

# LAFAYETTE ANTICIPATIONŖ

Fondation d'entreprise Galeries Lafayette

# REVOLUTION



Press Kit  
September, 2018

9 rue du Plâtre  
F-75004 Paris



# PRESS KIT

## LAFAYETTE ANTICIPATIONS ANNOUNCES SIMON FUJIWARA'S SOLO SHOW REVOLUTION

OCTOBER 13, 2018 - JANUARY 6, 2019

*Revolution* is Simon Fujiwara's first solo show in France. Devised around the Foundation's recently renovated building, *Revolution* groups large-scale works and installations, including two major new commissions produced with Lafayette anticipations. It carries on a dialogue with the artist that began in 2014, with the enactment of his *New Pompidou* for the Foundation's prefiguration programme.

Via a group of works shown throughout the Foundation's galleries, Simon Fujiwara addresses the importance within our society of mass media and the fetishisation of the individual experience in an era of new technologies. His practice forms a complex and critical response to the omnipresent need for self-presentation in contemporary society.

The exhibition opens with a unique immersive experience. *Empathy I* (2018) was inspired by the artist's experiences of popular leisure sites, from historical tourist attractions such as Neuschwanstein Castle to theme parks such as Disneyland. Closely collaborating with a company that designs theme park rides, Simon Fujiwara has developed his own immersive simulator experience which, rather than dealing with fantasy or historical experiences, brings the viewers into the « real world » by simulating found footage and first person perspective camerawork.

By mimicking the gestures of the various people's experiences in the film, the installation suggests a physical connection between the images on the screen and the audience's own bodies.

Fujiwara's point of departure for this work was his interest in the accelerated dynamics of today's production and consumption of images in an age of mass social media. *Empathy I* radically shifts the focus from the image to the body; the artist describes the work as a "sculptural experience" rather than a film. Experienced in an intimate setting – the work can only be viewed by two visitors at a time – *Empathy I* translates and augments other people's experiences – from the tragic or the ecstatic to the banal – into one's own physical experience. As such, the duration of the work is a function of the human body's biological constraints, and its content selected according to the brain's ability to register meaning under such intense simulated physical conditions. In this sense, the images evoke the primary bodily experience of danger, stillness and speed, sadness and pleasure.

In a socio-technological climate where the individual is increasingly prized over group or mass identification, *Empathy I* reflects on an increasingly simulated world which is at once thrillingly emotive and disturbingly efficient.

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The show continues with the *Joanne* series which revolves around a number of large-format photographs and a film. Joanne Salley was Simon Fujiwara's secondary school art teacher who, in 2011, was forced to resign after topless photographs of her were circulated without her permission. The series points to the tabloids' ability to destroy this former beauty queen and, more widely, questions women's image in the mainstream media.

*The Happy Museum* was developed in consultation with the artist's brother, Daniel, a "happiness economist" who quantifies social impact as data which companies, governments and NGOs then use to evaluate policy as a means of fostering wellbeing. First produced for the 9th Berlin biennale this ongoing exhibition format assembles diverse objects and artifacts as material manifestations of deep societal contradictions. Fujiwara likens his installation to a news feed, the objects often changing or « updating » with each exhibition of the work.

On the last floor, *Likeness* is a continuation of *Hope House*, Simon Fujiwara's exhibition at the Kunsthaus Bregenz earlier this year: a full-scale replica of Anne Frank's house based on a build your own cardboard model kit on sale in the museum gift shop.

*Likeness*, which Fujiwara has produced specifically for *Revolution*, again introduces a copy into the exhibition space; in this instance a wax figure of Anne Frank produced from an amalgamation of images, sculptures and other wax figures of Anne Frank including the Madame Tussauds figure in Berlin. It shows Anne writing her diary at her desk, surrounded by objects referencing her hiding place. Eternally fragile, frozen in time, she turns to smile at the public. How much of a likeness the figure is unknown, given the few documents available to the wax sculpture production team who are former employees of Madame Tussauds.

Taking to the extreme this irresistible need for image production – already evidenced by endless streams of selfie-taking museum visitors –, Simon Fujiwara uses a *Bolt* camera robot to film the wax Anne Frank, scrutinized in a near forensic manner. As a choreographer of images, he explores the camera's ability to surround, document and dramatise the figure with disconcerting precision. Like a counterpoint to the Lafayette Anticipations machine-building, *Likeness* foretells of a mechanised world in which the notion of a collective memory clashes with the cold and invasive objectivity of moves once performed by humans.

