

Art steps into Beaugrenelle

SHOWCASE #1: THINK BIG

OCTOBER 19TH - NOVEMBER 8TH 2015



ANTOINE AGUILAR
AN XIAOTONG
SAMUEL BOUTRUCHE
SHU LEA CHEANG
CHEN TONG
DU ZHENJUN
LORIS GREAUD
PASCAL HAUDRESSY
THOMAS HOUSEAGO
KAWS
ALEKSANDRA MIR
ANDREI MOLODKIN
RU XIAO FAN
SHEN YUAN
WANG DU



BEAUGRENELLE
PARIS

ART & BEAUGRENELLE

Resolutely contemporary Parisian address, Beaugrenelle Paris is above all a lively and innovative location with a focus on creativity. Its sleek and light-filled architecture designed by Valode & Pistre provides the ideal setting for welcoming the widest range of artistic projects.

The Grand Mobile by Xavier Veilhan located in the centre of the atrium, the 10-screen cinema designed by Ora-ïto, and the performance space created by Julio Le Parc for the “Nuit Blanche 2012” bear witness to the resolutely artistic and cultural character of Beaugrenelle.

It is therefore in this tradition that Beaugrenelle has decided to link up with FIAC 2015 to become a new, unmissable venue for art lovers, fans or neophytes by exhibiting 15 artworks and installations from several private collections, including *the Rosenblum Collection and Friends*.

It will be an opportunity to discover the work of contemporary artists of international renown within an attractive and unexpected context.





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ART COMES TO BEAUGRENELLE

In conjunction with FIAC 2015, Beaugrenelle Paris turns into an exhibition space, showcasing leading highlights of the contemporary art scene. For its premiere show from October 19th to November 8th 2015, Le Grand Magasin transforms its space with a selection of contemporary artworks from major French private collections. Curators David Rosenberg and Constance Breton have helped devise a series of 18 main installations that invite a wide audience to discover works by internationally renowned contemporary artists such as Loris Gréaud, Kaws, Shen Yuan, Wang Du and others.

This boldly designed exhibition exploits the architectural spaces of Beaugrenelle Paris, drawing visitors into an interactive encounter with the artworks and helping establish a dialogue between Asian and Western art.

This is an original project aimed at a wide audience, allowing them to experience the art of today in an atmosphere of enjoyment and sharing.

FIAC & BEAUGRENELLE

Showcase #1: Think Big forms part of the FIAC 2015 circuit and as such is labelled 100% FIAC CERTIFIED.

This new label gives the FIAC stamp of approval to exhibitions, events and cultural initiatives that meet its stringent standards in terms of artistic quality.

100% FIAC CERTIFIED initiatives and events are listed in the FIAC programmes “Parcours Privés” and “Hors les Murs”.



SHOWCASE #1: *THINK BIG!*

With *Showcase #1: Think Big*, Beaugrenelle becomes an affiliate of major art event FIAC, bringing artists' work before a wide audience in a groundbreaking exhibition spread throughout **Le Grand Magasin**.

This novel project has a multi-faceted brief: to promote contemporary artistic production and make the work of both established and up-and-coming artists accessible; to create links within the art world between collectors, curators, art-lovers and people new to the scene; and to enrich different cultures by facilitating mutual dialogue (in this case, the Asian and Western art scenes).

This first edition of *Think Big* brings the public 18 spectacular artworks and installations lent by French private collections, including *the Rosenblum Collection & Friends*.

Showcase #1 boldly exploits the architectural spaces of Beaugrenelle Paris to engage visitors in an interactive discovery trail through artworks (selected jointly with the collectors) that share a common denominator in the way they play with scale and disproportion.

Andrei Molodkin's monumental typography, Shu Lea Cheang's tea cups transformed into sociable seating, Chen Tong's XXL bicycle, Kaws' flashy figure, Antoine Aguilar's elementary particles, Shen Yuan's giant Kinder Surprise, Loris Gréaud's life-sized family of rhinos, Wang Du's giant crumpled-up newspapers and massive female forms, Pascal Haudressy's Meteorite Virus, Samuel Boutruche's soundscape, An Xiaotong's in situ collage, Thomas Houseago's fierce-looking Masks, the interactive **tableau of Du Zhenjun**, etc.

Playful or meditative, surprising or disturbing, all these artworks plunge us both into the heart of the physical dimension of art and the intangible space of thought.

