

Ceci n'est pas...

ART BETWEEN FRANCE & LOS ANGELES

NOVEMBER 2012 – APRIL 2013
PRESENTATION

Ceci n'est pas... is a project initiated by the Cultural Services of the French Embassy in the United States in collaboration with the Institut Français, with the support of the Alliance Française of Los Angeles, the French Ministry of Culture and Communication and the participation of many local institutions.

In 2006, The Centre Pompidou proposed the exhibition, "Los Angeles, 1955-1985, Birth of an artistic capital". Building on this large exhibition, through the existing references to French art and culture in the Los Angeles art scene, it became pertinent to highlight the ties between France and the City of Angels, which has since become a true cultural capital of the world.

The intersections between the two cultures are numerous, from the influence of artists like Marcel Duchamp, Niki de Saint-Phalle or Yves Klein on Californian artists to the ties forged between the professionals themselves: in museums, in galleries, in universities. There is also a desire of French artists to come to Los Angeles to work with Angeleno artists and the city's institutions.

5 MONTHS OF FRANCO-AMERICAN EXCHANGES IN CONTEMPORARY ART



Ceci n'est pas... will begin in the end of November 2012 with the opening of the exhibition LOST IN LA, organized by the FLAX Foundation and will continue for 5 months, ending in April 2013.

Ceci n'est pas... will gather more than 30 Franco-American collaborations that are being prepared by art centers, museums, art schools and non-profit organizations in Los Angeles, covering a large spectrum of contemporary creation, from sculpture to performance, and from architecture to video.

THE PRINCIPLE IS SIMPLE

Ceci n'est pas... is envisioned as an event of synthesis and a call to unite in space and time the expositions, performances, and manifestations that have an historical tie and/or an aesthetic similar to the contemporary creation in France.

Ceci n'est pas...

A platform for cooperation between institutions, curators and artists, in France and Los Angeles, which encourages a dialogue without precedent.

Ceci n'est pas...

A means of approaching professional networks of theorists and amateurs of art from the two continents, to initiate long-term collaborations and regular exchanges between Europe and California.

Ceci n'est pas...

A program that addresses professionals (universities, art schools, galleries, museums) and leaves the field open to LA art scene to express its vision of contemporary creation in France.

SUPPORTING THE ARTS & THE FRENCH-AMERICAN DIALOGUE

PARTICIPATING PARTNERS & INSTITUTIONS INVOLVED IN A PROJECT

(LIST IN PROGRESS, DOES NOT INCLUDE ALL INSTITUTIONS PREPARING EVENTS FOR CECI N'EST PAS...)

18th Street Art Center	FRAME (French Regional American Museum Exchange)	Machine Project
Art Center College of Design	Francois Ghebaly Gallery	Mains d'Ouvres
Art Los Angeles Contemporary Fair	Galerie Franck Elbaz	MAK Center / Schindler House
Be-art	GDM_galerie de multiples	New Galerie
California Institute for the Arts	Galerie Hussonot	Otis College of Art and Design
Castillo Corales	Galerie Joseph Tang	PARIS-LA Magazine
Cherry and Martin Gallery	Galerie Loevenbruck	Paris Photo LA
CNAP (French National Centre for Contemporary Art)	Galerie Torri	Public Fiction
Ecole des Beaux Arts de Bordeaux	Here is Elsewhere	REDCAT
Ecole Nationale Supérieure des Beaux Arts de Lyon	LACE	Robert Berman Gallery
Ecole Supérieure d'Art de l'agglomération d'Annecy	LA<>ART	Université Paris 8
Fabien Castanier Gallery	Los Angeles County Museum of Art	University of California Los Angeles
Favorite Goods	Los Angeles Municipal Art Gallery at Barnsdall Art Park	University of Southern California
FLAX	ltd los angeles	

PRESENTING ARTISTS & PARTICIPANTS IN THE PARTNER EVENTS OF CECI N'EST PAS...

