

When Art
meets
Beauty



VALMONT

At a time when virtual information
on the internet is becoming
increasingly widespread, we
wish to keep alive the pleasure
of browsing through pages of paper.
This is the purpose behind this
unpretentious pamphlet which
shares with the products
and treatments booklets
the genuine communication
approach of Valmont

J. & P. Guillou



We invite you to discover the artists that
influenced our marketing creation.
Brands can no longer be self-centered.
They must build bridges toward other
universes, draw connections with other types
of influential trends and become one
with the spirit of their time.

Sophie Vann-Guillon and Didier Guillon

- Antonio Gaudi ■ Andy Warhol ■ Robert Indiana ■
- Equipo Cronica ■ General Idea ■ Roy Lichtenstein ■
- Renzo Piano ■ Herzog & de Meuron ■ Sol LeWitt ■
- Bridget Riley ■ Joan Gardy Artigas ■ Isao ■

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Texts and drawings by Didier Guillon

& COLOR

LINE



Antonio Gaudi - La Pedrera

The organic and superbly contemporary architecture of the chimneys at Gaudi's La Pedrera combined with an interpretation of the Parc Güell ceramics provides a visual support for LIP REPAIR. The obsessive view of the chimneys at La Pedrera, dispersing the sensuous vibrations of Barcelona.



(Pencil and marker)



Lip Repair Visual - 2002

& COLOR

LINE

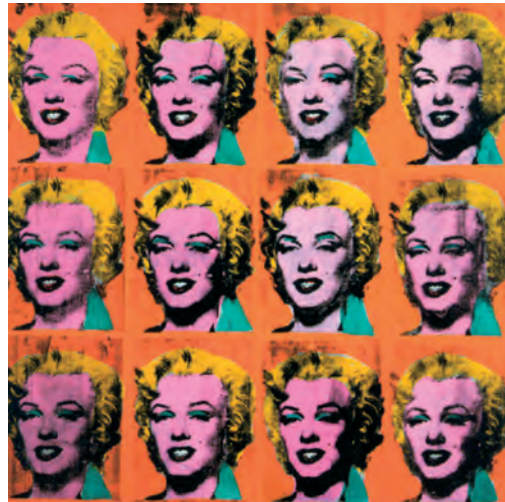
POP ART, one of the most influential of twentieth-century art movements, made its first appearance in London and New-York over thirty years ago.

Pop Art was always infectious in its vitality and has affected contemporary art since its first exhibitions, even if only by provoking a reaction.

It still continues to do so as a new generation of artists transforms and revitalizes the idiom of the 1950s and '60s.

The marvelous realist visuals – such as the LIP REPAIR visual – were part and parcel of the Valmont brand communication in the 1990's.

To avoid falling into a creative void, a graphical breakthrough was necessary. POP ART, as a means of unconventional expression, became a source of inspiration for a brand constantly seeking to be truly unique and modern.



