

Private Choice 2018 in six questions, answered by Nadia Candet, Founder of Private Choice.

How did you come up with the idea of launching Private Choice?

Nadia Candet: Everything came from the initial idea of a private collection. During the preparation of the book "Collections particulières", as Project Director for Flammarion between 2006 and 2008, I wanted to show the diversity and specific approaches of the collections in France, to give an insight into these collections through the pages of a book. At present, I throw open the doors for visitors to discover the Private Choice selection, by offering them the possibility to acquire works in an historic apartment setting in the month of October.

What is the intended audience for Private Choice?

A public that is responsive to art, design, to the trends of tomorrow, and the art of living. We have just as many highly specialised collectors, as we do young art lovers, museum directors, art critics, directors of styling agencies, trends, interior architects on the hunt for innovations for their clients, art advisers, or even gallery owners who pay great attention to our selection.

All come to discover a designer or acquire items from our yearly selection in art, design and fashion. We also want to share our tastes in other areas, such as gastronomy with **Sens Gourmand** who will reserve some surprises for us, or with the **Maison du Chocolat** who will offer us a taste of their latest cocoa creations, and Arteis champagnes.

The Private Choice audience is open, refined and in search of the personal and personalised touch.

What is Private Choice?

NC : In Private Choice, you have the sensation of being invited into a collector's cabinet of curiosities. The goal is create an ephemeral and imaginary collection.

Once again this year for our fifth edition, we are taking over a Haussmann apartment situated just a stone's throw from the Grand Palais. The realm of this exceptional space offers a unique experience for discovering and acquiring art, design or fashion items with, for example, the Austrian/Berlin duo, **BLESS**.

The originality of Private Choice is finding established artists next to artists who have just left Art School. Every year we present 50 designers of more than 15 nationalities. Private Choice is also more than 10 galleries and brand partners as well as a highly qualified and hands on team.

Whilst giving careful consideration to the works, it is important for us to make sure our visitors feel genuinely welcome. From the moment you arrive, we provide a guidance that allows you to roam the space at your own pace, with a team of Art History specialists on hand to answer your questions.

This year, the visitor will be accompanied throughout by the delicate scent of "Paris" from **diptyque**, our original sponsor accompanying us throughout the collection, as well as the floral compositions of Thierry Feret and his Flowerlab.

Our event is only accessible via registration on our website: privatechoice.fr. The visitor can choose their day to visit, and we then communicate to them the exact address.

Is Private Choice also a talent incubator?

NC : Indeed, the artist **Roman Vicari** was presented for the 1st time at Private Choice at the Rouart workshop in 2013, during its first edition. Since January 2017 Romain Vicari is the laureate of the Friends of the Palais de Tokyo Discovery Prize and is this year exhibiting at the

Bugada-Cargnel Gallery.

In 2014 the artist **Melik Ohanian** was present at Private Choice courtesy of the Galerie Chantal Crousel. The following year Melik Ohanian won the Prix Marcel Duchamp and obtained the golden lion for best pavilion at the 56th Venice Biennale of (2015).

The artist Saâdane Afif, who was exhibited at Private Choice in 2013 and 2014 (courtesy Galerie GDM, Galerie Michel Rein), won the 2015 Prix Meurice for his project Das Ende der Welt. The young designer Valentin Loellmann, present at the 2013, 2014 and 2016 editions of Private Choice (courtesy Galerie Gosserez), received the 1st prize Contemporary Design Award at PAD London in 2013 and 2016.

The **BLESS** designers were present at the Chicago 2017 Architecture Biennale. The BLESS power plugs were acquired by the Fond national d'art contemporain and the Medusa exhibition at the Musée d'Art Moderne of the City of Paris.

We will find **Berger & Berger** (presented at Private Choice 2016) at the Biennale de Lyon 2017.

Basma Alsharif presented by the Imane Fares gallery in Private Choice 2015 is part of the Whitey Biennial 2017 in New York.

The duo **Nøne Futbol Club** who have exhibited at Private Choice since 2014, were acquired by MACVAL in 2015 and exhibited at the Museum of Modern Art in the city of Paris the same year. The artists also presented at the Québec 2017 Biennale. (courtesy Galerie Derouillon, 2014-2015).

Marwan Moujaes, who participated in the 2016 edition of Private Choice, won the Po Sciences Prize for Contemporary Art (Audience Award) in 2018.

Boris Chouvellon, presented to Private Choice in 2016 and 2017, obtained the Résidence Saint Ange in 2017-2018, and was awarded the Fonds Etants Donnés in 2018, thereby obtaining a residency in the United States.

Exhibited at Private Choice in 2015, the designer Ramy Fischler was elected Creator of the Year by Maison & Objets Paris in 2018 (courtesy Galerie Michel Rein).

The list is long ...

What is the main theme of Private Choice 2017?

NC : This year the theme is Reflets / Reflects. Reflections from mirrors, reflections of the works, photographic reflections with the giant Polaroid photos of American artist Ellen Carey, acquired by the MOMA, and represented by the Miranda Gallery, much like the reflections of an era with the works of Angelika Markul who also exhibits at the Musée de la chasse et de la nature à Paris .

What are Private Choice's objectives for years to come?

NC : As a platform for discovering young talents, which we exhibit alongside established artists, we develop a mix of art, design and lifestyle with a strong curatorial spirit in order to remain at the service of art and its artists. In the future, we would like to develop more collaborations with galleries regarding specific pieces dedicated to the Private Choice event,

as is the case this year with the 8 + 4 and MiniMasterpiece galleries, and the jewelry sculpture creations of François Azambourg. This goes hand in hand with the participative spirit of the artistic committee, which makes its own special contribution every year. Finally, we want to continue to develop the Private Choice label as a talent incubator and increase cross-collaboration with foundations or exhibition projects.

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anne.samson@annesamson.com or press @ privatechoice. fr Private Choice takes place from October 15th to 21st: Avenue Franklin D Roosevelt, Paris 8th. Do not publish the exact address in your article. Please mention: Visit by invitation after registration on the website:
www.privatechoice.fr