

The image shows the interior of a large, multi-story building under renovation. The space is filled with a complex network of metal scaffolding and structural beams. The walls are made of light-colored stone or concrete blocks. In the background, there are arched doorways and some construction materials. The overall atmosphere is one of active construction and architectural transformation.

# LAFAYETTE

Opening  
March 10, 2018

# ETTE

# ANTI

# CIP

# TIONS

Fondation d'entreprise Galeries Lafayette

Press Kit - November 2017

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# CATA LYST

# PRESS RELEASE

Lafayette Anticipations – Fondation d'entreprise Galeries Lafayette is pleased to announce its public opening on March 10, 2018 in the 9 rue du Plâtre building, and to reveal its inaugural programme. Until April 30, artist Lutz Bacher will present her first exhibition in France, conceived specifically for the building renovated by Rem Koolhaas.

With this inaugural programme, Lafayette Anticipations wishes to celebrate Lutz Bacher's significant work, whose recognition was constructed in several waves as of the 1970s, between California, New York and Europe. For her first monographic exhibition in France, Lutz Bacher pairs her artistic vision with the opening of the new institution, and thus conceives an installation that highlights the building's verticality as renovated by Rem Koolhaas. By taking over the entire building, the artist wishes to explore the structure's symbolic elevation, focusing in particular on the central void constructed by its architect. As such, the artist references numerous Parisian structures, of which the department stores are an undeniable staple.

## **9 rue du Plâtre: Rem Koolhaas's first building in Paris**

The Fondation is settling into a 19<sup>th</sup> century industrial building located in the heart of the Marais, in Paris, and renovated by Rem Koolhaas and OMA, his architectural firm. The architect conceived the 2, 200 m<sup>2</sup> space as a curatorial machine and introduced in its central courtyard a steel and glass "exhibition tower" composed of four mobile platforms. An innovative play of the platforms allows the space to be reconfigured in over forty different permutations. The 9 rue du Plâtre building thus instils flexibility and adaptability, as required by numerous future projects. After three years of construction, this structure features 840 m<sup>2</sup> of exhibition space, production workshops, an area dedicated to young audiences, a restaurant and a store. These spaces' original offer reflect the Fondation's pioneering nature.

## **A laboratory of anticipation and production open to all audiences**

Lafayette Anticipations was created in October 2013 by the Galeries Lafayette Group and at the initiative of Guillaume Houzé, who serves as its President. The mission of this general interest foundation entails providing international creators – stemming from the fields of contemporary art, design and fashion – resources to produce, experiment and present new pieces, while focusing on the collective dimension of the creative process. Three to four annual exhibits, but also performance and workshop series, punctuate the Fondation's artistic programme, open to the public. This programme is conceived by François Quintin, the Fondation's Managing Director, and by a curatorial collective composed of Charles Aubin, Anna Colin and Hicham Khalidi. As a place of production, the Fondation also wishes to host exchanges, encounters and public debates around societal issues that artists never fail to question. Infused with this mission and its unique identity, the Fondation d'entreprise Galeries Lafayette is the first multidisciplinary centre of this kind in France. This new institution is conceived as a place of constant support to artists and their projects, as "only creation can consider the movement of an era in its diversity and thus carry us continually to new horizons" (Guillaume Houzé).

# ANTICIPATIONS

For over 120 years, the Galeries Lafayette has developed as a family business, by cultivating values that were present from its inception and which now provide a solid foundation on which to build: “the unique encounter of creativity and commerce, accessible to all”. Deriving the full potential of living in the present means accepting the radicalism of the new.

This also entails taking the initiative to surprise, to amaze, and to disrupt, which is what we expect from art.

To satisfy our thirst for creativity, we must drink from its source—close to the artists. Their work pushes us to exercise freely our judgment, and to forever alter our view of the world and of our lives. It is by collaborating with artists that the Fondation is able to define its identity, commitments and responsibilities.

To anchor our project in the heart of the city, we asked OMA, the architectural firm directed by Rem Koolhaas, to transform our building located 9 rue du Plâtre into a place of production situated in a globalized world. Lafayette Anticipations, will open on March 10, 2018, creating a place of welcome for artists and citizens to participate in the transformation of shapes and ideas.

Creators in fashion, design, visual arts, as well as performers, will work in this space, exchanging their practices and ideas with those of a diverse audience. Thus, Lafayette Anticipations – Fondation d’entreprise Galeries Lafayette will attempt to sharpen our understanding of contemporary times, fueled by the dynamism of modernity which has nourished the Galeries Lafayette since its inception. No one knows what the future holds; however, I believe that collective support of creation will contribute to its invention.

**Guillaume Houzé**

President of Lafayette Anticipations –  
Fondation d'entreprise Galeries Lafayette

# MISSION STATEMENT

Lafayette Anticipations oversees initiatives for the support of contemporary creation led by two general interest organisms, the Fondation d'entreprise Galeries Lafayette and the Fonds de dotation Famille Moulin, established by the Galeries Lafayette Group and its stakeholder family.

Lafayette Anticipations – Fondation d'entreprise Galeries Lafayette is a general interest foundation structured around its production activities and support provided to contemporary creation. The Fondation acts as a catalyser, providing artists unique, made-to-measure conditions in which to produce, experiment and exhibit.

As of its opening on March 10, 2018, the Fondation, located 9 rue du Plâtre, will be the first multidisciplinary centre of its kind in France. In its 19<sup>th</sup> century building situated in the heart of the Marais and renovated by OMA, Rem Koolhaas's architecture firm, the public will soon discover a curatorial machine in which new pieces produced by international creators – stemming from the fields of contemporary art, design and fashion – will be presented.

Throughout the building's renovation from 2013 to 2017, Lafayette Anticipations explored the Fondation d'entreprise Galeries Lafayette's evolving identity during artist-in-residence programmes, workshops, partnerships and direct support for the production of pieces.



*The Circle Flute*, Studio Brynjar & Veronika, 2016

## A PRODUCTION CATALYST

This pre-launch programme was marked by numerous events organised by Lafayette Anticipations, namely *Les Prolégomènes*, *Venir Voir Venir*, and *Joining Forces with the Unknown*, as well as by projects led with partner institutions, including the Centre Pompidou, the Archives nationales, the Kunsthalle Basel, MoMA PS1, Performa and the New Museum.

Lafayette Anticipations also supports contemporary creation through the Fonds de dotation Famille Moulin. Established in 2013, this endowment fund implements initiatives to support general interest artistic projects, while pursuing a policy of acquisition and enhancement of its art collection.



**9 RUE  
DU  
PLÂTRE**

# A CURATORIAL MACHINE

## 9 rue du Plâtre

Located in a 19<sup>th</sup> century industrial building of 2, 200 m<sup>2</sup>, Lafayette Anticipations will become on March 10, 2018, a place for creation, innovation and research. The renovation project is led by architect Rem Koolhaas and his firm, OMA.

The five story industrial building, characteristic of the end of the 19<sup>th</sup> century, is structured in a U-shape around a courtyard. The building can be crossed freely, thus leading to the rue Sainte-Croix-de-la-Bretonnerie via a covered passage. The Lafayette Anticipations architectural project fosters greater flexibility in its artistic programming, a quality often sought after by cultural institutions. Furthermore, the project respects the *Architectes des Bâtiments de France*'s conservational demands.

### Key figures

**2, 200 m<sup>2</sup>**: surface area  
**840 m<sup>2</sup>**: exhibition surface area  
**350 m<sup>2</sup>**: production workshop  
**18.7 m**: height of exhibition tower  
**50 m<sup>2</sup>**: large mobile floor  
**25 m<sup>2</sup>**: small mobile floor  
**49** different floor configurations

## A curatorial machine

An "exhibition tower" composed of four mobile platforms is inserted into the building's courtyard. These motorized platforms can move independently along rails and align with the existing floors.

With each exhibit, an innovative play of the platforms will allow the space to be reconfigured in 49 different ways. These multiple arrangements will instil vertical breath, flexibility and adaptability, as required by numerous future projects. The building will offer 840 m<sup>2</sup> of exhibition space. This curatorial machine completes another fundamental component of the Fondation: its production workshop situated in the building's basement. Here, pieces can be conceived and created by guest artists. The simultaneous use of these two structural features will foster the creation of unique projects, adapting to an exhibit's needs.

