



Second Edition

2014

The second edition of Private Choice, an ephemeral exhibition of contemporary art and design, will take place on Saint Martin Boulevard in the 3rd Arrondissement of Paris at the birthplace of the great cinematographer, Georges Méliès. It is here that upon the invitation of homeowners and collectors, Pierre-Henri and Marie Chauveau, that project designer, Nadia Candet has chosen to present Private Choice n°2.

Ascending the Staircase

Upon crossing the threshold, the house invites you ascend the staircase where you are met by three tapered toucan beaks by young artist Florian Viel. At the top of the stairs sits Pavillion nomade II by architects Jakob + MacFarlane. Digital drawings, moving structures, imaginary and preparatory sketches for a project of mobile architecture on brain research spreads rightfully in this house. Facing it is *Super Ghost Mirror* by designer Olivier Sidet, a mirror reflecting everything but the person looking in it, preferring, besides self-contemplation, attention to environment. Throughout the home are site specific works by Felice Varini connecting each room.

Three Movements

Emerging artists: Judith Deschamps, Antoine Espinasseau, Itvan Kevadian, Nandita Kumar, Nøne Futbol Club, Benoît Pype, Olve Sande, Augustin Steyer, and Florian Viel, all born in the nineteen-eighties and recent graduates display their videos, murals, paintings, installations, and neons comfortably in this historic space.

The intimate architecture is reflected in works by Zaha Hadid, who has designed two vases and crafted by event partner, Lalique, *Manifesto* and *Visio* are slender crystal towers created specifically for Private Choice. Didier Faustino presents a domestic vanitas *Dead Domesticity Zone*, wall to wall carpet sewn as an emptied skull to be walked on, and an installation: *Threesome where*, an ensemble of three double armchairs, not far from the staircase designed by Le Corbusier.

Under the majestic ceiling light by Andrée Putman are works by: Mahmoud Akram, Guillaume Delvigne, Florence Doléac, Stéphane Ducatteau, Miriam Gassmann, Patrick Jouin, Valentin Loellmann, Sarngsan Na Soontorn, Olivier Peyricot, Victoria Wilmotte, Sacha Walckhoff, and David Pergier, whose lamp *Up is Down*, made of parts of Limoges held together by transparent marbles, was production for Private

Choice. Pieces of furniture, objects, lamps, tableware, and carpets editioned by Chevalier are inseparable from the private space and find their home in this collection.

Under the sky of the living room, with the survival blanket and Dario Escobar

The living room, the central space of the house, is visited by artists from all over the world with the linking language, English, is imbedded in the mural installation of Iranian artist Navid Nuur. On an isothermal blanket, an aluminum drawing form the words: *Not like a piece of pie but like rope in a net*. On both sides of the entrance to the dining room, two paintings by Polish artist Piotr Makowski. Near the windows are hung motor oil compositions by Guatemalan artist, Dario Escobar and his installation *Observe & Reverse*. On a pillar, are paintings by Norwegian Olve Sande, and on the table, the powerfully discreet universe of Marco Maggi who will represent the Uruguayan pavilion during the 2015 Venice Biennale. Dividing the territory, using everyday material as universal binder: engine oil, football balls, survival blanket, or rug.

Evidence rooms

It must be mentioned that more than 100 works, 55 artists, 24 participating galleries and editors, and over 10 brand partners fill the space. But like any house, this house reveals itself fully during the visit, exposing mysteries of the space that holds the collection: it shelters as in any living place, a second ghost, (with the one of Olivier Sidet, an apparition from Melik Ohanian), and a pharmacy (Jeanne Susplugas), a penne necklace (François Azambourg), a coveted piece of jewelry (Laetitia Sellier), cufflinks (Samuel Gassmann), a kitchen knife (Shilpa Gupta), a carpet (Cecilie Manz, collection 2014 Chevalier édition, partner of Private Choice), Brillo (Andy Warhol), footprints (César), a mask (Mathieu Mercier), a wedding video (Nøne Futbol Club) and the peculiar story of collector Dorith Galuz (Judith Deschamps).

« That's life ».

— Accompanying and prolonging Private Choice, a text by art critic Jonathan Chauveau —

-« 1896 » Short story by Senga Reitneprac : Detective fiction, on a moment in the life of Georges Méliès.

Sound Design —Axel Huynh —founder Crazy Baby!

The team of Private Choice :

Nadia Candet : Founder and project designer of Private Choice.

Albane Menoret : In charge of coordinating operations and press

Miriam Gassmann : Interior designer.

Thomas Kesteloot : Art historian.

Cyrille Martin et Walter Serra : Art coordinators

Artists, Designers, Architects : — Saâdane Afif, Mahmoud Akram, art & language, François Azambourg, Katinka Bock, Rebecca Bournigault, César, Pierre Henri Chauveau, Claude Closky, Nicolas Delprat, Guillaume Delvigne, Judith Deschamps, Florence Doléac, Stéphane Ducatteau, Joakim Eneroth, Dario Escobar, Antoine Espinasseau, Didier Faustino, Samuel Gassmann, Miriam Gassmann, Shilpa Gupta, Zaha Hadid, Jakob+ MacFarlane, Patrick Jouin, Studio Katra, Itvan Kebabian, Nandita Kumar, Li Lihong, Valentin Loellmann, Marco Maggi, Piotr Makowski, Cecilie Manz, Philippe Mayaux, Mathieu Mercier, François Morellet, Sarngsan Na Soontorn, Nøne Futbol Club, Navid Nuur, Melik Ohanian, ORLAN, David Pergier, Olivier Peyricot, Benoit Pype, Bruno Romeda, Olve Sande, Laetitia Sellier, Olivier Sidet, Augustin Steyer, Sebastiaan Straastma, Studio Minale Maeda, Jeanne Susplugas, Hitomi Uchikura, Felice Varini, Florian Viel, Sacha Walckhoff, Andy Warhol, Victoria Wilmotte, Jens Wolf

Courtesy — Josée Bienvenu Gallery, New York / J+MF for Centre Pompidou by Quinze & Milan / Éditeur Bernard Chauveau et Le Néant Éditeur, Paris / Chevalier édition, Paris / Galerie Chantal Crousel, Paris / Galerie Derouillon, Paris / Galerie DUTKO, Paris / Galerie Dominique Fiat, Paris / [f] utilité, Marseille / Galerie des multiples GDM, Paris / Galerie Gosserez, Paris / Galerie Max Hetzler, Berlin, Paris / Jordan-Seydoux-Drawings & Prints, Berlin / Galerie Antoine Levi, Paris / Galerie LOFT, Paris / School gallery Olivier Castaing Paris / Galerie Odile Ouizeman, Paris / Galerie Michel Rein, Paris, Brussels / Revillon d'Apreval design, Paris / Tools Galerie, Paris / TORRI, Paris / Galerie Aline Vidal, Paris / Galerie Jocelyn Wolff, Paris.

Partners / Brands :

Barnett/avocats, PatrimOne Assurance, Crazybaby!, diptyque, Lalique, Prempracha, Puiforcat, Lenôtre, Tea LUPICIA, Champagne Arteis & Co, Ballentines-aged 12 years, Absinthe-Pernod.

From Monday October 20th to Sunday October 26th, 2014

Visiting hours — everyday 11.30am -7.30pm

Official opening on Sunday October 19th from 2pm to 7pm

Latenight Thursday October 23rd until 8pm

Entrance only upon presentation of the invitation card, FIAC card Invité d'honneur FIAC ou on prior registration.

The address of Private Choice will be sent once registered on the site : www.privatechoice.fr