

Press kit

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**100 artists  
standing with the  
Secours populaire**

**thanks to the  
patronage of LVMH**

**at the Fondation  
Louis Vuitton**

**From the 15th  
to 24th June 2018**





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# Introduction

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100 artists from all over the world will be engaging with the Secours Populaire français in order to support access to art and culture for all:

- thanks to the support of LVMH, the Fondation Louis Vuitton will host the second edition of *recto/verso* featuring over 100 contemporary artists from 15 to 24 June.
- this exhibition will be followed by a “blind” auction on Sunday, June 24th for the benefit of the Secours populaire.
- all proceeds from the auction will finance the Secours populaire’s programs for making art and culture accessible to all.

## The concept

*recto/verso* is an exhibition and a subsequent auction of artworks donated by artists from various backgrounds and offers a new approach to contemporary art.

Independent curator Anna Milone, who conceived this project, and her team mobilised around 40 gallery owners and artistic directors from France and abroad to invite over 100 artists to participate into this solidarity project.

Participating artists follow a single rule: creating an artwork of an identical format, signing it only on the back. This concept places all artists on an equal footing for the sale.

The anonymity defines the rules of a game, trying to link the artworks with their authors. Collectors are free to follow their personal taste or bet on the future during the auction at the end of which the artists’ signatures will be revealed.

*recto/verso* focuses on the importance of the viewer’s eye and questions our relation to the artworks once they become anonymous. A new way of looking is the beginning of the game. Amateurs and connoisseurs can follow their taste or try to identify the authors behind the artworks. Some artists whose works they know may jump out at them while others have played with this means of on this way of tackling art.

## A “blind” auction (the signatures on the back will be revealed at the end of the auction) is organised by the Maison Millon with a new format: all the works have an identical starting bid:

All artists donated a work with a identical format of 40 x 50 cm, and signed only on the back. Over 100 artworks will be presented and then put up for auction with a starting bid of 300€. The artists’ signatures will be revealed at the end of the auction. The authors are not associated with their artworks during the exhibition nor the sale.

During the sale, the online auction sale platform Drouot Live will allow all collectors to participate, anywhere in the world.

## A specific educational program:

During the exhibition, a specific educational program lead by the Secours populaire’s volunteers alongside the Fondation Louis Vuitton’s educators will offer tours and workshops to the people accompanied by the Secours populaire. Families, children, teens and isolated people will be welcomed to discover *recto/verso* as well as Frank Gehry’s building and the new exhibition “Au diapason du monde” presented at the Fondation Louis Vuitton.

## 2 days of special free entrance to the Fondation Louis Vuitton:

Access to the Fondation Louis Vuitton will be free on **Wednesday, June 20th** as well as on **Sunday, June 24th** to open *recto/verso* and all programs of the Fondation Louis Vuitton to the broadest audience from Paris, France and all over the world.

