

PRIVATE CHOICE

PARIS
OCT. 16 – 22 2017

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

5^e ÉDITION

Quartier D. Roosevelt - Paris 8^e

www.privatechoice.fr



Private Choice 2017 in 6 questions

Answers from Private Choice founder, Nadia Candet

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 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.

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 gastronomy with **Sens Gourmand** which will reserve some surprises for us, or with the **Maison du Chocolat** which will offer us a taste of their latest cocoa creations.

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, Private Choice also takes on an olfactory vibe, with "Figuier" from **diptyque**, our original sponsor accompanying us throughout 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.

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 **BLESS** designers are 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 **None Futbol Club** exhibited at Private Choice since 2014 were acquired by MACVAL in 2015. The artists were presented at the Québec 2017 Biennale.

The visual identity of Private Choice was designed in early 2013 by the very talented graphic designer, **Thibault Caizergues**.

What is the main theme of Private Choice 2017?

NC : This year's main theme is green thanks to the landscape gardeners **Les Mauvaises Graines**. This edition is called "All we need", and after 4 years, our visitors are beginning to know us and know that by browsing Private Choice they will find this piece of the puzzle to complete their collection or their environment. This can be a design piece, an accessory such as a vase from **Atelier Swarovski Home** or a work of art, a book, **The Drawer editions** or a TV edited by Samsung from the **Bouroullec brothers** ...

What are Private Choice's objectives?

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 at Private Choice 2018 or 2019.

Nadia Candet: Founder of Private Choice : +33 (0)6 60 23 47 22 · info@privatechoice.fr
Press Contact : Anne Samson Communications
Camille Mothes Delavaquerie
camille@annesamson.com
Tél. + 33 (0)1 40 36 84 35

Private Choice takes place from 16 to 22 October on Avenue Franklin D Roosevelt, Paris 8e

Do not publish the exact address in your article. Please mention: Visit by invitation after registration on the website: www.privatechoice.fr