



Press Kit

Néon

Who's afraid of red yellow and blue?

Curator: David Rosenberg

At la maison rouge February 17th may 20th 2012

Press preview Thursday February 16th 2012 9h30am to 11am

Private view Thursday February 16th 2012 6pm to 9pm



Maurizio Nannucci, *Who's afraid of red yellow and blue?*, 1970

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Contents

Néon

Who's afraid of red, yellow and blue?

- p.3** Press release
- p.5** David Rosenberg, exhibition catalogue
- p.6** List of artists
- p.8** Exhibition Structure

- p.16** **Presentation of la maison rouge**
Antoine de Galbert, the building, the bookshop

- p.17** **activities at la maison rouge**
Le plaisir des yeux, encounters with artists, proposed by Aurélie Dijan.
For children
Guided visits
Les amis de la maison rouge

- p.19** **Rose bakery**^{culture}

- p.20** Visitor informations

Néon

*Who's afraid of red yellow and blue? **

From February 17th 2012, la maison rouge will stage the first major international exhibition of neon art from the 1940s to the present day. Some one hundred works will be presented in all, many of historical significance, many being shown for the first time. They will include pieces by such pioneers as Lucio Fontana from the early 1950s, François Morellet, Bruce Nauman, Stephen Antonakos, Joseph Kosuth and Mario Merz from the 1960s, and some of the many contemporary artists working in this medium, such as Jason Rhoades, Sylvie Fleury and Claude Lévêque.

On the right-hand side of Mendeleev's periodic table are the so-called 'noble' gases, a group of chemical elements with common properties: under standard conditions, they are all odorless and colorless, but under pressure these mono-atomic gases produce a coloured light when an electric current is passed through them. Neon (Ne), from neos, the Greek word for new, emits a red light. Argon (Ar) produces a blue light, while the light from sodium vapor is yellow.

French physicist and chemist Georges Claude developed the first neon tube in 1912, exactly one century ago. He unveiled his invention publicly at the Paris World Fair. A few years later, Claude filed a patent in the United States and, in 1923, sold his first two neon signs - reading 'Packard' - to a car dealership. The rest is history...

As early as the 1930s, Moholy-Nagy was predicting that it would not be long before the "field of expression" formed by night-time city lights found "its own artists."

Lucio Fontana showed the first ever work in Europe to be made entirely from neon, at the 1951 Milan Triennial: a vast, glowing, suspended whirlpool.

In the early '60s, in France, Greece and the USA, François Morellet, Stephen Antonakos, Bruce Nauman and Keith Sonnier began to use neon in their performances and visual works. Around the same time, Dan Flavin started working with a specific type of lamp: fluorescent tubes. All the work from this period was of an abstract nature, whether lyrical or geometric.

*The exhibition borrows his title to the work of Maurizio Nannucci, *Who's afraid of red yellow and blue*, 1970

In the mid-sixties, neon learned to 'talk' and 'count,' first with Joseph Kosuth's neon tautologies then, a few years later, Maurizio Nannucci's early 'writings' - neon words or fragments of sentences in which colours, signs and meaning meld into one. At the same time, Mario Merz and Pier Paolo Calzolari incorporated neon words and numbers into their sculptural and/or sound installations.

Martial Raysse, meanwhile, was including neon punctuation marks - 'signs of desire' - in his assemblage-paintings. Michel Journiac created 'Piège pour un voyeur,' a performance piece comprising a prison cell with neon tubes for bars, and a naked model inside.

In scarcely thirty years, this multitude of experiments and research took neon from a scientific invention, used primarily for advertising in urban areas, to an artistic medium in its own right. Now neon brings together artists as diverse as Tracey Emin, Claude Lévêque, and Jason Rhoades. Art made of colour and light, yes, but neon art is also - first and foremost even - about *line* and *curve*.

Neon invites its public to follow and explore this simple line as it curves its way along innumerable winding, shining paths.

