

# PRIVATE CHOICE

PARIS  
OCT. 17 – 23 2016

IN A HISTORIC PARISIAN  
APARTMENT,  
DISCOVER AND BUY  
ARTWORKS & DESIGN

DOSSIER  
DE PRESSE

[www.privatechoice.fr](http://www.privatechoice.fr)



“Nothing is true, everything is permitted”

This autumn, for its fourth edition during the FIAC week, **Private Choice** is once again setting up in the heart of the eighth arrondissement of Paris in a historic Parisian apartment. This Haussmann abode, situated on Avenue Franklin D. Roosevelt next to the Grand Palais, will welcome a temporary collection of art and design entirely conceived by Nadia Candet. Taking the time to explore this beautiful space, discovering and appropriating the items of art, design and fashion, is how to fully appreciate a **Private Choice** visit.

As soon as you enter, the young artist **Marwan Moujaes** greets visitors with a headlining video work of the sun, opening our eyes in order to appreciate what's next.

The duo **Berger&Berger** have taken over the first exhibition room. The two artists: architect Cyrille Berger and visual artist Laurent P. Berger design light and colours in accordance with each space they work in, whether it be an architectural project (most notably they have recently undertaken the extension and rehabilitation of the Collection Lambert in Avignon) or an exhibition such as **Private Choice**. For **Private Choice** they have gone 'underground' to occupy the space and deliver an exact, calibrated and nuanced vision of their creations and furniture.

In the second exhibition room, specific items from **Valentin Loellmann** play on the purity of materials and elegance of form. On the walls, monochromes from **Sergio Sister** (Galerie Josée Bienvenu) are displayed, adding colour to the surroundings. A neon from **Kleber Matheus** (Galerie Bertrand Baraudou – espace à vendre) lights up the ensemble.

No less significant, the dining room allows guests to discover original items (achieved thanks to a pink pigment) from **Quentin Derouet**, a young artist who attracted attention right here last year. She will be surrounded by overhanging pieces in gold by **Sophie Whettnall** (Galerie Michel Rein) whilst **Zoulikha Bouabdellah** (Galerie Coullaud) will present her '*Beautiful War*'. On the ceiling, the **Saint Louis** crystal work enters the scene, with an entirely transparent chandelier. In the centre of the room, a table in white Carrara marble by **Ben Storms** (Jean François Declercq. Atelier Jaspers) brings the purity of another material as contrast. Finally, publishers TASCHEN are presenting a preview of their latest book, *Sumo*, by David Hockney.

The fashion and design label **BLESS** are returning to the scene of *dream*, with a series of fetish objects. We also find **Christine Phung** who has co-signed a silk crepe square with

**Mathieu Mercier**, as well as issues of **WE DO NOT WORK ALONE**, presenting new household publications that are reviewed and enhanced by artists such as for example, the Parapluie by **Karina Bisch**, the Valet by **Benoit Maire** or the Chandelier by **Lamarche-Ovize**. Finally *Last but not least*, by Three Star Books is presenting three portfolios by **Maurizio Cattelan**.

In the office two universes come face to face: On the one hand, overhead, the universe of **Valérie Jolly** is represented by a luminous sculpture made out of paper, as well as the cloud pictures of **Alex Cecchetti** surrounded by a strange birdsong. On the other hand is the harsh, copper universe in the works of **Nils Guadagnin** and **Romain Moriceau** (Galerie Derouillon) and the wall lamps of **Patrick de Glo de Besses**. At the heart of the ensemble we can admire a kinetic work from Franco-Venezuelan artist **Carlos Cruz-Diez**.

In the bedroom, a country walk is offered to the visitor, thanks to the trompe-l'œil of vegetation presented exclusively here for Private Choice. The round works by **Elsa-Louise Manceaux** respond to a chair by **Sebastien de Ganay**, on which **Rikrit Tiravanija** invites us to *Do not ever work* as well as to beautify ourselves with the limited edition make up kits from the brand **NARS**, created in collaboration with **Sarah Moon** for the Holiday 2016 collection.

This year **Private Choice** will also holding an outside event *hors les murs* in collaboration with the Gosserez gallery. Works from **Emmanuelle Leblanc** will be shown simultaneously in two places.

