

PRIVATE CHOICE

PARIS
OCT. 21–28 2013

DISCOVER AND BUY
ARTWORKS, DESIGN
AND ARTISTS' BOOKS
IN A HISTORIC
PARISIAN HOUSE



Private Choice – Press Kit

The magic of a historical address

A courtyard with trees. The spirit of a studio. Luminous, inviting. Alive with art, busy with pigments, words, ideas. Berthe Morisot, then Paul Valéry have seen Paris from this address. A place where art meets with life, a place predestined to shelter yet again, within its walls, the rustlings of the world. “Private Choice” will echo it. An ephemeral showcase opened during FIAC, when the heart of Art beats in full force in Paris.

Like a « Wish List »

When founder and project designer of "Private choice" Nadia Candet discovers the studio Atelier Rouart, visits each room, the stage becomes clear. She pictures the art works ; not the ones she sees daily, nor those in her personal collection, rather a new group, standing the idiosyncrasy of the environment.

Somewhat a crazy dream : gathering exceptional works, for a short time event. She elects them upon a very particular angle : desire. The desire to gather, to present, to showcase, but also the desire to acquire them, as all the works will be for sale, so viewers will be able to pick and buy art works, design pieces, and artists books.

Thus the Wish list comes with a price list.

“When I grow up, I want to be an art collector”. This wish, expressed by ORLAN, to be discoved in the office, contains also the intention of “Private Choice”. To grow thanks to art.

Driving forces for a vibrant place

In order for the project to grow and flourish, the full empathy of the actors of the art world is a priority: gallerists, artists, designers, authors, publishers all sign in. A fruitful relationship begins, a partnership is formed, an imaginary collection takes shape, with the works of more than 40 artists and designers, the participation and loans from over 14 galleries, including: Art Concept, D+T Project, GDM, Marie Béragère Gosserez, André Magnin, Meessen de Clercq, Emmanuel Perrotin, Jérôme Poggi, Michel Rein, Thaddaeus Ropac, Jocelyn Wolff, Renos Xippas... The Library,

enriched by mfc-michèle didier displays the volumes of 15 artists, including *Fade to Black* by Philippe Parreno. These are some figures, here are some more. The bedroom of Pierre Rouart, the master of the place, showcases *triple 7*, i.e. 3 pieces by 3 young artists from Les Beaux-Arts de Paris: Noémie Cornier de Vulpian, César Chevalier and Romain Vicari. Jérémie Bennequin proposes a performance on the poetical work of Mallarmé for 24 persons. In the kitchen, the colored resin ladles by Etienne Bossut allow a 120 combinations of colours. Felice Varini traces a red double diagonal. A 56 page short story by Senga Reitneparc is published in a 100 copies... We could also mention the length of the table by Valentin Loellmann, the dimensions of the lounging sofa by Matali Crasset, those of the silhouette of Philippe Ramette, of Daniel Buren's carpet or of the candelabra by Stefan Nikolaev. As moving in, even for an ephemeral period, requires moving around carefully. And involves infinite attentions. Those can be experienced in each of the 8 rooms of the house, where complete worlds seem to unfurl. On the ground floor, the room on the right will be named "Trouble". The office, colored with the mauve Cloud, picked from "Mise en Teinte", captures the spirit of a Cabinet of Curiosities, whereas the space dedicated to dinner has a taste for texts with the plates by Sophie Calle, a definition/method by Claude Rutault named "Rien à lire", meaning "nothing to read", works by Alterazioni Video and by Art & Language, Naama Hofman from Gallery Luc Revillon d'Apréval Design.

Arnaud Dezoteux films the villa and initiates to a joyful coexistence of art and life: this is what "Private Choice" is about.

Guided tour of the villa

Entrance: Stilllife to live in by Matali Crasset, "définition /méthode" "hors cadre" by Claude Rutault, carpet (unique edition) by Peter Halley (edition Chevalier), ORLAN (edition of 25).

Room on the right from the entrance: carpet (unique edition) by Philippe Cazal edited by Chevalier, neon lights by Dominique Blais, throne and mask by Gonçalo Mabunda, photography by Vik Muniz on the position of the planets the night the Berlin Wall fell, Alterazioni video about the 17th congress.

Mezzanine: Julieta Hanono, carpet (unique edition) by Jakob+Macfarlane by Chevalier édition.

Office: Georges Tony Stoll (painting in wool), photography by Geert Goiris, Dean Monogenis (painting), desk by Valentin Loellmann, 3 lights by Naama Hofman (Luc Révillon d'Apréval Design), Art & Language, Saâdane Afif, carpet by studio FRST "Nova" edited by Chevalier édition.

Kitchen: spoons in resin by Etienne Bossut, drawings by Philippe Ramette.

Opposite the kitchen: photography by Leandro Erlich (pool).

Above the big staircase towards the 1st floor: Felice Varini: « hors point de vue ».

Bathroom and cloakroom: several pieces by Saâdane Afif, perfumed candles by diptyque, laundry by Porthault, "point de suspension" by Florence Doléac.

Large room/Studio: Carpet by Daniel Buren (unique edition by Chevalier), furniture by Matali Crasset, Felice Varini « hors point de vue », armchair (unique edition) by David Pergier (edited by "petit h"), art works by Leandro Erlich, Geert Goiris,

Philippe Ramette, vase in limited edition by Jeff Koons edited by Bernardaud, 2 masks by Gonçalo Mabunda, candleholder by Stefan Nikolaev, neon lights by Dominique Blais on one of the heaters, lamp by Grégoire de Lafforest, artwork by Richard Fauguet...

DJ Claire Lemaitre-Smith will assure the acoustical program.

Dining room: Alterazioni video, glasses by Patricia Urquiola for Baccarat, plates by Sophie Calle (special edition for the 150 birthday of Bernardaud), Marcel Wanders cutlery "Jardin d'Eden" for Christofle, table by Valentin Loellmann, carpet by Makkink & Bey « Blue House Rug » edited by Chevalier édition, Claude Rutault ("Rien à lire"), in the library 3 neon lights (yellow, red, blue) by Maurizio Nannucci, Georges Tony Stoll, perfumed candles by diptyque...

Video room in the basement called "home cinema": UNTEL

Library: Robert Barry, Jérémie Bennequin, Samuel Bianchini, AA Bronson, Claude Closky, On Kawara, Philippe Mayaux, Christian Marclay, Allan McCollum, Annette Messenger, John Miller, Philippe Parreno, Klaus Scherübel, Jim Shaw, Josh Smith, UNTEL, Christopher Wool.

Second staircase: Georges Tony Stoll, Philippe Ramette (drawing).

Bedroom: Noémie Cornier de Vulpian, César Chevalier, Romain Vicari, bed linen by Porthault, carpet (wool and silk) by Maison Martin Margiela, edited by Chevalier édition.

Short bio of Nadia Candet

Born in 1958 in Heliopolis (Cairo, Egypt).

2006-2008, editor of "Collections Particulières" on commissioned works in contemporary art - Éditions Flammarion.

2009, founder and president of "Cherries on the Boat", a collective bringing together of women in a common collecting project. Publication of the catalogue and curating of the exhibition "Cherries on the Boat" in 2011 at Fondation Hippocrène. The concept has evolved into a new form.

2012, Founder of « Private Choice », concept of an imaginary collection shown at Atelier Rouart in October 2013.

www.privatechoice.fr

info@privatechoice.fr