The artists give us their personal take on the world and suggest in their individual ways **that by playing with exaggerated dimensions** we will see the world with fresh eyes.

Think Big!

David Rosenberg & Constance Breton

THE ARTISTS

**ANTOINE AGUILAR
AN XIAOTONG
SAMUEL BOUTRUCHE
SHU LEA CHEANG
CHEN TONG
DU ZHENJUN
LORIS GREAUD
PASCAL HAUDRESSY
THOMAS HOUSEAGO
KAWS
ALEKSANDRA MIR
ANDREI MOLODKIN
RU XIAO FAN
SHEN YUAN
WANG DU**

**CURATORS:
DAVID ROSENBERG**

**ORGANISATION:
CONSTANCE BRETON**
The Art of This Century

THE COLLECTORS : CHIARA & STEVE ROSENBLUM

Showcase #1 think big is designed as a platform to bring together different cultural scenes within the art world and generate dialogue between them. The exhibition was set up in collaboration with major French private collections, including that of Chiara and Steve Rosenblum.

Steve and Chiara began collecting contemporary art in 2006, focussing on young artists rather than famous names. In 2010 they decided to share their enthusiasm with a wider audience by opening *Rosenblum Collection & Friends* in the 13th arrondissement of Paris, where they exhibited works from their own collection for four years and invited collector friends to contribute artworks.

France recognises the couple's commitment to supporting a generation of emerging contemporary artists with a powerful socio-political message. In 2014 Chiara and Steve were awarded the Mont Blanc de la Culture Arts Patronage Prize.

Here they tell us what motivates them as collectors: sharing.

When and how did you start collecting contemporary art?

We acquired our first artwork at the FIAC in 2006 without realising it would be the beginning of a collection. It was a pretty radical work about terrorism by Swiss artist Christoph Büchel, an exploded baggage container with the two stacks of luggage that were inside it. When we bought it we had no idea what we were going to do with it because it was much too big to fit inside our apartment. After that, we just kept buying more and more works and we haven't stopped to this day!

How would you describe the spirit of your collection?

Our collection is constantly evolving. The early works we acquired were mostly political but now we don't really follow a set line – we follow our hearts! If you have to put a label on it, I'd say we collect work by artists who are our contemporaries, of our own generation or even younger.

What does being a collector mean to you?

Collecting art brings a great deal of pleasure and a great deal of frustration, in equal measure.

Why did you agree to exhibit some of the artworks from your collection in Beaugrenelle's Grand Magasin?

Beaugrenelle is a shopping centre unlike any other: as soon as you come in there is a huge mobile by Xavier Veilhan, and the cinemas are designed by Ora Ito.

The idea behind this exhibition was to expose Beaugrenelle's visitors to more monumental pieces of contemporary art, which is exactly what we're about, too. We want to share our artworks with the widest possible audience – not only people who are used to going to museums and art galleries – and to give artists the opportunity to display their large-scale works, which can be difficult to exhibit. In fact, most of the artists on show got involved with curator David Rosenberg to plan the exhibition.





LORIS GRÉAUD

NON EXISTENCE OF THE PAST, DEATH OF THE FUTURE, AND THE INFINITE POSSIBILITIES OF THE PRESENT, 2012

Taking an imprint of things – this is the primordial definition of what sculpture is, and Louis Gréaud took it as his starting point for creating one of his most impressive and striking works: *Non-existence of the past, death of the future, and the infinite possibilities of the present*.

Using moulds taken from living animals, the artist has reconstituted a family of rhinoceroses – two adults and their offspring.

Here, creation is as important as procreation, but the work's impenetrable depths of black also speak of disappearance and extinction. Huge scale and disproportion are inherent to the subject. Forms sculpted by nature are reproduced in their minutest detail and hung up on the wall like hunting trophies, except that the artist chooses to display the bodies in their entirety. It is as if the gravity-defying animals have changed planes or dimensions and set off on some sort of ascension procession.

D.R.



SHEN YUAN

THE DINOSAUR'S EGG: A KINDER SURPRISE, 2001 - 2006

Shen Yuan arrived in France in 1990 and is one of the leading figures of the Chinese contemporary art scene in exile. Serious or playful, poetic or political, Shen Yuan's work veers from extremely fragile (ice sculptures) to monumental (massive blocks of stone sculpted to represent a cranium-planet). Here, the artist plays with the most trivial elements of our culture – sweets and toy surprises for children – to address the theme of China's surge across the globe. On the ground, a substance that looks like melted chocolate maps the contours of Yuan's native land. Myriad creatures dressed in Chinese garb come bounding out of a cracked egg. Invasion, flight, comedy, or something altogether more violent? Shen Yuan's art lies in her mastery of ambiguity – her work makes us think, but it also brings a smile to our lips.

