Multiple Art Days
la maison rouge
10 bd de la bastille, 75012 Paris
www.multipleartdays.com

Contemporary art is getting multiplied!
Rendez-vous at la maison rouge.
MAD #1
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Held at la maison rouge from May 22 to 24, 2015, MAD is a new fair dedicated to limited art editions, for everyone who wants to collect art multiples in their many different forms. This annual event displays a panorama of contemporary publishing practices from zines to rare objects: prints, photographs, multiples, artists’ books, videos, audio CDs... Much more than a fair, MAD revolves around the figure of the publisher, the most independent and versatile actor in today’s art world.

Publishers will offer editions, often small in number and difficult to find, for between 20 € and 20000 €. Books by Christian Boltanski, posters by the Guerilla Girls, embroideries by Annette Messager, lithographs and etchings by Marc Desgrandchamps, Tacita Dean or Georg Baselitz, a neon by Claude Lévêque, CDs by Dorothy Iannone or even a brass tooth by David Shrigley.

Taking over the entire space of la maison rouge, a Parisian institution dedicated to contemporary creation, MAD#1 brings together 70 international publishers. The interior design, original and innovative, is orchestrated by French artist Stéphane Magnin. Tables, couches and screens from his Do-It-Yourself Library will be produced in wood and cardboard. His furniture will be available to the public for purchase during the event. Reflecting the growing importance of publishing for today’s artists, MAD is inviting creators who work closely with a wide range of perpetually evolving techniques. MAD is also a curated exhibition, showcasing selected projects by each participant.

3 days of performances, concerts, signatures and discussions on editorial trends in contemporary art. 3 days with artists, writers, art and book dealers, publishers, collectors.

www.multipleartdays.com

Open to the public Friday, May 22 and Saturday, May 23 from 12 pm to 7 pm, and Sunday, May 24 from 12 pm to 6 pm
70 PUBLISHERS (list in progress):

AH AH AH éditions (France)  
art&fiction, éditions d’artistes (Switzerland)  
Atelier Boba (France)  
Bartleby & Co. (Belgium)  
Benveniste CP & P (Spain)  
Bernhard Cella (Austria)  
Book Works (United Kingdom)  
Bernard Chauveau éditeur (France)  
Cneai = (France)  
Cent pages (France)  
David Krut Projects (South Africa/United States)  
Dirk K. Bakker Boeken (The Netherlands)  
Editions Dilecta (France)  
Editions du détail (France)  
Editions Incertain Sens (France)  
Florence Loewy (France)  
Friville éditions (France)  
Gagarin (Belgium)  
Galerie Alain Gutharc (France)  
Galerie Allen (France)  
Galerie Catherine Putman (France)  
Galerie Gabrielle Maubrie (France)  
Galerie Jocelyn Wolff (France)  
Galerie Jordan/Seydoux - Drawings & Prints (Germany)  
Galerie Loevenbruck (France)  
Galerie Metropolis (France)  
Galerie Perrotin (France)  
Gb agency (France)  
Galerie des Multiples (France)  
Grey Area (France)  
Hand Art Publisher (France)  
Harpune Verlag (Austria)  
Iconomoteur (France)  
Jacob Fabricius (Denmark)  
JAP/Jeunesse & Arts plastiques (Belgium)  
Julian Page (United Kingdom)  
Keymouse (Belgium)  
LN Editions (France)  
Lendroit éditions (France)  
Le Salon - ESAL (France)  
Les éditions les livres sont muets (France)  
Librairie D.Lecointre - D.Drouet (France)  
Macumba night club editions (France)  
MAY revue (France)  
MFC-Michèle Didier (France)  
Michael Woolworth Publications (France)  
MOREpublishers (Belgium)  
Motto (Germany)  
The Multiple Store (United Kingdom)  
m.u.r.r & GOL records (France)  
Niels Borch Jensen Gallery & Editions (Denmark/Germany)  
OEI editör (Sweden)  
onestar press (France)  
Optical Sound (France)  
Prints, things and books by artists (France)  
Royal Book Lodge (France)  
RVB Books (France)  
Sims Reed Gallery (United Kingdom)  
Three Star Books (France)  
Toluca (France)  
URDLA (France)  
Ville ouverte / Les Douches la Galerie (France)  
Spector Books (Germany)  
We Do Not Work Alone (France)  
What You See Is What You Hear (France)  
Wink Edition (France)  

