

Private Choice 2016 in 5 questions

Press attachée Elsa Sarfati:

Answers by Nadia Candet, Founder of Private Choice.

Elsa Sarfati: How did you come to the idea of launching Private Choice?

Nadia Candet: Everything came from idea of the 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 invite visitors through a grand entrance to discover the Private Choice selection, by offering them the possibility of acquiring works in an historic apartment setting in the month of October.

Who does Private Choice speak to?

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 makeup for example. And this year we are pleased to present a preview of limited edition make up kits from the brand NARS, created in collaboration with Sarah Moon. The publishers TASCHEN will also launch a preview of the limited edition book Sumo by David Hockney in October, which will be released in November 2016. Our visitors will be able to order it at Private Choice and receive it at home from November.

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 fourth 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, or Christine

Phung, a young French designer. 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 18 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, Private Choice takes on an olfactory element, with “Maquis” from Diptyque, one of our first time sponsors, accompanying us through the collection. 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.

What is the theme of Private Choice 2016?

NC: The theme is “Nothing is true”, everything is permitted”, which we find in each of the rooms selected this year as part of our imagined collection. We also have the presence of strength of designers and creators from our European neighbours: the Belgians: Gerat Kuijpers, Ben Storms, Franck Robichez, the German: Valetin Loellmann and the Austrian BLESS.

What are Private Choice's goals?

NC: To develop the private choice label as an incubator for talent and develop cross-collaborations with foundations, companies, offering a brand to designers and being the first to present these creations in Private Choice 2017 or 2018.

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