

ART SHOWCASE

ArtParis

THE EVENT | Grand Palais, March 31-April 3

A pop-up museum of contemporary art with guest help

ArtParis, the city's major springtime event for modern and contemporary art, sets itself apart from other international fairs by asking for more from its exhibitors and offering more to its visitors and the public at large.

Since Lorenzo Rudolf took over the strategic direction of the fair in 2009, 10 years after it was founded, he has made a concentrated effort to please collectors looking for high-quality works of art in a particular field, as well as more casual visitors to the fair, which will take place at the Grand Palais March 31-April 3. For the latter, he sees the event as a sort of museum where they can learn about the latest trends in contemporary art.

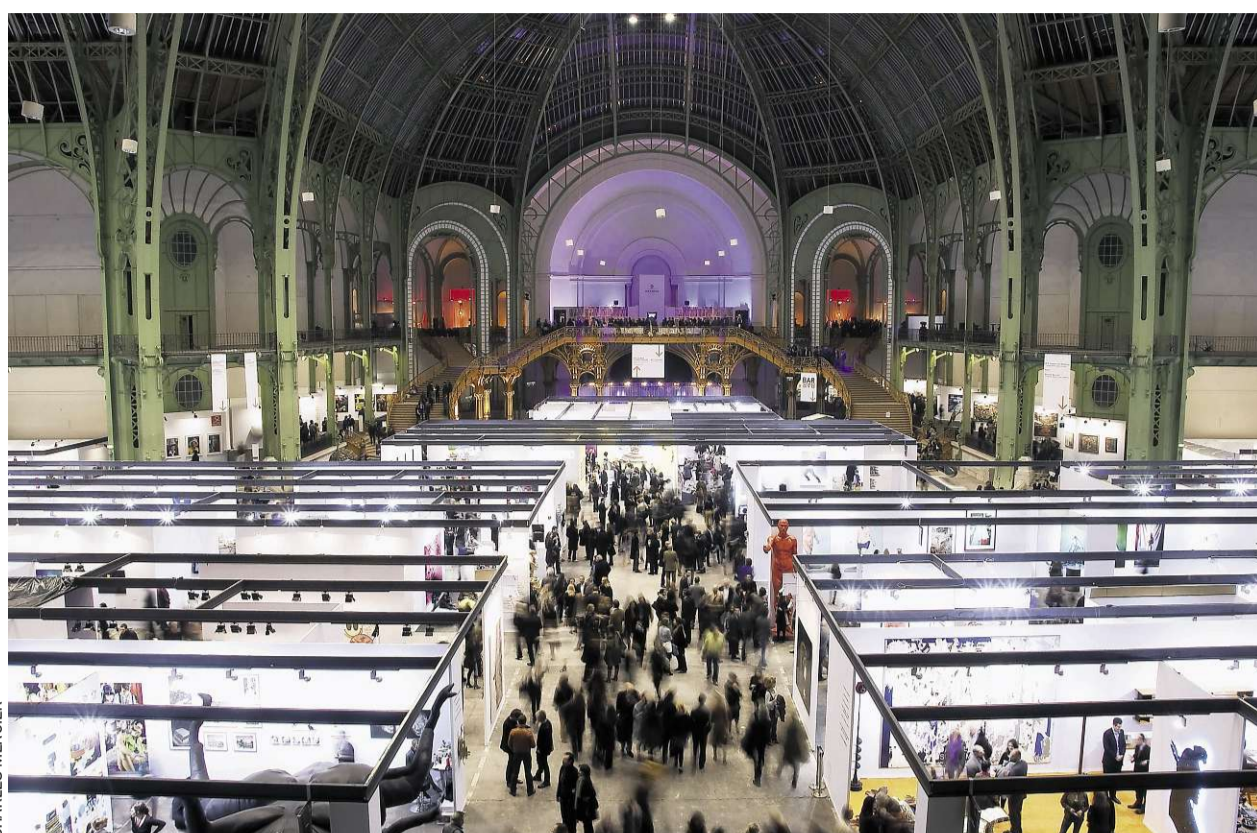
His first move last year was to introduce the "guest" concept for ArtParis: galleries were encouraged to co-produce their stands with partners from other creative fields as a way of showing how "contemporary art is breaking down walls," as he says. The "guests" have been invited back to this year's fair, whose theme is "just art."

Galleries are free to interpret the idea as they wish — with a single-artist show, for example, or through a partnership with someone from another field — a chef, novelist, designer, filmmaker or architect, for example — to create "concept stands." Others might invite an artist, another gallery, a collector, foundation, museum or curator to co-produce a project.

Forty-seven of the 125 galleries exhibiting at the fair have chosen to hold solo shows, and 26 are inviting outside guests to participate in their stand.

Rudolf sees such "crossovers" as a growing trend, with new bridges being built between all creative disciplines. He also wants to show that galleries are much more than just commercial entities — they often discover talented artists, work with them on projects and help them develop their careers.

