

CONTEMPORARY ART CENTER
PARC MONTESSUIT 12, RUE DE GENÈVE

SOLO SHOW
ÉMILIE BROUT & MAXIME MARION

ANNEMASSE ^{FR}

13.10 —
19.01.2019

*You
should
only have
eyes
for me*

Villa du Parc



Émilie Brout & Maxime Marion, *A Truly Shared Love*, 2018. vidéo UHD, 4'30"



Émilie Brout & Maxime Marion, *bOmb*, 2018. vidéo générative, site web, 9'58"

« We thought there were windows but actually they're mirrors »

E-FLUX JOURNAL

The contemporary art center La Villa du Parc is opening a 2018 season devoted to artists' views on the impact digital technologies are having on society. Since the early 2000s, the rapid development of digital tools and platforms has profoundly affected society in its daily habits and mores. The euphoria of the early years (access, decompartmentalization, no financial cost, sharing) has been replaced by a growing suspicion (surveillance, dissimulation, manipulation, malicious intent and abuse), making the web an unavoidable space of contrasts that has surreptitiously taken over our lives and is ripe for all of our human projections.

To kick off the season, La Villa du Parc extended an invitation to Emilie Brout & Maxime Marion, whose work has already figured in several group shows at the center, *Terrible Two* (2013) and *Les Incessants* (2015). This recent invitation gathers to a point a number of thematic lines that have run through the center's programming over the last few years, including artistic collaboration, the new uses images are put to, and the fictional interpretation of documents. The publication of *Artistes iconographes* sparked a desire to update an examination of the digital with this invitation to a duo who were born in the 1980s and are indeed very "millennial" in their interest in new technology – and whose art is grounded in the appropriation of images with or against the tools of production and diffusion.

Locating their work in a back-and-forth movement between the online sphere and the off, the two artists have focused their show at La Villa du Parc on depicting their personal and professional lives together, selecting for their first "solo" exhibition in a French art institution a dozen pieces, videos for the most part, along with an online presentation inspired by the domestic ambiance of the contemporary art center.

You should only have eyes for me

— Émilie Brout & Maxime Marion

Featuring Jimmy Beauquesne, Yannis Pérez et Ludovic Sauvage

It is this very '80s refrain by the soul duo Womack & Womack that Emilie Brout & Maxime Marion, an artist couple both at home and in the studio, have chosen as the title of their show at La Villa du Parc. "You should only have eyes for me," lovers proclaim – and, from behind their screens, innumerable internet users cry out in search of anonymous followers. As a rough guide, the hashtag #followme, for instance, is referenced some 437 million times on Instagram at this writing.

We see here the contemporary obsession with trying to grab attention, which nowadays plays out on social networks with publicly sharing selfies and other images that show off people's private lives. The race for digital popularity generates a few gems and lots of stereotypes by making hundreds of thousands of amateur images public which are indiscriminately thrown together with advertising images that imitate or mold them in a virtual commercial strategy that is perfectly calibrated and runs like a well-oiled machine.

It is this now viral cliché imagery that Emilie Brout & Maxime Marion appropriate in their films and installations, using the tools made available by the web while taking amateur practices and uses to the extreme.

In the register of online appropriation, the artists' new film "bOmb" features lines from the famous poem of the same name by the American Beat poet Gregory Corso. The lines are translated into French by the artists using a search engine looking for images posted on the internet. With each viewing the film shows the images with the greatest number of references that their search yielded, creating a hypnotic film-poem that is constantly changing. Corso's love poem dedicated to the atomic bomb, which draws on the whole world and a vast range of references, favors the diversity of images that is representative of web culture, whose flow is conveyed by the poet's own voice, which has been reworked on a magnetic soundtrack. At La Villa du Parc the piece echoes an immense digital blaze of chimney fires crackling away, for the ambiance apparently.

In counterpoint to this carefully worked apocalypse in the bottomless well of the

circulation of data, which, by the way, affiliates the artists with the great post-internet family of prosumers (that is, producers and consumers), Emilie Brout & Maxime Marion reverse the situation in a series of pieces where they work themselves into other people's images. Thus, in "Ghosts of Your Souvenir," a series of photographs exploring photobombing (i.e., the art of getting yourself into others' photos to wreck them), they strike poses at tourist sites and then hunt down their discreet presence in the background of images spread on the social networks.