# 100 French and international artists

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Scoli Acosta	Naomi Fisher	Charlotte Moth
Nikos Aliagas	Thomas Fougeirol	Takashi Murakami
Jérôme Allavena	Samuel François	Eva Nielsen
Ivan Argote	Dorian Gaudin	Damir Ocko
Laëtitia Badaut Hausmann	Frank Gehry	Jean-Michel Othoniel
Virginie Barré	Jérémy Gobé	Giovanni Ozzola
Mahjoud Ben Bella	Marco Godinho	Francesca Pasquali
Julie Béna	Lola González	Jérémie Paul
Yasmina Benabderrahmane	Douglas Gordon	Bruno Peinado
Abdelkader Benchamma	Louis Granet	Frédéric Poincelet
Jonathan Binet	Laurent Grasso	Laure Prouvost
Elvire Bonduelle	Loris Gréaud	Louis-Cyprien Rials
Jessica Boubetra	Thomas Hauser	Evariste Richer
Gabriella Boyd	John Henderson	Nancy Rubins
Joe Bradley	Lena Hilton	Benjamin Sabatier
Anne Brégeaut	David Horvitz	Anne-Laure Sacriste
Guillaume Bresson	Yum Joongho	Louise Sartor
David Brognon & Stéphanie Rollin	Tadashi Kawamata	Ludovic Sauvage
Pierre Buraglio	Jeff Koons	Franck Scurti
David Casini	Arnaud Labelle-Rojoux	Pierre Seinturier
Guglielmo Castelli	Alexandre & Florentine Lamarche-Ovize	Cindy Sherman
Misleidys Castillo Pedroso	Vincent Lamouroux	Giorgio Silvestrini
Paula Castro	Moshekwa Langa	Lise Stoufflet
Alina Chaiderov	Emmanuel Le Cerf	Pascale Marthine Tayou
Jake & Dinos Chapman	Julio Le Parc	Agnès Thurnauer
Gaëlle Choisine	Ange Leccia	Thomas Tronel-Gauthier
Sylvain Ciavaldini	Rhys Lee	Claire Trotignon
Lorenzo Cirrincione	Jérémy Liron	Xavier Veilhan
Clément Cogitore	Lucile Littot	Pieter Vermeersch
Morgan Courtois	Robert Longo	Romain Vicari
Bernat Daviu	Thomas Mailaender	Clemens Wolf
Romina De Novellis	Kokou Ferdinand Makouvia	Sislej Xhafa
Jérémy Demester	Hubert Marot	Raphaël Zarka
Julien Des Monstiers	Josep Maynou	
Marcel Devillers	Justin Meekel	
Olivier Dollinger	Florian Mermin	
Antoine Donzeaud	Bernard Moninot	
Olafur Eliasson	Nelly Monnier	
Sara Favriau	Roman Moriceau	
Urs Fischer		

# The artists have been invited by:

**SAMY ABRAHAM**

director, galerie Samy Abraham, Paris

**ISABELLE ALFONSI  
& CÉCILIA BECANOVIC**

directors, galerie Marcelle Alix, Paris

**JOSEPH ALLEN SHEA**

director, galerie Allen, Paris

**DANIELE BALICE  
& ALEXANDER HERTLING**

directors, galerie Balice Hertling, Paris

**MARC BEMBEKOFF**

director, contemporary art center  
La Halle des bouchers, Vienna

**OLIVIER BELOT  
& MÉLANIE MEFFRER RONDEAU**

directors, galerie Untilthen, Paris

**CHRISTIAN BERST**

director, galerie Galerie Christian Berst,  
Paris

**HARRY BLAIN**

director, Blain|Southern Gallery, London  
/ Berlin

**NICOLAS BOURRIAUD**

director, Montpellier Contemporain  
(MoCo), Montpellier

**OLIVIA BRELEUR**

director, Maëlle Galerie, Paris

**ROSARIO CALTABIANO**

director, galerie 22,48 m<sup>2</sup>, Paris

**VALERIA CETRARO  
& EDOUARD ESCOUGNOU**

directors, galerie Escougnou-Cetraro,  
Paris

**ELEONORE CHATIN**

director, galerie Catherine Putman, Paris

**LÉA CHAUVEL-LÉVY**

independent curator & director of LVMH  
Métiers d'Art residencies

**FABIEN DANESI  
INDEPENDENT CURATOR****DARIA DE BEAUVAIS  
CURATOR, PALAIS DE TOKYO, PARIS****SÉVERINE DE VOLKOVITCH  
& DELPHINE GUILLAUD**

directors, galerie Backslash, Paris

**BRUNO DELAVALLADE  
& RENÉ-JULIEN PRAZ**

directors, Praz Delavallade Gallery,  
Paris / Los Angeles

**BENJAMIN DEROUILLON**

director, galerie Derouillon, Paris

**AXEL DIBIE & ALIX DIONOT-MORANI**

directors, galerie Crèveœur, Paris

**GILLES DROUULT**

director, galerie de Multiples, Paris

**LORENZO FIASCHI**

director, galleria Continua, San  
Gimignano / Beijing / Boissy-le-Châtel  
/ Havana

**LARRY GAGOSIAN**

& SERENA CATTANEO ADORNO  
director, Gagosian Gallery, New-York /  
San Francisco / Beverly Hills / London /  
Paris / Le Bourget / Rome / Athènes /  
Geneva / Hong-Kong - director,  
Gagosian Gallery Paris

