

AVP

Saison 2013

Adresse

13 rue du panier 13002 Marseille

Marseille

CALL FOR ENTRIES

AVP SAISON IV /// 6 ARTISTS /// 6 ROOMS /// 1 HOUSE.



- Saison IV -



*This 17th century old Mansion
invites its guests to sleep in
a contemporary work of Art.*



NO LIMIT TO CREATIVITY.



+1 LIKE



AU VIEUX PANIER

HOTEL PARTICULIER
MARSEILLE

SITUATED IN THE HISTORICAL
CENTER OF MARSEILLE,
AVP IS AN URBAN MAISON D'HÔTES.

{ 2013 }
European Capital

6 ARTISTS 6 ROOMS 1 HOUSE.

IDEALLY SITUATED IN THE HISTORICAL CENTER OF MARSEILLE, AVP IS AN URBAN MAISON D'HÔTES. THIS 17TH CENTURY OLD MANSION INVITES ITS GUESTS TO SLEEP IN A CONTEMPORARY WORK OF ART.

- SPIRIT -

The building puts together Art and Decadence in a creative and open atmosphere, synonym of freedom of expression and lifestyle. This Mansion is first of all dedicated to artistic creativity. However at the same time it must stay warm and comfortable for its guests who will live a singular experience.

Lifestyle



- CONCEPT -

A positive and constructive step

Ephemeral showroom : its an evolving place, it also turns into "an Art gallery", thanks to the temporary work of Art intended for sale. **Design :** furniture's that underlines artistic installation. **Comfortable & Cheerful :** in this homely shelter, our ambition is to create a "moment" in one's life that one will want to keep in memory.

A PLACE OF ARTISTIC INSPIRATION WITH AN ONGOING HISTORY



- Saison III -

Matthias Olmeta, Tilt, Mourad Messoubour, Mass Confusion, Eugénie Bergeon, Philippe Baudelcoque, The Wizard, Toma L.

- Saison II -

Clément Jolin, Justin Blyth, Gaëlle Villedary, Mothi Limbu, Alex Orvane & Oliver Lerouge, Guillaume Chamahian, Véronique Sarafian, Toma L.

- Saison I -

Stéphane Manel, Tous des K, Fred Calmets, L'Artmada, Claire Leina, Jérôme Romain, Toma L.





- Saison III -

A R T I S T S 2 0 1 2 X 6



MATTHIAS OLMETA // TILT // MOURAD MESSOUBEUR // MASS CONFUSION // EUGÉNIE BERGEON // PHILIPPE BAUDELOCQUE



Tilt



Mourad Messoubour



Matthias Olmeta



Philippe Baudeloque



Eugénie Bergeon



Mass Confusion

Artistes COMMONS PARTS : THE WIZARD // TOMA L.



Text



- Saison II -

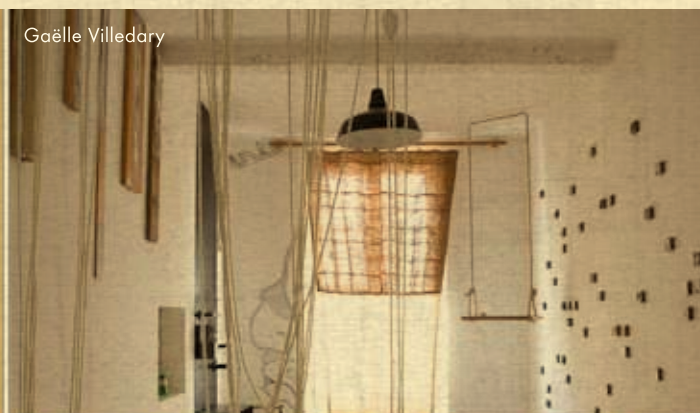
ARTISTS 2011 X 5



CLÉMENT JOLIN // JUSTIN BLYTH // GAËLLE VILLEDARY // MOTHY LIMBU // ALEX ORVANE & OLIVER LEROUGE



Clément Jolin



Gaëlle Villedary



Alex Orvane et Oliver Lerouge



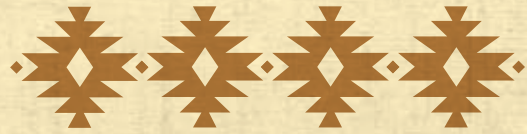
Justin Blyth



Mothy Limbu

Artistes COMMONS PARTS : GUILLAUME CHAMAHIAN // VÉRONIQUE SARAFIAN // TOMA L.