Drawing on recent professional and recreational technologies like virtual reality, the artist couple cultivate a comical DIY dimension in the film "dp," conjuring up the experiments from the early days of cinema. Vacation pictures, a walk in their neighborhood, a gallery opening, even a sex tape, it is the whole online iconographic tradition of day-to-day reality and family life which they form a memory of.

They are working on a film project, moreover, and the two have decided to feature the soundtrack in a special preview at La Villa du Parc. "A Truly Shared Love" is a love film where they are the main actors. The film consists of a montage of sequences that have also been made available separately for sale on Shutterstock, an image platform that provides illustrators, visual artists, and advertisers with images that are free of any copyright. Formatted, scripted, and filmed to correspond to the platform's many content limitations, the film shows their daily reality through the lens of a disturbing oddness in a consciously struck balance between authenticity and obvious distancing, private space and the mass diffusion that goes on over the internet.

Throughout the featured works then there appears a kind of subdued ode, fascinating and harrowing, in which there is an endless shifting between the real and the virtual, and where the artists' talents are put to crafting a vision of their private world that is both sincere and cut from the whole cloth.

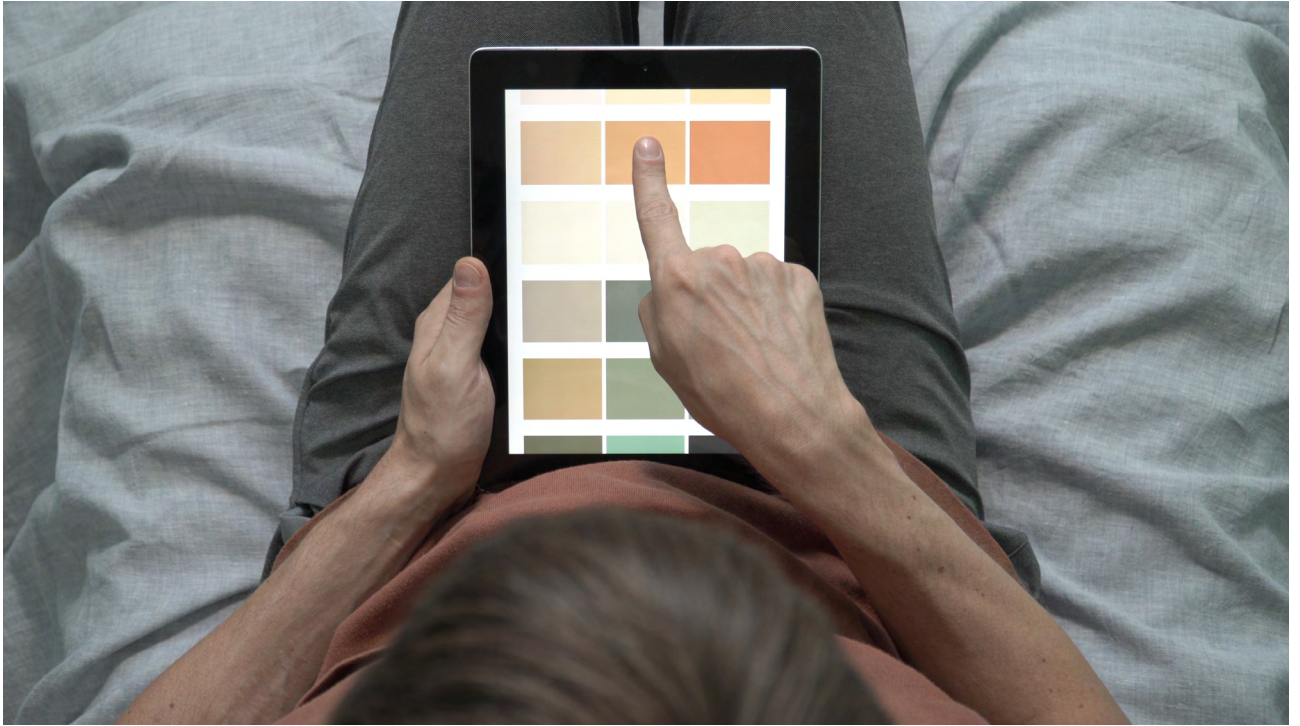
Garance Chabert,
Curator



Émilie Brout & Maxime Marion, Nakamoto (*The Proof*), 2014 - 2018, impression à pigments sur feuille backlit, scanner HP N6350, leds, papier, 50 × 90 × 10 cm