CURATED BOOTHS:

Mathieu Mercier  
creates a booth bringing together self-published, « equitable » multiples by various artists

Pierre Ponant & Christophe Jacquet  
invite 10 artists and designers to show their graphic works

Jean-Max Colard & Antoine Dufeu  
present a selection of books on literature and the art of exhibitions
MAD IN (in progress):
Concepts, performances, concerts, signatures and discussions.

TALK by Pork Salad Press, Jacob Fabricius, OLD NEWS.
SOUND by G.O.L, Ravi Shardja, Samon Takahashi, Frédéric Rebotier and Jean-Marcel Busson.
MAPPING by Stéphane Pencréac’h, Le Mirador. Video mapping, 12 minutes
TALK by Specter Books, Léo Favier, Comment tu ne connais pas Grapus?
SOUND by Hand Art Publisher, Zabo Chabiland.
PARFUM by Julie Portier, Comme chez Séphora.
CHAT by Friville Editions, Dominique De Beir...
FILM by Yona Friedman, animated films.

CHECKERS by Claude Rutault, Philippe Bissières, ... d/m 184
SET by Optical Sound - records & fine arts.
ACTION by Nicolas Giraud, The great master of art history of Jacques Chirac.
TALK by Bernhard Cella, Salon für Kunstbuch, Michael Granner, NO ISBN.
CHAT by the revue RIP, Antoine Dufeu, Franck Smith.
ACTION by Geoffroy Lowe, Sébastien Pluot, Jacqueline Riva, Yan Sérandour, Une traduction d’une langue à l’autre, lie detector. Based on EKGs.

CURATORS
Sylvie Boulanger, director of the CNEAI = (Centre National Édition Art Image)
Michael Woolworth, director of Atelier Woolworth

Sylvie Boulanger is a curator, publisher and researcher, and has been director of the CNEAI (Centre National Édition Art Image de Chatou, France) since 1997. A specialist in contemporary art publishing, she previously spent ten years working on artistic production at the French minister of culture, and on art in public spaces (as founder of the Société Art Public Contemporain). She founded the collection FMRA in 2002 and the “Salon Light” in 2004. She is a member of the research committees and editorial boards of: Valuations / ENSA Nancy, Xi’jiitang Offshore Shanghai - Pratiques Domestiques / ESAAA-Annecy - Living Archive / ESBA-Talm Angers, SFAI San Francisco - Art By Telephone / ESBA-Talm Angers, SFAI San Francisco - EDITH / ESADHAR Rouen Le Havre, Haute Alsace University Mulhouse - ESAD Grenoble Valence - Multitudes.
She has curated more than one hundred fifty exhibitions and published one hundred twenty books.

Michael Woolworth is a publisher and master printer. He is director of the Atelier Michael Woolworth, founded in Paris in 1985 and located at the Place de la Bastille. The workshop has increasingly become a kind of laboratory for creation where the art of printing is constantly reinvented. He produces exclusively original editions in limited runs, signed and numbered by artists who are invited to work in the atelier. Such artists as Jim Dine, Sean Scully, José Maria Sicilia, Günther Forg, A.R. Penck, Barthélémy Toguo, Djamel Tatah, Stéphane Pencréac’h, Jean-Michel Othoniel, Bertrand Lavier, Allen Jones, David Shrigley, Marie-Ange Guilleminot or Jaume Plensa, among many others, have come to work on the atelier’s hand presses. In 2011, he was named Chevalier dans l’ordre des Arts et des Lettres by the French government and also received the official title of Maitre d’art. In 2012, his workshop was honored with the label EPV (Entreprise du Patrimoine Vivant), part of France’s cultural heritage.

