

A large, abstract painting serves as the background for the poster. It depicts a figure from behind, showing their shoulder and back. The colors are earthy tones like browns, tans, and reddish-brown, with some darker shadows and highlights. In the lower portion of the painting, there are blue and green washes that suggest water or a sky.

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11.02.2021 - 14.03.2021

JANUS

RAMON?

by Didier Guillon

www.fondationvalmont.com

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PRESS RELEASE

The Rebirth of Art and Beauty in Venice

Fondation Valmont presents JANUS, an exhibit at Fondaco dei Tedeschi:
Didier Guillon explores the concepts of renewal, ends and beginnings.

A fil rouge ties Fondation Valmont, the Valmont Group's Foundation for Contemporary Art, to the exclusive Fondaco dei Tedeschi department store in Venice. An impalpable yet unyielding thread that binds Art with Beauty.

Fondaco dei Tedeschi, a luxury department store that celebrates the best of Made in Italy as well as the most important international brands, occupies a captivating historic building just minutes from the Rialto Bridge: the historic Fontego dei Tedeschi, once symbol and centre of trade between East and West in the XIII century. Since its opening, Fondaco dei Tedeschi has hosted a rich program of exhibitions and cultural events. Also in the heart of Venice is the headquarters of Fondation Valmont, the contemporary art foundation launched in 2015 by Didier Guillon, president of Valmont Group, leader in the world of luxury fragrance and cosmetics.

To celebrate Art and Beauty, while also making a statement on the rebirth of Venice and the entire world, Fondation Valmont – in the sumptuous spaces of the Fondaco – presents JANUS, an exhibit inspired by Janus Bifrons, the captivating Roman god with two faces, with works from Didier Guillon, collector, patron and artist himself.



JANUS by Didier Guillon

Janus Bifrons is one of the earliest divinities of the ancient Latins and Romans, venerated since the dawn of the city of Rome. Depicted with two faces, one mirroring the other, Janus is the god of beginnings, doors and passage ways.

Didier Guillon explains: “*In Greek mythology, Janus was the god of the end, but more importantly, of beginnings. Why depict him with enormous two-faced white masks? Because they don’t look in the same direction. These masks are a metaphor of Venice itself, a marvelous city with two faces: that of a cosmopolitan and international city that looks toward the future, but also a cradle of culture and art with an eye on the past. Janus also represents man’s fragility. These two enigmatic faces represent two personalities. I think that we all have two faces: a public face and a more hidden face. This duality shines through in my masks, which are not perfect, but deformed, as if human frailty were imprinted on their expressions.*”



JANUS masks by Didier Guillon

A passion for art is strongly rooted in the Guillon family: Didier descends from a long line of important figures from the world and history of art: patrons like Charles Sedelmeyer, and sculptors and art historians such as Stanislas Lami.

Didier Guillon attributes his devotion to art to his phenomenal genealogy, but also to his deep connection to Italy, and Venice in particular. True to his nature, Didier Guillon loves to work incessantly on new perspectives and refinements of his creations. He designed multiple works in various media, several dimensions, skillfully combining a wide array of materials.

Always open to new languages and forms of expression, Didier Guillon wanted to include in JANUS another powerful portrait of the transience and charm of Venice. Visitors to the exhibition, in the artistic scenario of JANUS masks, may also view an exclusive screening of *Morte a Venezia*, the famed, magical film by Luchino Visconti. A masterpiece with a timeless aesthetic, *Morte a Venezia* is set in the Serenissima herself, where beauty is an unexpected protagonist that welcomes actors and viewers alike to the city of passion and love.



22 X 28

Death in Venice by Luchino Visconti

Framed by the Fondaco, JANUS also celebrates the prestigious partnership between Valmont and the Venetian department store that began in September 2020. On the third floor, in an area dedicated to beauty, an exclusive space welcomes customers to an unprecedented experience, surrounded by renowned cosmetics, refined fragrances and a passion for art: Valmont face and body rituals, the quintessence of Elixir des Glaciers, the olfactory splendor of Storie Veneziane, and artistic events. A space where the senses mix with emotions, fully immersed in the Valmont Universe, where art meets beauty.