**CHRISTOPHE GAILLARD**

director, galerie Christophe Gaillard,  
Paris

**LAURENT GODIN**

director, galerie Laurent Godin, Paris

**ISABELLE GOUNOD**

director, galerie Isabelle Gounod, Paris

**BERTRAND GRIMONT**

director, galerie Bertrand Grimont, Paris

**MAX HETZLER**

director, Max Hetzler Gallery, Paris /  
Berlin

**EVA HOBER**

director, galerie Eva Hober, Paris

**ROMAIN HOUG**

director, galerie Houg, Paris

**PHILIPPE JOUSSE**

director, Jousse Entreprise, Paris

**MARINE LANG**

project manager Mécènes du sud |  
Montpellier - Sète

**DOHYANG LEE**

director, galerie Dohyang Lee, Paris

**FRÉDÉRIC LEGROS**

co-curator for the Biennale  
internationale d'art contemporain in  
Melle 2018

**ANTOINE LEVI**

director, galerie Antoine Levi, Paris

**HERVÉ LOEVENBRUCK**

director, galerie Loevenbruck, Paris

**MARIE MADEC**

director, Sans titre 2016, Paris

**MARIE MAERTENS**

independent curator

**ANATOLE MAGGIAR**

President of MAD agency & director,  
Chez Mohamed gallery, Asnières /  
Taroudant / Los Angeles

**FLORENT MAUBERT**

director, galerie Maubert, Paris

**ALBERTA PANE**

director, galerie Alberta Pane,  
Paris / Venice

**SANDRA PATRON**

director, Musée régional d'art  
contemporain Occitanie - Pyrénées,  
Sérignan

**EMMANUEL PERROTIN**

director, Perrotin gallery, Paris /  
New-York / Hong Kong / Séoul /  
Tokyo / Shanghai

