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## Samaritaine honors Surrealism with Paris Trompe-l'Oeil promo for department store

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*The "La Samaritaine Paris Trompe-l'Oeil" event pays tribute to Surrealism as part of a fall marketing effort. Image credit: ARR*

By STAFF REPORTS

Paris department store La Samaritaine, an LVMH property, is marking the fall season with a celebration of Surrealism, a 20<sup>th</sup>-century artistic movement that encouraged unbridled imagination with exaggerated features and images.

The "[La Samaritaine Paris Trompe-l'Oeil](#)" event is a homage to this creative process, reimagining the department store from a new angle with help from artificial intelligence for a visual and immersive experience.

La Samaritaine's architectural features are exaggerated and distorted. Windows fix visitors with mischievous eyes or transform the wrought-iron Eiffel tower into a lush and verdant moving forest.

Indeed, even the famous grand staircase plays with perspective to baffle the gaze, while products seem to escape from the windows.

La Samaritaine invited partners to give free rein to their creative inspirations, both in iconic vintage selections to works designed especially for the occasion.

There is a designer selection from the Puces de Clignancourt flea market in a surrealist-themed pop-up space, as well as two creations by artist Lise Stoufflet.

Special events include a series of 11 works to be seen and heard up close, along with a fresh look at iconic spaces through the prism of surrealist creations spawned by AI.

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