



Press Release
April 2021

Fondation Valmont & La Maison Valmont
present the exhibition

The Room of Tears

by Didier Guillon

La Maison Valmont Berlin
May 6th-September 4th, 2021

La Maison Valmont Munich
September 13th-December 31st, 2021

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Suddenly on her journey a giant Alice cries in frustration, and then becomes tiny again and almost drowns in the pool of her own tears. Using his typical shape of the open cube, Didier Guillon focuses on ten challenges that mankind has imposed on itself: intimate challenges, and some universal challenges. Inside the cubes, the

artist presents boxes marked with symbols of emergency or danger. The visitor is invited to open the cassettes to discover their content (please, without touching it), and to measure how much the different challenges express a social pressure on their daily existence.

Newest itinerant exhibition

La Maison Valmont in Berlin and in Munich scintillate fostering [dynamism and art](#). In Berlin, the edgy cradle in Charlottenburg reflects the local artsy set of mind. The wide range of luxury product is further beautified by the prime selection of contemporary art pieces. In Munich, the Valmont universe is displayed on the three floors of a lavish former private mansion, refined yet cutting-edge.

Temporary exhibitions at [La Maison Valmont Berlin and Munich](#) attests to the passion demonstrated for art. The famed tale "Alice in Wonderland," is now revamped into a buoyant touring solo show [The Room of Tears](#) by [Didier Guillon](#), that will unfold successively in Berlin then Munich.



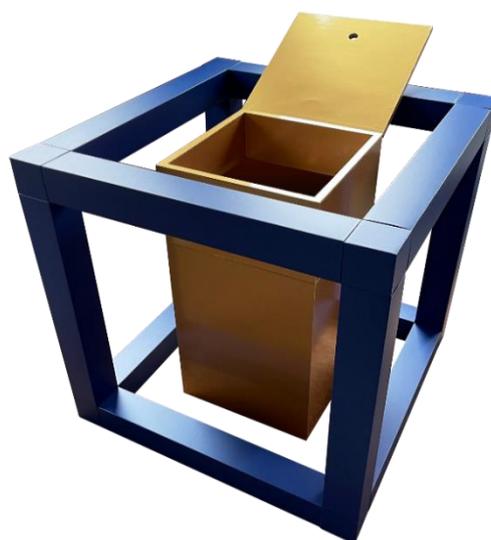
The Room of Tears by Didier Guillon

Guillon's practice of art is anchored in our contemporary issues and socially concerned. It is thus no surprise that he decided to focus on challenges common to us all. He identified seven notable such problematics, that he baptized "intimate dictatorships": image, food, cell phones...

He then caged them in blue boxes, blue as Alice's tears. These cages, see-through, provide insights into the artist's vision. But whether to engage with them or not depends entirely on the visitors, caught in the ambitious artistic installation.

Three additional cages open a window onto Valmont's identity. The golden mask, butterfly and miniaturized cage they contain build a conceptual bridge with The Room of Tears display locations. All three symbols nod to Valmont brands' excellence, to be experienced at all the Maisons Valmont.

The artist's distinctive touch, his tongue-in-cheek humor is palpable in the piece, just as in the original tale. Down the rabbit hole, *Fondation Valmont and La Maison Valmont* is proud to present *The Room of Tears* by Didier Guillon, who hopes that it will inspire visitors in the same way that *Alice* has inspired him.



A global exhibition concept: beyond the installation

Movie projection

The cult film *2001: A Space Odyssey* by Stanley Kubrick (1968) will be projected alongside the exhibition. It will allow to further pursue the reflection developed in the installation, in a demanding yet accessible medium. Indeed, *Alice* as well as *2001* are pretexts to an exploration, to a sensual trip down exuberant universes, appealing to all senses. *Fairytale and cinema* will then work hand in hand to build an immersive dialogue.



Alice in Doomedland – collaborative major exhibition

Come expand your immersion in Alice's dreamworld!

The Room of Tears also acts as a preview for the major exhibition *Alice in Doomedland*, a group show presented by *Fondation Valmont* at *Palazzo Bonvicini* in *Venice*. In it, four artists and two curators have brainstormed to reflect on how the fairytale can shed some light on our grim reality...

In a complex yet inviting itinerary, Didier Guillon's blue cages are featured, alongside other Alice-inspired fantasies. Large-scale installations mixing sound and video, ceramics, fragrances and color resonate with the witty "Room of Tears." The thematic exhibition, bringing imaginative visions together, aims at looking uncompromisingly at our current trials while offering some playful, hopeful and powerful modes of reflexion.



Fondation Valmont

Art is a founding value to the Valmont group, and a passion to the Guillon family. *Fondation Valmont* was launched in 2015 to promote contemporary creation throughout Valmont's networks. In just a few years, it has become a player to be reckoned with.

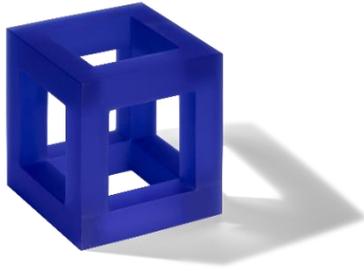
Curating a collection almost 350-pieces rich, organizing exhibitions all around the globe in art's most vibrant capitals, supporting artists through sponsorship or commissions... *Fondation Valmont* is fully invested in proclaiming that contemporary arts and crafts are alive and well. Its philosophy is based upon the belief that art should be accessible to all. Further missions consist in preserving innovative as well as traditional techniques; ensuring sustainable practices and productions; and providing an unforgettable, immersive, total experience of art, such as *The Room of Tears* that *Fondation Valmont* is glad to bring to you today.

Art for charity

Charity is central to the action of *Fondation Valmont*. It has established solid relations with international NGOs over the years, involving them in its ambitious high-art programs. Charity sales, fundraising events and inclusion have led to fruitful and mutually rewarding cooperations.

On the occasion of the exhibition both Maisons in Berlin and Munich are pleased to reveal their newest partnership, with "Pour un Sourire d'Enfant". The association founded by French couple Christian and Marie-France des Pallières in 1995, is active in Cambodia and has over the years mobilized many volunteers and established several antennae in Europe and throughout the world to support its tireless undertakings focused on social assistance, children's education and later professional insertion. PSE and Valmont bonded over their shared values, that all children should be nurtured into responsible, loving adults, and are thrilled to team up.





Didier Guillon has taken over the model of the blue cages, one of the exhibition's icon, for a sale in profit of the association.

In addition, profits from the purchases on a selection of Valmont products will be donated to PSE in support of its manifold activities that have helped over 6,500 children so far. At Valmont, we take great joy in giving back!

LA MAISON VALMONT BERLIN

May 6th-September 4th, 2021

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September 30th 2021-February 1st 2022

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