

LA GAD PRESENTS *TRAILER*,  
AN EXHIBITION WITH WORKS  
BY VERONIQUE BOURGOIN,  
EVA BARTO AND FRANK PERRIN

OPEN FROM 29 TO 30 AUGUST 2015 FROM 11 TO 7PM  
DRINK ON SATURDAY AUGUST 29th, 7PM TO 10PM  
(NIGHT OF THE GALLERIES)  
WWW.LAGAD.EU TO KNOW WHICH DAYS THE SHOW IS OPEN  
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Partnership:  
Analix Forever, Genève.  
Deborah Schamoni, Munich.  
Galerie Eva Meyer, Paris.

To be seen:  
Marseille expos  
Art-O-Rama  
Paréidolie

*"La GAD is a private gallery without subsidies or sponsors.  
The gallery moves around its center in Marseilles in a  
dynamic, anarchic, and original trajectory."*

With the show *Trailer*, La GAD offers an exhibition which questions the white cube, the pristine white space of the gallery where the concepts will play, conceptions of art, the eyes of the viewer, the appearance of the work.

The exhibition is rooted around the work of three artists who offer rollovers, set the abyss, copies, reproductions, things that look beyond the snapshot, suggesting the idea of the dwelling, the place to live, with elements from contemporary reality.

The complex work of Veronique Bourgoïn is an installation with the mirror of Arnaud Deschin, questioning the sensation of space and its representation in two dimensions. The difference between the original and the copy, suggests that we reflect on the moment of the Benjaminian aura while exploring the notion of time as a gap, referring to the Atlas which Warburg speaks of Didi Huberman. The space and its representation works in the intimate and turns away from the photographic distance and scale that it operates.

With speculative photographs as a fictiondocumentaire, Frank Perrin is studying the possibilities of apartments (living space for rent or sale), to present white space, white cube, in which we remain, creating something between contemporary art gallery and privacy a reversal of the exposure field - lived in this case. Yet moving from concept to the art object deposited on the ground is offset by the gap that contradicts in its repetition. These conceptual images of the market ideology of the white cube are converted into artistic areas: when the square meter becomes DIY random concepts, and theoretical thoughts.

The paradox reaches its peak with Eva Barto, who subtracts the light, or conceals objects she chooses to stage, generating uncertainty about the constraints agreed upon connecting the exhibition context, her works cause independent termination of the limits to the eye, in what is seen, or what is recognized.

*Trailer* agitates contradictions and paradoxes.

What is happening in this trailer?

What does it carry? A movement that vanishes? An immobility waiting looking like an engine pulling towards future displacements? The mobile home is permanent on Espérandieu street.

Perhaps we are talking here of “co-intelligence of contraries,” to use the formula of Marcel Duchamp, to talk about two things at once happening at the reception of the work.

