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mosign / press release Dysfashional Paris/Berlin 2009-2010

Dysfashional Paris/Berlin

Exhibition and performances at the frontier of fashion and contemporary art

Paris 30th October - 29th November 2009

Passage du Désir 85-87 rue du Faubourg Saint Martin 75010 Paris

PRIVATE VIEW 29th October 7pm – 11pm (by invitation only)

With **Hussein Chalayan, Raf Simons, Bless, Maison Martin Margiela, Gaspard Yurkievich, Antonio Marras, Bernhard Willhelm, Pierre Hardy, Kostas Murkudis, Mathieu Mercier ...**

After two stages, one in Luxembourg to celebrate the European Capital of Culture in 2007, the other at the Mudac, Musée du Design et des Arts Appliqués Contemporains de Lausanne in 2008, the international exhibition **DYSFASHIONAL** renews itself and settles between Paris and Berlin.

The exhibition, which will be presented at the **Passage du Désir in 2009 and at the Haus der Kulturen der Welt in Berlin in 2010**, will showcase a selection of pieces from the previous editions as well as a series of high-brow new productions by designers and artists from both Paris and Berlin.

The project will be completed by **PARASITE**, a hybrid space somewhere between shop and gallery, devoted to emerging artists and designers who explore the boundaries of contemporary fashion, and **P.S**, a show which invites choreographers to transfigure the posture imposed by clothes: the performance becomes a means to reveal how clothing shapes the body, determines our gestures and defines our identity.

DYSFASHIONAL considers fashion in the widest sense of the word. Rather than exhibiting clothes and styles, **DYSFASHIONAL** explores the broad range of materials that turn fashion into a way of representing personal identity and experience. Staged as a construction site, **DYSFASHIONAL** does not define fashion but tackles the seemingly frivolous yet vital realm of fashion by examining the approach of designers and artists from various backgrounds and invites us on a spectacular and striking journey, bringing us closer to a world in which the protagonists are not the objects but the creative process itself.

In the title *Dys-fashional*, the prefix "dys" indicates a disturbance, a discord within the system.

The idea at the outset was to verify the *dysfunctional* dimension of fashion, that is to say, the elements that resist and clash with a "literal" definition of this world, as a simple collection of garments and accessories, as a production system for commercial objects, images and products to do with identity.

The idea is therefore to inverse the principles and to invite fashion designers to present instillations which reflect their imagination and creative universe, rather than their collections.

Through these environments, objects and films, a mutli-layered horizon constructs itself, where fashion appears beyond the objects which materialise it, as a field for experimentation or a state of sensibility in the making.

DYSFASHIONAL is not only a barometer for high-brow experimentation between art and fashion, but is also a bridge between Paris and Berlin, two fashion and art capitals.

The dates



PARIS, PASSAGE DU DESIR
30th October – 29th November 2009
85-87 rue du Faubourg Saint-Martin 75010

PRIVATE VIEW 29th October 7pm – 11pm (by invitation only)

BERLIN, HAUS DER KULTUREN DER WELT
18th June – 18th July 2010
John-Foster-Dulles-Allee 10 D-10557 Berlin

Credits : Photo A.Piola, Direction Artistique : S.Delgado, A.Ruiz, © artist Paris / mosign

The previous venues

LUXEMBOURG, Rotonde 1
LUXEMBOURG CAPITALE EUROPEENNE DE LA CULTURE 2007
27th April - 21st May 2007

LAUSANNE, MUDAC Musée du Design et des Arts Appliqués Contemporains
12th Mars – 8th June 2008

Origin of the project

The concept explained by the curators Luca Marchetti and Emanuele Quinz.

« *Dysfashional* came about following an invitation from Luxembourg, European Capital of Culture in 2007 to create an event that revolved around fashion. We chose to interpret this quite literally and conceived an exhibition *AROUND* fashion which would not feature products, but the true protagonists of this universe : the imagination linked to fashion (which really makes the system work) and a staging of the experience each of us have on a daily basis (the physical relationship with clothes, the role it plays in the construction of identity...etc.)

