

BHV MARAIS kicks off festivities for its 160th anniversary with an exhibition on the history of this Parisian hallmark of commerce

- “1856 - 2016: from town hall bazar to BHV MARAIS” is a free retrospective exhibition, open to the public from June 30th to October 1st 2016 in the heart of the Observatory of BHV MARAIS
- BHV MARAIS invites artist Mathieu Mercier to produce an artwork in honor of the anniversary and presents the prototype of *Bleu de costume* created by Jean-Luc Moulène and Objet sens Fonction

Paris, June 28th, 2016 - BHV MARAIS kicks off festivities around its 160th anniversary with the inauguration of an ambitious historical exhibition that celebrates the history of this iconic department store dedicated to Home and Fashion. Over the years the store anchored itself as the ultimate “lifestyle multi-specialist department store” for Parisians, the French and foreigners alike.

This exhibition is the first of various cultural and commercial highlights that are programmed to unfold until the end of 2016. “1856 - 2016: from town hall bazar to BHV MARAIS” will be open to the public from June 30th to October 1st, at the heart of BHV MARAIS’s 5th floor Observatory. In collaboration with the National Institute of Industrial Property and National Audiovisual Institute, the Heritage Department of BHV MARAIS takes visitors on an unprecedented and exclusive dive into the archives of the store, revealing undisclosed artifacts.

Curated with an interactive and playful edge, the exhibition is articulated in 4 “scenes” to retell the story of Lyon merchant from Annonay Francois-Xavier Ruel, who founded this emblematic department store. Harboring a unique vision, BHV MARAIS succeeded in associating Home and Fashion to offer the best of modern comfort and technical progress to its clients.

BHV MARAIS has an equally close-knit relationship with artists, who from Marcel Duchamp to Charlotte Perriand have sought inspiration in the store for their work. Marcel Duchamp himself bought his iconic *bottle rack* from its DIY isles, thus creating the first - and ground - breaking ready-made work of art, which would not only change the art world for ever but also pave the way for other artists; and many to-come fruitful collaborations between artists and the store. This *Duchampian* heritage is claimed by many artists, who continue to make the store their official supplier.

Taking this relationship one step further, BHV MARAIS invites Mathieu Mercier and Jean-Luc Moulène to take part in celebrating this anniversary: **Mathieu Mercier** installs his work ***Mur de Chevilles*** - the first piece he created using items strictly bought in the DIY isles of the

store. Equally inspired by the iconic DIY ground floor section, a prototype of **Bleu de Costume** by artist **Jean-Luc Moulène** will be previewed in the Observatory. This piece will be sold at BHV MARAIS from September 13th 2016. At the cross paths between the work uniform and the elegant tailor-made suit, *Bleu de Costume* is an allegory of the metamorphosis of the nature of work in the 21st Century. This piece strikes a delicate balance between blue and white collar worlds by uniting the indispensable efficiency of the craftsman with the role play associated with the costume.

Bleu de Costume, Jean-Luc Moulène & OSF, Paris. Limited edition of 500. On sale from September 13th to October 31st 2016. Retail price: 140 euros.

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ABOUT BHV MARAIS

A unique lifestyle concept department store focusing on multi-specialist and creative fashion, BHV MARAIS offers an innovative range of fashion, home equipment, DIY, leisure and fine food products. Its 160-year-old flagship located on the Rue de Rivoli in Paris is designed to serve as a venue for inspiration, making the Marais district all the more attractive and offering its French and international clients nearly 900 brands, ranging from the most accessible to cutting-edge. BHV MARAIS is one of the Galeries Lafayette group's brands, with stores in France in Parly 2 and in the region of Lyon, as well as in Beirut, Lebanon. More information at Bhv.fr

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