SELECTION COMMITTEE
Paula Aisemberg, Daniel Bosser, Jean-Max Colard, Michèle Didier, Laurie Hurwitz and Mathieu Mercier.
A GLIMPSE OF WHAT YOU CAN COLLECT AT MAD#1 BETWEEN 20 € AND 20 000 €

Claude Lévêque
Venin, 2013
Red neon
10 x 39.5 cm
Edition of 17
Wink Edition
15 000 €

Jonathan Meese
Keramik Books, 2009 - 2012
Series of 38 unique book-objects
Each cover decorated with a ceramic sculpture by Jonathan Meese and Juli Susin
Edition Royal Book Lodge
Price on request.

Christian Boltanski
Les Habitants du Louvre, 2009
Edition of 40 books in a boxed set, containing 80 matching cards, signed by Christian Boltanski and Jacques Roubaud
Editions Dilecta
700 €
Olaf Nicolai & Jan Wenzel

*Labyrinth. Four times through the labyrinth*, 2013
320-page book
18.7 x 12.7 cm
Edition of 150
Spector Books and Rollo Press
12 €

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Jacob Fabricius with contributions by Thomas Hirschhorn, Karl Holmqvist, Anri Sala, Lee Renaldo, Céline Duval, Ed Ruscha, etc.

*Old News 1, 2 et 3*, 2004-2006
Newspaper
56 x 39.5 cm
Pork Salad Press, CNEAI = and Dunkers Kulturhus
60 €

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Pat Andrea

*Rape*, 2012
Etching
38 x 32 cm
Edition of 7
Benveniste CP & P
650 €

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Glen Baxter

*I think I prefer*, 2009
Screenprint
65 x 50 cm
Edition of 150
Prints, things and books by artists
120 €
Dorothy Iannone

Imperturbable, 2013
2 audio CDs in a 33T cover, digital printing
31,5 x 31,5 cm.
Edition of 50
CNEAI = 80 €

John Giorno

Catch a falling knife, 2005
Etching. 120 x 120 cm
Edition of 20
CNEAI = 2 000 €

Georg Baselitz

Fortuna, 2010 - 2011
Etching
84,5 x 65,5 cm
Edition of 10
Editions Galerie Catherine Putman, Paris
3 800 €

On Kawara

One Million Years, 1999
Book in 2 volumes, 4024 pages total
14,4 x 10,5 cm each volume
Edition à 60 exemplaires
Editions Micheline Szwajcer and Michèle Didier
2 400 €
Maurizio Cattelan
The Three Qattelan, 2010
The Taste of Others, 2011
Set of three editions
32.5 x 43 cm each
Edition of 1000 each
Three Star Books
1 200 € the set

Marc Desgrandchamps
Confrontation, 2014
Lithograph
164 x 124 cm
Edition of 18
Michael Woolworth Publications
3 000 €

David Shrigley
Brass tooth, 2009
Solid polished brass, wooden box
30 x 3,5 x 25 cm
Edition of 80
The Multiple Store
2 800 €
**François Morellet**  
*Ondes parasites 3*, 2014  
Diptych. Set of 2 silkscreen prints  
60 x 60 cm.  
Edition of 27  
Jordan/Seydoux - Drawings & Prints  
2 200 € le diptyque

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**Annette Messager**  
*Ma collection de proverbes*, 1974-2012  
Set of 15 hand-embroidered, white-cotton cloths  
Each set includes of the same 13 proverbs and 2 unique proverbs.  
35 x 28 cm each  
mfc-michèle didier  
6 000 €

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**Tacita Dean**  
*Quatemary*, 2014  
Polyptych. Set of 5 photogravures  
234 x 683 cm (framed)  
Edition of 8  
Niels Borch Jensen Editions  
78 000 €
STÉPHANE MAGNIN,
MAD DESIGN

A

B

C

D
Stéphane Magnin, born in 1965 in Paris, lives and works in Cap d’Ail.