(LIST IN PROGRESS / TO BE CONFIRMED)

Ivan Argote	Matt Connors	Vivancos	Thomas Lawson	Chloe Quenum
Bettina Attala	Isabelle Cornaro	Clara Gensberger	Laurent Le Deunff	Florian & Michael
Fayçal Baghriche	Marie de Bruggerolle	Gregory Gicquel	Julio Le Parc	Quistebert
John Baldessari	Philippe Decrauzat	Dominique Gilliot	Pierre Leguillon	Jimmy Robert
Stephan Balkenhol	Daniel Dewar	Piero Golia	Anton Lieberman	Allan Ruppersberg
Davide Balula	Bertrand Dezoteux	Jeff Guess	M/M Paris	Mickaël Salvi
Pauline Bastard	Sheila Donovan	Peter Harkawik	Sylvia Maglioni	Benjamin Seror
Berdaguer/Pejus	Sophie Dubosc	Camille Henrot	Tony Matelli	Jim Shaw
Julien Berthier	Brigitte Engler	Thomas Hirschhorn	Philippe Mayaux	Alexandre Singh
Julien Bismuth	Didier Faustino	Pierre Huyghe	Rodney McMillan	Philippe Terrier-Hermann
Dominique Blais	Patricia Fernandez	Fabrice Hyber	Antonio Mendoza	Graeme Thomson
Michel Blazy	Robert Filliou	Nathan Hylden	Mathieu Mercier	Tatiana Trouvé
Sophie Bonnet-Pourpret	Jean-Pascal Flavien	Armand Jalut	Laurent Montaron	Oscar Tuazon
Nicolas Boulard	Andrea Fraser	Jimpunk	Claude Parent	Lucille Uhlich
Elsa Bourdot	Cyprien Gaillard	JonOne	Aude Pariset	Xavier Veilhan
Valentin Carron	Vincent Ganivet	Martha Kirszenbaum	François Perrin	Jean-Luc Verna
Pierre-Laurent Cassiere	Dora Garcia	Robert Kimmont	Bernard Piffaretti	Marnie Weber
Edwin Chan	Miguel Garcia	Vincent Lamouroux	Julien Prévieux	

A UNIQUE COMMUNICATION PLATFORM...

Ceci n'est pas... is a multi-faceted program that reaches the art community on many levels. This gathering of the art community brings in patrons of the arts, students (of art as well as other domains), museumgoers and curators, art theorists, professors, Francophiles, and art lovers of all walks of life.



A large Internet platform has been created, which will include a dedicated website & social medias. It will be updated regularly, bringing attention to Ceci n'est pas... and therefore to its participants and sponsors.

More than just a program, Ceci n'est pas... envisions to make this platform a place of dialogue for artists, curators and partners in the United States in France. All participants will have the opportunity to add editorial content.

As a collaborative effort, Ceci n'est pas... attracts a variety of people to participate in this cultural exchange in many different ways. Calling people to exhibitions and cultural events throughout the four-month timeframe and generate ideas in both countries.

ADELAIDE BARBIER | CULTURAL ATTACHÉ

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ETIENNE FARREYRE | DEPUTY CULTURAL ATTACHÉ

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INSTITUT FRANÇAIS

af Alliance Française LOS ANGELES



Ceci n'est pas...

ART BETWEEN FRANCE & LOS ANGELES

**THE CULTURAL SERVICES OF THE FRENCH EMBASSY IN THE UNITED STATES
AND THE INSTITUT FRANCAIS ANNOUNCE
CECI N'EST PAS...ART BETWEEN FRANCE AND LOS ANGELES
Over 100 Artists and 30 Projects in Los Angeles: Winter 2012 through Spring 2013**

Press Contact: Trent PR
Jessica@TrentPR.com or 310-968-9373

FOR IMMEDIATE RELEASE

LOS ANGELES, CA (November 2012) -- Los Angeles, California and Paris, France are cities of artistic expression, inspiration, and legendary cultural achievements. The creative connections between France and Los Angeles are historically numerous, from the impact of California itself upon French artists such as Niki de Saint-Phalle, Yves Klein and Guy de Cointet, to their influences on fellow artists in Los Angeles.

The Cultural Services of the French Embassy in the United States in collaboration with the Institut Francais, with the support of the Alliance Française of Los Angeles and the French Ministry of Culture and Communication, are pleased to announce *Ceci n'est pas...Art Between France and Los Angeles*.

Ceci n'est pas... is an unprecedented and diverse five-month series of Franco-American contemporary art collaborations across Los Angeles, which further encourages and officially recognizes new dialogue and long-term collaborations in contemporary art between France and Los Angeles. Beginning December 1, 2012 with the opening of the exhibition *Lost in LA*, organized by the FLAX Foundation, the numerous events and exhibitions of *Ceci n'est pas...* will continue through April 2013.