ArtParis is opening up to the outside world and breaking down barriers in other ways as well. While Rudolf's goal is to express the "creative excellence and diversity that are absolutely unique to Paris," as he puts it, he is also working to bring in more international galleries and artists. Over one-third of this year's exhibitors are from outside of France, with a total of 18 countries represented.



CHARLES MERCIER

sent. Rudolf has ample experience on the international art-fair scene as a former director (between 1991 and 2000) of Art Basel, which he helped transform into one of the world's leading fairs, and cofounder of SHContemporary (Shanghai Contemporary Art Fair) and Art Stage Singapore.

He calls Paris "the heart of the fair," however, and wants to "transform the city into an exceptional platform for contemporary art for a few days" by taking the fair outside the walls of the Grand Palais and integrating it into the cultural life of Paris and even Europe with two innovative new programs: Nuits Parisiennes, a series of art projects installed in nearby venues to offer "a kaleidoscope of viewpoints on the city and its spaces and urban legends," and Move for Life, eight tractor trailers that will take contemporary art on the road.

"Our mission is to surprise visitors and make ArtParis a magnificent experience," says the fair's managing director, Julien Lecêtre. "Nuits Parisiennes is one way of opening up the fair to the city and offering visitors a surprising voyage through art in Paris."

Curated by Agnès Violeau and Marie-Anne Yemsi, these mini-shows will be held at sites within walking distance of the Grand Palais,

each one different but together forming a whole that can be "read chapter by chapter, like a thought articulated in 10 places that can be put back together by visiting each one," according to Yemsi.

The theme is a tribute to the French New Wave filmmakers. One of the most famous scenes in Jean-Luc Godard's film "Breathless," in which Jean Seberg hawks The New York Herald Tribune on the Champs-Élysées and is joined by Jean-Paul Belmondo, took place nearby, and the name itself refers to François Truffaut's movie "La Nuit Parisienne" (Day for Night), a filmmaking term for the technique of simulating nighttime.

The Nuits Parisiennes project, financed by the fair, aims to show the chic quarter around the Grand Palais as more than just a luxury shopping area. Each artist's project was developed in discussions with the site in question. Eight of the nine sites — the Hôtel Meurice, Le Village Royal/Artpress, the Fondation d'Entreprise Ricard, L'Éclairer, Artcurial, the Louis Vuitton flagship store and its Espace Culturel, the Hôtel Royal Monceau and the Villa L — can be visited for free by the public on Saturday, April 2.

At the Meurice, for example, the French

artist Emmanuel Lagarrigue will transform a window into a sound/sight installation, "W H." Visitors will hear a reading from Samuel Beckett's text "Worstword Ho," from which three phrases — "Try again. Fail again. Fail better" — have been omitted and are instead spelled out in projected letters. At Louis Vuitton, the Polish artist Angelika Markul will fill the atrium with an installation called "Monte Negro," described as "a reflection on the residue of consumerism," that evokes an oil slick. ■

Move for Life: When tractor-trailers become heavy-duty vehicles for art

A tractor-trailer is not just a form of transport; it is also a billboard on wheels. As part of the Move For Life project, created by Littmann Kulturprojekte of Basel, Switzerland, and sponsored by ArtParis, eight of these highway behemoths are taking art outside the walls of museums and galleries, carrying social and political messages against poverty, AIDS, violence, racism and environmental destruction to an audience of an estimated 25 million Europeans.

The "concept stands" at ArtParis (left) may be co-produced by a chef, novelist, designer, filmmaker or architect. Below, Move For Life designs by Jochen Gerz (top), Daniele Buetti (middle) and Robert Rauschenberg.



LITTMANN KULTURPROJEKTE

advance for the traffic jams," says the fair's managing director, Julien Lecêtre.) Some will stay in front of the Grand Palais for the duration of ArtParis, while others will drive around the city, stopping at major sites. On April 4, the galleries on wheels will hit the road again to take their artistic messages to places where art exhibitions might be scarce.

The Move for Life project was produced with the help of Prévost and Agence de Fab.



Jonathan Meese's "Hey Hottiechen: Schnuller dir die Saukunst, es bringt's..." from Daniel Templon.

HIGHLIGHTS | Going for bold

Artists from enfant terrible to bad boy, by way of Zen philosophy

Exhibitors holding multiple-artist shows at ArtParis have made a special effort to present artists and works that are out of the ordinary. For instance, Galerie Enrico Navarra will set a monumental pot by Jean-Pierre Raynaud in front of the Grand Palais, while Galerie Guy Pieters will place Wim Delvoye's Caterpillar (a life-sized replica of an excavator) under the glass dome, emphasizing the relation of the steel-framed cupola to the steel of the artwork. Daniel Templon of Paris has a strong and varied lineup of top names in modern and contemporary art, among them Arman, Anthony Caro, Jan Fabre, Gérard Garouste, Oda Jaune and Claude Viallat. The multimedia artist Jonathan Meese, known as the enfant terrible of the German art world, will be represented by an oil and acrylic painting, "Babysaint Just Brüllt: Kampf Macht Kunst" (2010).