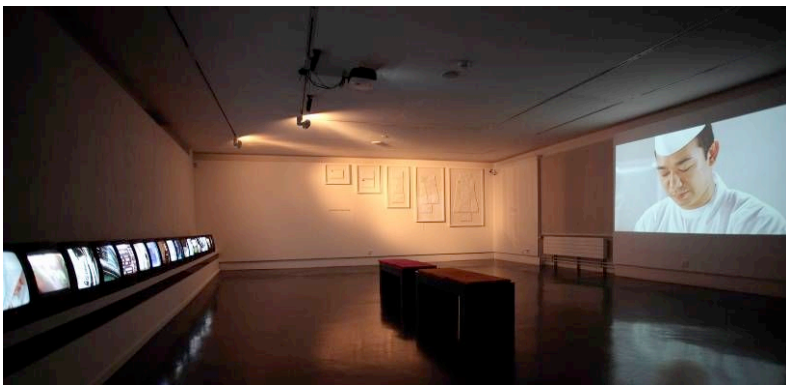
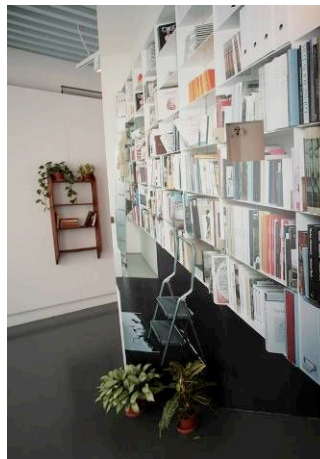
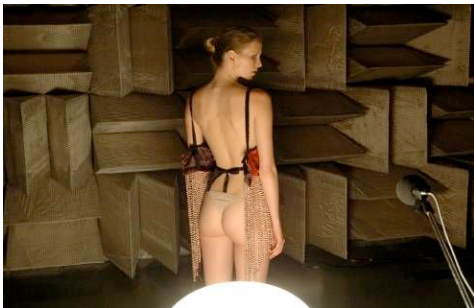
We therefore contacted fashion designers and artists with whom we had already worked such as Hussein Chalayan (who we invited to the Pompidou Centre for his first French conference) or la Maison Martin Margiela...

To these artists we then introduced others, with whom we had wanted to collaborate with, and who have a stylistic as well as an artistic or even 'conceptual' approach to fashion such as BLESS, Raf Simons, Gaspard Yurkievich...

After almost two years of gestation, the exhibition saw the light in the spectacular setting of the Rotonde in Luxembourg. It was then shown at the Mudac in Lausanne. And now, *Dysfashional* prepares itself for two new stages, first in Paris – which to this day, remains the international capital of fashion – to then continue its journey to Berlin next year. For the new venues, new artists and designers have been integrated into the project with original productions and unique and unseen collaborations. »

« *Dysfashional* was conceived as a site where the exhibition space becomes an experimentation space, an exploration ground for both the artists and visitors. As a fashion exhibition which does not exhibit clothing, *Dysfashional* shows that fashion is, beyond the objects that materialize it, an unstable state of sensibility. »

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DYSFASHIONAL : Maison Martin Margiela, Création Luxembourg 2007 Photo A. Morin / G.Yurkievich, Cubismes, Mudam Collection, Luxembourg. Photo A. Morin / Anechoic de Nick Knight, SHOWstudio, 2006 Courtesy SHOWstudio / BLESS, Parasite, Lausanne 2008 P.A.Conne / Dysfashional Lausanne, view de l'exposition, œuvres de Raf Simons et Hussein Chalayan / Antonio Marras, Le Orfanelle, Courtesy A.Marras.