## OMA and machines

In the past, OMA has developed machines whose operation is integral to the buildings housing them. In the maison Lemoine in Bordeaux, a hydraulic platform moves freely between floors, and becomes a room within itself. The Wily Theater in Dallas is constructed around retractable mobile platforms which have as many configurations as possible uses for the scenic space.

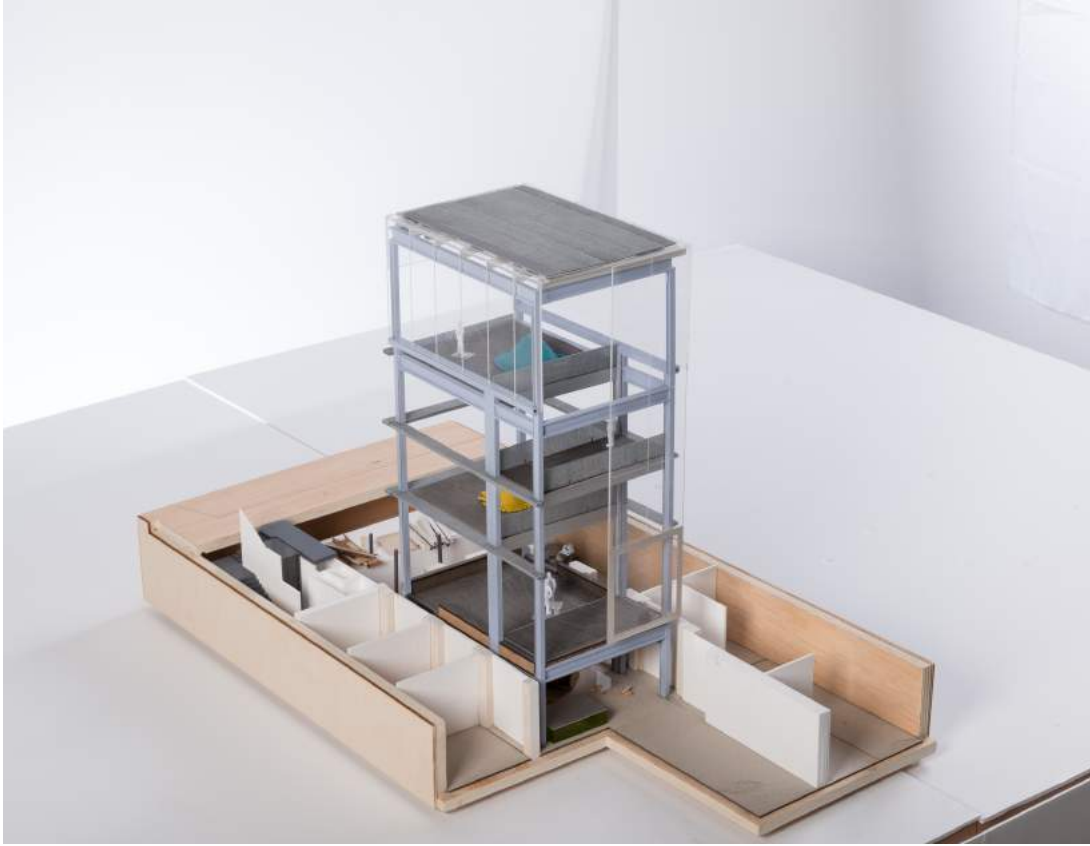
## 19<sup>th</sup> century heritage

Built for Xavier Ruel's BHV in 1891 by architect Samuel Mejoy de Dammartin, the 9 rue du Plâtre is an industrial building with an elegant façade. First used as a warehouse, it went on to serve as a dispensary, a girls' school and more recently a higher-education preparatory school. The building's current state reflects the number of transformations through which it has passed. Unfortunately, first-person accounts of this building, once found in the BHV archives, were destroyed in a fire.