**JOANA RODA & BERNAT DAVIU**

directors, Bombon Projects, Barcelona

**THADDAEUS ROPAC**

director Thaddaeus Ropac gallery,  
Paris / Pantin / Salzburg / London

**VINCENT SATOR**

director, galerie Sator, Paris

**JOSEPH TANG**

director, galerie Joseph Tang, Paris

**EMMANUEL TIBLOUX**

director, ENSBA Lyon

**FRANCESCA PICCOLBONI**

director, Tornabuoni Art, Paris

**CHARLOTTE TRIVINI  
& PIERRE-ARNAUD DOUCÈDE**

directors, galerie Pact, Paris

**FRÉDÉRIQUE & PHILIPPE VALENTIN**

directors, Chez Valentin, Paris

**VERONICA VALENTINI**

independent curator and researcher  
based in Barcelona

**GEORGE-PHILIPPE & NATHALIE VALLOIS**

directors, galerie Vallois, Paris

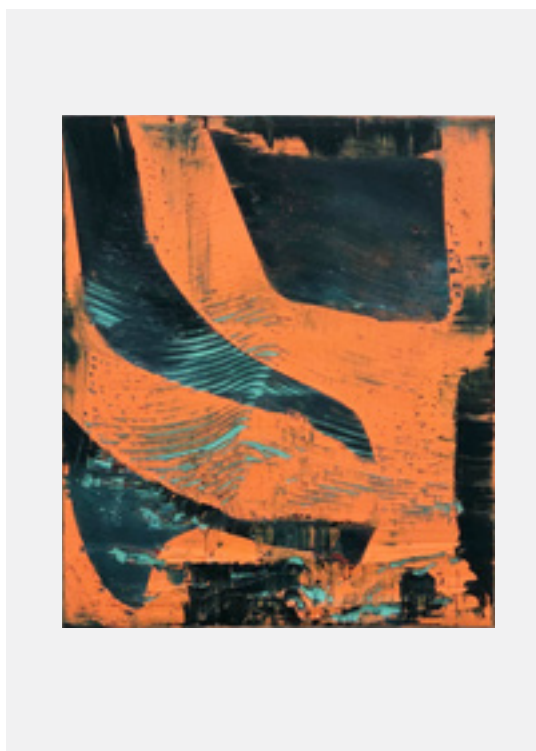
**EMILIE VILLEZ**

director, Kadist Foundation, Paris

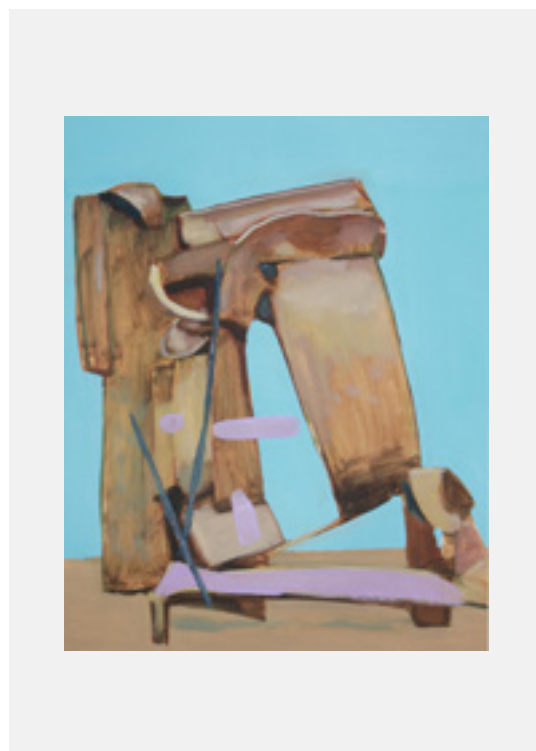
**SOPHIE VINET**

director, contemporary art center  
Les Bains Douches, Alençon

## 100 artworks: selection



A



B



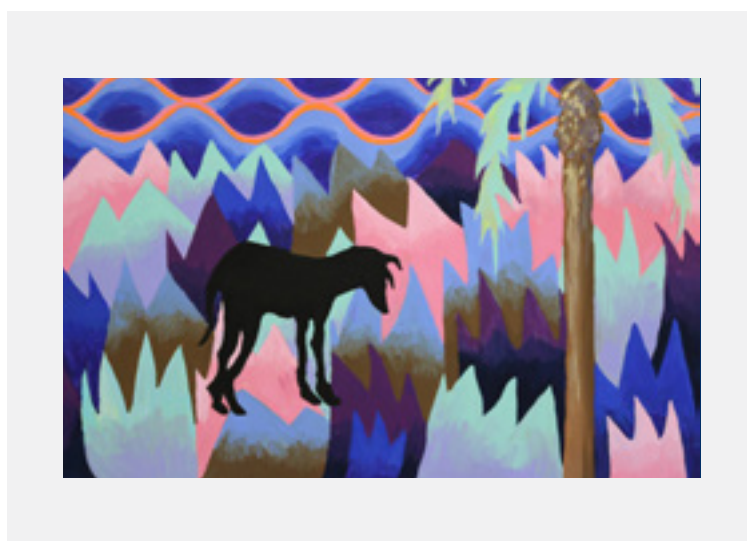
C

**A**  
*Antique memories*  
2017

Huile sur toile  
55 x 46 x 2,5 cm

**B**  
*Sans titre*  
2018

Huile sur papier  
50 x 40 cm



D

**C**  
*Sans titre*  
2018

Aquarelle sur papier  
50 x 40 cm

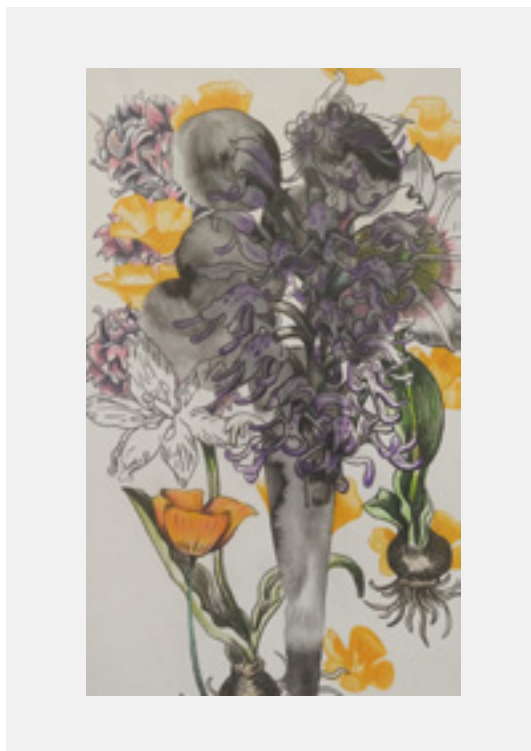
**D**  
*Venice*  
2018

Peinture vinylique sur toile  
40 x 50 cm

## 100 artworks: selection



E



F



G



H

**E**  
*Couleurs sculptées (1)*  
2018  
Métal peint  
50 x 36 cm

**F**  
*Elysée, un herbier*  
2018  
Technique mixte sur papier  
30,5 x 18 cm

**G**  
*Uno*  
2015  
Photo argentique, noir et blanc  
Diptyque, chaque photographie:  
10 x 8,5 cm Ed unique

**H**  
*Krabb Cut-Out*  
2018  
Toile sur carton  
50 x 40 cm

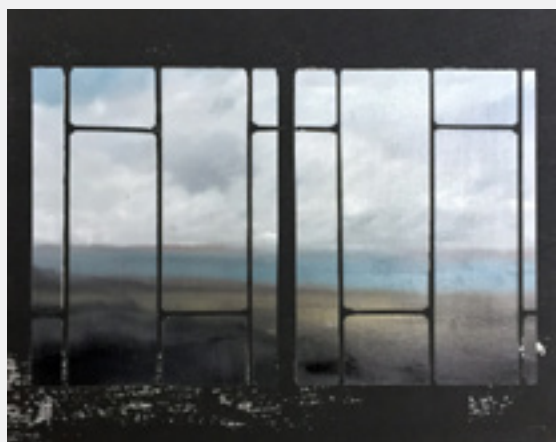
## 100 artworks: selection



I



J



K



L

**I**  
*Setole blu*  
2015

Poils de balai en plastique bleu  
sur panneau en bois et cadre métallique  
50 x 30 x 10 cm

**J**  
*Pink Blue 03*  