The installations

RAF SIMONS, *Repeat*, 1995-2005

Video installation composed of 23 monitors / Fondazione Pitti Discovery Collection, Firenze



Repeat exhibits Raf Simons's imaginary world through a series of silent videos. These screens simultaneously broadcast different sequences shot by Peter De Potter as elements of film editing, which reveal the complex personality of the designer and the magnetic vision he has relentlessly put forward: that of transition – adolescence to adulthood, a paradoxical wandering between rage and distraction, black and white, darkness and light

ANTONIO MARRAS, *Le Orfanelle*, 2006

Installation / Courtesy Antonio Marras

A field made up of fabric cones, Antonio Marras's installation is an enigmatic landscape with numerous interpretations. Though their shape may evoke skirts, the light they diffuse makes them appear as inhabited tents. These volumes, like pavilions reflect the know-how of the Italian creator with extreme sensitivity. This production by Antonio Marras, artistic director of Kenzo Woman as well of his own label, is indisputably marked by his native Sardinia and always strives to respect the balance between contemporary life and the legacy of past traditions, prêt-à-porter and haute-couture, art and fashion.

MAISON MARTIN MARGIELA, *Original production*, 2007-2009

Life-size photos pasted onto wooden panels / Production mosign / Luxembourg 2007 Capitale Européenne de la Culture



The Maison Martin Margiela recreates a new version of its installation at Luxembourg presenting us with an environment worthy of a film set. Rather than introducing objects, it is the *Maison* itself, the place where these objects are born, which is in the foreground, deconstructed: wooden panels are dressed with photographs of life-size interiors which create an optical illusion. With its sets of angles, this structure's shape presents, both the outside and underside of the décor, which perpetuates the demystifying philosophy of the Belgian designer.

HUSSEIN CHALAYAN, *Anaesthetics*, 2004

Film / Collection Musée d'Art Moderne Grand-Duc Jean, Mudam, Luxembourg

Both artist and designer, Hussein Chalayan accomplishes simultaneously two facets of his work, supplementary, and surely indivisible. His experimental creations abolish borders intrinsically between fashion, design and performance, and explore sensitive topics such as displacement, identity, and isolation. The installation *Anaesthetics* merges design and video to investigate the sensitive but in the negative, highlighting its suppression. Concentrating on the formal processes of the neutralisation of violence, the film accentuates how certain rituals of style and aesthetic procedures can become real anaesthetic strategies.

HUSSEIN CHALAYAN, *Airmail Dresses*, 2001



Paper dresses. Collection of the artist.

From a collection of paper garments, this dress folds back on itself to take the shape of an envelope ready to be sent. The sender can therefore impregnate this immaculate dress with both pen and body. The garment becomes a vehicle for change in the world as well as a genuine mode of expression.

SISSEL TOLAAS, *The In-Betweens*, 2007

Installation / Production mosign, Luxembourg 2007 Capitale Européenne de la Culture

The *In-Betweens* by Norwegian conceptual artist Sissel Tolaas is a unique experience in the assessment of smell, based on the recreation of Paris and Berlin's aromatic identities. After a meticulous recollection of information, armed with her nose and myriad of technical tools, Tolaas recreates the urban environment but also a sensation, a moment. Where the perfume industry emphasises metaphorical and imaginary universes, the artist celebrates here a confrontation with reality.

GASPARD YURKIEVICH + NADIA LAURO / SIERRA CASADY, GAËL RAKOTONDRABE (COCOROSIE), *Transhumance*, 2009. Installation & Video/ Costumes : Gaspard Yurkievich; Music ; Sierra Casady et Gaël Rakotondrabe de CocoRosie ; Set design : Nadia Lauro



For Dysfashional Paris/Berlin, the Parisian designer Gaspard Yurkievich presents a testimony of the show *Transhumance* presented at the Pompidou Centre (April 2009) in collaboration with Sierra Casady and Gaël Rakotondrabe (CocoRosie) and a set designer Nadia Lauro.