- Saison I -

ARTISTS 2011 X 5



STÉPHANE MANEL // TOUS DES K // FRED CALMETS // L'ARTMADA // CLAIRE LEINA



Artistes COMMONS PARTS : JÉRÔME ROMAIN // TOMA L.



Text

DEMOLITION' *Arty* PROJECT 2009

WHILST AWAITING THE OPENING, AVP INVITED ARTISTS TO COME AND EXPRESS THEMSELVES ON THE BUILDING SITE DURING THE RENOVATION.

De septembre 2009 à février 2010, sont passés: Laurence Vuagnoux LO-VX / Guillaume Lebourg / Max Coubes aka Lamoniack / Jérôme Romain / Cedric Viollet / Guillaume Jolly / James Reeve / John Carriere / RVCA / ED the WhiteMan / Valerie Saalen / SofiSki (Sketch City) / Magicien Deuz / Re-zine / AcetOne / Ohido / PQ Family / Remi Faure / Spazm / a. / Baze / Cross2 / Seize Galerie / Carhartt / La Dame Noir / Claire Leina / Alix de Moussac / Underten / Guillaume Legoff (Clark) / Rimek / Goner / Tony Conti / Mr.Pimpall / Eric Foucher / José Lamali (Kulte Team) / Mothi Limbu (Kulte Team) / Venar / Pedro / Anthoni Dettori / Revert / Gerry Johnson (Cultcrusher) / Florian Fusy (Tous des K) / Half a Rainbow / Consum / Elzo / Virgo Music / Caroline Hanny / Bunny & Claude / Matt Gamet (Kulte Team) / Théophile Pillault / Claire Dantzer / Freak Fabric / 5M ...

For the curious ones: demolition-arty.blogspot.com







- Saison IV -

AVP INVITES YOU TO DESIGN AND INVEST ONE OF THE 6 BEDROOMS

- GAME RULES AND SCOPE OF WORK -



YOU WILL IMAGINE AND PROPOSE TO AVP AN ARTISTIC PROJECT FOR A ROOM,
TAKING INTO ACCOUNT THE FOLLOWING POINTS:

1. You will have to invest and design one of the six rooms of the Maison d'hôtes.
2. Your artistic support is a bedroom. Thus it is important not to neglect the guest' access, welcome and comfort.
3. We impose virtually no limit to creativity.
However all « removable » works of art are potentially for sale.
4. Respect the technical facilities of the room (electricity, plumbing...)
5. Give priority to originality and diversity of the artistic project and used material
6. Mutually agreed budget for implementing your project (furniture's will we an external partnership)
7. Agree terms and conditions of sale of each work of Art.

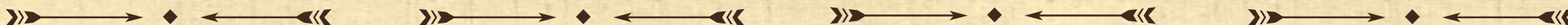
AVP COMMITS TO

1. **Finance** : Travel costs incurred by Artists to come to the Maison d'hôte
2. Lodging and meals during the implementation of the Art project.
3. Costs of small supplies
4. Room furniture / decoration budget, except artist creation
5. Provide maximum exposure to the artists by integrating them in all communication media of the Maison d'hôte: Internet site, press releases, catalogue, as well as the social networks on which the Maison d'hôte is present.

When they talk about *us*,
they talk about *you!*

Outside the walls:

The whole idea is to create a dynamic partnership with regional arts venues (gallery, institution, music label, clothing line) in order to present and promote your work outside the walls of the hotel.