David Rosenberg

David Rosenberg

Curator and author, he regularly organizes exhibitions in France and abroad (among them “La photographie n’est pas l’art, Sylvio Perlstein collection” in 2010 at Musée d’Art Moderne et Contemporain of Strasbourg and “Vraoum! Comics strip and contemporary art” in 2009 à la maison rouge) and has published many works devoted to modern and contemporary art. He is teaching art History at the University Paris 8 (Vincennes – Saint-Denis).

Exhibition’s catalogue

French and English bilingual work, colors illustrations.

Texts of David Rosenberg, curator

and Luis de Miranda, novelist, philosopher and editor

At Editions Archibooks.

Price: 27 euros

83 artists

108 art works

From the 1940s to the present day

An exhibition realized in partnership with:

iGuzzini



Enseigne - Signalétique
Eclairage Néon & Led

Exhibited artists

Adel Abdessemed (born in 1971 in Constantine, Algeria), **Saâdane Afif** (born in 1970 in Vendôme, France), **Jean-Michel Alberola** (born in 1953 in Saïda, Algeria), **He An** (born in 1971 in Wuhan, Hubei, China), **Stephen Antonakos** (born in 1926 in Laconie, Greece), **John Armleder** (born in 1948 in Geneva, Switzerland), **Fiona Banner** (born in 1966 in Merseyside, England), **Jean-Pierre Bertrand** (born in 1937 in Paris, France), **Pierre Bismuth** (born in 1963 in Neuilly-sur-Seine, France), **Monica Bonvicini** (Born in 1965 in Venice, Italia), **Nathalie Brevet** (born in 1976 in La Clayette, France) et **Hughes Rochette** (born in 1972 in Saint-Maur-les-Fossés, France), **Stefan Brüggemann** (born in 1975 in Mexico City, Mexico), **Marie José Burki** (born in 1961 in Biel, Switzerland), **Pier Paolo Calzolari** (born in 1943 in Bologne, Italia), **Hsia-Fei Chang** (born in 1976 in Tapei, Taïwan), **Chryssa** (born in 1933 in Athens, Greece), **Claire Fontaine** (artist collective created in 2004), **Carlos Cruz Diez** (born in 1923 in Caracas, Venezuela), **Stéphane Dafflon** (born in 1972 in Neyruz, Switzerland), **Cédric Delsaux*** (born in 1974), **Frédéric Develay** (born in 1956 in Saint Cloud, France), **Laddie John Dill** (born in 1943 in Long Beach, California, USA), **Tracey Emin** (born in 1963 in Croydon, England), **Cerith Wyn Evans** (born in 1958 in Llanelli, Wales), **Ian Hamilton Finlay** (1925-2006, born in Nassau, Bahamas), **Dan Flavin** (1933-1996, born in Jamaica, New-York, USA), **Sylvie Fleury** (born in 1961 in Geneva, Switzerland), **Lucio Fontana** (1899-1968, born in Rosario, Santa Fe, Argentina), **Michel François*** (born in 1956 in Saint-Trond, Belgium), **Kendell Geers** (born in 1968 in Johannesburg, South Africa), **Gun Gordillo** (born in Lund, Sweden), **Douglas Gordon** (born in 1966 in Glasgow, Scotland), **Laurent Grasso** (born in 1972 in Mulhouse, France), **Jeppe Hein** (born in 1974 in Copenhagen, Denmark), **Bethan Huws** (born in 1961 in Bangor, Wales), **Alfredo Jaar** (born in 1965 in Santiago de Chile, Chile), **Jeff Koons** (born in 1955 in York, Pennsylvania, USA), **Gyula Kosice** (born in 1924 in Košice, Slovakia), **Joseph Kosuth** (born in 1945 in Toledo, Ohio, USA), **Piotr Kowalski** (1927-2004, born in Poland), **Brigitte Kowanz** (born in 1957 in Vienna, Austria), **David Kramer** (born in 1963, USA), **Sigalit Landau** (born in 1969 in Jerusalem, Israel), **Bertrand Lavier** (born in 1949 in Châtillon-sur-Seine, France), **Thomas Lélou** (born in 1976 in Seclin, France), **Claude Lévêque** (born in 1953 in Nevers, France), **Glenn Ligon** (born in 1960, in the Bronx, New-York, USA), **Jill Magid** (born in 1973 in Bridgeport, Connecticut, USA), **Pierre Malphettes** (born in 1970 in Paris, UK), **Xavier Mary** (born in 1982 in Liège, Belgium), **Adam McEwen**, (born in 1965 in London, UK), **Mathieu Mercier** (born in 1970 in Conflans Saint-Honorine, France),