The installation for Dysfashional recreates part of the mysterious and dream-like set, inviting the spectator to relive this visual and sonorous experience.

www.gaspardyurkievich.com, www.cocorosieland.com

PIERRE HARDY + DAMIEN BLOTTIERE, *Original production*, 2009

The renowned shoe designer Pierre Hardy collaborates with French artist and photographer Damien Blottière to create a unique installation. A cubic architecture built following an unbroken line, evokes the inspirations, graphic codes and geometric volumes of Hardy's designs. In the same manner that a shoe revolves around one part of the body and transforms its posture, the space built here creates volumes which the body must adapt itself to so as to enter it. The installation also explores movement, fetishism and even the eroticism evoked by the high-heeled shoe : 'The most elegant way a woman can suffer' according to Pierre Hardy.

www.pierrehardy.com, for Damien Blottière see www.artistparis.com

ITEM IDEM, *Original production*, 2009

Collective name, which conceals French conceptual artist, Cyril Duval. At the junction of conceptual art, fashion, marketing, branding and detail for design, his work includes highbrow creative collaborations with the likes of AA Bronson and Bernhard Willhelm. His installation for Dysfashional plays on codes of popular culture to reveal fashion icons in a spectacular and ironic manner.

www.itemidem.com

JUSTIN MORIN + BILLIE MERTENS, *Original production*, 2009

Parisian artist Justin Morin – in residence in Berlin in 2009 – develops a work of contemporary embroidery, which taps into the spheres of fashion and art. For Dysfashional he collaborates with Belgian designer and regular guest at the Festival Internationale de la Mode et de la Photographie de Hyères, Billie Mertens, and presents us with *Babylone*: an ensemble of capillary sculptures, somewhere between totem and carved column which explore the notions of self-representation and identity of hair styles.

www.medica-menteuse.com, www.billiemertens.com

BERNHARD WILLHELM + CHRISTOPHE HAMAIDE-PIERSON, *Original production*, 2009

The work of German designer Bernhard Willhelm is characterised by a language of grotesque and fantastical imagery. Graduate of the Royal Academy of Antwerp in 1998, he assists in turn Walter Van Bierendonck, Alexander McQueen and Vivienne Westwood. In 1999 he founds his own label and presents his first Womenswear collection in Paris before launching his first Menswear line in 2000. His work has been presented in numerous exhibitions including a retrospective of his work at the ModeMuseum, Antwerp in 2007. For Dysfashional he joins forces with Christophe Hamaide-Pierson from the explosive collective *Assume Vivid Astro Focus* and offers us a provocative and exciting project.

www.totemfashion.com, www.cheapcream.com

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KOSTAS MURKUDIS, *Original production*, 2009. Installation

Following his fashion design studies in Berlin, the Greek born German designer Kostas Murkudis worked seven years alongside Helmut Lang before founding his own label in the 90s. Passionate about art, he has collaborated with the German electronic music artist Carsten Nicolai as well as the artist duo Roth+Stauffenberg. His glass and metallic installation for Dysfashional embraces light and reflection, which both hark back to the clean and pure style of his collections.

www.kostasmurkudis.net

MICHAEL SONTAG, *Original production*, 2009. Interactive installation

Following fashion studies in both Berlin and Paris, the young German designer Michael Sontag worked for the likes of C. neeon, Kenzo and Givenchy before presenting his first line at Berlin Fashion Week in July 2009. Allowing himself no themes or fixed boundaries, Sontag creates clean and elegant looks which are offered only in limited quantities upon order. For Dysfashional, he offers us an interactive installation: inspired by a dressing-table, *Schminktisch* invites the viewer to 'observe' himself, awake his senses and question the vanity of images.

www.michaelsontag.de

MARC TURLAN

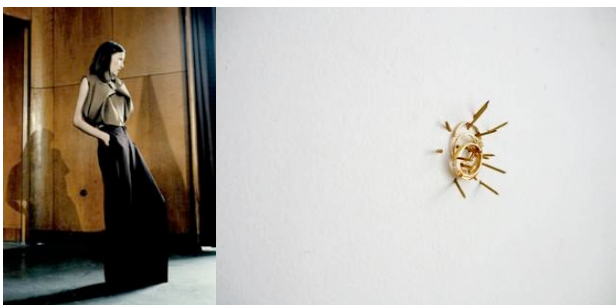
Series of cut-out magazines, 2008



Invited to exhibit at the Festival Internationale de Mode et de Photographie de Hyères in 2007 and then by Christian Lacroix to exhibit at the Musée Réattu d'Arles in 2009, French artist Marc Turlan's work often meets the world of fashion. In the setting of Dysfashional, he exhibits a selection of his 'magazines' in which he carves hollow spaces to reveal hidden meanings in the dense mass of fashion imagery.