Andy Warhol – Marilyn Monroe



& COLOR

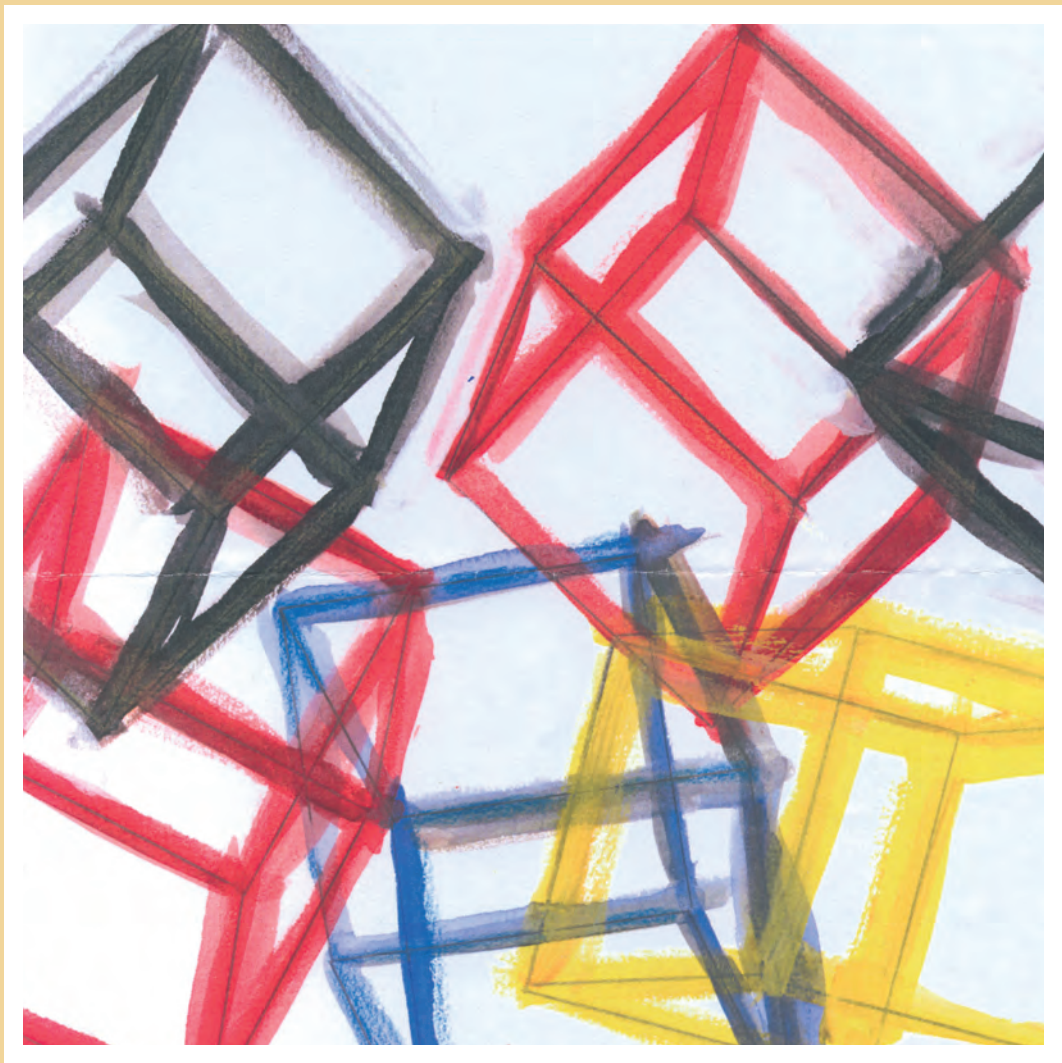
LINE



*After the very beautiful images of weightlessness
by Pierre Germond, the square established itself
at the dawn of the new millenium as a strict frame
depicting subjects evolving in total freedom.*

*The square is the most accomplished shape of
minimalist expression.*

*It is perfectly adapted to the image
of Swiss cellular cosmetics.*

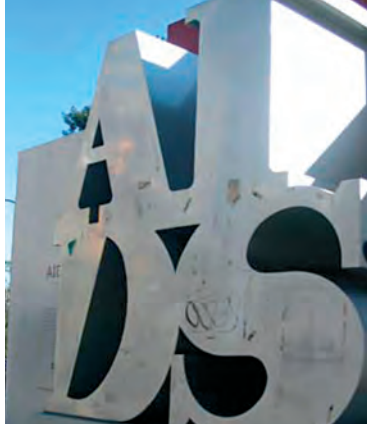


*Drawing of the multiple squares
Sketch for the ARCO exhibition in Madrid - 2009*

& COLOR

LINE

*For these two products created to help
lackluster skins recover their glow,
the alphabetical compositions of
GENERAL IDEA were an obvious visual choice.*



*Sculpture for the AIDS conference
General Idea Collective - 2006*



*Graphic project for the Radiance range:
embossed lettering with edges thickly marked
in matte or very shiny lacquered white.
By contrast the background is to be highly colored.
(Acrylic, pencil and collage)*



& COLOR

LINE

Cheerful and colorful, this is the subjective idea of the NATURE range, illustrated by a glass window depicting the elementary particles that compose it – water, plant extracts and DNA molecules.

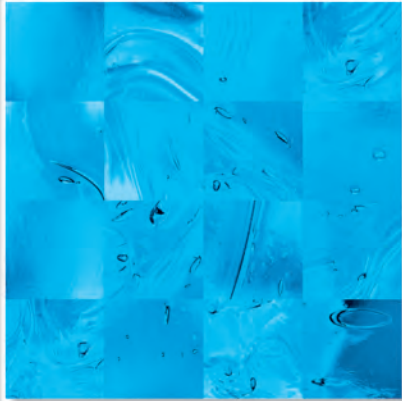


Pencil, felt-tip and acrylic



Nature By Valmont Institutional Visual – 2004

*Unlike the circle, the square is perfect.
It can easily fit inside, on top
or next to another, thus saving space.*



