



**Press Release**

August 27th 2018

**Reflects**

For its sixth edition, **Private Choice** has settled in the heart of Paris' eighth arrondissement. In the setting of an elegant Haussmann apartment, just a few steps from the Grand Palais, a temporary and original collection of art and design will take place. Private Choice offers the visitor a unique way of experiencing the items in a private and intimate space; a novel setting to discover and acquire works of art and design from creators from around the world, selected by **Nadia Candet**, founder of Private Choice, and supported by an artistic committee.

Entirely dedicated to creation, the space is best visited as a collector's apartment, an original experience allowing you to appropriate works of art while passing from room to room, each changing in atmosphere and layout. This year, the collection is conveyed through reflection, giving its title to the sixth edition of Private Choice: "**Reflets / Reflects**".

Upon entry, the collection conjures a distinct relationship with the visitor through the interrogative and revelatory words: "**Your Choice**"; on a neon light by artist **Eric Michel** (Galerie 8 + 4 / Bernard Chauveau), which was specially created for this event. The artist **BEN** (Eva Vautier gallery) will also present canvases made especially for Private Choice in the entrance. The visit will continue in the large living room, which will be the setting for **Sophie Whettnall's** delicate works (Galerie Michel Rein), of torn paper which, due to their absorption of light, create a luxurious, voluptuous form.



Sabine Pigalle, *Sloganus* d.

The visitor will also have the pleasure of discovering **Sebastian Herkner's** tables (La Chance). The copper plates on them reflecting the surrounding space with precision, while **Vivien Roubaud's** (In Situ Gallery) impressive broomsticks will dance to the rhythm of shimmering reflections.

Rest assured, everything is under control with **Jeanne Susplugas's** light garland "Control" which will elegantly light the walls of this Haussmann apartment.

Finally, the artist **Sabine Pigalle** will bring a touch of humour to the large living room, thanks to her *Sloganus* marble slabs (Galerie RX) which misappropriate famous Latin maxims into fun erotic formulas, engraved for eternity in the marble. Moving on, **Boris Chouvellon's** works will



Boris Chouvellon, *L'enjoliveur* a.

greet the visitor in the small living room. The artist likes to collect "fragments of the world", debris or everyday objects that he refashions for other uses. Thus, car hubcaps found on the side of the road and moulded one by one, before being partly gilded with gold leaf, will be presented. Items transformed from scrap objects, through a poetic metamorphosis, into a relic of the past.

The Galerie Miranda will also display large abstract Polaroid photographs by the American artist **Ellen Carey** as well as her new Zerograms, abstract photographs not yet shown to the public. The artists **Edgar Sarin** (Michel Rein Gallery) and **Mateo Revillo** who have this year undertaken a project entitled "A Titanic, Reprise" for the White Night, have been given carte blanche by Private Choice to dedicate a 21.8 square meter space to their personal and collaborative works.

The apartment will be lit by the Candélabre of Bulgarian artist **Stefan Nikolaev** (Galerie Michel Rein) which perverts Marcel Duchamp's legendary Bottle Rack, inviting us to contemplate the image of another era, that of the father of

Contemporary Art. If time seems to stop when we visit Private Choice, **Bastien Mairet** (Gallery 8 + 4 / Bernard Chauveau) chooses to remind us that he is always running, with his ingenious clock. The explosive duo of artists **Florentine & Alexandre Lamarche-Ovize** will once more bowl over visitors with their sculpted empty pockets and a duet of ceramic vases, pieces produced especially for Private Choice.



Stefan Nikolaev, *Candélabre* c.



Florentine & Alexandre Lamarche-Ovize, *Empty pocket* e.

The apartment bedroom turns into a boudoir for this new edition, where the preciousness of jade and the delicacy of porcelain will unfold through the accomplishments of **Studio MVW** and designer **Djim Berger** (Galerie BSL). The atmosphere will be elegant and cosy. The visitor will be able to contemplate a series of collages by **Victor Cadenne** and the artist **Silvie Brière**, who traces a drawing of Gustave Courbet's *Origin of the World* to project new images that evoke the feminine condition. Several gouache drawings of the great **Jean Dewasne** will also be presented.