** selected work which the medium is not neon*

Mario Merz (1925-2003, born in Milano, Italia), **Eric Michel** (born in 1962 in Aix-en-Provence), **Jonathan Monk** (born in 1969 in Leicester, England), **François Morellet** (born in 1926 in Cholet, France), **Thomas Mulcaire** (born in 1971 in Johannesburg, South Africa), **Jan Van Munster** (born in 1939 in Gorinchem, Netherlands), **Andrea Nacciarriti** (born in 1976 in Ostra Vetere, Italia), **Maurizio Nannucci** (born in 1939 in Florence, Italia), **Bruce Nauman** (born in 1941 in Fort Wayne, Indiana, USA), **Ivan Navarro** (born in 1972 in Santiago, Chile), **Melik Ohanian** (born in 1969, France), **Fritz Panzer*** (born in 1945 in Judenburg, Austria), **Laurent Pernot** (born in 1980 in Paris, France), **Mai-Thu Perret** (born in 1976 in Genevea, Switzerland), **Martial Raysse** (born in 1936 in Golfe-Juan, France), **Delphine Reist*** (born in 1970 in Sion, Switzerland), **Jason Rhoades** (1965-2006, born in Newcastle, California, USA), **Sarkis** (born in 1938 in Istanbul, Turkey), **Frank Scurti** (born in 1965 in Lyon, France), **Alain Séchas** (born in 1955 in Colombes, France), **Miri Segal** (born in 1965 in Haifa, Israel), **Keith Sonnier** (born in 1941 in Mamou, Louisiana, USA), **Tse Su Mei** (born in 1973 in Luxemburg, Luxemburg), **Vassiliki Tsekoura** (born in 1947 in Salonique, Greece), **Alan Suicide Vega** (born in 1938 in Brooklyn, USA), **Giancarlo Zen** (born in 1929, Italia).

**selected work which the medium is not neon*

Exhibition structure

Pioneers

Will be presented in this section, artists which very early, from the forties', then in the sixties have worked with the neon.

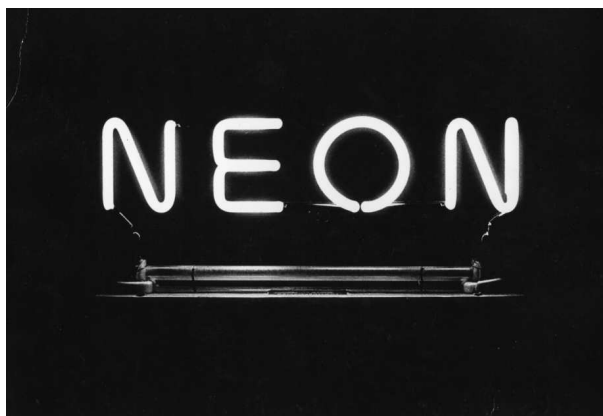
Works of Pier Paolo Calzolari, Chryssa, Carlos Cruz-Diez, Laddie John Dill, Dan Flavin, Lucio Fontana, Guyla Kosice, Joseph Kosuth, Mario Merz, François Morellet, Maurizio Nannucci, Bruce Nauman, Martial Raysse, Keith Sonnier.