▶ RETRO PLANNING

🌸 November 2012 🌸							⬆ December 2012 ⬆							🌀 January 2013 🌀							🏠 February 2013 🏠						
mon.	tue.	wed.	thu.	frid	sat.	sun.	mon.	tue.	wed.	thu.	frid	sat.	sun.	mon.	tue.	wed.	thu.	frid	sat.	sun.	mon.	tue.	wed.	thu.	frid	sat.	sun.
29	30	31	01	02	03	04	26	27	28	29	30	01	02	31	01	02	03	04	05	06	28	29	30	31	01	02	03
05	06	07	08	09	10	11	03	04	05	06	07	08	09	07	08	09	10	11	12	13	04	05	06	07	08	09	10
12	13	14	15	16	17	18	10	11	12	13	14	15	16	14	15	16	17	18	19	20	11	12	13	14	15	16	17
19	20	21	22	23	24	25	17	18	19	20	21	22	23	21	22	23	24	25	26	27	18	19	20	21	22	23	24
26	27	28	29	30	01	02	24	25	26	27	28	29	30	28	29	30	31	01	02	03	25	26	27	28	29	30	01

- ▶ **30TH OF NOVEMBER :** Receipt of pre-projects (trend book) *
- ▶ **10TH OF DECEMBER :** CONFIRMATION OF RETAINED PROJECT
- ▶ **20TH DECEMBER :** Validate Definitive Projects**
- ▶ **18TH OF JANUARY < 21TH OF FEBURARY :** Implementation (maximum 10 days)
- ▶ **MARCH :** Private View

* trend book : As a resident, you will need first to provide a general overview of your project with a letter of intent accompanied by drawings, sketches or photos of your work. Do not pick and choose a room, before your project is validated.

Identify the different materials and media used (painting, video, drawings on walls, hanging, installation ...)

** Additive Infos : Plans / photos / providing measure and possibility to visit the place.

PRESS RELEASE 2012



MAGAZINES

LE FIGARO
L'EXPRESSE
L'EXPRESSE STYLE
LA PROVENCE
COTE MARSEILLE
CONDE NAST TRAVELLER (Russie / UK)
TRAVEL + LEISURE (Mexique / Turquie / UK / USA)
ESCAPE 360
AIR France MAGAZINE
RYANAIR MAGAZINE
EMIRATES HOME
Aeroflot in-flight magazines (Russia)
EL PAIS
Volta ao Mundo
GRAFFITIART MAGAZINE
QUALITY MAGAZINE
THE INDEPENDANT
NYTIMES
MONOCLE
THE DAILY MAIL
QVEST MAGAZINE
PLASTIK MAGAZINE
ART UKRAINE
D-CODE
SUNDAY TIMES
Dear Magazine (Italie)

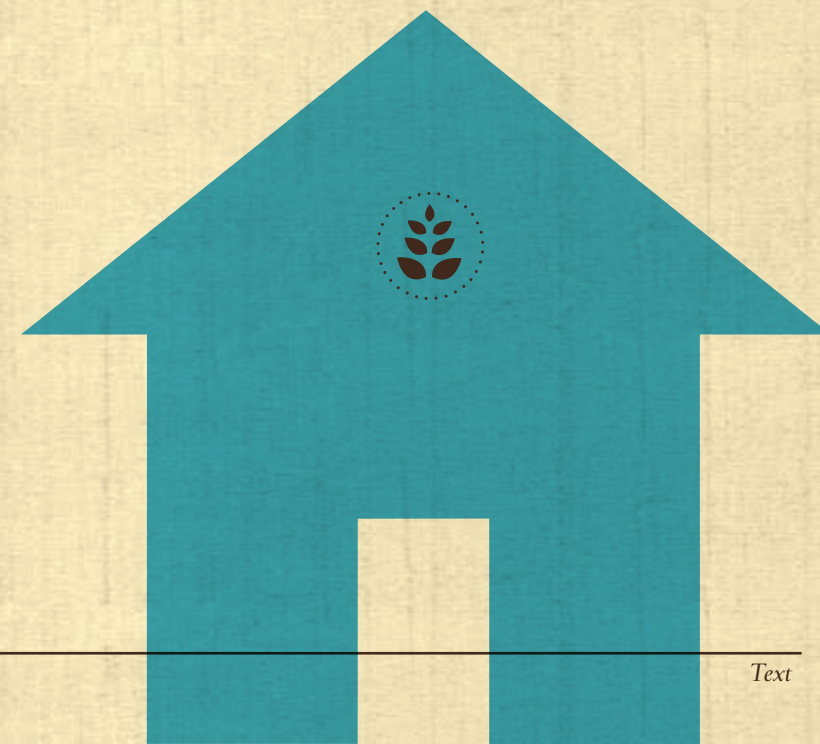
Perspective Magazine (Hong Kong)
Getaway! Magazine (Indonesia)
Glamurama (Brésil)
Dobre Wnetrze (Pologne)
LUEL Magazine (Corée)
New Black Global Trends (Australie)
Mabuhay Magazine (Philippine)
Taschen
COVER (Allemagne)
MB magazine (Mercedes Benz Mag)
El Periodico
FIGARO Madame

