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AVP WHAT IS IT?

“WAKE-UP IN A
WORK OF ART”

AU VIEUX PANIER - 13 RUE DU PANIER

Ideally situated in the historical center of Marseilles, AVP is an Urban Maison d’Hôtes. This 17th century old Mansion invites its artists to create their own space, in-situ work of art, all temporary.

SPIRIT, LIFESTYLE

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.

CONCEPT

A positive and constructive step. Ephemeral showroom: it’s 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.

HISTORY

“A PLACE OF ARTISTIC INSPIRATION
WITH AN ONGOING HISTORY”.



AVEXCITERS - SKÖ

2014
SEASON #5

PIXTIL STUDIO

Surface Pattern Design and Digital

THOMAS CANTO, Graffiti

PASCALE ROBERT, Painter

AVEXCITERS, Architects & designers

JULIEN COLOMBIER, Surface Pattern Designer

COMMONS PARTS:

REEVE SCHUMACHER, Platicien

CHEYENNE, Illustrator

GUILLAUME CHAMAHIAN, Photograph



PIXTIL STUDIO

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2013
SEASON #4

MILÈNE GUERMONT, Engineer & Artist
LA DAME NOIR, Label Music
AVEXCITERS, Architects & designers
JULIEN COLOMBIER, Surface Pattern Designer
OHIDO, Street Artist
MIST, Graffiti

COMMONS PARTS:
HYPERLINE STUDIO - Designers
CHEYENNE - Illustrator
TOMA L, Painter



OHIDO



JULIEN COLOMBIER



LA DAME NOIR

AVP



EUGÉNIE BERGEON

SEASON #3

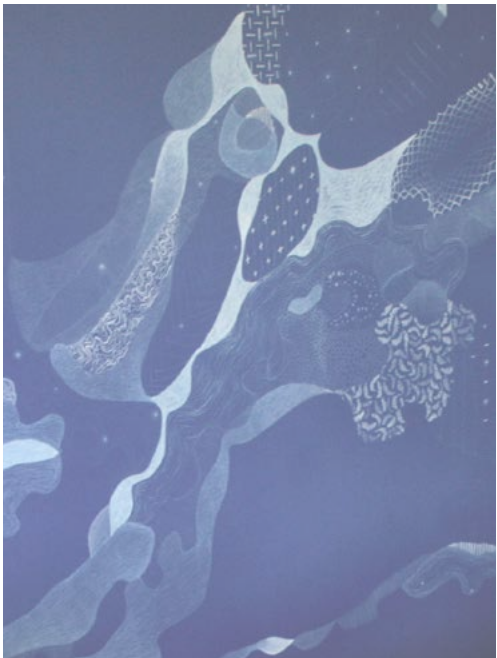


TILT

2012
SEASON #3

MATTHIAS OLMETA, Photograph
TILT, Graffiti
MOURAD MESSOUBEUR, Platicien Technicien
MASS CONFUSION, Surface Pattern Designers
EUGÉNIE BERGEON, Graphic Designer
PHILIPPE BAUDELCOQUE, Painter

COMMONS PARTS:
THE WIZARD, Plastics Technicien
TOMA L., Painter



PHILIPPE BAUDELCOQUE

SEASON #3

AVP

2011
SEASON #2

CLÉMENT JOLIN, Photograph
JUSTIN BLYTH, Plastics Technicien
GAËLLE VILLEDARY, Plastics Technicien
MOTHI LIMBU, Graphic Illustrator
ALEX ORVANE & OLIVER LEROUGE
Illustrator and Model Maquer

COMMONS PARTS:

