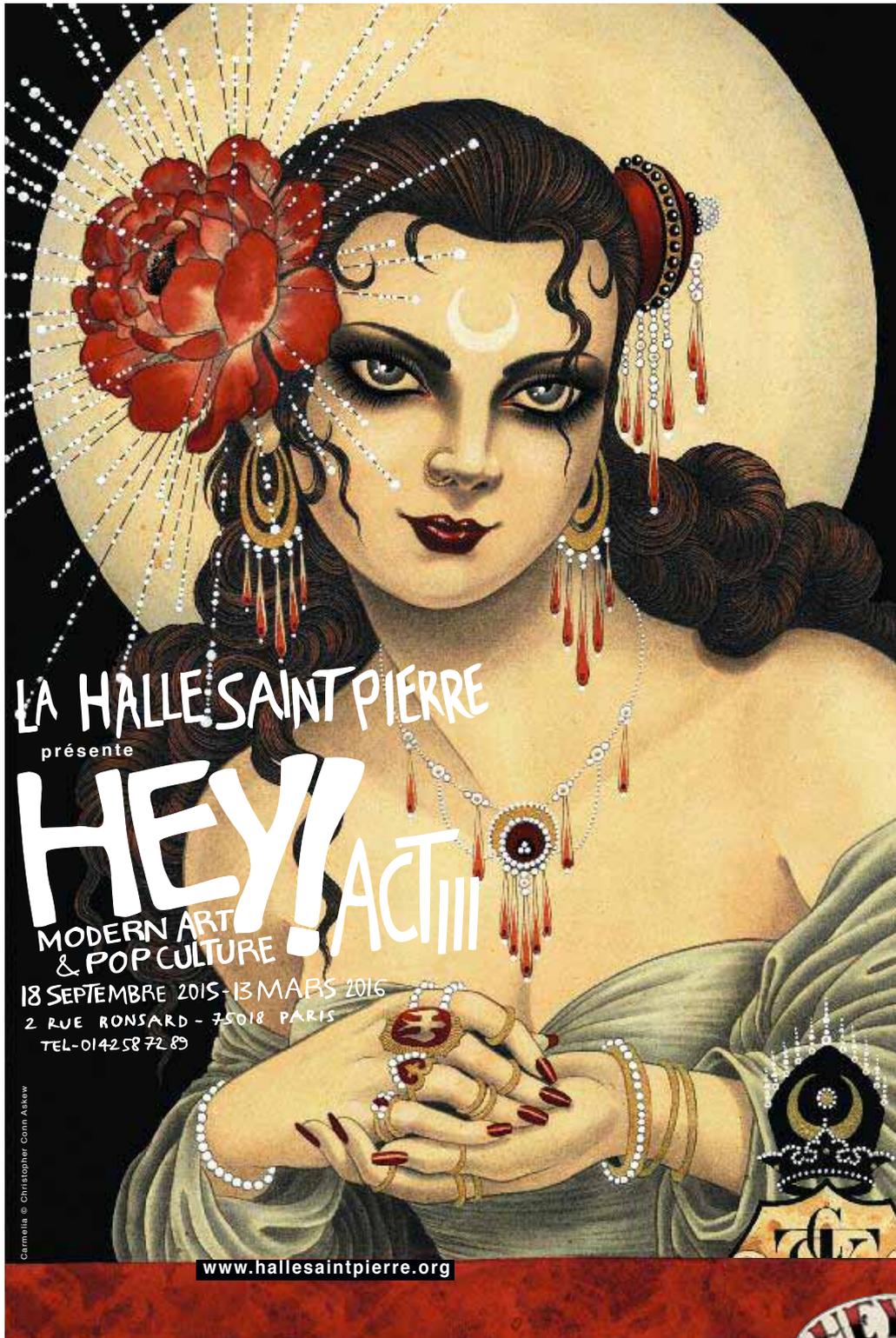


LA HALLE SAINT PIERRE PRESENTS
HEY! modern art & pop culture / Act III



18/09/15 — 13/03/16

Press preview : September 17 (morning)



ABOUT

HEY! MODERN ART & POP CULTURE / ACT III

HEY! modern art & pop culture, an art magazine founded in 2010 by Anne & Julien, is back at La Halle Saint Pierre after the resounding success of its two previous editions in 2011 and 2013. This third edition, *HEY! modern art & pop culture / Act III*, will go further in its exploration and diffusion of various countercultural artistic media: Lowbrow Art, outsider art, comics and more generally any artistic vector of street culture.