**Press opening: Friday, October 12, 2018, 10 AM – 1 PM**



Simon Fujiwara, *Empathy I*, Esther Schipper, Berlin, 2018 (Exhibition view)  
Courtesy: the artist; Esther Schipper, Berlin  
Lafayette Anticipations – Fondation d'entreprise Galeries Lafayette, Paris



Simon Fujiwara, *Joanne*, 2016  
Courtesy: the artist; Esther Schipper, Berlin; Dvir Gallery, Tel Aviv; Taro Nasu, Tokyo  
Commissioned by Film and Video Umbrella, The Photographers' Gallery and Ishikawa Foundation.  
Supported by Arts Council England.





© Simon Fujiwara

Simon Fujiwara, *Empathy I* (film still), 2018  
Courtesy: the artist; Esther Schipper, Berlin  
Lafayette Anticipations – Fondation d'entreprise Galeries Lafayette, Paris



© Simon Fujiwara

Simon Fujiwara, *Joanne* (film still), 2016  
Courtesy: the artist; Esther Schipper, Berlin; Dvir Gallery, Tel Aviv; Taro Nasu, Tokyo  
Commissioned by Film and Video Umbrella, The Photographers' Gallery and Ishikawa Foundation.  
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# SIMON FUJIWARA



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## Biography

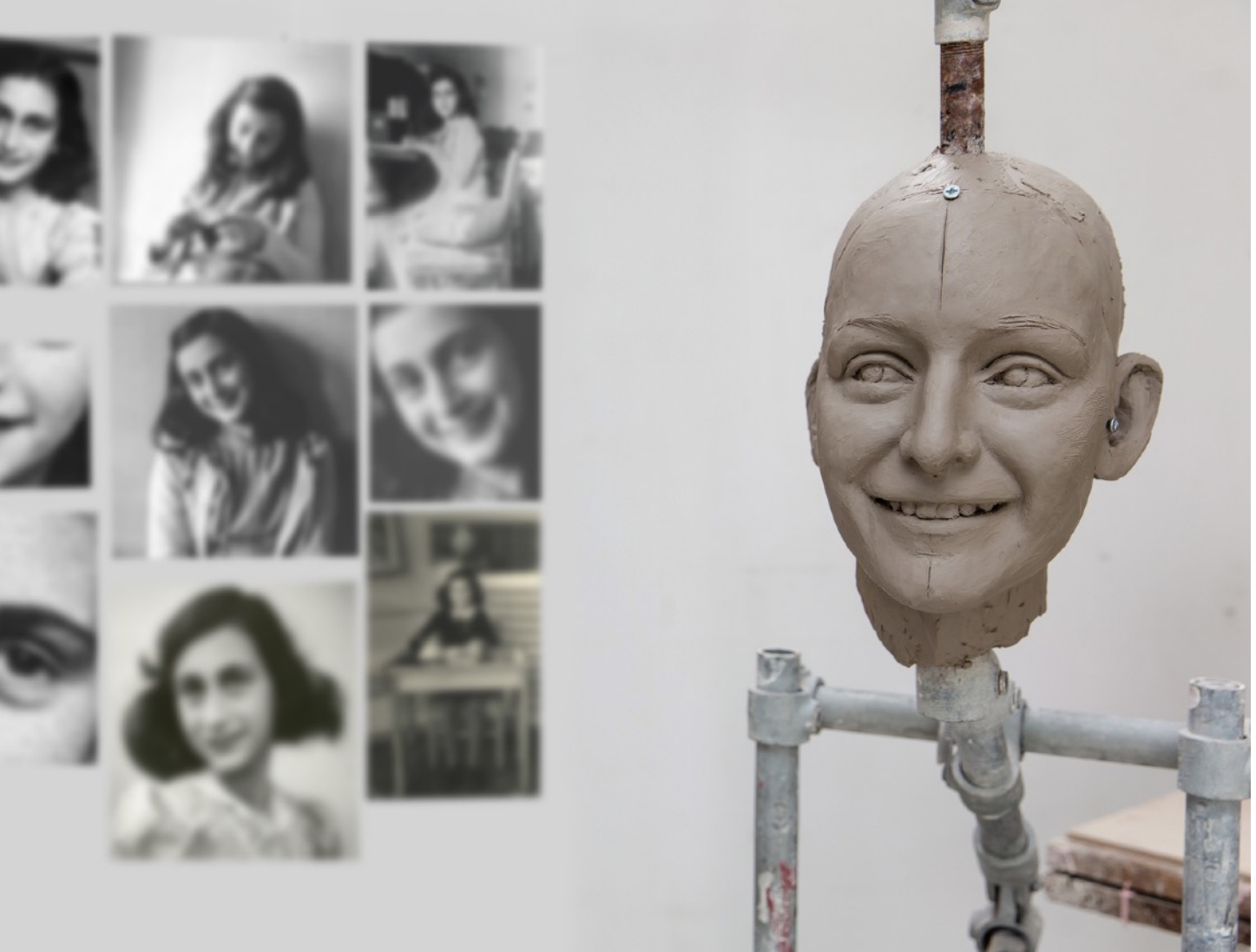
Over the past decade, Simon Fujiwara has become known for his staging of large, complex exhibitions that explore the deeply rooted mechanisms of identity construction for both individuals and societies. Addressing the inherent contradictions of image and narrative making – from social media and self presentation to marketing and history formation – Fujiwara revels in the complexity and paradox of our simultaneous quest for fantasy and authenticity.