GUILLAUME CHAMAHIAN, Photographe
VÉRONIQUE SARAFIAN, Plastics Technicien



CLÉMENT JOLIN



GAËLLE VILLEDARY

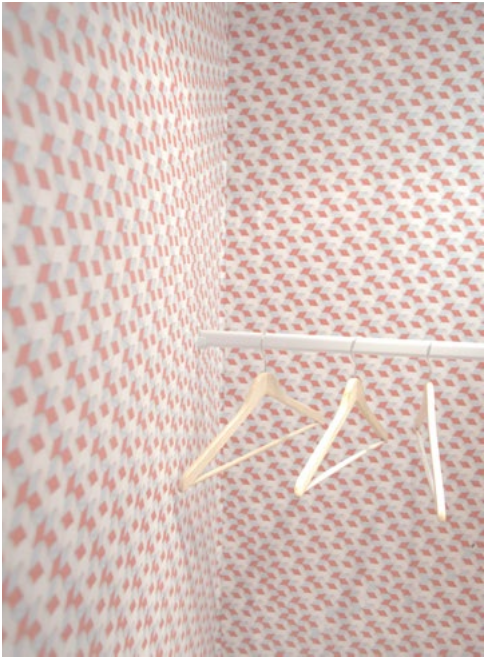


MOTHI LIMBU



FRED CALMETS

SEASON #1



TOUS DES K

2010
SEASON #1

STÉPHANE MANEL, Illustrator
TOUS DES K, Graphic Designers Studio
FRED CALMETS, Painter,
L'ARTMADA, Graffiti Crew
CLAIRE LEINA, Surface Pattern Designer

COMMONS PARTS:
JÉRÔME ROMAIN, Painter
TOMA L., Painter



STÉPHANE MANEL

SEASON #1

2009
DEMOLITION ARTY
PROJECT#

Whilst awaiting the opening, AVP invited Artists to come and express themselves on the building site during the renovation.

Since September 2009, came:

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 Saelen / SofiSki (Sketch City) / Magicien Deuz / Rezine / 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 #6

AVP INVITES YOU TO



“TO DESIGN AND INVEST ONE
OF THE 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 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

FINANCE:

- 1# 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

Provide maximum exposure to the
artists by integrating them in all
communication media of the Maison
d’hôte: Internet site, press releases,
catalogue, mailing list, 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:

In order to spread your work
around, we can work together on
projects 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
Maison d’hôtes.

RETRO PLANNING

- 1# 30th of NOVEMBER 2014

Receipt of pre-projects (trend book) *
- 2# 10th of DECEMBER 2014

Confirmation of retained project
- 3# 20th DECEMBER 2014

Validate Definite Projects**
- 4# 17th of JANUARY 2015

- 10th of FEBRUARY 2015

Implementation (maximum 10 days)
- 5# APRIL

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 ...) Preferably in PDF format sent at: jess@auvieuxpanier.com. If you want to send your application by mail box, please enclose a pre-stamped return envelope.

** STEP 3:
Additive Infos : Plans / photos / providing measure and possibility to visit the place.

NOVEMBER

28	29	30	31	01	02	03
04	05	06	07	08	09	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	01
02	03	04	05	06	07	08

DECEMBER

25	26	27	28	29	30	01
02	03	04	05	06	07	08
09	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31	01	02	03	04	05

JANUARY

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27	28	29	30	31	01	02
03	04	05	06	07	08	09

FEBRUARY

27	28	29	30	31	01	02
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17	18	19	20	21	22	23
24	25	26	27	28	01	02
03	04	05	06	07	08	09

For further information
please contact

JESSICA VENEDIGER

Founder
Communication Manager
Art Director

jess@auvieuxpanier.com

PRESS RELEASE

#2014

NY TIMES STYLE MAGAZINE
8ème Art, France
MEDITERRANE, Hollande
MODES & TRAVAUX
GQ, Allemagne
B JOURANLE, Kuwait
DIE WELT am Sonntag, Allemagne
GEO VOYAGES, France
DIRECT MATIN, France
DER STANDARD, Autriche
BLUE WINGS, Finlande
GRAZIA CASA, Italie
SHAW MEDIA, Canada
FARENHEIT° MAGAZINE, Mexique
LIFESTYLE, Singapore
PRESTIGIEUX UNIVERS, France
IN, Istanbul Next, Turquie
COTE MAGAZINE, France
LE DAUPHINE LIBERE Hors Série, France
GOOI EN EEMLANDER ED EEMLAND, Hollande
BELL EUROPA, Italie
GLOCAL, Brésil
HOMIE,
MADE IN TRAVEL, France
VOYAGER ICI & AILLEURS, France
JYLLANDS-POSTEN, Danemark
POLITIKEN, Danemark
LA PROVENCE, France
MARSEILLE EN VILLE, France
TRAVEL & LEISURE MAGAZINE,
TOUTMA, France
VANGARDIST, Autriche
FLAIR MAGAZINE, Allemagne
CONLEYS MAGAZINE, Allemagne
SOCIETY INTERIORS,
HOOTBOOK MAG, Mexique
VIAJESTIC, Espagne