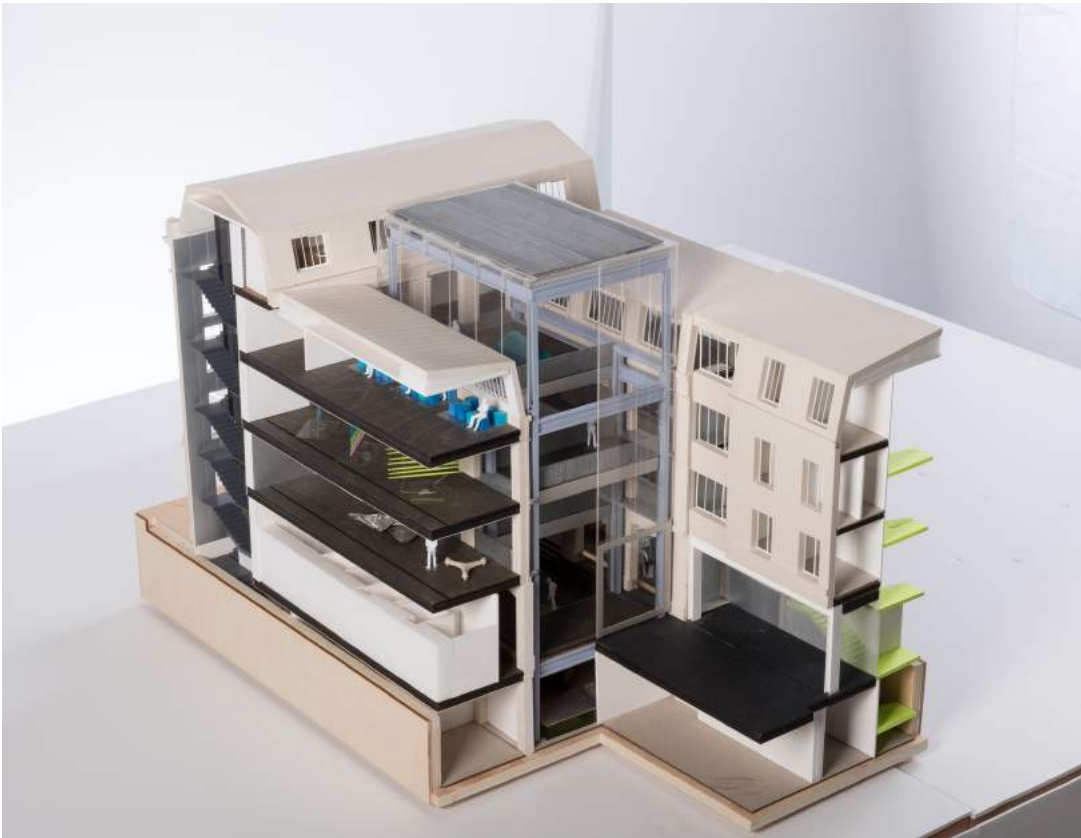




Façade du 9 rue du Plâtre

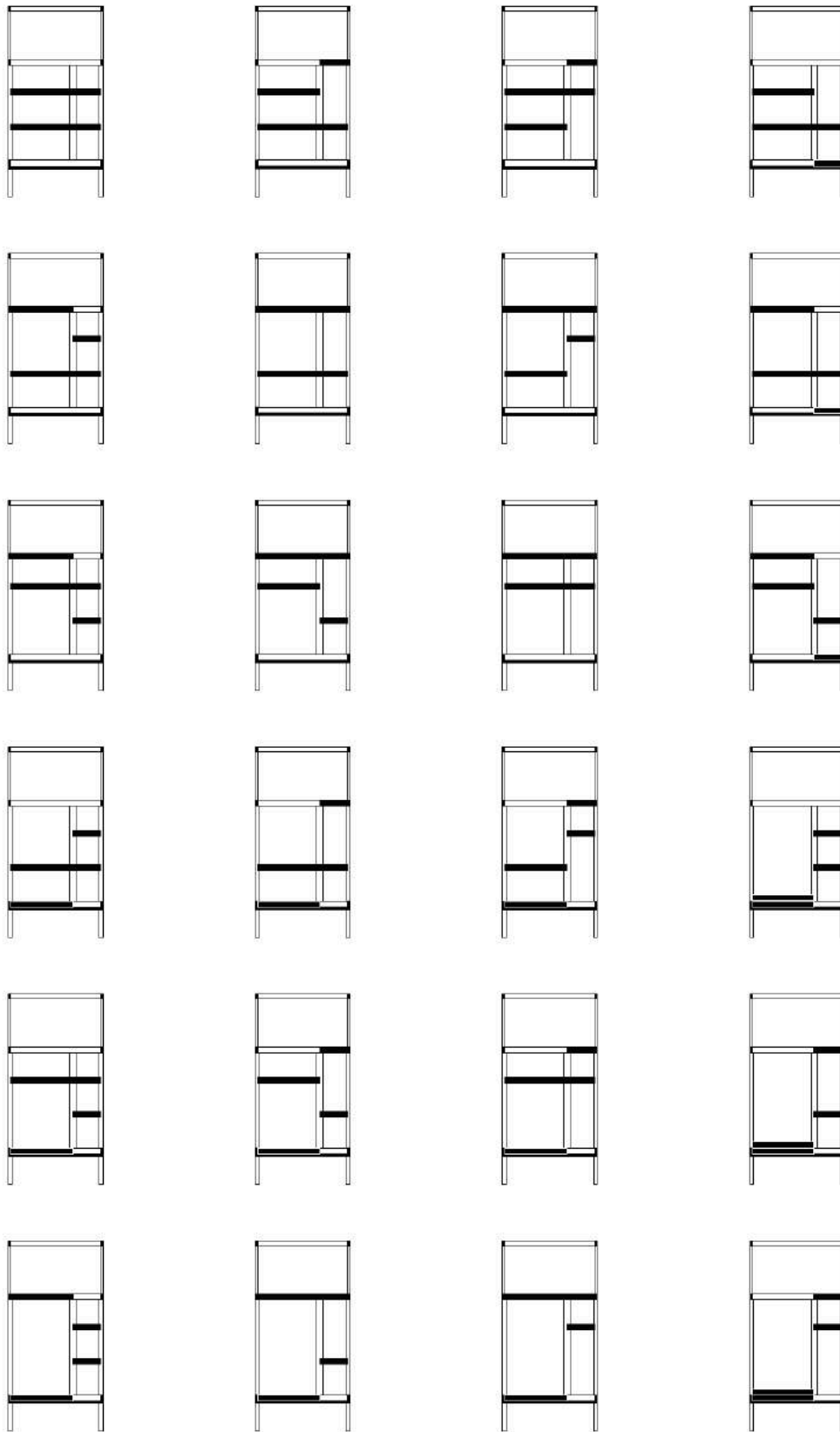


© OMA



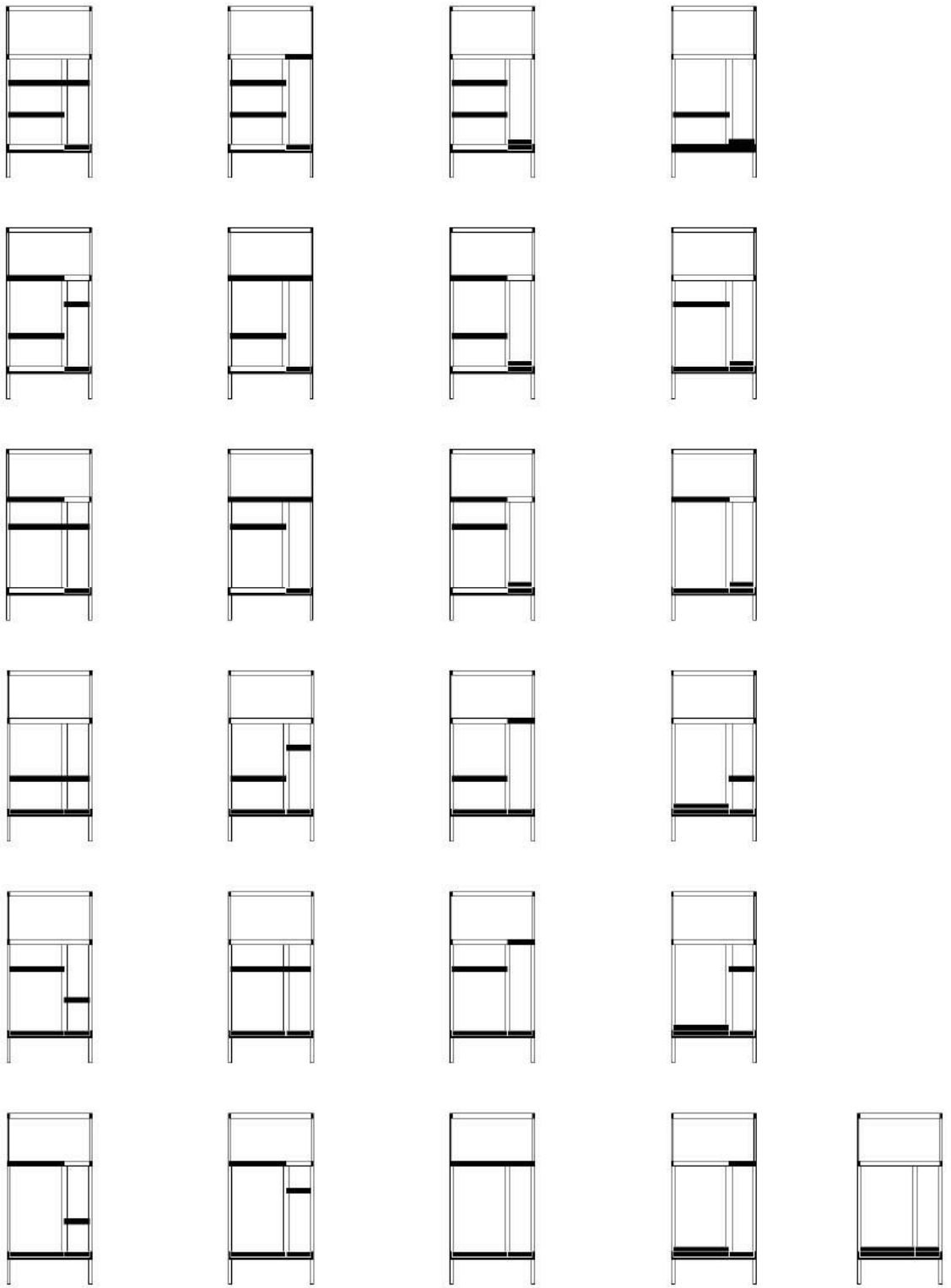
© OMA

9 rue du Plâtre building model



© OMA

Mobile floors - 49 different combinations with 4 platforms





© OMA

Views of the 9 rue du Plâtre exhibition tower

# REM KOOLHAAS

## Rem Koolhaas

Rem Koolhaas (Rotterdam, 1944) founded OMA in 1975 together with Elia and Zoe Zenghelis and Madelon Vriesendorp. He graduated from the Architectural Association in London and in 1978 published *Delirious New York: A Retroactive Manifesto for Manhattan*. In 1995, his book *S,M,L,XL* summarized the work of OMA in “a novel about architecture”. Before turning to architecture, Koolhaas began working as a journalist and a screenwriter; writing has remained central to his architectural practice. He heads the work of both OMA and AMO, the research branch of OMA, operating in areas beyond the realm of architecture. In 2000, Rem Koolhaas was awarded the Pritzker Architecture Prize. Furthermore, he is Professor in Practice of Architecture and Urban Design at Harvard University; he published *The Harvard Guide to Shopping* (2001), an analysis of the role of retail and consumption in society and architecture. In 2014, Rem Koolhaas was the director of the 14<sup>th</sup> International Architecture Exhibition of the Venice Biennale, entitled *Fundamentals*.

## OMA

Amongst OMA’s most notable constructions are included: the Bibliothèque Alexis de Tocqueville, a four-story public library opened in January 2017 in Caen, France; the new headquarters for China Central Television (CCTV)—a tower constructed as a loop—in Beijing (2016); the Casa da Musica in Porto (2005); the Seattle Central Library (2004) and the Euralille urban infrastructure, also located in France (1994).

Prior to the Lafayette Anticipations building, OMA constructed two cultural institutions: the Fondazione Prada in Milan and the Garage Museum of Contemporary Art in Moscow (2015).