Studio MVW, *Coiffeuse* f.

The MiniMasterpiece gallery returns for this edition by offering new collaborations and gives the visitor the opportunity to acquire numerous jewels from artists such as **Nøne Futbol Club**, **Frédéric Ruyant**, the designer **Constance Guisset**, or **François Azambourg**. The latter, who loves nothing more than to challenge himself, has set out to conquer the exciting realm of jewellery. For this occasion, during the summer of 2018 in the calm of his "Breton retreat", he designed an unprecedented set of 30 to 50 unique pieces. He explores the metal Silver in all its forms and possibilities in order to achieve these objects that are at the crossroads of design, art and jewellery. They are produced in collaboration with Galerie 8 + 4 / Bernard Chauveau and MiniMasterpiece for Private Choice.



Studio ACdO, *PET Lamp*

g.

The dining room will be illuminated with PET Lamps, a project that blends traditional weaving techniques from different parts of the world such as Colombia, Chile and Ethiopia. An initiative launched by designer **Alvaro Catalán de Ocón**. In the dining room, the visitor will also have the pleasure of contemplating drawings by Polish artist **Angelika Markul**, from the project

"Archipelago of Tierra del Fuego", and whose red power evokes the urgent ecological situation on this South American island. Subtle reflections will also emanate from coloured glass, a material sublimated by **Jean-Michel Othoniel** (Galerie Perrotin) through beautiful pearl lamps, and plugged into the mains by **BLESS** "Cable Jewellery".

This year, Private Choice has collaborated with the **Label Famille** collective, led by Anne Bourrassé, Cyril Quenet and Camille Zonca. This new model of organisation is formed by around fifty artists and designers whose various cooperations advocate transdisciplinarity. Visitors will be able to discover Tchin (Plumbum ed.), a sleek minibar with a curtain of glass tubes.



Label Famille, Tchin h.

We will present **Bina Baitel**'s large circular lamp, made of brass and faux fur, which is lit by caresses. A collection of felts by **My Bob** will also be arranged in the corridor, lit by **Eric Michel**. Visitors will be able to contemplate their reflection in the mirrors of **Aurélia Bire**, or indeed the reflections of this illustrious place which has borne witness to all eras since the XIXth century.

The elegant Parisian ambience will be accentuated by the delicate perfume of "Paris" candles by the famous **diptyque**. Parisian florist **Thierry Féret** (Flowered by) will create elegant floral compositions that will adorn the vases of **Sacha Walckhoff** and **Guillaume Delvigne** (La Chance). During their visit, guests will be able to enjoy delicious macaroons provided by **Maison du Chocolat**.

**Private Choice will take place from October 15th to 21st, 2018 on Avenue Franklin D. Roosevelt, Paris 8me. Do not publish the exact address in your article.**

**Please mention: Visit by invitation after registration on the website: [www.privatechoice.fr](http://www.privatechoice.fr)**

Visual Captions (available upon request)

- a. Boris Chouvellon, L'enjoliveur, Photo GJ.van Rooij, exhibited at Private Choice
- c. Stefan Nikolaev, Candélabre, Courtesy of the artist and Michel Rein, Paris/Brussels, photo : Aurelien Molle, exhibited at Private
- d. Sabine Pigalle, *Sloganus*, marble, exhibited at Private Choice
- e. Florentine & Alexandre Lamarche-Ovize, Vide poche, exhibited at Private Choice
- f. Studio MVW, Coiffeuse Jinshi, exhibited at Private Choice
- g. Studio ACdO, PET Lamp, exhibited at Private Choice
- h. Label Famille (collaboration Déborah Janssens, Philippine Klahr, Camille Zonca), Tchin, edited by Plumbum, exhibited at Private Choice

The complete list of artists, galleries and partners will be communicated during September.