Sheer dress = "shress"



Item Idem, SWAP 2007 / Kostas Murkudis, Shress 2008 / Damien Blottière, invited for the Bernhard Willhelm's 2005 S/S show / Michael Sontag, Portraits and Concesses 2007 / Justin Morin, Big Bang, 2008

Special projects: PARASITE



A hybrid space between gallery and concept store, **PARASITE** will be entirely devoted to emerging artists and designers who explore the frontiers of contemporary fashion. Inserted like a cell, it, allows one to see specific objects that are intended, amongst other things, for retail (in the museum shop).

In an attempt to short-circuit the traditional functioning of the shop and exhibition space, **PARASITE** is a point of 'contamination' between creation and commerce in the spirit of a laboratory. It offers an unsettling staging of our way of life, of our interiors and objects to which we are attached while reconstituting a clean and independent space.



The **PARASITE** space is determined by a transient structure, a sort of labyrinth made up of Wallscapes (trompe l'oeil mural landscapes) produced by the French-German designer duo **BLESS**.

Each wall panel is coated with a life-size photograph of the interior of the apartment of a personality from the fashion or art world. Plants and furniture are placed next to the structures, like improvised display cases for retail. These objects also appear 'in situ', photographed in the settings of the apartments in 'trompe l'oeil', creating a short-circuit between the two-dimensional, three-dimensional, reality and fiction.

For each stage, mosign invites an art director to select the works of artists and designers presented in **PARASITE**.

The artists all have an artistic vision rooted in material culture, and the spirit and identity of fashion. They incorporate in their creations elements permeable to both worlds.

Their insight offers an artistic questioning of this 'space' often conditioned by material or commercial circumstances. Here they play with codes, scale or props and offer a n ironic and amusing counterpoint.

For the PARIS/BERLIN edition, **PARASITE** renews itself entirely from the **Paris - Berlin axis**:

- a **new production** by **BLESS** inspired by the apartments and living space of fashion personalities which embody Paris and Berlin style.

- a **new selection of objects exclusively by young and upcoming designers** from Paris and Berlin, chosen by **Vidya Narine**, director of the website **LENEWBLACK**, the first online fashion fair, in association with **mosign** and a committee of personalities from the fashion and contemporary art world, coordinated by Create Berlin.

Amongst those taking part in Paris : **Tsunami-Addiction**, music label, press office and independent fashion press distributor, who will produce for the **PARASITE** an exclusive music compilation by French artists (Milkymee, Hypo, Balula, Kumisolo, Zoe Wolf, Konki Duet); **Peepingtom**, curator, editor and events producer, ; German design duo **C.neon + The Green Eyl** ; The new generation of French jewellery designers **Adeline Affre** ; **Alice Hubert** ; **Claire Pain** exhibit their new collections alongside those of German designers **Patrick Mohr**; **Starstyling** ; **Seelenkleid** ; **Miami**. Finally, the French artist, designer and photographer duo **HIXSEPT** invite us to visit their wasteland.

Special projects: P.S. PERFORMANCES

P.S. is a performance project which fits into the programming of *Dysfashional* and which constitutes its conceptual core. The initials « P.S » signify « Peep show » as well as « Post-Scriptum ». Thus **P.S.** puts emphasis on what often remains at the margin of fashion: the capacity of clothing to suggest a movement to us through its design.

The first edition in Luxembourg saw the choreographies of Marco Berrettini, Fanny de Chaillé, Jennifer Lacey, Maria-Clara Villa-Lobos and Damien Jalet alternate inside a spectacular installation by architect Philippe Rahm.

