



The third edition of Private Choice has set up home just a stone's throw from the glass dome of the Grand Palais, close to art and close to the FIAC. It is in a historic Parisian apartment, in a building built in 1895 while the area prepared to host the Universal Exhibition in 1900. In an elegant living space, a new temporary collection has been conceived by Private Choice founder, Nadia Candet, with the collaboration of Vincent le Bourdon, and offers a unique experience for discovering and acquiring pieces of art, fashion and design.

The private area is devoted entirely to creation. In each room, a selection of works from more than 65 designers of 17 different nationalities, as well as contributions from international galleries, major brands and the discovery of young artists and designers, are fully available for acquisition: The entrance sets the tone. Welcome into a hive of activity where art is not a dish best served cold, nor at half measure. *Étrangers partout* (Foreigners Everywhere) (Air de Paris), reads a warning in neon light by the artists collective Claire Fontaine's. Once past the barbed wire (Tove Adman), flashing lights and firearms from Nøne Futbol Club (Galerie Derouillon), a path emerges thanks to our strategic ally: light. It is the star of the show. Like an echo to the light which drapes over the Grand Palais' glass dome, it weaves its web throughout Private Choice.

Damian Hurst's three butterflies "Eternal" for Lalique revive it here and there. In the dining room, beams of light pierce Sophie Whetnall's drilled wooden panels (Galerie Michel Rein) and aim fire onto the windows. A twilight feel in the photographs of Palestinian artist Basma Alsharaf (Galerie Imane Farès), is visible in a corridor bathed in phosphorescent light. Glaring light in Pauline David's piece creates an eponymous neon sign of her light design agency "Light is more". An oil lamp's stubborn flame nestled in a Fabergé egg replica (Faux Berger, Glory Glow) is by the Bulgarian artist Stefan Nikolaev. Infinite lights play a game in Simon Naouri's Crease lamps (Triode Design), Florence Doléac's "Polybulb", Pieke Bergmans's "Light Bulbs", or Rosie Li's chandelier Lina (Triode Design). On a Marc Newson lectern in the living room, light emanates from Annie Leibovitz's camera with her limited edition SUMO-sized book from TASCHEN. Light emanating from Paul Mouginot's lamp "Jericor" is adorned with a "Cablejewellery", made by the classic fashion and design brand, BLESS.

This is the first time fashion is presented in the Private Choice world. With a desire to forge bonds between art and life, body and spirit: BLESS is presenting a series of objects, jewelry and textile pieces which blend in with the setting. A fur hammock in a bedroom suggests a wide-eyed pendulum movement. Looking back and forth, one's perceptive state is heightened in order to best

appreciate the density of paintings from Adam Winner (Josée Bienvenu Gallery, New York), the world of Marco Maggi and his folded and cut paper as pure as it is complete, was presented at the Uruguay Pavilion at the Venice Biennale in 2015, and where flashes of memory are captured in the glass-blown object of Joseph Grigely and Amy Vogel (Air de Paris).

In the second room, suspended sweaters on a necklace of giant pearls (BLESS) catch the eye and are irresistible to touch, but the ear is snatched away by Tal Isaac Hadad's sound sculpture Meditation Beat. This is also where a series of Indian artist drawings invite you to discover a vernacular art that appeals to reminiscence, buried senses, and cultural memory (Galerie Hervé Perdriolle). The presence of the "Bookinist" armchair by Nils Holger Moorman is an additional indicator of craft and style, which is in Private Choice's DNA: it is good to sit back and savour the experience. The seat itself is alluring enough, rich in the books and stories it contains.

Moving along at your own pace from the large to small living room, bedrooms to dining room, let yourself be taken slowly in by the surrounding works of Mara Fortunatovi, whilst breathing the light scent of amber and rose from the diptyque candles. In front of David Pergier's "HappyMess" mirrors, try on BLESS hats, as well as artists' jewellery from David Dubois, François Morellet or Bernar Venet, edited by the miniMasterpiece Gallery. This is how Private Choice would want it to be. Make the most of a break on the green bench with Constance tea served in French manufactured Coquet cups, and a "detox" fruit juice from the new 100% natural brand: GOOD ORGANIC ONLY, and be witness to the quality of life that a moment of contemplation in a chaise longue or chair from Belgian designer Ramy Fischler can offer, whose Walter set is presented here for the first time.