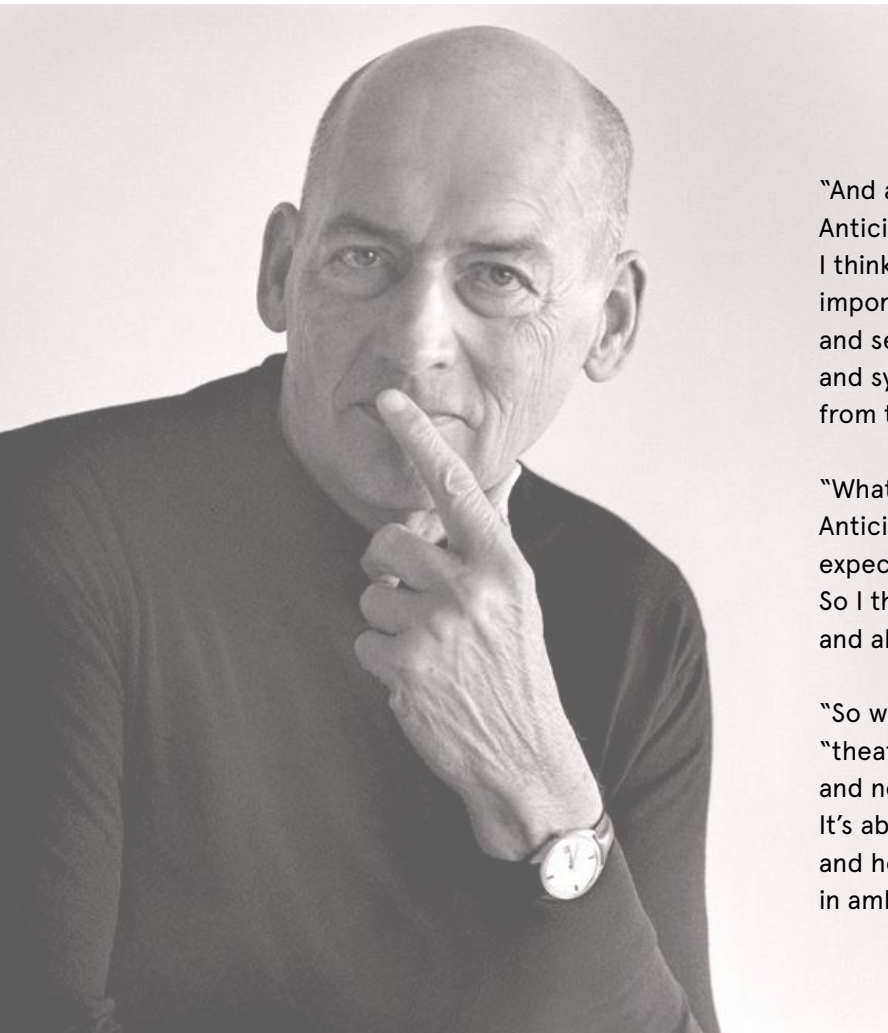
Furthermore, Rem Koolhaas explored the notion of spatial modularity in the Dee and Charles Wyly Theater in Dallas (2009) and the Maison Lemoine in Bordeaux (1998).

Mention should also be made of recent constructions such as the Milstein Hall (2011), an elevated platform that extends Cornell’s College of Architecture, Art and Planning in New York, as well as the new Centrale – Supélec campus in Saclay (2017). Other projects in progress include: the Taipei Performing Arts Centre (Taiwan), three buildings in Doha (Qatar) and the Bryghusprojektet in Copenhagen.

## AMO

Simultaneously to working with OMA on numerous international projects, Rem Koolhaas has also focused on the study of non-architectural realms, such as politics, publishing, media, fashion and sociology, in the framework of his think-tank, AMO established in 1998. Recent AMO projects include: research in the Russian countryside; the design of catwalk shows for Prada and Miu Miu ; “Cronocaos”, an exhibit on conservation presented during the 2010 Venice Biennale; participation in the EU Reflection Group think-tank with the task of making proposals for Europe in 2020; Roadmap 2050, a masterplan for a Europe-wide renewable energy grid; and the development of an educational programme for Strelka, a new architecture school in Moscow. Furthermore, AMO is a guest editor of *Wired* magazine. The think-tank was also asked to consult for Conde Nast on the future of the Group’s magazines. AMO proposed a “barcode” EU flag and even developed a curatorial masterplan for the Hermitage Museum in Saint Petersburg.

# WORDS FROM THE ARCHITECT



"And actually what we are doing for Lafayette Anticipations is to some extent a theatre for art. I think it's about combining experiences - important and unimportant, frivolous and serious, light and heavy - in a relentless and systematic way so that one is able to escape from the doom of architectural stagnation"

"What is interesting and promising with Lafayette Anticipations is that its scale, in terms of current expectations, is quite intimate and small [...] So I think it can be a place of genuine focus and also authentic improvisation"

"So without necessarily calling everything we do "theatrical", it is always about bodies in space and not simply an abstract, physical work. It's about interaction with the physical world and how it is used, with "use" understood in ambitious rather than in pragmatic terms"

Excerpts from "Performing Architecture":  
a conversation between Rem Koolhaas and RoseLee  
Goldberg in *Anticipations* (2016)

**IT IS ALWAYS ABOUT BODIES  
IN SPACE [...] ABOUT INTERACTION  
WITH THE PHYSICAL WORLD**

# CONSTRUCTION



# CONSTRUCTION AND HERITAGE

## A 3-year construction project

Lafayette Anticipations – Fondation d'entreprise Galeries Lafayette will open its doors at 9 rue du Plâtre on March 10, 2018, after three years of construction work led by Citynove, a subsidiary company of the Galeries Lafayette Group. The site's strength lies in the talents it federated since the beginning of construction in November 2014 until November 2017, as well as in the various interlocutors' ability to respect collectively the building's existing heritage. The contractor and the Fondation thus worked in narrow collaboration with the *Architecte des Bâtiments de France* and the City of Paris, in full respect of the *Plans de Sauvegarde et de Mise en Valeur* (PSMV), that oversee the preservation and valorisation of historic buildings in the Marais district. The Fondation's architectural project was the object of exemplary consultation and obtained the City of Paris' approval for a construction permit without an appeal.

## Key dates of the construction site

**March 2012:** Rem Koolhaas's first visit to the 9 rue du Plâtre

**July 2012:** First architectural project proposal by OMA

**November 2012:** Presentation of project to the 4<sup>th</sup> arrondissement of Paris' local council

**March 2013:** Third project proposal by OMA

**March 14, 2014:** Reception of construction permit

**March 28, 2014:** *Venir Voir Venir* – presentation of the architectural project by Rem Koolhaas in the 9 rue du Plâtre building

**November 2014:** Beginning of construction

**November 2017:** Delivery of building

**March 2018:** Opening to the public

## Citynove

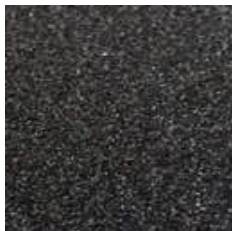
Citynove's core business consists in valorising the Galeries Lafayette Group's real estate. For each of its operations, Citynove takes into account the specific environmental, cultural and social ecosystem so as to contribute fully to the embellishment and revitalisation of city-centers.

Indeed, Citynove seeks to contribute architectural and artistic dimensions to the real estate and commercial projects for which the company is responsible. Citynove thus collaborated with Ulla von Brandenburg for the Cour Bleue's entrance gate situated in the BHV Marais and titled *Fôret Bleue* (2014). Another projet was also led with Pieter Vermeesch, who initiated a permanent installation on the façade of the Galeries Lafayette in Biarritz (2014).

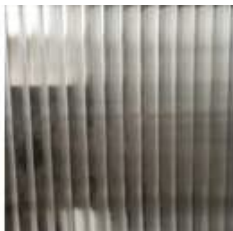
In continuity with its reflection regarding the 21<sup>st</sup> century department store, Citynove is overseeing the installation of Eataly in Paris, in collaboration with an architecture firm, DATA. This international specialist of Italian gastronomy is settling in the former Meunier chocolate store, neighbouring the 9 rue du Plâtre. This project establishes a connection between Lafayette Anticipations and the BHV Marais so as to enhance the commercial offer and experience provided to clients.

