

Official Opening of Lafayette Anticipations - Fondation d'entreprise Galeries Lafayette

- Lafayette Anticipations, whose mission is to support contemporary, international creation in the fields of art, design and fashion, will open to the public on March 10, 2018
- Located 9 rue du Plâtre, at the heart of the Marais district in Paris, this general interest foundation is situated in a 2,200 sq.m. building renovated by Rem Koolhaas and his architecture firm OMA, and serves as a centre for production, experimentation and exhibition dedicated to artists.

Paris, March 5th, 2018

The Galeries Lafayette Group is pleased to announce the official public opening of Lafayette Anticipations – Fondation d'entreprise Galeries Lafayette on Saturday, March 10, 2018. This unique general interest institution was created in 2013 at the initiative of Guillaume Houzé who serves as its President, and demonstrates the Group's long-term and deep-rooted commitment to supporting artists and democratizing access to culture.

Housed in a building designed by OMA, Lafayette Anticipations has the mission to provide artists from diverse practices with made-to-measure resources for experimentation, production and exhibition. Following a cycle of three to four annual exhibits, accompanied by public events and performance series, the Fondation promotes the encounter of talent and know-how, and creates a dynamic environment for discussion and ideas, open to all audiences.

The first multidisciplinary centre of this kind in France, the Fondation is part of a network of international institutions, prompting collaborations with the Kunsthalle of Basel, MoMA PS1 or even Performa in New York, for instance. With François Quintin serving as its Managing Director, the Fondation relies on a recognized collective of French and international experts from the field of art, amongst whom Chris Dercon (Director of the Volksbühne in Berlin), Martin Hatebur (President of the Kunsthalle of Basel), Laurent Le Bon (Director of the Picasso Museum, Paris) and Lidewij Edelkoort (trendforecaster, teacher and curator).

Located 9 rue du Plâtre, in the heart of the Marais district in Paris, Lafayette Anticipations is settling into a 2,200 sq.m. industrial building renovated by architect Rem Koolhaas and OMA. The architectural intervention manages to articulate two seemingly contradictory conditions: the desire for programmatic flexibility and the respect of strict and mandatory preservation rules. OMA imagined a daring architecture based on an innovative play of mobile platforms allowing the space to be rearranged in over forty different configurations, thus encouraging artists' creativity. OMA was accompanied by Citynove, the Galeries Lafayette Group's property asset management entity, that provided its real estate expertise for this project.

Designed as a vibrant location that generates and stimulates discussions, and driven by the same energy derived from the Galeries Lafayette Group's stores, Lafayette Anticipations provides visitors with a unique ecosystem: 875 sq.m. of exhibition space, production workshops, an area dedicated to artistic practices for all visitors, an all-organic and ethical café-restaurant, *Wild & the Moon* that seats 40 tables, and a 100 sq.m. concept store called "À Rebours" which houses original accessories and ready-to-wear items, reflecting the Fondation's pioneering spirit.

As part of its inaugural artistic programme, Lafayette Anticipations will present *The Silence of the Sea*, a monographic exhibition of the American artist Lutz Bacher, whose work is shown for the first time in France, until April 30, 2018. Her exhibition includes original work specially designed for the 9 rue du Plâtre, so as to express the building's symbolic power.

Commenting on this announcement, Philippe Houzé, Executive Chairman of the Galeries Lafayette Group, declared: *"The opening of Lafayette Anticipations represents a new milestone in our Group history, a symbol of the long-term and family commitment to promoting creation and our transmission values. With this Fondation, as in our stores, we embody our deep conviction that the company is an active member of the nation's capital by making Beauty accessible to the greatest number. We are very pleased to offer, in the heart of the Marais district, a new singular place in the cultural landscape of the capital which will further strengthen its attractiveness."*

Guillaume Houzé, President of Lafayette Anticipations, also stated: *"Only creation can consider the movement of an era in its diversity and constantly push us to new horizons. For centuries, artists have increased our vision. At the Galeries Lafayette, entrepreneurship, adventure and creation are our one and only mission, at the heart of which we now paced a new tool. With Lafayette Anticipations, we provide artists with a real living place for encounters and discussions, allowing us to better understand the present and to question the future, while always working for the general interest. I would like to pay tribute to the exceptional work of Rem Koolhaas, to OMA, and to the Fondation's team, whose vision and dedicated work have allowed us to achieve our goal."*

Rem Koolhaas, founding partner of OMA added: *"In our work, we have long been experimenting with the possibility of disappearing as an architect. We started this project with a pre-existing structure whose total conservation was imposed on us. The result is the encounter of a 19th century building and a machine whose location, proportions and performance are precisely dictated by the building. It is fascinating to discover how our "disappearance" granted in turn a strong identity to this place. Seeing before us the physical change in the proportions of the building and thus providing artists with the opportunity to almost daily compose the measures of their space, is very stimulating."*

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PRESS RELEASE

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About the Galeries Lafayette group

Specialised in city-centre fashion retailing, the Galeries Lafayette group is a family-run private group, with 120 years' history in commerce and retail. A key player committed to provide the best possible experience in retail and creativity and a major private employer in France with 14,000 employees, the Group is committed to setting the standard as a omni-channel, and responsible retailer that puts the customer first and is actively engaged in promoting the French "Art of Living". With retail sales of Euros 3.8 billion, the Group enjoys international recognition through its iconic brands: Galeries Lafayette, BHV MARAIS, Galeries Lafayette-Royal Quartz Paris, Louis Pion, Guérin Joaillerie, InstantLuxe.com and BazarChic. The Group supports the brands in their asset, digital and creative transformation through Citynove, Lafayette Plug and Play and Lafayette Anticipations - Fondation d'entreprise Galeries Lafayette.

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