Spend a moment in the dining room admiring the two paintings by Moshekwa Langa, an eminent representative of a young generation of South African artists (Marie Ann Yemsi of Agent Créatif(s)). The experience takes place far away from the White Cube in the intimacy of a place charged with history, where art leaves its imprint on every corner. On a hanging cloth stained with unknown evidence from Elena del Rivero (Josée Bienvenu Gallery) and on an acrostic sales receipt by Lebanese artist Charbel-Joseph H. Boutros, who will shortly be the first to present a piece of work on the roof of the Palais de Tokyo. Augustin Steyer's work has been produced specially for the event and he has thus kept the character of the space in mind before installing his collection. A painting by Anne Laure Sacriste revisits a portrait painted by Ingres. Sarah Pucci's devotional objects (Air de Paris) slide into a window display. Quentin Derouet graduated from Villa Arson in 2012 and is resident of the Fabrice Hyber programme (Les Réalisateur(s)). The artist commissioned the rose specialist, Meilland to create a new rose that is approached as a pictorial tool on canvas or directly on the wall.

Private Choice also has its own transitional and emotional part to play in the works of this very unique collection. Private Choice covets and is responsible for circulating their values and emotions, much like a relay runner...www.privatechoice.fr

The Private Choice team—

Nadia Candet : Founder and Designer of Private Choice

Pauline Pavec : Operational coordinator and Press Manager

Vincent Le Bourdon : Interior Designer

Pauline David : « Light is more » Agency, Light Design

Lucie Strohm : Art Historian and graduate of the Ecole du Louvre

Camille Frasca : Art Historian and graduate of the Ecole du Louvre

Walter Serra et Xavier Cros : Location Managers

IESA .

Contribution – Artistic Board — Agnès Alexandre · Caroline Cros · Josée Gensollen · Michèle Guyot-Roze · Axel Huynh · Claire de La Villemarqué

Artists / Designers / Creators — Tove Adman, Sweden · Basma Alsharif, Palestine · Art & Language, UK · Pieke Bergmans, Netherlands · BLESS, Germany + Austria · Charbel-Joseph H. Boutros, Liban · Jonathan Callan, UK · Emilie Colin Garros, France · Pauline David, France · Elena del Rivero, Espagne · Quentin Derouet, France · Simon DK, France · Florence Doléac , France · David Dubois, France · Ramy Fischler, France · Claire Fontaine, France · Mara Fortunatovi , Croatia · Samuel Gassmann, France · Christian Ghion, France · Joseph Grigely & Amy Vogel, USA · Nils Guadagnin, France · Tal Isaac Hadad, France · Damien Hirst pour Lalique, UK · Suzanne Jalenques , France · Anna Karlin, USA · Moshekwa Langa, South Africa · Annie Leibovitz, USA · Rosie Li, USA · Philipp Mainzer, Allemagne , Marco Maggi, Uruguay · Martin Margiela, Belgium · Julian Mayor, UK · Nils Holger Moormann, Germany · François Morellet, France · Paul Mougnot, France · Simon Naouri, France · Marc Newson, Australia · Stefan Nikolaev, Bulgaria · Nøne Futbol Club, France · David Pergier, France · Nestor Perkal, Argentina · John Pomp, USA · Sarah Pucci, USA · Anne-Laure Sacriste, France · Olivier Sidet, France · Augustin Steyer, France · Jeanne Susplugas, France · Bernar Venet, France · Andy Warhol, USA · Sophie Whettnall, Belgium · Adam Winner, USA · Qi Zhuo, China

Maîtres de l'Inde — Chano Devi · Mayank Kumar Shyam · Monimala · Venkat Raman Singh Shyam · Jangarh Singh Shyam · Ram Singh Urveti · Sadashiv Soma Mashe

Courtesy — Air de Paris, Paris · Josée Bienvenu Gallery, New-York · BLESS, Paris, Berlin · Galerie Derouillon, Paris · Galerie Imane Farès, Paris · FR66, Paris · Chantal Helenbeck, Nice · Galerie miniMASTERPIECE - Esther de Beaucé, Paris · Galerie Hervé Perdrille, spécialiste des Maîtres de l'Inde, Paris · Michel Rein, Paris / Brussels · Galerie Armel Soyer , Paris · Galerie Tools, Paris · Triode Design, Paris · Marie-Ann Yemsi , Agent Créatif(s), Paris

Partners : - Arteis & co · Ballentine's · Barnett/avocats · Chevalier édition · CommuniClaire · Coquet 1824 · Crazybaby! · Dèlonghi · diptyque · GOOD ORGANIC ONLY · Lalique · Lenôtre · Les Thés de Constance · Meilland · PatrimOne/assurance · Pernod Absinthe · Reça peintures · TASCHEN ·

From Monday 19 October to Sunday 25 October 2015 11.30 to 20.00 (except Wednesdays until 17.00).

Late Viewing: Thursday 22 et Friday 23 October until 21.00.

Inaugural Opening : Sunday 18 October from 13.00 to 19.00

Reservations : www.privatechoice.fr

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