Stéphane Magnin considers artworks as protean spaces with spatiotemporal qualities, like platforms that are perpetually being modified. His structure can be presented in the form of «models,» «temporary surface areas,» «spacecrafts» or «modules.» His work often refers to avant-garde art, science fiction or architecture from the 1960s and 1970s. In his work, he aspires to provoke encounters and invites the public to participate in group activities that resemble games. His work has been shown at the Venice Biennial in 2003 at the Museum of Modern Art in New York, the Ludwig Museum in Cologne, at the 2008 Manifesta, at the Basel Kunsthalle and at the Mamco in Geneva.

Stéphane Magnin’s installations are frequently unexpected.
PARTNERS
MAD #1 is organized in partnership with the CNEAI = (Centre National Édition Art Image) and la maison rouge / Fondation Antoine de Galbert, and benefits from the support of Smurfit Kappa and the Conseil Régional d’Île-de-France

cneai =
CNEAI = CENTRE NATIONAL ÉDITION ART IMAGE
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cneai@cneai.com

A national center for contemporary art dedicated to published works, the Cneai – Centre national édition art image – has, since 1997, developed a model for collaborative programming: organizing research groups and editorial programs (a catalogue of 600 multiples and 150 publications), exhibitions and events, including research (laboratories and seminars) and mediation. The artists and contributors are offered residencies at the “Maison flottante,” conceived by the Bouroullec brothers in 2007. The FMRA collection, which is open to the public, brings together 12,000 books and artistic ephemera. The Cneai dynamically combines the artistic fields that define the various frontiers of visual experience, merging sound art, performance, choreography, graphic design, and literature and scientific research.

LA MAISON ROUGE - FONDATION ANTOINE DE GALBERT
www.maisonrouge.org
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Founded by Antoine de Galbert, a private art collector and prominent figure on the French contemporary art scene, the maison rouge was inaugurated in Paris in June 2004. Its goal is to promote various facets of contemporary creation through a program of temporary exhibitions. More than 1,300 square meters of exhibition space are given over to independent curators, invited by the maison rouge to explore the diverse range of contemporary artistic experimentation, often by way of important private collections from around the world. By inciting and initiating various artistic experiences, the foundation aims to encourage the multiplicity of practices and approaches to contemporary creation.

Smurfit Kappa

SMURFIT KAPPA

One of the leading manufacturers of paperboard and paper-based packaging solutions in France and throughout Europe, Smurfit Kappa creates solutions adapted to its clients’ everyday needs and helps them promote their products. For many years, Smurfit Kappa has been developing a business strategy called “Open the future,” which emphasizes the group’s goal to increase its customers’ and partners’ growth through an innovative, forward-thinking approach.
GENERAL INFORMATION

ADMISSION FEES:
Full price: 5€
Free admission: under-18s, students, members of collectors’ associations and museum friends

OPENING HOURS:
Open to the public Friday, May 22 and Saturday, May 23 from 12 pm to 7 pm, and Sunday, May 24 from 12 pm to 6 pm

PROGRAM:
Thursday, May 21
4 pm = Press preview
6 pm – 9 pm = Opening

Friday, May 22
11 am – 12 pm = VIP breakfast for collectors and partners
12 am – 7 pm = Events and performances

Saturday, May 23
11 am – 12 pm = VIP breakfast for collectors and partners
12 am – 7 pm = Events and performances

Sunday, May 24
11 am – 12 pm = VIP breakfast for collectors and partners
12 pm – 6 pm = Events and performances

For all questions, please contact Barbara Quintin
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