



Press Release
August 2021

is presenting JANUS by Didier Guillon, a contemporary art exhibition
at La Maison Valmont Berlin



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L'ÉLIXIR
DES GLACIERS

STORIE
VENEZIANE
By VALMONT



Works of aesthetics



Janus exhibited at Palazzo Bonvicini, Venice

Through the creation of his artwork Janus, the artist Didier Guillon explores human duality. Among the earliest figures in Roman mythology, Janus is the God of beginnings, ends, passages and doors.

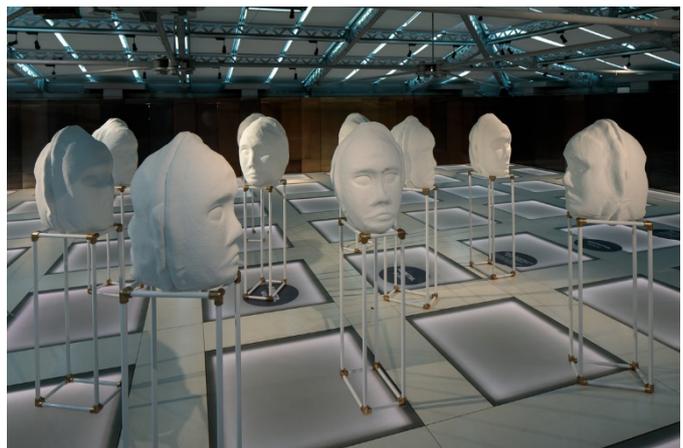
Called Bifrons when represented with two faces, one symbolizing the past, the other the future. Didier Guillon's Janus echoes contemporary questions and the eternal need to look to the past in order to learn and prepare for the future, which is why the mask is one of Didier Guillon's three artistic icons, along with the cage and the gorilla.

Itinerant exhibition

Having met an incredible success during its presentation in Venice with the exhibition Venetian Love, Janus is now installed in La Maison Valmont Berlin. Unveiled in Venice, at Palazzo Bonvicini, epicenter of Fondation Valmont and then presented at the Fondaco, the most luxurious Venetian department stores, the exhibition received more than 20,000 visitors.

With this plebiscite, the exhibition then traveled to Greece and the Saronic Island in the magnificent setting of the Historical Archives Museum in Hydra.

Core Value from Valmont, the Art to Business program displays the group's desire to make its flagship real places of encounter with art to create real emotion and interaction between the works and visitors with the aim of creating a unique retail experience.



Janus exhibited at Fondaco dei Tedeschi, Venice



Janus exhibited at Historical Archives Museum in Hydra.



Didier Guillon explains: *“In Greek mythology, Janus was the god of the ends, but more importantly, of beginnings. Why depict him with enormous two-faced white masks? Because they do not look towards 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 frailties were imprinted on their expressions.”*

Double masks, Janus by Didier Guillon

La Maison Valmont Berlin: The Swiss art of living in Berlin

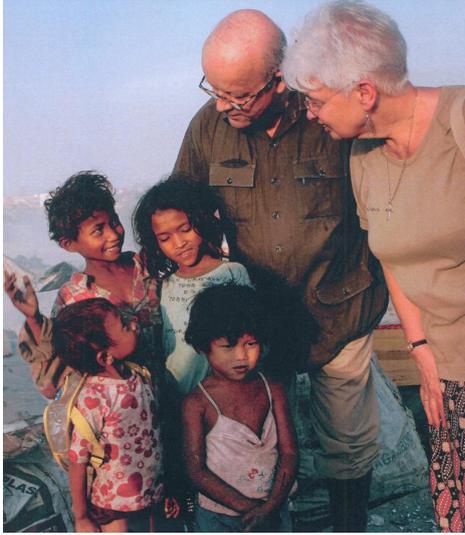


La Maison Valmont Berlin Fasanenstrasse 72

First Flagship store of Valmont's group, la Maison Valmont Berlin is located in the artistic and culture neighborhood of Charlottenburg. The 220 square meters flagship combines the German traditional architecture with Valmont's DNA, immaculate, sophisticated and avant garde.

Echoing its motto, “When art meets beauty”, Fondation Valmont inaugurates Janus exhibition in Berlin Flagship. The installation gives the visitor a global sensory experience with Valmont, *L'Elixir des Glaciers* with the highly concentrated active ingredients, *Storie Veneziane* fragrances the olfactive high jewelry for the smell and the sight with Janus exhibition by Didier Guillon.

Fondation Valmont: A commitment for Art and Charity

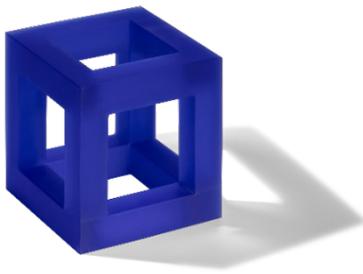


Christian and Marie-France des Pallières in Cambodia

On the occasion of the exhibitions at La Maison Valmont Berlin, Fondation Valmont wished to join forces with the NGO PSE, für ein Kinder Lächeln.

In 1995, Christian and Marie-France des Pallières, the founders of PSE - Für ein Kinder Lächeln, retired on a humanitarian mission in Phnom Penh, Cambodia. On this occasion they discover the unhealthy living conditions of the children living there and being forced to work from an early age. Since its creation, PSE has worked for the education, vocational training and protection of Cambodian children.

As sharing and the equal opportunities are in the center of Fondation Valmont's concerns, the proceeds from the sales of the artworks are donated to various NGOs with which Fondation Valmont has created close links as PSE - Für ein Kinder Lächeln.



Little blue cage by Didier Guillon

Little Blue Cage another artistic icon of Didier Guillon has recently been replicated and sold for the benefit of PSE - Für ein Kinder lächeln.

In addition, the 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!

Didier Guillon

Didier descends from a long lineage of major art lovers and contributors, throughout history: merchants such as Charles Sedelmeyer, sculptors, and art historians as Stanislas Lami. He takes pride in his filiation with emblematic sculptor and Egyptologist Alphonse Lami, whose father François was the illegitimate son of Francesco Borghese...

An artist himself, Didier Guillon draws from this phenomenal genealogy his passion for arts, as his profound bond with Italy... more specifically Venice. True to his nature, Didier Guillon exhilarates as he relentlessly works to fine-tune his ideas. He designed multiple works in various media, several dimensions, skillfully combining a wide array of materials. He likes to think of new ways to approach, discuss and appreciate contemporary art.



Didier and Maxence Guillon in Venice

Fondation Valmont: A Family Story

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

The common thread that ties Fondation Valmont and the Guillon’s family is thus the link between Art and Beauty: beauty as symbolized by the architecture and furniture of La Maison Valmont Berlin, mixing pure white interiors with sophisticated brass 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 rebirth, we are living.

LA MAISON VALMONT BERLIN

September 30th, 2021 – February 2nd, 2022

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