Gyulia Kosice, *Madi néon n°3*, 1946
© Musée de Grenoble



Lucio Fontana, *Concetto Spaziale (#65B6)*, 1965
Fondation Lucio Fontana, Milan



Joseph Kosuth, *Neon* 1965
courtesy J. Kosuth / galerie Almine Rech



Bruce Nauman, *RAW/WAR*, 1970
Mario Merz, *Chère Charette*, 1978, collection S. Perlstein



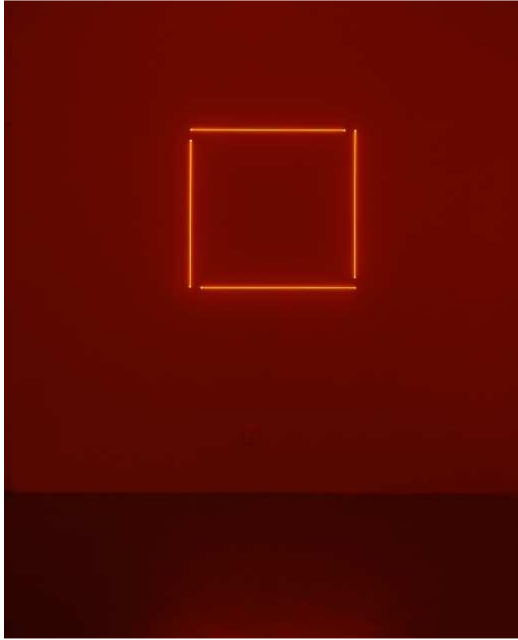
Martial Raysse, *Snack*, 1964
Photo: Art Digital Studio © 2009 Martial Raysse / ADAGP
Courtesy Fondation François Pinault



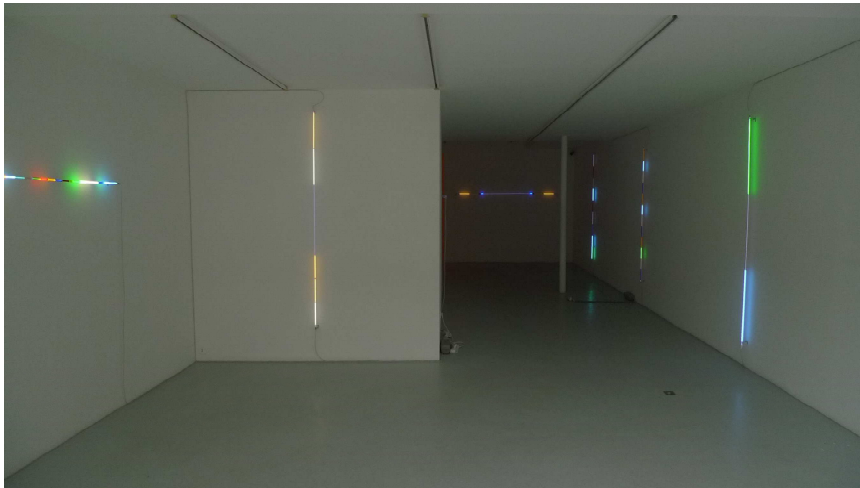
Carlos Cruz-Diez, *Chromosaturation*, 2011
Exposition "*Carlos Cruz-Diez: Color in Space and Time*",
Museum of Fine Arts, Houston (États-Unis), 2011
© Cruz-Diez / Adagp, Paris, 2012

Cercles and squares

Geometric abstraction – circles, spheres, polygons and polyhedra. The shapes they create, derived from ruler and compass, become completely autonomous, and need not represent anything external. The artists presented in this section are: Stephen Antonakos, Stéphane Dafflon, Jeppe Hein, Bertrand Lavier, Jonathan Monk, François Morellet, Keith Sonnier.



