerland.

The Museum spans four floors of an 18th-century building located on Place du marché in Vevey. Its permanent exhibition details the history of photography techniques, from their inception more than two centuries ago right through to the latest digital innovations. We also organize pop-up exhibitions three to four times per year. As a key pillar of the "Vevey, ville d'images" strategy introduced to promote

the region's wealth of institutions and enterprises devoted to the image arts, we work closely with other museums of the Swiss Riviera.

In particular, the Museum maintains very close ties with Chaplin's World in Corsier-sur-Vevey. The two institutions worked together on the 2019 exhibition "Chaplin Personal," and look forward to pursuing this fruitful collaboration in 2022. For the exhibition *"The Kid"*, the Swiss Camera Museum will be lending Chaplin's World a number of rare items from its pre-cinema collections, including several magic lanterns.

Swiss Camera Museum
Grande Place 99
CH-1800 Vevey
Opening hours: 11 a.m. to 5:30 p.m.
(Tuesday through Sunday)
T + 41 21 925 34 80
www.cameramuseum.ch



OUR PARTNERS



THE MAGIC LANTERN

Since 1992, we have been guiding children through their discovery of the fascinating world of filmmaking through our numerous movie theater activities, events, workshops, and productions, and on our website (www.lanterne-magique.org).

Active in a number of countries and known throughout Switzerland and the world, our Magic Lantern cinema club offers children aged 6 to 12 an unique education in the image arts, by way of our concept, adapted to each child's age and sensibilities. Alongside our regular movie showings, we run teaching activities and productions aimed towards other age groups, such as La Petite Lanterne ("The Tiny Lantern") for 4-to-6-year-olds and their parents, and Les

Petites Leçons de cinéma ("Kids Cinema Masterclasses") for children aged 10 and up.

Ever since our launch, the films of Charlie Chaplin have been a cornerstone of our programming, thus enabling tens of thousands of children to discover these masterpieces starring the filmmaker's iconic Tramp character. For us, working with Chaplin's World represents a new opportunity to introduce young audiences to this priceless cinematic heritage.

With surprise-filled tours, slapstick workshops, special film showings, and more, the Magic Lantern has prepared a whole host of activities, to be discovered at Chaplin's World throughout 2022.

l'alchimie

L'ALCHIMIE CIRCUS SCHOOL

Young people are at the heart of everything we do.

Full of wishes and dreams, young talents are eager to create, organize, and get involved in projects, especially in the arts.

L'Alchimie was founded in 2011 with the aim of providing a range of cultural and artistic activities for young people. Grounded in the firm belief that performing promotes cultural exploration, offers creative expression, and helps develop self-confidence, L'Alchimie guides children as they learn the circus arts.

Bringing a dream to life is a formative experience that L'Alchimie wishes to offer to as many children as possible.

Our young artists will take part in creating a show and performing it before a crowd of people from all walks of life, gathered together in a location steeped in the spirit and genius of Chaplin, and make lifelong memories along the way.

L'Alchimie is proud to share these magical moments with all its artists (circus performers, musicians, actors, etc.) and thrilled to be collaborating with the team at Chaplin's World. What a wonderful experience!



OUR PARTNERS



POMMERY

Champagne Pommery was founded in 1836 in Reims, France. It is one of those Champagne houses that owe their existence and success to a widow.

Following the death of her husband Alexandre-Louis in 1858, Jeanne-Alexandrine Pommery (1819-1890), who had been married at twenty, assumed full control of his business. Assisted by Narcisse Greno until 1860, she expanded production to around two million bottles per year, turning Maison Pommery into one of the biggest Champagne brands in the world. In the 1860s, she purchased just over 12 acres of land on and around Saint-Nicaise Hill, and left her cramped quarters in rue Vauthier-le-Noir. Between 1869 and the 1910s, the company gradually acquired further plots to build the Pommery Estate,

which now stretches over more than 160 acres.

In 1874, Champagne Pommery became the first house to market brut Champagne.

The company was bought in 2002 by Vranken Monopole to form what is now called Vranken-Pommery Monopole.

Mrs. Pommery and Mr. Chaplin share a number of connections. From their link to England (where Mrs. Pommery studied) to their independent spirit and international success, they have each shaped the history of their respective fields.

Maison Pommery is proud to be a partner of Chaplin's World and to serve its Champagne at the magnificent Manoir de Ban in Corsier.



FIFDH

Each year, the International Film Festival and Forum on Human Rights (FIFDH) holds a ten-day event of films and debates that focuses on worldwide struggles to protect human rights. It gives voice to filmmakers, artists, activists, and actors in the field who fight daily for their rights and ours, and casts light on their causes. We're convinced a film, voice or story can move consciences, spark new ideas and pledges, and bring social change. We look forward to seeing you at our event's 20th edition, which will be held in Geneva from 4 to 13 March 2022. The full program will be available at www.fifdh.org from 15 February.

In the meantime, let's meet up at Chaplin's World, a dear, loyal partner of the FIFDH, for the exhibition "The Kid". Our team is glad to be associated with this project, as "The Kid" evokes a call to resilience and resistance that is very similar to that of those fighting for human rights. "The Kid" also reminds us of young people seeking to cope and sustain themselves. It echoes the zest and resolve of today's younger generations expressing their feelings in our streets. Last, the film is reminiscent of the fragility and insecurity we see in our societies, which should never be overlooked.



OUR PARTNERS



GROUPE E AND CHAPLIN'S WORLD

Groupe E is an energy supplier and a trusted reference in its field. It is committed to the energy transition, offering solutions that are sustainable, smart, and comprehensive. With over a century of expertise in energy, the firm fosters a spirit of innovation that is similar to Charlie Chaplin's, a pioneer of his time. Chaplin's World and Groupe E share the values of openness, sustainability, and respect. Both seek to make this unique site a benchmark in energy. The estate has already been connected to sustainable heating from Vevey, which uses local wood, and it enjoys maintenance services for its installations. Several projects with Groupe E are planned for 2022, including a charging terminal for electric vehicles, and solar panels using the buildings' excellent exposure.

Chaplin's World is nestled in the Vaud Riviera. It links the area Groupe E has historically served to the Lake Geneva region, where we enjoy a growing portfolio of clients. Today, the group employs around 2,500 people throughout western Switzerland, and trains around 270 apprentices. Its production facilities include hydroelectric, solar, and thermal power stations. Group E offers a full range of products and services in fields as varied as renewable energy, remote heating, natural gas distribution, electric installations, energy efficiency, electric mobility, engineering, and household appliances.

Groupe E is proud to help make Chaplin's World a success and is pleased to support its energy transition.

THE CHARLIE CHAPLIN MUSEUM FOUNDATION

ABOUT US

Since the launch of Chaplin's World, the only museum in the world dedicated to the artist, in April 2016, the Foundation has striven to develop and bring to life a range of cultural activities, all while respecting and promoting Chaplin's ethical values.

Today, the Charlie Chaplin Museum Foundation is responsible for producing the cultural activities developed at Chaplin's World, including pop-up exhibitions, screenings, and concerts.

For more information, please visit www.charliechaplinmuseumfoundation.com

The Charlie Chaplin Museum Foundation shares and upholds Chaplin's humanist values. Our mission is to organize and participate in all charity, social, humanitarian, artistic, and cultural activities connected with Chaplin, in Switzerland and around the world.





Chaplin's®
WORLD

CONTACTS

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