

# Pierre Leguillon, *La Promesse de l'écran,* franchise à la carte

**Pierre Leguillon, *La Promesse de l'écran, an à la carte franchise***  
Running to September 2015  
7€ per evening screening, 5€ reduced admission, reservation required:  
Choose among the program offerings,  
Set the date, Form an audience!

Created by Pierre Leguillon, *La Promesse de l'écran* (The Promise of the Screen) is a mobile installation that is as much the screening of a film as a performance. Starting with a preliminary definition — a 4/3 screen opening on a 16/9 bar — the project has been adapted to different forms since 2007 and experienced in a wide range of venues, making it possible to replay over and over the screening situation and its convivial collective character in a specific here and now.

*La Promesse de l'écran, an à la carte franchise*, has been set up at the Villa du Parc for a year, giving one and all the opportunity to schedule a screening from the catalogue of Promises produced by Leguillon and bring together the audience that will take part in the event. Screenings can be devoted to typical aspects of the cinema, including credits, posters, recurring motifs, etc., or to ways of viewing film history through the representation of another medium, whether poetry, architecture, photography, or other.

Born in Nogent-sur-Marne (France), in 1969, lives and works in Brussels. His works, performances, and projections have been the subject of many monographic presentations, notably



**Pierre Leguillon, « La Promesse de l'écran »,  
a blind drawing by Diogo Pimentão,  
exhibition view, villa du parc 2014.  
Photo Aurélien Mole**

at Raven Row (London, 2011), Mamco (Geneva, Switzerland, 2010), Moderna Museet (Malmö, Sweden, 2010), the Musée du Louvre (Paris, 2009), and Artists Space (New York, 2009). Recently, the artist presented two installations at the Carnegie International, held in Pittsburgh in 2013: *A Vivarium for George E. Ohr and Dubuffet Typographer* the latter being accompanied by a book published by (SIC) in Brussels. A laureate of the Villa Médicis in 2003, Leguillon teaches at HEAD (Haute Ecole d'Art et de Design) in Geneva.