GUIDE
LONELY PLANET
LE MICHELIN
LE FOODING
LE ROUTARD
LIANORG
LOVE SPOT

WEB
VANITY FAIR
DECO DESIGN
HUFFINGTON POST
THE COOL REPUBLIC
MISS TRIBU
MATADOR NETWORK
HOLIDAYS PLEASE BLOG
UPUPUP.FR
BLOG TRIVAGO
ARESTEDMOTION
AU FEMININ.COM
HOTEL IN HEAVEN
MOODEKODU.DELFI
JOURNEYLISM
GREENROOMSESSION
BESPOKE
HYPEYOUTV
SESSUN BLOG

TV
ECHAPPÉS BELLES,
Rediffusion, France 5
VRT, Belgique

PRESS RELEASE

#2013

IDEAT
MADAME FIGARO
FINANCIAL TIMES
ART & DECORATION
COTE SUD
CÔTE
TELERAMA
ELLE DECO
AD
GRAZIA
STYLIST
GRAFFITI ART MAGAZINE
AIR FRANCE MAGAZINE
CARA MAGAZINE, the inflight
publication of Aer Lingus
LA MARSEILLAISE
LA PROVENCE
VENTILO
CULTE MAGAZINE
MAISON A PART
TRAVEL AGENT
COSMOPOLITAN
TRAVEL + LEISURE
HYUNDAU Credit Card Co
“The Modern Times”
VANTAGE, Shanghai Magazine
Money Week
L-INK Magazine
Mercedes Benz Magazin, Condé Nast
Traveller Art, Conde Nast
Conde Nast Traveller Russia n°16 & 17
Conde Nast DETAILS magazine
Geo-Saison
Getlostmagazine
GIOIA
LE SOIR
New York Magazine Online
ARTMAPP MAGAZIN
OPTIONS - The Edge Malaysia business
and financial weekly
Sunday Times
Magazine Putovanja za dvoje
- French edition is Horizons Monde
BT Experience
Joy Magazine
Rendez-vous en France / Atout France
DeMarkt

BOOKS
360 New York Time Book
Street Art Mode d’Emploi

GUIDE
ROUGH GUIDE
GUIDE MICHELIN
GUIDE DU ROUTARD

BLOG
MUTUAL ART
GAWLITTADIGITALE
FLAIR MAGAZINE
DECO DESIGN + MODE
PERSPECTIVE E-MAGAZINE /
ARCHIEXPO
COSMOPOLITAN
DES-ORDRES.COM
STUFF HUNTER
STADTZAUBER.DE
LEUCHTEND-GRAU.BLOGSPOT.DE
PIXANDMIX.FR
RADIO NOVA

TV
TÉLÉMATIN, FRANCE 2
MIDI EN FRANCE, FRANCE 3
ECHAPPÉES BELLE, FRANCE 5

PRESS RELEASE

#2012

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)

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

#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
www.kulte1998.blogspot.com/2009/10/kulte-vs-demolition-arty.html

www.artskills.net/archives/2713

www.last-concept.com/v1/2009/11/demolition-arty/

www.designyoutrust.com/2010/01/15/alix-de-moussac-for-demolition-arty/

#2011

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

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

Web & Blog
NYTIMES
THE GUARDIAN
WASHINGTON POST
BAHIGHLIFE MAGAZINE
TRY SOMETHING A LITTLE DIFFERENT
FRANCESOIR
CLIK CLK
LES INROCKS
CLARK
GRAFFBOMBZ
SESSUN
MY LITTLE MARSEILLE
ARTSKILLS
DESIGNYOUTRUST

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HOTEL PARTICULIER
MARSEILLE