D.R.



Photo credit : Guillaume Ziccardelli

KAWS

IMAGINARY FRIEND, 2012

Precise, to the point and punchy – Kaws is one of the X-men of the art world. A mutant that moves the goalposts, shifts people's mindsets, generates new trends, and skips easily from the streets to the galleries – unashamedly moving from art-object merchandising to artwork. He concentrates a phenomenal quantity of information and imagery, mixing it all up and reconstituting it in a transfigured end product. Under the smooth, appealing exterior, his work delves right down to the roots of our globalised society where fashion, music, art and design fuse into one uniform environment, although each retains its own special character.

Imaginary Friends takes forward the artist's work with shaped canvas and layered outlines, creating the impression of a figure bursting with energy and bounding out of the painting – although this is not quite a painting, and yet not quite a sculpture either. The figure resembles a shadow or a chameleon that adopts the colours of the world around it: a sort of self-portrait, or a definition of "art according to Kaws".



CHEN TONG

BICYCLE, 2007

We seem to have shrunk like the characters in a classic fairy tale, or else the objects around us have grown bigger – at least, that is what this oversized bicycle designed by Chen Tong seems to imply. Artist, exhibition curator and book publisher, a cultured man who translates French literature, Chen Tong uses this work as an opportunity to play with memory – his own, and those of his country. This bicycle cannot be ridden but it still takes us on a metaphorical journey into poetry, history and thought, with its carrier rack holding books titled “On the Pointlessness of Studying”.

Here is a paradox for this man who constantly reflects on how Chinese society, hyperactive and overproductive as it is, sets the course for its own future. Perhaps he is simply suggesting that the world we are creating is no longer to our measure.

D.R.



SHU LEA CHEANG

BABY LOVE, 2006

Have you ever been invited to climb aboard a giant tea cup by a cloned baby to listen to popular love songs? If you haven't, maybe you'll be tempted by the experience the Taiwanese artist Shu Lea Cheang offers. Initially created for the Palais de Tokyo in 2006, her installation evokes both a sort of shimmering merry-go-round and a go-cart track. All the elements in the installation are connected by Wi-Fi and the whole thing "programmed" to the delight of all. It is brilliant, playful, attractive. But why has it been done to attract and detain us? Is it completely innocent? And who is really in control? In her own way, Shu Lea Cheang suggests that it is possible to retain a child's soul while having the insight to ask real questions.

D.R.

CURATORS



DAVID ROSENBERG

David Rosenberg is an author and exhibition curator who regularly works with French and international museums and institutions to organise exhibitions on themes as varied as the relationship between art and science, or between art and comics; the history of photography, or inventions (neon, for instance); private collections; new technology; Chinese contemporary art; and the world of underground manga. David is the author of many publications and exhibition catalogues.

He lives in Paris and regularly travels to Asia.

ORGANISATION



CONSTANCE BRETON

Constance Breton is a co-founder, with Karen Levy, of *The Art of This Century*, a curatorial platform that forges links between the realms of Asian and Western art. She conceived the idea for *Showcase #1: Think Big* and orchestrated the project through her cultural communications agency, specialising in brand strategy and advising companies on boosting their visibility in synergy with the international contemporary art scene.

ARTISTS' BIOGRAPHIES

ANTOINE AGUILAR

Antoine Aguilar was born in Angers, France, in 1979.
He lives and works in Paris.
He is represented by the Hussenot Gallery and the Baronian Gallery..

AN XIAOTONG

An Xiaotong was born in Xi'an, China, in 1971.
She has lived and worked in Paris since 2002.
She has an extensive list of exhibitions under her belt, and in 2012 her work was shown at the FIAC.

SAMUEL BOUTRUCHE

Samuel Boutruche was born in 1972 in Avranches (France).
He lives and works in Paris. He has held numerous personal or group exhibitions at UCCA in Beijing, Wentrup (Berlin), OMR (Mexico City), Musée d'Art Moderne de la Ville de Paris, Fondation Ricard and Bass Museum (Miami). For the past 10 years, he has also been a DJ, invited to various festivals and performances at art fairs. He is represented by the Perrotin gallery in Paris.