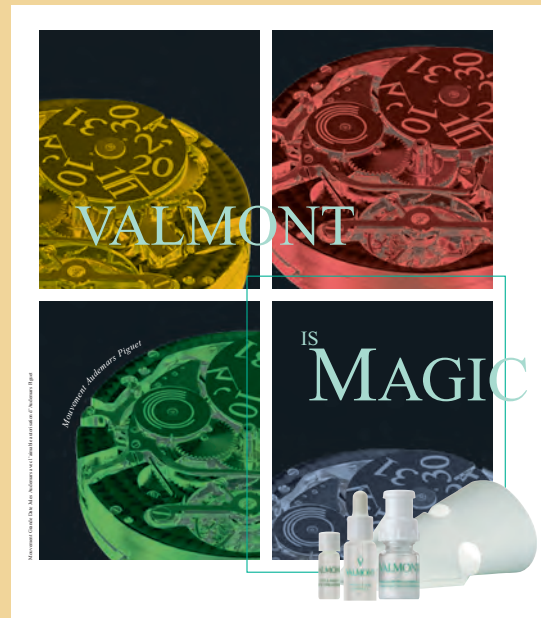
& COLOR

LINE

Finesse, precision, technology, luxury... The launch of Time Master was endowed with a partnership with a prestigious Swiss watchmaker. A beautiful encounter with Antoine Prezioso, engineering watchmaker, was the origin of the new visual project for Valmont's most prestigious cure. A friendly thunderbolt which resulted in the creation of an exclusive variation of the Stormoon, an automatic watch in pink gold set with Paraiba topaz.



Acrylic and felt-tip on collage



Valmont is Magic Visual – 2004



Time Master Intensive Program Visual - 2014

& COLOR

LINE

*In Pop art there is no value scale:
a diamond is worth as much
as a Campbell soup can.*



*Andy Warhol,
Campbell's Soup Cans – 1962*



Prime Renewing Pack Visual – 2014

*This visual created for one of the iconic
products of the range, RENEWING PACK,
is purely inspired by Andy Warhol with its
multifaceted gems and diamond-set GLOW.*



www.valmont.ch

Magicien du Temps



*Visual for Renewing Pack –
Colored Swarovski Crystals – 2005*



Prime Renewing Pack Visual - 2017

& COLOR

LINE

To illustrate the whitening purpose of the WHITE & BLANC range, nothing could be more unusual than to use the strict yet brightly colored graphics on the word WHITE applied to four expressionless white masks.

White is a purely subjective color which in surrealism can be translated into green, blue or pink.



Robert Indiana – Love



White & Blanc Visual – 2004

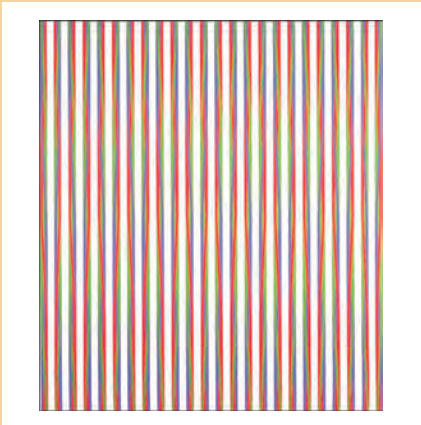
For the Expert of Light Visual, nothing is more striking than the architecture of Richard Meier. This Magician of Light, with his perfect expression of white, reveals the beauty of shapes.



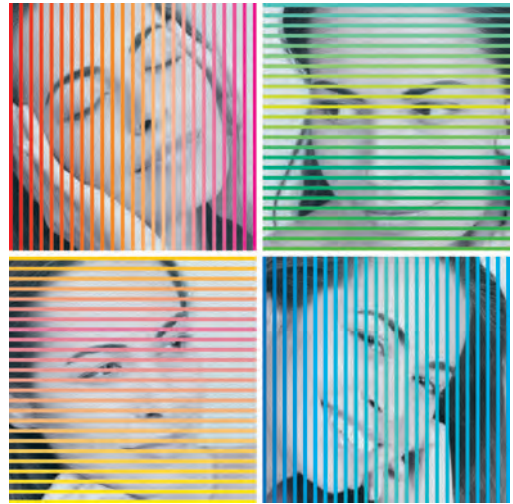
& COLOR

LINE

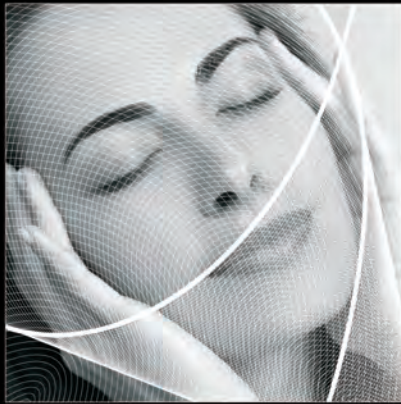
For the anti-wrinkle AWF facial range, stunning Catalan top model Veronica Bruno hides behind blinds recalling the Bridget Riley style and ponders pensively about the destiny of her beauty.