For the second edition of **P.S.**, Mosign joins forces with the duo **I could never be a dancer** for a unique event which weaves together fashion and performance, in an original set design by **Mathieu Mercier**.

MATHIEU MERCIER

Following his studies at the Ecole Nationale des Beaux-Arts, Bourges and in parallel to his course at the Institut des Hautes Etudes en Arts Plastique de Paris, he creates his first works in 1993. Working mainly with installations, he focuses on everyday objects via ready-mades inspired by Marcel Duchamp. He does not hesitate to use 'common' materials (plexiglas etc.) to mount his work, questioning the uniformisation of our contemporary societies and imposing himself as heir of the minimalist movement. In 2007 the Museum of Modern Art, Paris staged a solo exhibition of his work.



Mathieu Mercier, *Horloge de fluos*, 2001, Standardneonröhren, Elektrosystem, Courtesy Galerie Mehdi Chouakri, Berlin

I COULD NEVER BE A DANCER

(Olivier Casamayou et Carine Charaire) work on the performative aspect of pop culture in performative installations which play on the emergence of 'live' in a musicological context and on the way in which one can predict the spectator's gaze (« Babydisco » au Palais de Tokyo, « Art Moderne » au Musée d'Art Moderne de la Ville de Paris...). They are also art directors for fashion shows (Gaspard Yurkievich) and window display (Galeries Lafayette), choreographers and set-designers for music videos, concerts and commercial events.



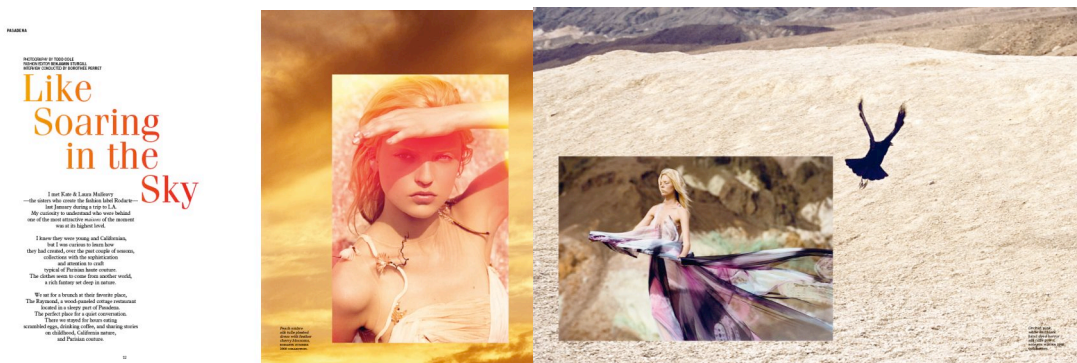
The Catalogue

To coincide with the exhibition **DYSFASHIONAL**, an original publication will be released for its first stage in Paris. The stylish 'Fanzine', designed by Art Director Alexandra Ruiz (www.madameparis.com) will be followed by a German edition in Berlin. Both will then be bound together to form a unique catalogue. Featuring interviews of designers and artists present in the exhibition, as well as visuals of the installations, the publication will also reveal an exciting and original series of photo-shoots by photographers and stylists of the agency Artlist, Paris-New York.

ALEXANDRA RUIZ

Co-founder of **Madame Paris** en 2005, Swiss Arts Director Alexandra Ruiz has previously worked for *surface magazine, Cartier, Givenchy, Hermès, Karl Lagerfeld, Nike and Purple Fashion Magazine amongst others.

www.madameparis.com



Alexandra Ruiz © Paris L.A. Magazine 2009

ARTLIST Paris/New York

The prestigious agency Artlist Paris/New York represents an international and renowned selection of art directors, photographers, stylists, hair and make-up artists as well as set-designers and illustrators.