SHU LEA CHEANG

Shu Lea Cheang was born in 1954 in Taiwan (China).
Since leaving New York, she has lived and worked in Paris.
Carrying out long-term projects such as the Locker Baby Project (2001-2012), Cheang has exhibited in all major contemporary institutions. In 2005, the Palais de Tokyo in Paris exhibited a section of the *Locker Baby Project, Baby Love*.

CHEN TONG

Chen Tong was born in China in 1962.
He lives and works in Guangzhou.
He was made a Chevalier des Arts et des Lettres de la République Française in 2010 for his contribution to promoting French culture and strengthening ties between China and France.
For the past 20 years Tong has translated and published the masterpieces of French literature.

DU ZHENJUN

Du Zhenjun was born in Shanghai, China, in 1961.
He lives and works in France.
Since 1992 his work has been exhibited in France, Japan, China, South Africa, Germany, Hungary, Belgium, Brazil and Morocco.

LORIS GRÉAUD

Loris Gréaud was born in 1979 in Eaubonne (France).
He lives and works in Paris.
In 2005, he was awarded the Ricard S.A. Prize. In 2008, at the age of 29, Gréaud was the first artist to occupy 3,700 m² in the Palais de Tokyo in Paris.
In 2015, Loris Gréaud was the subject of a monographic exhibition entitled *The Unplayed Notes Museum* at the Dallas Contemporary Art Museum.
He is represented by the Pace Gallery in New York.

PASCAL HAUDRESSY

Pascal Haudressy was born in Paris in 1968.

He lives and works in Paris.

After 10 years spent with UNESCO in charge of cultural projects and numerous projects involving internationally renowned artists, Pascal Haudressy has devoted himself completely to his own artistic work since 2005. He exhibits regularly in various museums and foundations in France and abroad. His works figure in major private and public collections. In 2014, he was awarded the Prix d'Aubusson.

THOMAS HOUSEAGO

Thomas Houseago was born in Leeds, England, in 1972.

He lives and works in Los Angeles.

In 2015 Houseago's work was exhibited at the Rockefeller Center Plaza in New York in a show called Masks (Pentagon). He is represented by the Gagosian Gallery and Hauser & Wirth.

KAWS

Kaws was born Brian Donnelly in Jersey City, USA, in 1974. He lives and works in New York.

Kaws is represented by the Perrotin and Honor Fraser Galleries and his work is exhibited in all the major art institutions of the world, including Pennsylvania Academy of Fine Arts, High Museum of Art, Modern Art Museum and Aldrich Contemporary Art Museum. Fort Worth Modern Art Museum (Texas) will be holding a retrospective in 2016.

ALEKSANDRA MIR

Aleksandra Mir was born in Lubin, Poland, in 1967.

She lives and works in Palermo, Sicily.

In 2011 the Whitney Museum (New York) held a monographic exhibition of Mir's work entitled *The Seduction of Galileo Galilei*.

She is represented by the Laurent Godin Gallery in Paris.

ANDREI MOLODKIN

Andrei Molodkin was born in Boui, Russia, in 1966.

He divides his time between Paris and Moscow.

His work forms part of numerous collections in Russia (Russian State Museum, Sigmund Freud Museum of Dreams, Shchusev State Museum of Architecture) as well as some private European collections.

RU XIAO FAN

Ru Xiao Fan was born in Nankin, China, in 1954.

He has lived and worked in Paris since 1983.

In 2011 a monographic exhibition of his work was held at Galerie RX (Paris), its title summing up the very poetic nature of his work, which has been shown around the world: *Que cent fleurs s'épanouissent...* ("Let a hundred flowers bloom")

SHEN YUAN

Shen Yuan was born in 1959 in Xianyou (China).

She lives and works in Paris.

Shen Yuan has lived in France since 1990 and has had many monographic exhibitions devoted to her in galleries worldwide since 1994

WANG DU

Wang Du was born in Wuhan in 1956.

He lives and works in Paris.

Du has been living in France since 1990, and his work forms part of several national contemporary art collections, including the Musée d'Art Contemporain de Lyon. He is represented by the Laurent Godin Gallery and his work is exhibited across the world.



BEAUGRENELLE

PARIS



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