Stephen Antonakos, *Red Neon Incomplete Square*, 1975
Courtesy Galerie Konrad Fisher, Düsseldorf

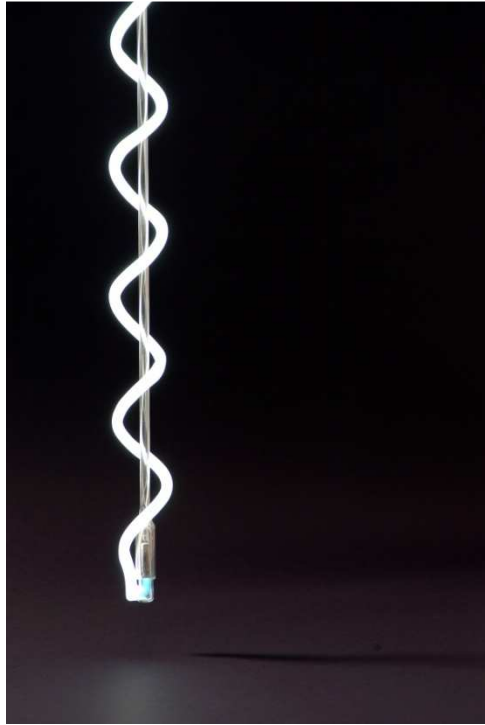


Laddie John Dill, *Contained Radiance*, 2011
Galerie Dominique Fiat, Paris

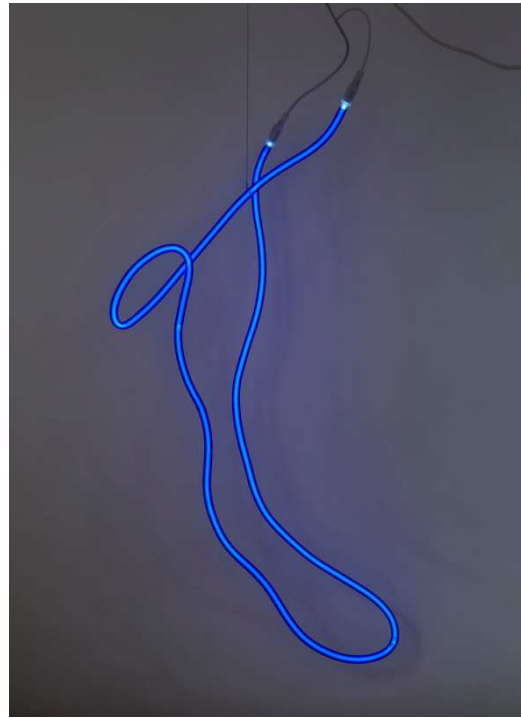
Trajectories

Under 'trajectory', a dictionary offers the following definition: 'the curve that a body describes in space.' Suggested synonyms include 'orbit', 'parabola', 'path', 'progression', 'course'.

Are presented in this section: Fiona Banner, Brevet and Rochette, Gun Gordillo, Pierre Malphettes, Mai-Thu Perret, Vassiliki Tsekoura.



Nathalie Brevet et Hughes Rochette, *Spirale*, 2004
Photographie : Franck Thibault



Gun Gordillo, *Yangissa*, 2011
Courtesy Galerie Denise René, Paris



Pierre Malphettes, *la fumée blanche*, 2010
© Pierre Malphettes
Courtesy the artist and Kamel Mennour, Paris

Crisis

It is a blood-red, nocturnal chapter that opens when neon goes on the alert. But here the violence resides not in the light – which tends to be calm and hypnotic – but rather in what the light illuminates. . Saādane Afif, Kendell Geers, Piotr Kowalski, Sigalit Landau, Jill Magid, Thomas Mulcaire, Ivan Navarro are presented in this section.



Kendell Geers K.O. Lab, *T.error*, 2003
Courtesy Galerie Continua, San Gimignano, Le Moulin



Piotr Kowalski, *Pour Qui? / For Whom ?*, 1967
Collection Andrea Kowalski, Paris

Overexposed

This chapter deals with light taken to such a level of intensity and luminosity that its whiteness blinds the eye, cloaking the very visibility it is designed to reveal. The artists presented: John Armleder, Pedro Cabrita Reis, Jeff Koons, Xavier Mary, and François Morellet.