www.artlistparis.com

The Curators



Photo Karim Sadli, artlist Paris ©

LUCA MARCHETTI

Semiotician, brand consultant and independent curator. He teaches at Institut Français de la Mode (IFM, Paris), at CELSA (Paris-Université, La Sorbonne) and is visiting professor in other European schools and universities. Collaborator of magazines such as *Vogue Italia*, *Casa Vogue*, *Form* and *Provider*, he also regularly contributes to publications on fashion and design. He recently published « Victims of banality » (in *Fashion and Accessories*, Teunissen – Brand, Eds., Terra Lannoo Uitgeverij / ArteZ Press, 2007), « Accessoire, Terra Incognita », (in *Access to Accessory*, Genève, HEAD, 2005) « From the object to the Invisible : Towards Experience Design » (in *Invisible*, Siena, Gli Ori, 2004) while new contributions are about to be published.

EMANUELE QUINZ

Independent curator, he teaches Aesthetics of New Media in contemporary arts at the Paris-VIII University and at Brera School of Fine arts of Milan. Founder of Anomos and director of the review *Anomalie digital_arts*, he has supervised publications among which *Du corps à l'avatar 1.0* (anomos, 2000), *La scena digitale. Nuovi media per la danza* (with A.Menicacci, Marsilio, 2001), *Digital Performance* (anomos, 2002), *Interfaces* (anomos, 2003) and *MilleSuoni* (Cronopio 2006). He recently curated the exhibition *Invisible* (2004) at Palazzo delle Papesse, in Siena (Italy).

Together they have directed several international projects such *Experience Design* (Bolzano, 2005), *FIRs : Fashion Italian Roots* (Bruxelles 2004), *en:trance* (Bolzano 2004, Paris 2006-2007).

In 2007 they founded *mosign*, a company dedicated to consultancy, training and events direction on fashion, design and contemporary art.

The Producers

MOSIGN

mosign is a consulting studio dedicated to a global management of brand identity and artistic direction. From the **analysis** and **research** on your **brand positioning**, your **image**, your **strategy**, and your **targeted market** to the **conception of artistic events** we accompany you with precision and a total adaptability of intervention.

«Our knowledge comes from communication and social sciences, and the aesthetics of the arts. Over the last ten years our competences have been built through working closely with brands, research institutes, strategy and communication agencies on high added value luxury markets. This practical expertise is nurtured by constant and direct contact with the contemporary artistic creation. »

« Today our activities approach consulting, strategy and artistic creation in a permanent dialogue in order to integrate to our interventions the added value necessary to excellence. »

www.mosign.fr

CREATE BERLIN

CREATE BERLIN is an initiative by and for Berlin Designers. CREATE BERLIN is the network of the Berlin designers, representing the creative diversity of the Berlin design scene. CREATE BERLIN brings together energies and ideas and provides creative talents with opportunities to realise their visions by strongly believing in the importance of the creative industries in the city's economic development.

www.create-berlin.de

The Partners

LA MAIRIE DE PARIS



In line with the twentieth anniversary of the fall of the Berlin wall, and to celebrate the solid friendship and coopération which unites the cities of Paris and Berlin, a series of artistic events will take place in Paris this autumn, followed by Berlin in 2010. Our City therefore welcomes the exhibition Dysfashional which will open at the Passage du Désir and will then be presented at the Haus der Kulturen der Welt, Berlin the 9th June 2010. This exhibition, which testifies the vitality of creation in both our capitals, is devoted to current trends in both fashion and contemporary art. This will be followed by **Les Rencontres Internationales Paris Berlin** and the next great photography exhibition **IZIS**, which will be held at the Hôtel de Ville de Paris in early 2010, joined by Germany in partnership with the French Institute in Berlin.