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## Private Choice 2018

### Liste complète des artistes, courtesy et partenaires



### Artistes / Designers

ACdO / Alvaro Catalán de Ocón, François Azambourg, Bina Baitel, Benoît Barbagli, BEN, Djim Berger, Atelier BL119, BINÔME / Frédéric Pain et Ingrid Michel, Aurélia Bire, BIIS, BlankBlank, BLESS, Silvie Brière, Victor Cadene, Lord Anthony Cahn, Ellen Carey, Boris Chouvellon, Carlos Cruz Diez, d.d. trans, Odile Decq, Yann Delacour, Guillaume Delvigne, Jean Dewasne, David Dubois, Carol Egan, Pierre Frey, Mara Fortunatović, Samuel Gassmann, Pierre Gonalons, Pierre Guariche, Constance Guisset Studio, Sebastian Herkner, Eric Hibelot, Gilles Jonemann, Charles Kalpakian, Lucie Koldova, Alexandre & Florentine Lamarche-Ovize, Bastien Mairet, Sylvie Maréchal, Pia Maria Raeder, Angelika Markul, Pia Mathes, Bérénice Mayaux, Régis Mayot, Eric Michel, Michel Mortier, Vera Molnar, Simon Naouri, Stefan Nikolaev, Nøne Futbol Club, ORLAN, Jonathan Omar, Jean-Michel Othoniel, Sabine Pigalle, Anne et Patrick Poirier, Pool, Julien Quiesse, Mateo Revillo, Vivien Roubaud, Jacques Emile Ruhlmann, Frédéric Ruyant, Edgar Sarin, Ugo Schiavi, Studio Formes Libres, Studio MVW, Jeanne Susplugas, Jonah Takagi, Nathalie Talec, Stefano Trapani, Muller Van Severen, Emil Lagoni Valback, Rebecca Vallée Sellose, Emmanuelle Villard, Sacha Walckhoff, Frederik Werner, Sophie Whettnall

**Designers Label Famille:** Stéven Coëffic, Mylène Escande, Déborah Janssens, Philippine Klahr, Jonathan Omar (collaboration avec Lionel Dinis Salazar), Camille Zonca

### Courtesy

Bernard Chauveau, Galerie 8+4, Paris · Galerie BSL, Paris · Double V Gallery, Marseille · Galerie In Situ - Fabienne Leclerc, Paris · Label Famille, Paris · La Chance, Paris · Galerie miniMASTERPIECE, Esther de Beaucé, Paris · Galerie Miranda, Paris · PERROTIN, Paris, New-York, Hong-Kong, Seoul, Tokyo · Plumbum Design, France · Pulpo · Michel Rein, Paris/Brussels · Galerie RX, Paris - My Bob Use your Head! Belgium · Galerie Julien Segard, Saint-Ouen · Studio ACdO / Alvaro Catalán de Ocón, Madrid · Studio Beau & Bien, Paris · Studio Othoniel, Paris · Galerie Triode, Paris · Galerie Eva Vautier, Nice · Verreum, Prague.

### Partners / Partenaires

APPIA Art & Assurance · ARTORA - by Terry · Champagne Artéis & co · l'atelier des garçons · CODIMAT · Daco · diptyque · Domaine GRESSER Andlau · Flowered by - Thierry Féret · Nespresso · La Maison du Chocolat · Alain Milliat · Reça peintures · SENS GOURMAND · Un jour, du ciel

### Equipe / Team

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Clément Gaesler : Médiateur, Ecole du Louvre  
Albane Morawski : Médiatrice, La Sorbonne  
Walter Serra : Régisseur  
Tristan Candet : Images vidéo  
Théo Baulig, Didier Delmas : Photographes  
Adrien Mouginot : Illustrations  
Thibault Caizergues et René Bertramo : Design graphique  
Matthew Parker et Agnès Alexandre : Traduction  
Avec la collaboration de stagiaires de l'IESA

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