Jeff Koons, *Pot, the Pre-new series*, 1979, © Koons



John M Armleder, *Voltes V*, 2004
Collection Frank Cohen

Alternating currents

Here we are dealing with humour, wordplay and witty allusions, such as the contorted and twisted neon by Clairet and Jugnet that runs on 'counter-current' (*À Contre-courant*),

Artists of the section : Hsia-Fei Chang, Clairet et Jugnet, Sylvie Fleury, David Kramer, Thomas LÉlu, Pierre Malphettes, Mathieu Mercier, Franck Scurti, Alain Séchas, Giancarlo Zen.



Sylvie Fleury, *High Heels on the Moon*, 2005
Courtesy Galerie Mehdi Chouakri, Berlin



Alain Séchas, *Maryline*, 2003
Courtesy Galerie Baronian Francey, Bruxelles

Dream, eclipse, back out

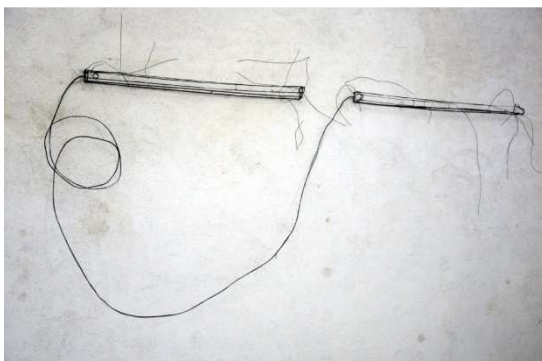
It may be the only dark room of the exhibition, which echoes to the night, the dream, the unconscious...He An, Jean-Pierre Bertrand, Stefan Brüggemann, Claire Fontaine, Cerith Wyn Evans, Douglas Gordon, Laurent Grasso, Claude Lévêque, Glenn Ligon, Jan Van Munster, Ivan Navarro, Melik Ohanian, Laurent Pernot, Sarkis, Miri Segal, Keith Sonnier, Alan Suicide Vega,



Claude Lévêque, *Rêvez!*, 2008 © Claude Lévêque, Courtesy de l'artiste et Kamel Mennour, Paris

Broken beams

It had to happen: neon is broken, glass is shattered, light is mistreated. It was inevitable – or at least highly tempting. There was too much light, it had to be stopped. From some urge for profanation, for extinction. Among the artists : Jean-Michel Alberola, Pierre Bismuth, Monica Bonvicini, Michel François, Andrea Nacciarriti, Fritz Panzer, Delphine Reist.



Fritz Panzer, *Neon*, 2009
Courtesy Galerie Krobath, Vienne



Delphine Reist, *Averse*, 2007
Courtesy Galerie TRIPLE V, Paris

La maison rouge



La Maison Rouge, a private non-profit foundation, opened in June 2004 in Paris to promote contemporary creation through three temporary exhibitions a year. Solo or group shows, some are staged by independent curators. While La Maison Rouge was never intended to house the collection of its founder, Antoine de Galbert, an active figure on the French art scene, his personality and outlook as a collector are evident throughout. Since its very first exhibition, *Behind Closed Doors: The Private Life of Collections* (2004), La Maison Rouge has continued to show private collections and consider the issues and questions surrounding them.

Antoine de Galbert

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The building

La Maison Rouge occupies a renovated factory on a site covering 2,500 sq m in the Bastille district, opposite the Arsenal marina. Some 1,300 sq m are reserved for the galleries which encircle the "red house" from which the foundation takes its name. This concept of a house reflects the foundation's vocation to be a pleasant and welcoming space where visitors can take in an exhibition, attend lectures, browse in the bookshop or enjoy a drink.

The reception area was designed by Jean-Michel Alberola (b. 1953, Paris).

The bookshop

Located next to La Maison Rouge at 10 bis, Boulevard de la Bastille, the bookshop is run by Book storming, a specialist in contemporary art books. Its selection of titles is regularly updated to reflect the exhibitions at La Maison Rouge. It also stocks artists' DVDs and videos, and a wide selection of out-of-print and artists' books, in addition to books on the latest developments in contemporary art.