Crossing multiple media, from sculpture and installation to video and painting and mining worlds as diverse as advertising and archaeology, Fujiwara's works are a constant reportage on the real world sources from which they draw inspiration. However, rather than simply presenting commentary, the artist creates a unique universe of his own – one that is populated with challenging and often absurd new narratives that are as intellectually rigorous as they are emotionally stimulating.

Fujiwara's recent solo exhibitions include: *Empathy I*, Esther Schipper, Berlin (2018) ; *Joanne*, Galerie Wedding, Raum für zeitgenössische Kunst, Berlin (2018) ; *Hope House*, Kunsthaus Bregenz (2018) ; *Figures in a Landscape*, Kunsthalle Düsseldorf (2016) ; *The Humanizer*, Irish Museum of Modern Art, Dublin (2016) ; *White Day*, Tokyo Opera City Gallery (2016) ; *Three Easy Pieces*, The Carpenter Center, Harvard University, Cambridge (2014) ; *Grand Tour*, Kunstverein Braunschweig (2013) ; *1982*, Tate St. Ives (2012), and *Welcome to the Hotel Munber*, Power Plant Contemporary Art Gallery, Toronto (2011).

Among recent biennials and group exhibitions are: Berlin Biennale 9, Akademie der Künste, Berlin (2016) ; *Storylines*, Solomon R. Guggenheim Museum, New York (2015) ; *Un Nouveau Festival*, Centre Pompidou, Paris (2014) ; Sharjah Biennial (2013), Shanghai Biennial (2012) ; Gwangju Biennial (2012) ; São Paulo Biennial (2010) and the 53th Venice Biennale (2009).

Fujiwara was the recipient of the 2010 Baloise Prize at Art Basel and the 2010 Frieze Cartier Award.



© Mina Milanovic

Simon Fujiwara, *Likeness*, 2018  
 Courtesy: the artist; Esther Schipper, Berlin  
 Lafayette Anticipations – Fondation d'entreprise Galeries Lafayette, Paris



© Timo Ohler

Simon Fujiwara, *The Happy Museum*, Berlin Biennale 9, 2016  
 Courtesy: the artist; Esther Schipper, Berlin



# THE STORE & CAFÉ-RESTAURANT

**The Store: À Rebours**  
46 rue Sainte-Croix-de-la-Bretonnerie  
Open every day from 11am-8pm  
Closed on Tuesday. Open on Sunday from 1-8pm

À Rebours is a small novelty shop nourished by the big ambitions of creation. Serving as the Fondation d'entreprise Galeries Lafayette's commercial alter ego, À Rebours pays tribute to Huysmans' novel of the same name. The store is particularly inspired by the book's antihero and his art of collecting, prompting him to investigate the tastes of his era. The 100 m<sup>2</sup> store offers contemporary objects - little, if not available elsewhere. Unusual, witty, useful and quirky, the selection is an answer to the emergence of new forms of production and consumption, respectful of their materials, know-hows and creators. À Rebours is the outpost for a conscious trade, open to the ideas that transform and embellish our daily life. [www.instagram.com/areboursparis](https://www.instagram.com/areboursparis)



©Martin Argyroglo

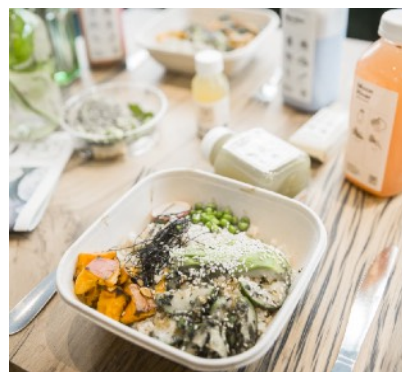


©Martin Argyroglo

**The Café-Restaurant: Wild & the Moon**  
9 rue du Plâtre  
Open everyday from 9am-7pm, and Sunday 10am-7pm. Closed on Tuesday.