“Artistic creation, in all its diversity, is the most beautiful testimony of the friendship between Paris and Berlin. Our cities share an ambitious and innovative conception of the role cities and metropolises should take on in Europe and in the world: an active solidarity, close to its citizens, which encourages dialogue between cultures, all essential for a long-lasting peace.”
BERTRAND DELANOË, Mayor of Paris.

www.paris.fr

MINISTER PLENIPOTENTIARY OF THE FEDERAL REPUBLIC OF GERMANY FOR CULTURAL AFFAIRS UNDER THE TREATY ON FRANCO-GERMAN COOPERATION

The duty of the Minister Plenipotentiary, established as part of the Treaty of Franco-German Cooperation, the 1963 *Traité de l'Élysée*, is carried out by the President-Minister of a German state (« Land ») for a period of four years. Klaus Wowereit, Bürgermeister of Berlin, is the Minister in charge and represents the federal Republic of Germany, regarding education and culture in a dialogue with the French ministers in charge of these sectors at the French Embassy. He works in cooperation with the « Ländlers » and the federal government as well as in collaboration with various partners such as the Franco-German office for Youth and the Franco-German university, the Goethe Institute.

www.kulturbevollmaechtiger.de

CULTURESFRANCE

CULTURESFRANCE is the operator delegated by the ministries of Foreign Affairs and Culture and Communications for international cultural exchanges. This agency works in the fields of contemporary creative arts (visual arts, architecture, design; dance, music, theatre and street art), books and the written word, cinematographic heritage, collections of documents and cultural engineering. CULTURESFRANCE promotes the give and take of artistic exchanges between France and other countries, develops the Europe wide scope of exchanges and affirms its solidarity with other world cultures by contributing to their development.

The PASSAGE DU DESIR

Founded in 2003, the Passage du Désir takes its name from the narrow, paved alleyway running alongside the building. Its exhibition space of 700 square metres forms a dynamic, raw and unfinished setting where exhibitors can adapt its spaces to their purposes. The Passage du Désir hosts cultural cross-overs and meeting-points that are a departure from "classic" artistic disciplines, and encourages the blending of forms and expressions. This programming freedom is ensured by its non-profit management by an association, the Association du Passage du Désir.

Among the numerous events presented at the Passage du Désir since its official opening, the public has discovered the works of diverse artists such as American photographer Alex S. MacLean, Dutch video artist and photographer Rineke Dijkstra, Icelandic artist Ruri, Portuguese artist-sculptor Joana Vasconcelos, and Belgian photographer Harry Gruyaert.

Since 2001 the Passage du Désir/BETC has also hosted emerging and celebrated designers during the Paris fashion shows, including, amongst others, Yohji Yamamoto, Viktor & Rolf, Hussein Chalayan, Comme des Garçons, Gaspard Yurkievich, Hussein Chalayan, Kim Jones, Karl Lagerfeld, Kris van Assche.

www.passagedudesir.com

BETC EURO RSCG

France's leading advertising agency, BETC was founded in 1994 and has since been voted Most Creative French Agency eleven times in fifteen years and Best Agency in Europe. A place for encounters and collaborations between international directors, photographers and musicians, BETC has always been open to the talent and imaginative discoveries of artists and creative people. Each campaign is a fertile exchange between their talent and outstanding brands such as Evian, Air France, Canal+, Peugeot, Lacoste, Petit Bateau, Aigle, etc. for which BETC has built up unique and powerful territories with a resolutely modern character.

In November 2000, BETC moved to the 10th arrondissement in Paris. Rémi Babinet, the agency's founder, turned to the architect Frédéric Jung and a group of European designers for the rehabilitation of the premises. The agency is located alongside the Passage du Désir, an old paved alleyway linking the Rue du Faubourg Saint Martin to the Boulevard de Strasbourg. Inside the BETC building, the ground floor also connects these two main streets and since 2003, BETC has opened the space to the Association du Passage du Désir for the organisation of artistic events. In December 2008, BETC published the book *BETC Paris* with Dutch house BIS Publisher.

www.betcbook.fr

MEA

MEA is a creative design agency for PR, events and brand architecture dedicated to lifestyle and luxury brands especially in fashion, beauty and cosmetics. We create and plan the production of runway event productions and art exhibitions. Based in Berlin, with offices in New York, Paris and Vienna, it's agency network also specialises in linking the worlds of industry and art.

www.meabb.com

MODEM ONLINE

The Modem editions are the working tool and source of professional information dedicated to those who operate in the fields of fashion and design.

www.modemonline.com