**Le plaisir des yeux (A feast for the eyes),
Encounters with artists, proposed by
Aurélie Djian**

Aurélie Djian invites writers with a particular interest in the visual arts, or experience of working with artists, to use the exhibitions at La Maison Rouge as a pretext to imagine hybrid forms for a specific event. Aurélie Djian is a literary critic who writes for *Le Monde des Livres* and *Le Monde 2*. She also works in radio, at France Culture (*Sur les Docks*, *Les Passagers de la Nuit* and *Surpris par la Nuit*). In 2008 at La Maison Rouge, she programmed *La Suite, le Son et l'Écrit*, a series of events that revolved around books, reading and the written word.

Next sessions: visit www.lamaisonrouge.org for details

Price: 7 euros/5 euros.

The number of places is limited.

Advance bookings obligatory: reservation@lamaisonrouge.org
reservation@lamaisonrouge.org

For children

Le mercredi, on goûte aux contes

One Wednesday a month, a storyteller welcomes children aged 4 to 9 to La Maison Rouge, for an imaginary journey into the land of make-believe. "Story and a snack": 9 euros for children and chaperons.

Lasts approx. 1h30

Forthcoming sessions,

February 22th 2012 with the teller Julien Tauber

March 28th 2012 at 3 p.m with the teller Valérie Briffod

April 11th 2012 at 3 p.m with the teller Florence Desnouveaux

Booking: reservation@lamaisonrouge.org

Guided visits

For individuals

Every Saturday and Sunday at 4pm, La Maison Rouge organizes a guided visit of the current exhibitions (free with an admission ticket).

For groups

Guided visits on request (75 euros + admission)

Guided visits are by students.

Bookings: reservation@lamaisonrouge.org

The complete listing and dates for activities is at www.lamaisonrouge.org

Les amis de la maison rouge



Les amis de La Maison Rouge helps and supports Antoine de Galbert's project. It puts forward ideas and takes part in debates on the private collection, suggests activities to tie in with the foundation's exhibitions, and contributes to making La Maison Rouge more widely known in France and internationally.

As a friend of la maison rouge, you will:

Be first to see exhibitions at la maison rouge

Meet exhibiting artists, the curators and the team at La Maison Rouge

Be invited to preview lunches

Meet and network with other art enthusiasts

Attend talks by and debate with experts and collectors

Contribute ideas and suggest themes for lectures and exchanges as part of the "carte blanche to collectors" programme

Suggest artists to create a work for the patio and take part in an annual vote to choose that artist

Visit the most vibrant centres for contemporary art from Moscow to Dubai, Barcelona, Brussels, Toulouse... Discover exclusive venues, private collections and artists' studios

Enjoy special access to collector's editions by artists exhibiting at la maison rouge

Support a collection of books, edited by Patricia Falguières, with texts published for the first time in French addressing themes of museography, the exhibition, and the work of certain artists

Become the benefactor of a book in the collection and have your name associated with it

Take time out with friends and personalities from the world of art

Be first to enrol for lectures, performances and events relating to the exhibitions

Be part of a European network of partner institutions

Belong to a unique enterprise in one of the most dynamic venues in Paris

Be involved in the original, open-minded project led by Antoine de Galbert and his foundation

Membership from €90

t. +33 (0)1 40 01 94 38 - amis@lamaisonrouge.org

Rose Bakery^{culture} à la maison rouge

New decor from February 16th 2012

Times Bakery Square

decor par be-attitude, mobilier by Nicy Gallery

Parisian foodies already know Rose and Jean-Charles Carrarini's two Rose Bakery restaurants on Rue des Martyrs and Rue Debelleye. Now Rose Bakery and la maison rouge are embarking on a specific project, led by interior designerscenographer Emilie Bonaventure. Three times a year, visitors to la maison rouge will discover a "pop-up" café, designed by Be-Attitude. A first for a cultural venue. Each season, prototypes, special creations, limited editions, flea-market finds and other salvaged objects will make up an eye-catching decor which may or may not echo the foundation's exhibitions.