# MATERIALS

## Exterior

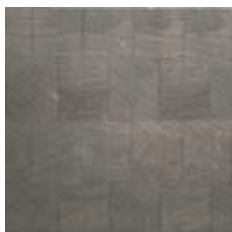


Bolidt + carborundum

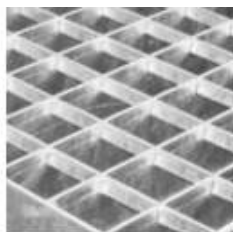


Polycarbonate

## Exhibition spaces



Wood floor



Electrogalvanized  
duckboards



Limestone



White exhibition wall



Anodised aluminium

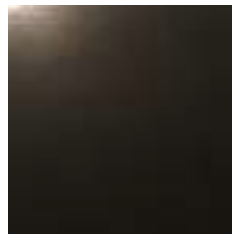
## Circulation spaces



Ductal concrete



Glass



Powder coated steel



Blue stainless steel

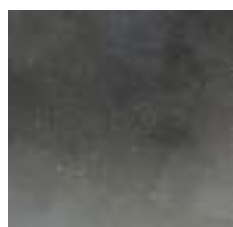


Anodised aluminium

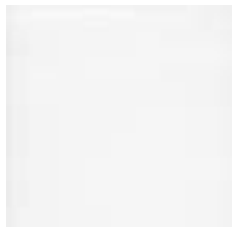
## Ground floor



Brushed pine



Composite stone



Translucid resin



Opaque resin

# A CONJUNCTION OF KNOW-HOW

## **Contractor:**

*Citynove Asset Management*, on behalf of the Galeries Lafayette S.A.: Éric Costa and Romain Labbé

*Assistant Contractor:* Comitis Ingénierie, Christophe De Domsure

*Associate Contractor:*

Artelia: Sophie Gervelik and Wandrille Boivin

Elite: Paula Candelas

Coréji: Jean-Luc Bétard

*Users:* Fondation d'entreprise Galeries

Lafayette: Guillaume Houzé, François Quintin and Laurence Perrillat

## **Project management:**

*Commissioned Architect:* OMA

*Partners:* Rem Koolhaas and Ellen van Loon

*Conception:* Maria Finders, Alice Grégoire, Ippolito Pestellini Laparelli, Barbara Materia, Francesco Moncada, Pietro Pagliaro,

Alejo Paillard and Clément Périssé

*Project development:* Thiago Almeida, Adrian Auth, Paul Cournet, Maria Finders, Alice Grégoire, Sebastian Janusz, Kenny Kim, Sofia Koutsenko, Lina Kwon, Veselin Lozanov, Barbara Materia, Alejo Paillard,

Clément Périssé, Frane Stančić,

Magdalena Stanescu and Yushang Zhang

*Construction site, building construction:*

Alejo Paillard and Clément Périssé

*Local Architects:* DATA Architectes:

Edouard Guyard and Colin Reynier

*Patrimonial Project manager:* Thierry Glachant

*Engineering consultants:* Eckersley O'Callaghan, dUCKS Scéno, Bureau Michel Forgue,

BET Louis Choulet, Lamoureux Acoustique,

MPK Conseils Construction

## **Companies:**

Bureau Véritas, GINGER CEBTP, LBC Bâtiment, Eiffage Energie Thermie, Eiffage Energie Electricité, Eiffage Charpente métallique, Roussière, Balas, Sarmates, Pradeau-Morin, Ledran, Sertac, MAARS, Staffissimo, France Sols, Lindner, Europarquet, PSR, Paul Champs, Altor, També

## **Thanks:**

The Fondation d'entreprise wishes to extend its thanks to the City of Paris and its teams: Madame la Maire de Paris, Anne Hidalgo, and Monsieur le Maire of the 4<sup>th</sup> arrondissement of Paris, Christophe Girard, as well as Jean-Louis Missika, Michèle Zaoui and Bruno Julliard

To the *Direction de l'urbanisme:*

Bruno Lambert; as well as to Christophe Lecq.

To the DRAC and the *Architectes des Bâtiments de France:* Serge Brentrup and Sophie Hyafil

To the town council of the 4<sup>th</sup> arrondissement of Paris: Sarah Alby and Damien Chanal

The Fondation d'entreprise also wishes to thank: Maria Finders, Daniel Duché from the Atelier Blanc-Duché, Lucas Goy, Pierre Jaubert from Beaujeu, Léonard Lassagne, Amélie Chasseriaux, Clément Dréano, Sébastien Bourseaud, Clémentine Debaere, Paul Duffour, Sébastien Péjus, Claude and Chantal Colliot, and Cigue agency (Hugo Haas and Laurent Boutin Neveu)

François Guiguet and Pascal Simonetti

Its former staff members: Gabrielle Jaegle, Alexis Jakubowicz and Cécile Larrigaldie

As well as to the 400 allies who worked on this site.









# LUtz BAŕHER



# LUZ BACHER

## Opening exhibit

March 10 - April 30, 2018

For her first monographic exhibition in France, Lutz Bacher pairs her artistic vision with the opening of the new institution. She thus conceives an installation that highlights the verticality of the building, renovated by Rem Koolhaas.

The international scene has recently rediscovered the significant work of Lutz Bacher, whose recognition was constructed in several waves as of the 1970s, between California, New York and Europe. Starting with found objects, or ready-mades, the artist composes a space of demanding reflection, at times even philosophical, in which each shape generated from popular and urban culture, signifies and opens crossed discussions on identity, gender, violence, intimacy, society and space. Sculptural displays, as well as videos, sound pieces and installations solicit collective memory via an augmented perception of reality.



© Lutz Bacher

By taking over the entire building, the artist wishes to explore the structure's symbolic elevation, focusing in particular on the central void constructed by the architect. As such, the artist references numerous Parisian structures, of which the department stores are an undeniable staple.

Lutz Bacher's project is more than an exhibition; it enlivens the budding institution with a powerful gesture, that produces meaning and is open to interpretation, dialogue and exchange.

# LUZ BACHER



## Biography

Born in 1943, Lutz Bacher lives and works in New York.

Throughout a career of over 40 years, Lutz Bacher has constructed works that defy all forms of classification. The American artist, who adopted a masculine pseudonym as of her first pieces, has produced conceptual works by using diverse media. Her photographs, sculptural arrangements, videos, sound pieces and installations gather objects and images inscribed in our collective imaginaries. Featured constitutive elements of Lutz Bacher's pieces include: pictures of public personalities found in press that, once copied repeatedly, take on a new life, as well as every-day objects, rubbish collected in second-hand stores then integrated into ready-mades installations, used balloons, marble and sand. Her appropriations recall pop culture, paparazzi snapshots and, from time to time, allude to art history. The human body, sexuality, power and violence are key themes in Lutz Bacher's work, as are the current state of things and beings, and the fine line between public and private spheres.

## Recent exhibitions

*More Than This*, Secession, Vienna (2016)  
*Accidental Tourist*, Greene Naftali, New York (2016)  
*Greater New York*, MoMA PS1, New York (2015)  
*Lutz Bacher*, Aspen Art Museum, Colorado (2014)  
*Into the Dimensional Corridor*, National Gallery of Denmark, Copenhagen (2014 - 2015)  
*Lutz Bacher Show*, Kunsthalle Zürich, Zürich (2013 - 2014)  
*Lutz Bacher at Cabinet*, Cabinet, London (2011)  
*MY SECRET LIFE*, MoMA PS1, New York (2009)  
*Spill*, Contemporary Art Museum, St. Louis (2008 - 2009)

**Lutz Bacher's pieces are included in the permanent collections of numerous museums, namely:**

Museum of Modern Art, New York  
Metropolitan Museum of Art, New York  
Whitney Museum of American Art, New York  
Art Institute of Chicago, Chicago  
Walker Art Center, Minneapolis  
UC Berkeley Art Museum and Pacific Film Archive, Berkeley

# LUZ BACHER



© Oliver Ottenschläger

Lutz Bacher, *More Than This*, Secession de Vienne, 2016



© Tony Prikryl

Lutz Bacher, *How Will I Find You*, Aspen Art Museum, 2014



© Courtesy de l'artiste et Greene Naftali

Lutz Bacher, *The Secret Garden*, Yale Union (Portland), 2016



© Lutz Bacher

Lutz Bacher, *Black Beauty*, 2012 - 2013, Collection SFMOMA



**PRE  
-LAUNCH  
PRO  
GRAMME**

# 2013 2017

The Lafayette Anticipations pre-launch programme was established in October 2013 to accompany the Fondation's architectural, curatorial and institutional project. It is programmed throughout the duration of the 9 rue du Plâtre's renovation.