Emilie Brout & Maxime Marion, *Dérives*, 2011-2014
vue de l'exposition *Le Temps de l'audace et de l'engagement*, 5th ADIAF Triennial , 2016, curated by Nathalie Ergino, Institut d'Art Contemporain de Villeurbanne, FR



Émilie Brout & Maxime Marion, *A Truly Shared Love*, 2018. vidéo UHD, 4'30"

Émilie Brout & Maxime Marion

Born in 1984 et 1982, live and work in Paris.
They are represented by the gallery 22,48 m²
(Paris).

They begin to work together at l'ENSAD Lab
in Paris, they have followed for two years.
Their work have won Arte Laguna price and
Talent Contemporain of fondation François
Schneider. They have been in numerous
group shows in France and world wide, such
as : *Untitled Miami Beach*, OCAT Shenzhen
(China), Daegu Art Museum (South Korea),
London Art Fair (GB), Museum of Modern and
Contemporary Art of Rijeka (Croatia), Loop
Barcelona (Spain), at Centre pour l'Image
Contemporaine in Geneva, at Palais de Tokyo
in Paris, at FRAC Haute-Normandie.

You should only have eyes for me is their
first institutional solo show.

More infos :

www.eb-mm.net

www.2248m2.com/2010/08/emilie-brout-et-maxime-marion.html

informations and pictures on request:
communication@villaduparc.org

MANY THANKS TO GALLERY 22,48 M², PAVILLON BLANC, ART
CENTER IN COLOMIERS AND TO DRAC ILE-DE-FRANCE AS
WELL AS JIMMY BEAUQUESNE, ROSARIO CALTABIANO,
GARANCE CHABERT, PRISCILLA CORDA, MICHEL DELAJOU, D,
KEVIN DESBOUIS, VANESSA FORAY, CARINE KLONOWSKI, RÉMI
MASSE, YANNIS PÉREZ, ALEXIS PIERREL, LUDOVIC SAUVAGE,
MARIE SCHMITT.

EVENTS

Opening

Saturday 13.10 at 5:30 pm with the artists

Public speaking by Kevin Desbouis

Guided tours

3€, free for members and -12 yo

Friday 26.10 at 12:30 pm

Tuesday 13.11 at 5:30 pm

Friday 14.12 at 12:30 pm

Workshops

on reservation at communication@villaduparc.org

— **Friday 16.11 at 2 pm**

Writing workshop for adultes

by Marie-Pascale Saillet

— **Wednesday 12.12 at 3 pm**

Philosophy workshop for kids 6-12 yo
by Céline Ohanessian

End of the show

Saturday 19.01

Program to come

White Mirror

Saison 2018-19

The contemporary art center Villa du Parc is an exhibition venue dedicated to today's visual and artistic practices and located in Annemasse (the city bordering Geneva). Steadfastly focused on contemporary artmaking, the Villa du Parc is a hub for artists and the production and creation of art, as well as a center for promoting and transmitting contemporary art to the general public. The creation of works of art is part of the main concerns of contemporary art that the Villa du Parc actively supports. Invited artists contribute to the vitality of contemporary art and enjoy national and even international exposure.

The Villa du Parc is committed to a program of events that is grounded in a diversity of practices, just as the field of contemporary art (painting, drawing, photography, video, writing, etc.). Each year a particular theme for the season is addressed, through 4 or 5 solo or group shows, whether esthetic, societal or geographic, making it possible to tackle a notion or field of activity from several points of view and timeframes.

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Villa du Parc
Centre d'art contemporain

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+33(0) 450 388 461 / www.villaduparc.org
ouvert du mardi au samedi
de 14h à 18h30 et sur rendez-vous



Villa du Parc