Unlike traditional restaurants which change menus each season, Rose Bakeryculture changes decoration! And at the end of the season, visitors and customers can even buy some of the objects used (from furniture to accessories depending on the project).

Rose Bakeryculture has everything fans of Rose Bakery have come to love: uncomplicated food made from fresh, quality ingredients, as well as the extra-long lunch hours (11am to 4pm Wednesday to Sunday).

Emilie Bonaventure

Interior designer, scenographer, artistic director, specialist in French ceramics of the 1950s and creator, Emilie Bonaventure set up Be-Attitude in 2005.

She believes art and luxury must interact on a daily basis, imagining crossovers between the two in all fields.

"Design meets curiosity, production meets imagination, creation meets professionalism": Be-Attitude builds on long-term, constructive partnerships with freelancers to propose a new idea of what a creative business should be.

Rose and Jean-Charles Carrarini

Originally based in London, Rose and Jean-Charles Carrarini opened Villandry in the late 1980s.

After swapping London for Paris, in 2002 the Franco-British couple opened Rose Bakery on Rue des Martyrs, followed by a second spot in London's Dover Street Market in 2005, and in 2008 a third address in Paris in the Marais district, sealing their reputation once and for all.

They have turned French mealtimes upside down and welcome customers for breakfast, brunch, lunch and early dinner. Rose Bakeryculture develops this concept by offering extra-long lunch hours and early dinner on Thursdays (last orders 8pm).

Rose Bakery culture

Wednesday to Sunday 11am to 7pm

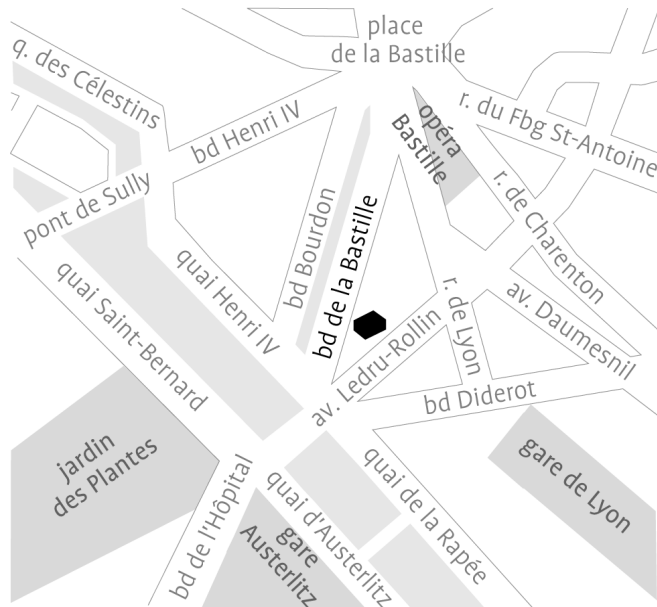
Thursday until 9pm

rosebakeryculture@lamaisonrouge.org

Tel/fax: + 33 1 46 28 21 14

Visitor informations

La maison rouge is open Wednesday to Sunday 11am to 7pm late nights Thursday until 9pm closed December 25th, January 1st and May 1st.



Getting there

Métro : Quai de la Rapée (ligne 5) ou Bastille (lignes 1, 5 ,8)

RER : Gare de Lyon

Bus : 20/29/91

Accessibility

The exhibition areas are accessible to disabled visitors and people with restricted mobility.

Admission

Full price: 7 euros

Concessions: 5 euros (13-18 ans, students, maison des artistes, more than 65 ans)

Free: children under 13, jobseekers, companions of disabled visitors, members of ICOM and les amis de la maison rouge.

Annual pass: full price: €19 /concessions: €14

Free and unlimited admission to the exhibitions.

Free or reduced rate admission to events.

*La maison rouge is part of the Tram network of arts venues