2017

Tirage pro pigmentaire sur  
papier fine art, contrecollé  
sur dibond  
36,5 x 55 cm Ed. 3/5

**K**  
*Oblong*  
2018

Huile, acrylique  
et sérigraphie sur toile  
40 x 50 cm

**L**  
*Sans titre*  
2017

Techniques mixtes sur  
papier Arches  
56,5 x 37,5 cm



# Information & contacts

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## PRESS INQUIRY

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## PRACTICAL INFORMATION

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### FONDATION LOUIS VUITTON

8 avenue du Mahatma Gandhi  
75116 Paris  
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### Opening hours

*Open Mondays, Wednesdays and Thursdays,  
12 noon–7pm  
Fridays until 23:00 pm  
Saturday and Sunday 11am – 8pm  
Closed on Tuesdays*

Full fare : 14 €  
Under 26 : 10€ / Under 18 : 5€ / Free under 3

Métro : Ligne 1, station Les Sablons / Exit:  
Fondation Louis Vuitton

—  
Stations Vélib' et Autolib':  
in front of the Fondation

—  
Shuttle every 15 minutes  
Departing Place Charles de Gaulle  
at the corner of avenue Friedman

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### Free access to the Fondation Louis Vuitton for *recto/verso*

Wednesday 20<sup>th</sup> June: noon to 7pm

Sunday 24<sup>th</sup> June: 11am to 8pm

### Auction

Sunday, 24<sup>th</sup> June from 3pm  
in the auditorium

## FOLLOW US

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### SUIVEZ *recto/verso* en ligne sur :

www.secourspopulaire.fr  
www.fondationlouisvuitton.fr  
www.millon.com

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Instagram : @secourspop  
Facebook : @secourspopulaire  
Hashtag : #secourspopulaire

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**L V M H**

MOËT HENNESSY • LOUIS VUITTON

**FONDATION LOUIS VUITTON**

The auction is organised by Alexandre Millon

**MILLON**

Maison de ventes aux enchères depuis 1925