The pre-launch programme is integrated in the local Marais context, as well as that of international partnerships. The programme enhances Lafayette Anticipations' evolving identity, bolstered by numerous artistic commissions, workshops, partnerships and direct support for production.

From October 2013 to July 2014, Lafayette Anticipations occupied the 9 rue du Plâtre building prior to its renovation. The Fondation then moved into a temporary space, the Hub, adjoining the construction site. From this space were developed a large number of projects in partnership with the Centre Pompidou, Kunsthalle Basel, MoMA PS1, Performa and even the New Museum in New York, for instance.

The pre-launch programme presents itself as a vehicle for forms and thoughts that test the emerging institution's evolving scales of action.



© Lafayette Anticipations



© Paula Court

# LIST OF PROJECTS 2013 - 2017

**Petrit Halilaj, *July 14th ?* – Exhibit**  
October 24 – 27, 2013 – 9 rue du Plâtre

**Pierre Leguillon, *Dubuffet Typographe* – Exhibit**  
December 11 – 14, 2013 – 9 rue du Plâtre

**Simon Fujiwara, *New Pompidou* – Production and performance**  
February 14, 2014 – Centre Pompidou  
Nouveau festival

**Olaf Nicolai, *Speculation about two unidentified objects* – Production and performance**  
March 7 – 8, 2014 – Nouveau festival

***Pleasure Principles* – Residency, production and exhibit, directed by Paul Kneale and Raphael Hefti**  
February 17 – March 29, 2014 – 9 rue du Plâtre

**Compagnie MUA, *Emanticipation, un laboratoire* – Production, workshop and performance**  
March 21 – March 22, 2014 – 9 rue du Plâtre

**Anja Aronowsky Cronberg & Vestoj, *The Vestoj Storytelling Salon* – Production and performance**  
April 25, 2014 – 9 rue du Plâtre

***Venir Voir Venir* – Exhibit**  
July 3 – 6, 2014 – 9 rue du Plâtre

**Jerszy Seymour, *New Dirty Enterprises: The First Annual Report, Dialogue is not possible* – Residency and production**  
November – December 12, 2014 – Garage Mu

**Anja Aronowsky Cronberg and Vestoj, *The Vestoj Salon, On Slowness* – Production**  
January 27, 2015 – Ekimetrics

**Editathon Art+Feminisms – Workshop**  
March 7 – 8, 2015 – Hub Lafayette  
Anticipations

**Ulla von Brandenburg, *Baisse-toi Montagne, Lève-toi Vallon* – Production**  
March 18 – 19, 2015 Kaaitheater (Brussels)

**Anja Aronowsky Cronberg and Vestoj, *The Vestoj Storytelling Salon, Performance***  
March 29, 2015, MoMA PS1

**Romain Kronenberg and Benjamin Graindorge, *Été perpétuel* – Production and exhibit**  
April 23 – 25, 2015 – Hub Lafayette  
Anticipations and Centre Pompidou  
Nouveau festival

**Christodoulos Panayiotou, *Two Days After Forever* – Production support**  
May 9 – November 22, 2015 – Venice Biennale

**Saâdane Afif, *The Laguna's Tribute* – Production support**  
May 9 – November 22, 2015 – Venice Biennale

**Anicka Yi, *7,070,430K of Digital Spit, a Memoir* – Production**  
June 11 – August 16, 2015 – Kunsthalle Basel

**Performa 15 – Partnership**  
November 4 – 15, 2015, Performa

**Caecilia Tripp, *Scoring the Black Hole* – Performance**  
January 13, 2016 – Le Crédac

**Ulla von Brandenburg, *Baisse-toi Montagne, Lève-toi Vallon* – Tour**  
January 30 – 31, 2016 – Common Guild  
Glasgow

**Editathon Art+Feminisms – Workshop**  
March 5 – 6, 2016 – Archives nationales,  
Paris

**Cally Spooner, *On False Tears and Outsourcing* – Co-production**  
April 27 – June 19, 2016 – New Museum

***Joining Forces with the Unknown* – Exhibit**  
October 11 – 23, 2016 – Former Weber  
Métaux store

**Ateliers « *Le Présent de nos savoirs* » – Workshop**  
January 10 and 31, February 21, 2017 – Hub  
Lafayette Anticipations

**Editathon Art+Feminisms – Workshop**  
March 4 – 5, 2017 – Archives nationales

**Edith Dekyndt, *One Thousand and One Nights (2016)* – Production support**  
May 13 – November 26, 2017 – Venice Biennale

**Daniel Steegmann Mangrané, *A Transparent Leaf Instead Of The Mouth (2016 – 2017)* – Production support**  
September 20, 2017 – January 7, 2018 – Biennale de Lyon

**Camille Henrot, *Days are Dogs (2017)* – Production support**  
October 18, 2017 – January 7, 2018 – Palais de Tokyo

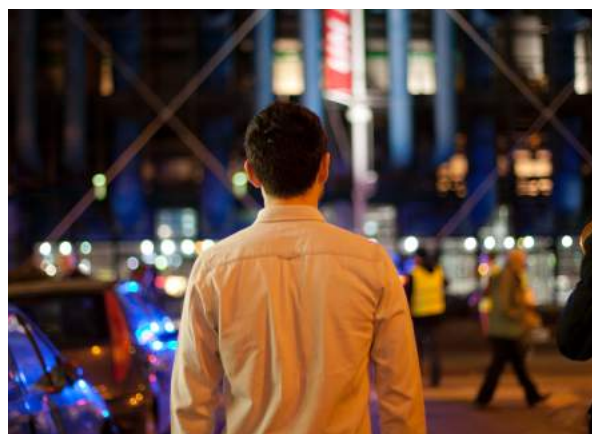
# PRODUCTION PARTNERSHIPS

## **Simon Fujiwara, *New Pompidou***

– Production and performance

February 14, 2014 – *Allégories d’oubli* –  
Nouveau festival

For this performance, the artist offered to complete a six-week residence at Lafayette Anticipations so as to create nothing less than a *New Pompidou*. This unique piece embodies the artist’s personal vision of the Centre Pompidou’s twin, carried in procession from the 9 rue du Plâtre to the modern art museum itself.



© Tom Parsons

## **Anja Aronowsky Cronberg and Vestoj, *The Vestoj Storytelling Salon* – Production support**

March 29, 2015 – MoMA PS1

This New York edition of *The Vestoj Storytelling Salon*, first presented in Paris on April 5, 2014, was shown the following year at MoMA PS1. With Pat Cleveland, Glenn O’Brien, Mary McFadden, Andre Walker, Candy Pratts Price and Dapper Dan of Harlem.



© Margarida Malarkey

## **Christodoulos Panayiotou, *Two Days After Forever* and Saâdane Afif, *The Laguna’s Tribute* – Production support**

May 9 – November 22, 2015 – Venice Biennale  
Lafayette Anticipations provided its support to two works during the 56<sup>th</sup> Venice Biennale: *Two Days After Forever*, by Christodoulos Panayiotou, and *The Laguna’s Tribute* by Saâdane Afif.



© Aurélien Mole



# JOINING FORCES WITH THE UNKNOWN

Camille Blatrix, Tyler Coburn, Mimosa Echard, Simon Fujiwara, Yngve Holen, Oliver Laric, Lucy McKenzie, Perks And Mini (P.A.M.), Slow and Steady Wins the Race, Studio Brynjar & Veronika, Valerie Snobeck, Cally Spooner, Rayyane Tabet, Anicka Yi.