Ceci n'est pas... includes over one hundred artists from the two continents, from the emerging to the world-renowned such as John Baldessari, Jim Shaw, Pierre Huyghe, and Xavier Veilhan.

"By emphasizing the ties between France and the City of Los Angeles, *Ceci n'est pas...* solidifies Los Angeles as a true cultural capital," Los Angeles Mayor Antonio Villaraigosa said. "There is no greater home for this series of exhibitions, which work to inspire dreams, purpose and vision between our two cultures and throughout the world."

Gathering more than thirty cultural institutions and projects, *Ceci n'est pas...* will take place in public and non-profit spaces, galleries, museums, art fairs, and universities in locations from the Pacific Coast to downtown to the Hollywood Hills.

"*Ceci n'est pas...* will be a time of creative dialogue between our two countries and our two cultures," said The Ambassador of France in the US. "In the next five months, the Los Angeles art world will welcome many French artists and professionals. They will be able to share their passions and ideas while strengthening relationships, which is what *Ceci n'est pas...* is all about."

Ceci n'est pas... is a multifaceted program that connects the art community and the public on many levels, bringing together patrons of the arts, students (of art as well as other domains), professors, curators, art critics, gallerists, art lovers, Francophiles, and Europeans with the California dream. Each event and exhibition is curated and produced by the individual cultural institution and the projects encompass the spectrum of contemporary art including architecture, painting, performance, photography, sculpture, and video.

Olga Garay, Executive Director of the Department of Cultural Affairs of the City of Los Angeles said, "The City of Los Angeles Department of Cultural Affairs is proud to count the French Consulate and the French Cultural Services as well as France Los Angeles Exchange as important partners in pairing Los Angeles and French based artists in this important series of events that celebrate our long term relationship. We are thrilled to once again work with our French colleagues in highlighting the important contributions of French and LA artists and arts organizations to our respective communities."

(More)

A comprehensive and user-friendly website, www.cnp-la.org, has been created. Each individual artist and institution will have their own page with information, bios, and custom content, as well as interactive maps to the locations of each project and event. New partners, artists, and events will be updated on the site throughout the five-month period of *Ceci n'est pas...*

Participating Partners & Institutions to date include: (Please go to www.cnp-la.org for the most current list.) 18th Street Art Center, Art Center College of Design, Art Los Angeles Contemporary Fair, Be-art, California Institute for the Arts, Castillo Corales, Cherry and Martin Gallery, CNAP (French National Centre for Contemporary Art), Ecole des Beaux Arts de Bordeaux, Ecole Nationale Supérieure des Beaux Arts de Lyon, Ecole Supérieure d'Art de l'agglomération d'Annecy, Fabien Castanier Gallery, Favorite Goods, FLAX, FRAME (French Regional American Museum Exchange), Francois Ghebaly Gallery, Galerie Franck Elbaz, GDM_galerie de multiples, Galerie Hussenot, Galerie Joseph Tang, Galerie Loevenbruck, Galerie Torri, ltd los angeles, Here is Elsewhere, LACE, LA><ART, Los Angeles Municipal Art Gallery at Barnsdall Art Park, Los Angeles County Museum of Art, Machine Project, Mains d'Oeuvres, MAK Center / Schindler House, New Galerie, Otis College of Art and Design, PARIS-LA Magazine, Paris Photo LA, Public Fiction, REDCAT, Robert Berman Gallery, Université Paris 8, University of California Los Angeles, and University of Southern California.

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www.cnp-la.org

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About *Ceci n'est pas...Art Between France and Los Angeles*

Ceci n'est pas... is an unprecedented and diverse five-month series of Franco-American contemporary art collaborations starting in December 2012 and ending in April 2013. Gathering more than 30 cultural institutions and projects, and over one 100 artists, *Ceci n'est pas...* will take place in public and non-profit spaces, galleries, museums, art fairs, and universities from the Pacific Coast to downtown to the Hollywood Hills. Each event and exhibition is curated and produced by the individual cultural institution and the projects encompass the spectrum of contemporary art including architecture, painting, performance, photography, sculpture, and video.

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