Valmont corner at the Fondaco dei Tedeschi in Venice

To celebrate the new Valmont retail space at Fondaco dei Tedeschi, in 2020, Didier Guillon created Murano glass masks in collaboration with Leonardo Cimolin, creating an evocative space unlike any other.

Among the latest luxuries from the Valmont universe, customers may now purchase Mica d’Oro I, the new perfume from Storie Veneziane by Valmont, a decadent and fascinating fragrance dedicated to the Casino del Ridotto in Venice. Exclusive works of art from Fondation Valmont will soon be available, exhibited and sold as limited editions to benefit charity initiatives.

Thanks to Didier Guillon, Art is at the core of La Maison Valmont: a fundamental theme, a continuous inspiration and part of the brand’s DNA for over 30 years. In 2019, Didier Guillon, long in love with Venice, purchased a magnificent venetian palazzo: Palazzo Bonvicini, renaming it Palazzo Nobile and transforming it into the House of Perfumes of Storie Veneziane, the fascinating fragrance brand of the group, and into the global headquarters of Fondation Valmont.



Palazzo Bonvicini in Venice

“Brands can no longer be centered on themselves,” says Didier Guillon. “They must build bridges to other universes, integrate new trends and open up new horizons.”

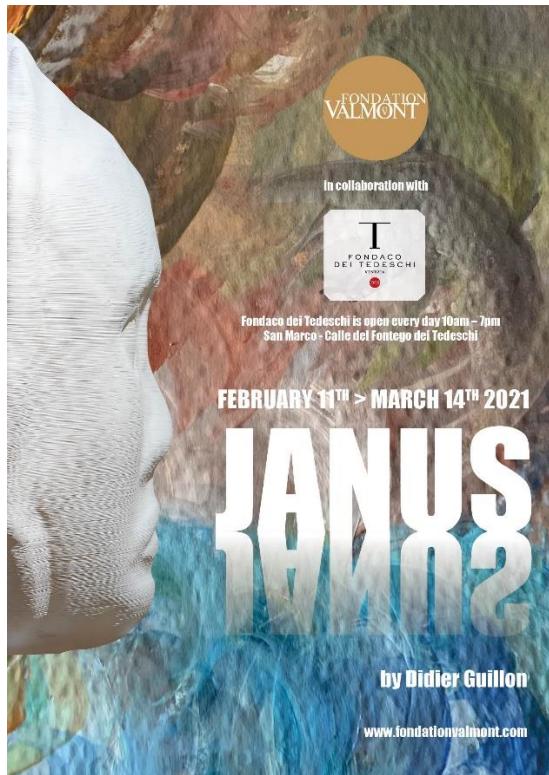
The symbolic bridge is also generational. Didier Guillon intends to entrust the guidance of the Fondation Valmont to his eldest son Maxence. Passionate about art, Maxence will take in the future the helm of Fondation Valmont following his father’s creative and artistic footsteps. A fil rouge that continues in the Guillon family. A symbolic handover in the name of devotion to art.



Didier and Maxence Guillon in Venice

“In 2021, I’m moving to Venice to live at Palazzo Bonvicini and to dedicate myself exclusively to art” says Didier Guillon. *“While my son, through Fondation Valmont, will work to spread and develop passion for beauty. Venice is a symbol of the world’s fragility and must be preserved. Through art, we can send important messages about the protecting the environment and beauty, and of a new rebirth, that we would like to portray with the aesthetics of JANUS.”*

The common thread that ties Fondation Valmont and Fondaco dei Tedeschi is thus the link between Art and Beauty: beauty as symbolised by the cosmetic excellence displayed in the enchanting spaces of the department store, and the captivating and mysterious beauty of the JANUS masks. Venetian masks, two-faced masks that keep an eye on the past as they gaze toward the future. The prospective of a new beginning, of a new rebirth, that has never been more appropriate than in this particular moment. The masks of each one of us.



**FROM FEBRUARY 11TH TO
MARCH 14TH 2021**

Open every day / Free entry

FONDACO DEI TEDESCHI
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