Awash with first ever (Gabriel Grun, Thomas Woodruff, Ed Hardy) as well as exceptional guests (Marion Peck), the exhibition will also unveil previously unseen works by Joël Negri, Albert Sallé and Alain Bourbonnais from la Fabuloserie, an emblematic, offbeat art venue in France. For the first time in Europe works by Mark Ryden, tutelary figure of Pop Surrealism, will be on show at La Halle Saint Pierre.

This scene that Anne & Julien have been supporting for a number of years is vibrant, diverse and complex: its numerous trends and territories, ranging from its most radical manifestations such as Art Brut to the more sophisticated forms of Pop Surrealism, ensure its incontrovertible place in contemporary art history.

For Anne & Julien all the worth and modernity of this scene stem from these very characteristics. The two art activists are committed to defending it through their review, performances and exhibitions. They have been instrumental in putting a spotlight on idiosyncratic visual worlds whose common denominator is their sheer resistance through imagination: resistance to norms, to categorisations, institutionalization and fashion diktats. They are both the promoters and historians of a marginal, underground, alternative art scene.

For La Halle Saint Pierre, to be involved in such an adventure makes perfect sense: art history has always experienced upheavals and paradigm shifts. Echoing the current geopolitical, cultural watershed the world is facing, the art world is also going through a period of crisis and dramatic change. The *HEY! modern art & pop culture* trilogy is the perfect illustration of this.

62 INTERNATIONAL ARTISTS



Don Ed Hardy, *Pilgrim (For PG)*, 2014, Private coll. Don Ed Hardy



Marion Peck, *Sleepwalk*, 2009, Private coll.



Mark Ryden, *Grotto of the Old Mass*, 2008, © Courtesy of the artist & Michael Kohn Gallery



Gabriel Grun, *Tacto*, 2010

THE EXHIBITION

BY **MARTINE LUSARDY**



HEY ! Modern Art & Pop Culture, Act III is the closing chapter of a series of three exhibitions associating La Halle Saint Pierre with Anne & Julien, editors of the eponymous publication. Hopping from pop culture icons to the arcana of Art Singulier this trilogy intends to be a free, daring, exuberant synthesis of the alternative art scene. Like a rhizome, each exhibition forges possible links between independent cultural productions outside the remit of major art movements and the tyranny of the market. From the rebellious proponents of Lowbrow Art inspired by pop media's iconography to Surrealist Pop phantasmagoria rediscovering the legacy of great artistic traditions, from street art activists to tattoos, from the highly personal, solitary outbursts of Art Brut to the refined, libertarian expressions of an «eye in the wild», artistic margins are all represented in their sheer variety and complexity. In

today's art world they testify to another kind of knowledge, another sensitivity.

Martine Lusardy
Director of La Halle Saint Pierre,
art curator

BY **ANNE & JULIEN**

«People may ask why we came back to La Halle Saint Pierre after our stint at the musée du quai Branly. The Tattoo exhibition was a cross-disciplinary, ethnographic and artistic project that gave us the opportunity to defend tattooing which for the past 20 years had been a cause close to our hearts. Its aim was to give an underground history and the individual trajectories that made it over the centuries the rightful place they deserved. The history we share with La Halle Saint Pierre is however quite different.

HEY! Act III is the third and final instalment in a cycle of exhibitions based on no precedent or established standards whatsoever, carried out as it were as an open heart event in collaboration with La Halle Saint Pierre, a partnership built upon shared ideas and informed by a common goal: the representation and championing of so-called «outsider arts». With HEY! Act III, this trilogy is now drawing to a close. This threefold collective curatorial project has brought into the limelight more than 200 international artists who are all part of a current global movement. With these three HEY! exhibitions and for the first time in Europe we have truly opened a Pandora's box, heralding the forthcoming explosion of the kind of figurative art we have been supporting in our review since 2010. Furthermore, these three exhibitions form the historical basis for all future developments. They give us the necessary impetus for a new departure and the determination to keep on disseminating this new vision of the world with a future, regular HEY! event... Here or elsewhere.

This ambition is not only our own but also shared by all the artists we support. For we are not people giving in to hype, concerned with flash in the pan, transient actions only for effect. We are involved in a long-term process with many years of experimenting and expertise of the field behind us. We are situated at the crossroads between highbrow and pop cultures, at the very point of merger of formal knowledge, self-learning and popular intelligence. Supporting and spreading is our prime purpose. It is our badge of honour, our ideal, our poetic claim.»

Anne & Julien / *HEY! modern art & pop culture*
curators

PRACTICAL INFORMATION

HEY! modern art & pop culture / Act III

18 September 2015 - 13 March 2016

Press preview : September 17 (morning)

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