BLOG

FFFFFOUND
FUBIZ
MODERNMET
OTW VANS
NOTCOT
TEXTILE ART CENTER
VANDALOG
SLAMXHYPE
ELLE (République Tchèque)
THINKBIGCHIEF ITALY
TERMINAL U
LA ESTAMPA
Huffington Post (UK)
LE MONDAIN

TV & RADIO

Rest of the World Argentina
Futura Fashion Italy
Canon TV
Monocle TV
Radio Nova
Radio Grenouille



PRESS RELEASE 2011/2010



MAGAZINES

FIGARO MAGAZINE
L'EXPRESS
L'EXPRESS STYLE
ELLE
BE
ELLE DECO
MONITOR
ON THE TABLE
ELLE DECOR ITALIA
BRITISH AIRWAYS HILIFE MAGAZINE
NYTIMES
THE GUARDIAN
WASHINGTON POST

BLOG

NYTIMES
THE GUARDIAN
WASHINGTON POST
BAHIGH LIFE MAGAZINE
TRY SOMETHING A LITTLE DIFFERENT
FRANCESOIR
CLIK CLK
LES INROCKS
CLARK
GRAFFBOMBZ
SESSUN
MY LITTLE MARSEILLE
ARTSKILLS
DESIGNYOUSTRUST

TV

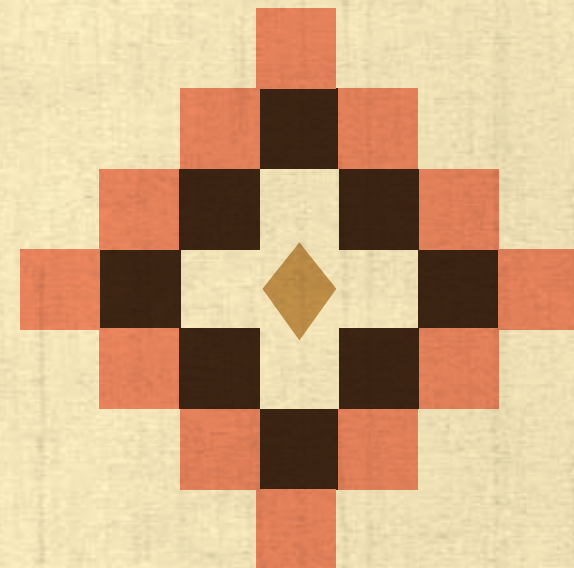
TEVA DECO
TELEMATIN
BFM
TF1 JT DE 20H
LCM JT DU WEEK-END
PARIS PREMIERE « INTERIEURES »

2010

GLAMOUR
CONTACT
FOCUS
ELLE
L'HEBDO MARSEILLE GRAZIA
MAISONS ET DÉCORS
ELLE DECO RÉSIDENCES IMMOBILIER
SEATRADE CRUISE REVIEW

DEMOLITION ARTY

Clark magazine
Kultorama
Cahiers Marseillais December-January-February 2009
France3 • www.clarkmagazine.com/guillaume/un-week-end-a-marseille-part1/
• www.mespaz.com/?p=737
• www.novoidplus.com/news/demolition-arty-project-1189
• kulte1998.blogspot.com/2009/10/kulte-vs-demolition-arty.html
• www.artskills.net/archives/2713
• <http://www.last-concept.com/v1/2009/11/demolition-arty/>
• <http://designyoustrust.com/2010/01/15/alix-de-moussac-for-demolition-arty/>



CONTACT



FOR FURTHER INFORMATION // PLEASE CONTACT //



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