Oleg Kuilk, another bad-boy artist whose works are often more for slightly controversial (he is probably best known for a performance in which he chained himself naked to the wall of an art gallery and, pretending to be a dog, attacked arriving visitors), will be represented on the stand of Galerie Rabouan Moussion of Paris by his sculpture of a cow's rear end, "Deep into Russia," which requires visitors to put their heads inside to see a video of one of his performances.

On a slightly tamer note, Galerie Ernst Hil-

ger of Vienna will present works by Erró, a painter inspired by mass culture, most notably comic books, along with pieces by a number of other artists in its stable, including Berenice Darrer's mysterious oil painting "Helle Nächte" (2010), which shows three women floating in a small boat.

Simoens Gallery will also be showing works by the photographer Nan Goldin and the sculptor Richard Serra

Belgium, is Hiroshi Sugimoto, a photographer whose beautifully stark black-and-white photos are in great demand. The gallery will also be showing works by the photographer Nan Goldin and the sculptor Richard Serra, among other contemporary artists.

Galerie Berthet-Aittouarés of Paris will spotlight the work of Jean Degottex, who used Chinese characters to express his Zen philosophy through his pictures, which are almost exclusively painted in shades of black, white and red.

Galerie Tamenaga, of Tokyo, Osaka and Paris, is celebrating its 40th anniversary with works by Marc Chagall, Odilon Redon, Sam Francis and Paul Klee. ■

SPECIAL PROJECTS | Guest contributors

Architects, artists and designers lend their distinctive visions

In line with ArtParis's goal of breaking down walls between disciplines and offering something extra to visitors, the fair encourages exhibitors to come up with special projects for their booths.

Oniris Gallery of Rennes, France, has invited as its "guest" architect Odile Decq, who is currently working on the renovation of Macro, the contemporary art museum in Rome. Decq has designed a special presentation for a show focusing on geometric abstractions by artists including Vera Molnar, François Morellet (who currently has a one-man show at the Pompidou Center), Gehrard Doehler, Aurélie Nemours, François Perrodin, Yves Popet and Norman Dilworth.

Polka Galerie of Paris, which focuses on photojournalism and produces a quarterly magazine of the same name, has asked the architect Nelson Wilmotte to design its stand. The spotlight will be on the United States in two solo shows of photos, one by Ethan Levitas and the other by Yves Marchand and Romain Meffre, who work as a team.

Galerie Vieille du Temple of Paris has brought in the architect Philippe Kauffmann to create an interplay of walls with openings in them that will frame works of art in unusual ways and create a dialogue between them. The gallery will feature works by Guy de Malherbe, Jean-Pierre Le Bars, Lucien Hervé and Sarah Le Guern.

Other galleries have turned to the fashion world to find guests. Bernard Ceysson of Saint-Etienne, France, is collaborating with the luxury shoemaker Sergio Rossi, which will present a collection of boots customized with silkscreen prints by the artist being featured on Ceysson's stand, the painter Claude Viallat. One of the founders of the

Supports/Surfaces movement, Viallat is known for his brilliantly colored paintings of a repeated form, which looks like a bean, on unstretched canvases.

The gallery 10 Chancery Lane of Hong Kong will work with Swarovski, which will supply crystal dust to be used by the artist Hannah Bertram to replace the ordinary dust she usually uses to make one of her beautiful ephemeral carpets. In addition to Bertram's works, the gallery will show a number of artists from the Asia-Pacific region.

Galerie Kahn of Paris and Ars en Ré, France, will bring the design world to its stand in the form of one of the sleek new Photomaton automatic photo booths designed by Philippe Starck. In this booth, artworks by Jacques Bossier, Joël Ducorroy and Ben will all have something to do with photography.

Olivier Waltman of Paris has asked the metal designer NoArt (Arnaud Lucet), whose

work it represents, to act as set designer and decorator for its stand. He has created "Faraday Cage," a structure inspired by the metal architecture of the Grand Palais, to house works by the photographers Jean-Pierre Attal and Aleix Plademunt, and the painters Jonathan Huxley and Jorge Enrique.

Literature will make its mark on some stands: Galerie Guillaume of Paris will show dreamy abstract paintings by Bang Hai Ja, a Korean artist who lives in France, that were inspired by the poetry of François Cheng of the Académie Française.

A few galleries have chosen to present theme shows. Repetto Gallery of Acqui Terme, Italy, looks at the Land Art movement — artistic interventions in large open spaces — with historical pieces by Richard Long, Christo and Jeanne-Claude, Walter De Maria, Dennis Oppenheim, Michael Heizer, Hamish Fulton, Andy Goldsworthy and Robert Smithson.

A Lamborghini has been covered in leather and tattooed by Philippe Pasqua



POLKA GALERIE



GALERIE KAHN



JEAN-PIERRE LOUBAT / BERNARD CEYSSON