## Group show

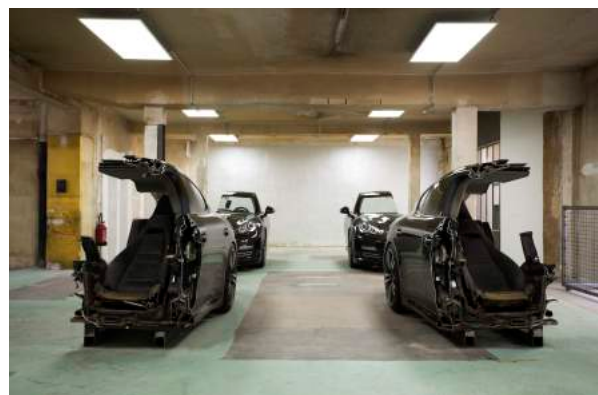
16 rue Debelleye, former Weber Métaux store  
October 11 - 23, 2016

*Joining Forces with the Unknown* served as a reflection of the Fondation's core mission: to support creation by inventing new modes of production. The exhibition presented fourteen artists stemming from the fields of contemporary art, design and fashion who created pieces – sculptures, installations, films and performances – commissioned by Lafayette Anticipations. These new works embodied the Fondation's commitment to artistic production and were on temporary display in the former Weber Métaux store. Since 1889, this space served as a hardware store, participating actively in the genesis of numerous artistic projects.



New Pompidou, Simon Fujiwara, 2014

© Isabelle Giovacchini



CAKE, Yngve Holen, 2016

© Isabelle Giovacchini

# MUTANT STAGE



Mutant Stage 8, shot during filming

© Stéphane Perche © Veilhan / ADAGP, 2017  
© Casoar / Lafayette Anticipations

***Mutant Stage* is a series of choreographed short films initiated by Amélie Couillaud and Dimitri Chamblas, and produced by Lafayette Anticipations – Fondation d'entreprise Galeries Lafayette during the renovation of the 9 rue du Plâtre building between 2014 and 2017.**

Throughout its renovation, the 9 rue du Plâtre building is the object of an investigation into its own mutation. The evolving architecture is examined over time by in situ encounters between directors and performers. Each film provides the opportunity for a different encounter that sets bodies and matter into motion, breathing life into the changing building.

Thus, *Mutant Stage* pulses both within the building and beyond, into the centre of the city. The title of the project is inspired by an expression articulated by Rem Koolhaas. The phrase illustrates the building's performative architecture, as well as Lafayette Anticipations' commitment to the hybridization of art and life. Each film in the series, shaped by the visual vocabulary of dance, cinema and architecture, is a singular object, existing in multiple dimensions at once. As such, the 9 rue du Plâtre remains a space for invitation and experimentation, a building in motion.

Nine episodes in the series have already been directed respectively by **Wendy Morgan, Elene Usdin, Benjamin Millepied, Olga Dukhovnaya and Konstantin Lipatov, Louise Hémon, Frédéric Lebain and Grégoire Pédrón, (LA)HORDE (Marine Brutti, Jonathan Debrouwer & Arthur Harel), Xavier Veilhan and Lukas Dhont.**

Volmir Cordeiro, Pauline Simon, Jung-Ae Kim, Amalia Alba, Florence Casanave, Lisa Miramond, Annabelle Pirlot, Olga Dukhovnaya, Benjamin Millepied, Alix Eynaudi, Matthieu Barbin, Manuela Carneiro, Keem S Martinez, Jakub Moravec, Jakub Sonnek, Michal Zdražil, Marie-Agnès Gillot, Dimitri Chamblas and Jan Martens have performed in the Fondation's future site.

In partnership with MK2, Lafayette Anticipations – Fondation d'entreprise Galeries Lafayette brings *Mutant Stage* to Parisian movie theatres from January to December 2017.

# EDITATHON ART+FEMINISMS

## **Editathon Art+Feminisms - Workshop**

March 5 - 6, 2016 and March 4 - 5, 2017,

Archives nationales

March 7 - 8, 2015, Hub Lafayette Anticipations

The Editathon Art+Feminisms has been organised for three consecutive editions in Paris, simultaneously with over one hundred other sites in the world. This writing and editing marathon invites all participants to compose, enhance or translate articles on women and minorities, currently absent within Wikipedia publications, despite playing a fundamental role in diversifying and opening art history. Gender equality needs to be achieved: the 85% of Wikipedia contributors who identify as men, as well as all those who feel affected by current inequalities, have been gathered to participate in the Editathon, so as to write and share stories, on an equal footing.

These marathons were organised by Flora Katz and featured pieces by Wu Tsang, H el ene Bertin and Aaron Flint Jamison.

*Produced by Lafayette Anticipations –  
Fondation d’entreprise Galeries Lafayette for  
the international Art+Feminisms campaign.  
In partnership with Wikim edia France,  
the Archives nationales and the Universit e  
Sorbonne Nouvelle – Paris 3.*



Writing marathon at the Hub Lafayette Anticipations, March 2015

© Lafayette Anticipations



Writing marathon at the Archives nationales, March 2016

© Vinciane Verguethen



boychild and Bendik Giske performance at the Archives nationales, March 2017

© Martin Argyroglio

# PUBLIC ANTICTIONS

## **Anticipations, 2016**

This book was co-published with JRP Ringier, simultaneously to *Joining Forces with the Unknown*. It is integrated in the Lafayette Anticipations pre-launch programme and presents the institutional and curatorial research initiated by the *Prolégomènes* series and extended through numerous projects supported by the Fondation in France and abroad. Swiss artist Raphael Hefti was commissioned to conceive the book's cover. Through an innovative technical process, each book cover is a unique piece.

### **List of contributions:**

#### **Interviews:**

Rem Koolhaas and RoseLee Goldberg  
Lidewij Edelkoort and Chris Dercon  
Howard Becker and Franck Leibovici  
Charles Aubin, Anna Colin  
and Hicham Khalidi

#### **Essays:**

Guillaume Houzé, François Quintin,  
Judith Wielander & Matteo Lucchetti

#### **Fiction:**

Neil Cummings

#### **Content and production specifications:**

Simon Fujiwara, Olaf Nicolai,  
Emmanuelle Huynh, Anja Aronowsky Cronberg,  
Jerszy Seymour, Gabriel Sierra,  
Ulla von Brandenburg, Anicka Yi, ROTOR,  
Paul Kneale & Raphael Hefti, Flora Katz



## **9 rue du Plâtre, 2018**

In 2018, Lafayette Anticipations will publish a new book with a focus on the 9 rue du Plâtre architectural programme.

This publication will present the specific challenges and opportunities faced by Rem Koolhaas in this ambitious endeavour. The book will serve as the building's catalogue. It will examine the use and function of an architectural structure conceived as both a tool and a stage, dedicated to unique thoughts and shapes. This site is anchored in the heart of a city that is marked by complex historical and conservational contexts.

In addition to articles provided by OMA and Rem Koolhaas regarding the renovation of the 9 rue du Plâtre and its tailor-made furniture, images of the construction site and the finished building captured by Bas Princen will also be included in the book, thus highlighting the building's performative architecture.

# APPEN DIX

# THE CURATORIAL TEAM



© Alexandre Guirkingier

Lafayette Anticipations' artistic programming is based on a shared thought process, which seeks to defy the curator's monopoly in favour of collective intelligence. As such, every three years, the Fondation invites and supports independent curators living abroad.

Lafayette Anticipations thus maintains permanent contact with a range of artistic scenes and key innovators in the art world. This first curatorial group, led by François Quintin, is composed of three curators, Charles Aubin, Anna Colin and Hicham Khalidi, whose respective specialisations are a reflection of Lafayette Anticipations' missions.

The curatorial team's projects fuel and foster new collaborative possibilities, unexpected and stimulating artistic invitations, and fortuitous encounters.

Anchored in new practices of contemporary art, the team contributes actively a performative dimension to Lafayette Anticipations, as well as an interest in socially engaged research and an openness to fashion and design.

# FRANÇOIS QUINTIN



**Managing Director**

François Quintin is director of Lafayette Anticipations – Fondation d'entreprise Galeries Lafayette since 2011. He was previously director of the gallery Xippas (2007-10), director of the Frac Champagne-Ardenne (2001-07), and curator at the Fondation Cartier pour l'art contemporain (1994-2000).