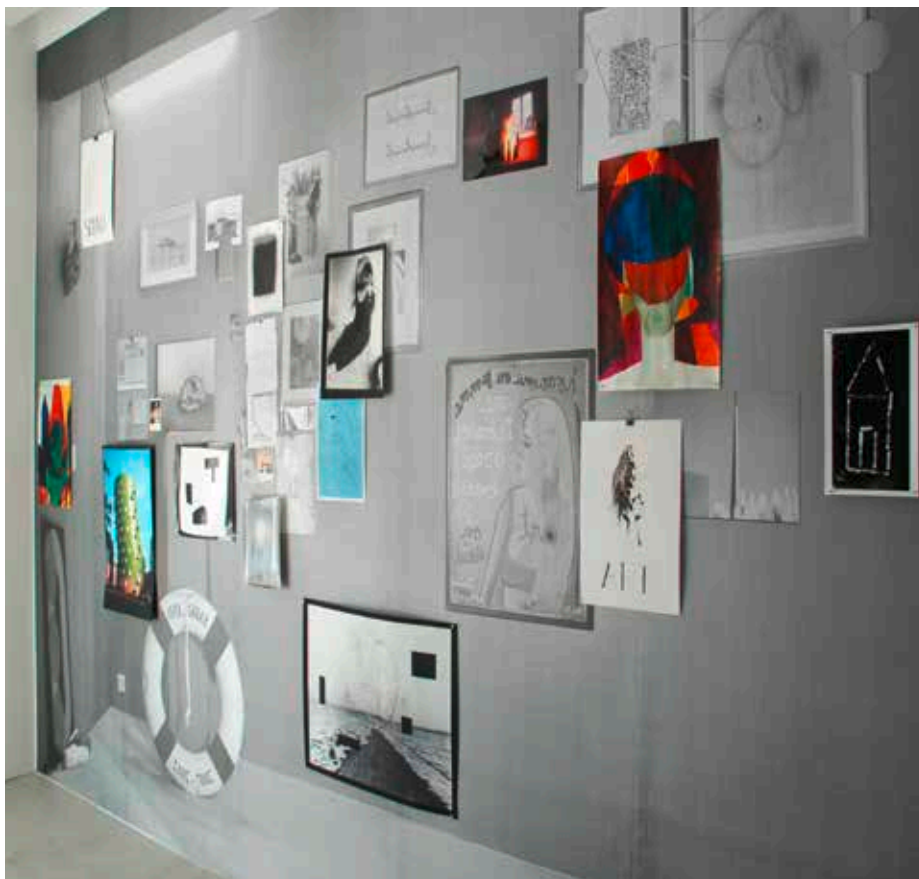
## VÉRONIQUE BOURGOIN

43°17'49"North / 5°22'51" East  
2015



The installation project takes a new shape in galleries and institutions for each iteration since 2011: Fotohof in 2015 (Salzburg, Austria); Paris Photo in 2014 (Grand Palais); Eva Meyer (Paris) and the Centre of Contemporary Art in Montreuil in 2013; Setareh gallery (Dusseldorf, Germany) and the Fotomuseum Nederland (Rotterdam/ Netherlands) in 2011; and other locations.

Veronique Bourgoin to be discovered on the booth by Deborah Schamoni solo show for Art-O-Rama 2015 .



## FRANK PERRIN

*White Cube is To Rent (Postcapitalism Section 16)*

16 black and white photographs, 25×25 cm, neon light  
2015



Frank Perrin, philosopher, critic, photographer, and creative editor of the journal "Bloc-Notes" and magazine Crash claims: "Making interests me more than thinking, knowledge, or acting. I like to do, like artists, or peasants, who 'do' things and thus shed light on what is happening in this world of ours, right now. Do is the word that best describes our time: do is relevant and what is modest, it claims any more than it does. Doing so, and talk, sing, paint, write, run after time..."

Frank Perrin explores the photographic genres. After his book "Parades," which shows desert or deserted urbanity, and in the series "postcapitalism" the city as a "no place" where the individual forced as a consumer replaces the flâneur of Baudelaire. The theme is echoed through the exhibition "Paparazzi! Photographers, stars, artists" at Centre Pompidou-Metz.

1. Barbara Polla, 11.10.2012

Frank Perrin will be present in the program of lectures organized by Art-O-Rama, with "The Metamorphosis of the White Cube."



On Sunday, August 30th at 4pm at Le Studio, ART-O-RAMA, Marseille:

"White Cube is to Rent" (the white cube transformations by capitalism, talk by Frank Perrin)

## EVA BARTO

*Heads and Tails*, 2015

1 euro modified: 2/3 tails et 1/3 heads

Coins placed on the floor in varied exhibitions, reserved for disappearing.



Arnaud Deschin presents for the first time in Marseille at La GAD the works of the artist Eva Barto. Their collaboration began back in September 2014 at booth 124 in the flea market of Paris and at the YIA Paris art fair at the booth "Stay wild." In 2015, she participated in "Collection type" at the YIA Bastille Design Center in Paris, and finally at Paris # 22VISCONTI for the group show "Life Ain't Fair." This strong support led to acquisitions by European collectors.

After a degree in Fine Arts in Paris in 2013, Eva Barto participated in the Post-Diploma program in Ensba Lyon. Her work is the subject of three solo exhibitions IFAL (Mexico) La BF15 (Lyon) and Primo Piano (Paris). After a residency at Triangle (Marseille), she presents a new project in 2015 to Marcelle Alix gallery (Paris) and is currently preparing a solo exhibition at Level One, Gb Agency (Paris) for 2016.