Wild & the Moon is settling into the Fondation's café-restaurant space, located on the ground floor of the 9 rue du Plâtre. Inscribed in an urban movement, Wild & the Moon was created by a tribe of food lovers, in collaboration with chefs, nutritionists and naturopaths. All products are made from 100% organic, gluten-free, local, ethically sourced, seasonal and plant-based ingredients, that bring a little bit of nature in our busy lives. Wild & the Moon seeks to be the spokesperson for this all-natural and healthy movement, so as to spread its word. A slow food spirit set to an urban beat, a project harmoniously inscribed in the Fondation's ecosystem.

[wildandthemoon.en](http://wildandthemoon.en)



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# TEAM

## Lafayette Anticipations

**Guillaume Houzé**, President  
**François Quintin**, Managing Director  
**Laurence Perrillat**, Administrator  
**Hélène Dunner**, Administrative assistant  
**Emmanuelle Canas**, Secretary  
**Judith Peluso**, Head Technical and Building Supervisor  
**Dirk Meylaerts**, Directeur of Production  
**Aude Mohammadi Merquiol**, Head of Production coordination  
**Romain Bertel**, Head of Workshop  
**Lisa Audureau**, Project manager - Collection and Production  
**Gilles Baume**, Head of Education and Outreach  
**Émilie Vincent**, Welcome desk and ticketing supervisor  
**Matthieu Bonicel**, Head of Publishing and Information Technology  
**Aurélie Garzuel**, Head of Communications  
**Alice Choquart**, Project manager - Communication, Publication and Outreach  
**Oksana Delaroff**, Assistant Head of Cultural Outreach  
**Raphaël Duboscq**, Communication, Publication and Outreach Intern  
**Canele Axus**, Administration and Production Intern

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

**Société La Maîtrise**  
(Store and Café-Restaurant)  
**under the direction of François Quintin and Elisabeth Cazorla**  
**Pauline Vincent**, Head of operations

## Press contacts

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Download our press kits, visuals and archives here :  
<https://www.lafayetteanticipations.com/fr/espace-presse>

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# PRACTICAL INFORMATION

## Opening hours

Monday, Wednesday, Sunday: 11 AM - 8 PM  
Thursday, Friday, Saturday: 11 AM - 10 PM  
Closed on Tuesday

## Access

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

## Metro

Rambuteau : line 11  
Hôtel de Ville : lines 1 & 11  
Châtelet - Les Halles : lines 4, 7, 11, 14 & RER A, B & D

## Bus

Archives - Rambuteau : 29 & 75  
Centre Georges Pompidou : 38, 47, 75 N12, N13, N14 & N23  
Hôtel de Ville : 67, 69, 76, 96, N11 & N16

## Autolib'

36, rue du Temple  
37, rue Sainte-Croix-de-la-Bretonnerie

## Parking

31, rue Beaubourg  
41-47, rue Rambuteau  
4, place Baudoyer

## Admission

Tickets available on Lafayette Anticipations website as of October, 2018.

The Fondation's ground floor, café-restaurant and store are accessible free of charge.

## Membership program

Lafayette Anticipations offers its visitors the opportunity to join a privileged annual membership program. Members benefit from numerous advantages including free access to visit and revisit the Fondation's exhibits.

## Advantages

- A unique, personalized membership card, created in the Fondation's production workshops
- Fast-track access to visit and revisit exhibitions
- A reduced rate for up to two accompanying persons
- Privileged access to all events organized by the Fondation. Members benefit from a reduced rate or waived fee for all our events: workshops, performances, meetings, conferences, screenings...
- A reduction at the À Rebours store on books and Lafayette Anticipations' artist's editions

**Full individual rate:** 25 €

**Duo/Family admission:** 40 €

**Reduced individual rate:** 15 €

**Cover:** Simon Fujiwara, Likeness, 2018  
**Courtesy:** the artist ; Esther Schipper, Berlin ; Dvir Gallery, Tel Aviv ; Taro Nasu, Tokyo ; Lafayette Anticipations - Fondation d'entreprise Galeries Lafayette, Paris. Photo : Marc Damage