And with a drink, let's celebrate this 2016 edition which promises numerous discoveries (including artists and creators such as **Anna Bidart**, **Paul Mougino**, **Samuel Gassmann**, **Dan Yeffet** and **Slavs and Tatars**) the crystal works of Saint-Louis predominate with *Les endiablés*: precious mismatched glasses of varying colours that the designer Jose Levy reinvests by imagining hybrid structures upside down. It's a happy pairing, much in the way of those whose works figure throughout the fictive creation of Private Choice.

**Artists / Designers** — Art and language · Berger&Berger · Ana Bidart · BINOME / Frédéric Pain et Ingrid Michel · Karina Bisch · BLESS · Zoulikha Bouabdellah · Alin Bozbiacu · Jerome Cavaliere · Alex Cecchetti · Josselin Chrétien et Simon DK pour La Jungle Urbaine · Carlos Cruz-Diez · Boris Chouvellon · Patrick de Glo de Besses · Sébastien de Ganay · Quentin Derouet · Simon DK · Elise Fouin · Eva Garcia & Nicolas Miessner · Samuel Gassmann · Nils Guadagnin · Katerina Jebb · Valérie Jolly · Gerard Kuijpers · Florentine et Alexandre Lamarche-Ovize · Emmanuelle Leblanc · India Leire · Valentin Loellmann · José Levy · Benoît Maire · Elsa-Louise Manceaux · Marwan Moujaes · Kleber Matheus · Mathieu Mercier · Roman Moriceau · Sarah Moon pour NARS · Paul Mougino · Paola Navone · Stefan Nikolaev · Note Design Studio · ORLAN · Laurent Perbos · Christine Phung · Studio Pool : Léa Padovani & Sébastien Kieffer · Franck Robichez · Sergio Sister · Slavs and Tatars · Ben Storms · Jeanne Susplugas · Rirkrit Tiravanija · Anna Tomaszewski · Yan Tomaszewski · Sophie Whettnall · Dan Yeffet.

**Designers des années 1930 - 1960** : Christian Adam, Jacques Adnet, Marcel Gascoin, Michel et Andrée Hirlet, Mado Jolain, Robert Mathieu.

**Books in Limited / Special Editions** — Araki, TASCHEN · Maurizio Cattelan, Three Star Books · Christo & Jeanne Claude, TASCHEN · Marcel Duchamp par Mathieu Mercier, Walther König · David Hockney, TASCHEN · Ai Weiwei, TASCHEN.

**Les éditions TASCHEN s'associent à Private Choice pour présenter, avant sa sortie officielle, l'édition limitée David Hockney : A BIGGER BOOK, piètemment Marc Newson.**

**Courtesy** — Josée Bienvenu Gallery, New York · BLESS, Paris, Berlin · Galerie Mathias Coullaud, Paris · Jean-François Declercq - Atelier Jaspers, Bruxelles · Galerie Derouillon, Paris · Arnaud Deschin Galerie, Paris · Espace A VENDRE, Bertrand Baraudou, Nice · Galerie Gosserez, Paris · La Chance, Paris · Moving art - Véronique de Lavenne, Nice · onestar press & Three Star Books, Paris ·

Michel Rein, Paris/Brussels · Sentou, Paris · Galerie Julien Segard, Saint Ouen · THE IMPERMANENT COLLECTION, Bruxelles · untilthen, Saint-Ouen · WE DO NOT WORK ALONE, Paris · Agnieszka Wiatrzyk, Varsovie/Paris.

**Partners / Partenaires** — Absolut vodka · Barnett · CommuniClaire · daco · Délonghi · diptyque · GOOD Organic Only · Lenôtre · Meilland · NARS · PatrimOne assurances · Champagne Perrier - Jouët · Reça peintures · Saint-Louis · TASCHEN · The Drawer · Tsé & Tsé associées.

**Champagne Perrier-Jouët, design d'un arbre à flûtes par Tord Boonje.**

**Artistic committee/ Contribution** — Agnès Alexandre · Colette Barbier · Axelle de Buffévent · Caroline Cros · Laure Flammarion · Karine Gasmi · Josée Gensollen · Catherine Hellier du Verneuil · Vincent Le Bourdon · Cyrille Martin · Brice Royer · Judith Souriau · Carine Soyer · Claire de la Villemarqué.

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Walter Serra et Xavier Cros : Régisseurs

Tristan Candet, Titien Soardi : Images vidéo

Théo Baulig, Didier Delmas : Photographes

Avec la collaboration de stagiaires de l'IESA, Guillaume Bonnet et Armand Diagne-Chanel

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**Private Choice takes place from the 17th to 23rd October 2016**

**Av frankilin Roosevelt , Paris 8e**

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