Charles Aubin is a French curator based in New York City. He worked at the Centre Pompidou's performance department (2006-10), and curated exhibitions for Printemps de Septembre in Toulouse and the Biennale de Belleville in Paris. Since 2013, he has been working as associate curator at Performa, New York City's visual art performance biennial.

# CHARLES AUBIN



**Associate curator since 2015**

# ANNA COLIN



**Associate curator since 2015**

Anna Colin is an independent curator and critic based in London. She co-founded and co-directs Open School East in London. She was co-curator of the touring exhibition British Art Show 8 in 2015-17. Previously, she was co-director of Bétonsalon, Paris (2011-12), guest curator at Maison populaire, Montreuil (2012) and curator of Gasworks, London (2007-10).

Hicham Khalidi is a Dutch-Moroccan curator. From 2003 to 2011, he was the artistic director of TAG (Institute for Audiovisual Art in The Hague, the Netherlands). He is interested in the politics of the image, and trans-disciplinary research in speculative art and design. Since March 2013, Khalidi is head of exhibitions at Stuk kunstencentrum in Leuven, Belgium and the visual arts curator of the Marrakesh Biennale (2014 and 2016).



# HICHAM KHALIDI

**Associate curator since 2015**

# THE COLLECTION

## LAFAYETTE ANTICIPATIONS - FONDS DE DOTATION FAMILLE MOULIN

The Fonds de dotation Famille Moulin is a sister entity to the Fondation d'entreprise Galeries Lafayette. The endowment fund has two main missions: to provide operational or financial support to general interest initiatives, and to conserve, loan and enhance the Lafayette Anticipations collection.

### The Collection

Created in December 2012, Lafayette Anticipations - Fonds de dotation Famille Moulin benefited from the initial gift of Madame Ginette Moulin's personal art collection, which continues to be enhanced to this day through the production of new pieces by the Fondation d'entreprise Galeries Lafayette.

The endowment's acquisition policy involves direct interaction with galleries, but also with artists with whom Lafayette Anticipations has worked. These pieces enrich the Collection and go on loan to museums and public institutions for exhibitions. In 2017, the Lafayette Anticipations - Fonds de dotation Famille Moulin collection is composed of over 300 pieces (150 in 2013).

These acquisitions constitute the Fonds' main initiative due to their essential and determining role in the development of contemporary creation. Furthermore, sales represent a major resource for artists. The Fonds' acquisition policy, as an example of support for creation, is comparable to the constitution of historic collections such as those of the FNAC, FRAC or of the Fonds Municipaux d'Art Contemporain.

### Support to creation

The Fonds de dotation Famille Moulin also seeks to support and lead, either directly or indirectly, general interest initiatives contributing to the support of contemporary art and its promotion to the public, namely through its Collection.

The endowment fund aims to facilitate and support the production of contemporary art pieces, especially those created by young artists: more than 60% of the artists supported by the fund are younger than 40 years old, and 25% are younger than 30. The Fonds participates in non-profit activities in France and abroad, which benefit numerous living artists and a diverse audience, especially in the field of visual arts.

Of the living artists supported by the Fonds de dotation Famille Moulin, it is important to note that as many women as men are represented.



Ulla van Brandenburg, *Baisse-toi montagne, lève-toi vallon*, 2015  
Commissioned by the inhabitants of the Saint-Simonien residence  
in Ménilmontant, Paris, for the Nouveaux Commanditaires programme

© Robin Zénmer



# CREATION AND THE GALERIES LAFAYETTE GROUP

## Corporate Giving Division and the Conservation and Archive Division

The Conservation and Archive Division, was established in 2008. Its aim is to maintain alive the Group's history, to nourish its identity and to develop the historic ties with its structure.

In 2010, Guillaume Houzé established the Corporate Giving Division, which perpetuates the Galeries Lafayette Group's commitment to contemporary creation in the fields of art, fashion and design.

As a major player in the fashion industry, the Galeries Lafayette provides support to young creators through three different initiatives: offering financial support to cultural institutions; producing and commissioning pieces; granting visibility to pieces in the Group's storefronts.

The Corporate Giving Division shares its commitment with the Group's employees and clients. It also encourages access to contemporary creation for a diverse audience. Since 2009, the Galeries Lafayette Group is an official FIAC partner and grants visibility to 10 galleries and their associated artists through the *Secteur Lafayette* and its annual publication.

## Cultural Events Division

The Cultural Events Division initiates different events within the Galeries Lafayette stores, thus fostering the Group's image of a place where unique and creative experiences thrive. This Division is in charge of programming and producing exhibitions at the Galerie des Galeries.

The Galeries des Galeries is a cultural space situated on the first floor of the Galeries Lafayette Haussmann. It offers Galeries Lafayette visitors a perspective on contemporary creation. It hosts four exhibits per year, promoting French and international artists; its artistic programme emphasises the interdisciplinary connections between fashion, visual arts and design, at the heart of Galeries Lafayette's history.

# THE BOARD OF DIRECTORS

## Founders

**Ginette Moulin**, Honorary President  
Chairwoman of the Galeries Lafayette  
Group Supervisory Board

**Philippe Houzé**  
Executive Chairman of the Galeries  
Lafayette Group Executive Board

**Guillaume Houzé**, President  
Image and Communication Director  
of the Galeries Lafayette and BHV MARAIS

**Eric Costa**, Secretary general  
Corporate Real Estate Director, Galeries  
Lafayette Group and Chief Executive  
Office of Citynove Asset Management

**Ugo Supino**, Treasurer  
Chief Financial Officer and Galeries  
Lafayette Group Supervisory Board  
member

**Nicolas Houzé**  
Chief Executive Officer of the Galeries  
Lafayette Group

**Arthur Lemoine**  
Director of the Galeries Lafayette and BHV  
MARAIIS Food Business Unit

## Advisors

**Chris Dercon**  
Volksbühne Director, Berlin

**Li Edelkoort**  
Trendforecaster, professor and curator

**Martin Hatebur**  
President, Kunsthalle Basel

**Laurent Le Bon**  
President, Picasso Museum, Paris

# TEAM

## Lafayette Anticipations

**Guillaume Houzé**, President  
**François Quintin**, Managing Director  
**Laurence Perrillat**, Administrator  
**Hélène Dunner**, Administrative assistant  
**Emmanuelle Canas**, Secretary  
**Jim Vivien**, Head Technical and Building Supervisor  
**Dirk Meylaerts**, Directeur of Production  
**Aude Mohammedi Merquiol**, Head of Production coordination  
**Romain Bertel**, Head of Workshop  
**Lisa Audureau**, Project manager - Collection and Production  
**Marie-Aurore de Boisdeffre**, Head of Communication  
**Madeleine Planeix-Crocker**, Project manager - Communication  
**Gilles Baume**, Head of Education and Outreach  
**Camille Richert**, Head of Publications  
**Alice Choquart**, Intern - Communication, Publication and Outreach

**Charles Aubin**, Associate curator  
**Anna Colin**, Associate curator  
**Hicham Khalidi**, Associate curator

**Société La Maîtrise**  
(Store)

**Pauline Vincent**, Head of operations  
**Thérèse Boon-Falleur**, Intern

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**Lafayette Anticipations – Fondation d'entreprise Galeries Lafayette**  
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[lafayetteanticipations.com](http://lafayetteanticipations.com)



## Practical information

**On Saturday March 10 and Sunday March 11, 2018 the Fondation will be open to the public free of charge.**

## Entrance

9 rue du Plâtre - 75004 Paris  
44 rue Sainte-Croix-de-la-Bretonnerie - 75004 Paris

## Opening hours (as of March 10, 2018)

Sunday, Monday, Wednesday: 11 AM – 8 PM  
Thursday, Friday, Saturday: 11 AM – 10 PM  
Closed on Tuesdays

## Admission

8 euros (full fee) / 5 euros (reduced fee)  
The Fondation's ground floor is accessible free of charge.



# LAFAYETTE ANTICIPATIONŠ

Fondation d'entreprise Galeries Lafayette