Bridget Riley - Zing 1992



Anti-wrinkle AWF facial range visual - 2005



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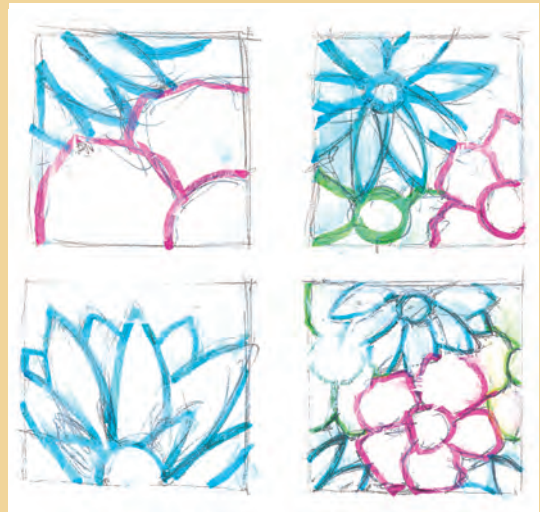
& COLOR

LINE



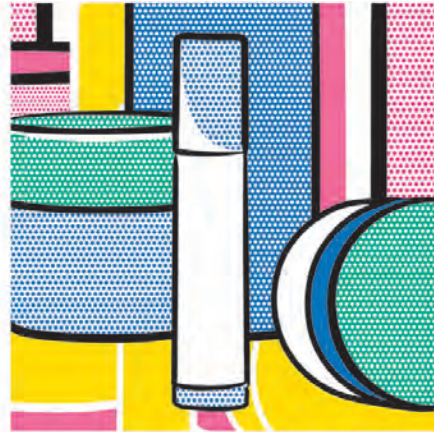
*To avoid the repetition of the four squares,
vary the size of the petals.*

*Starting from a child's drawing,
design large geometrical flowers,
extract large petals and assemble them
into a minimalist composition.*



(Pencil, felt-tip and acrylic)





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& COLOR

LINE

LADY GLOW

Under a diffracted light, Vibrant colors,

A unified foundation,

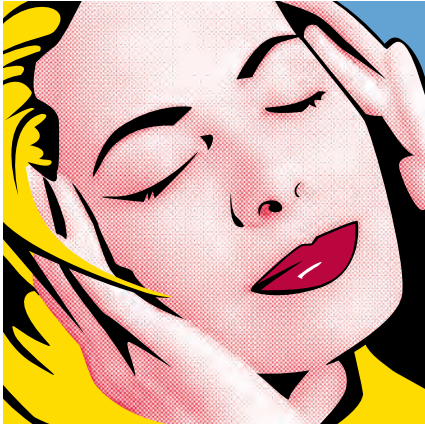
The red sublime,

The perfect Beauty: Lady Glow.

*A tribute to the spirit
of Roy Lichtenstein
PopArt Beauty.*



Roy Lichtenstein – Girl with hair ribbon 1965



www.e-valmont.com



& COLOR

LINE

*Elixir bottles and jars floating in a space
limited by a 3D cubic structure
as in a Sol LeWitt sculpture.
A ship navigating on an endless black backdrop.*



(Pencil and watercolor)



(Pencil and watercolor)



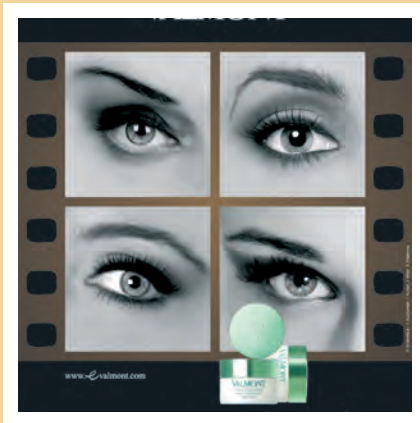
Elixir des Glaciers Visual - 2017

& COLOR

LINE

*Ava Gardner, Lauren Bacall,
Romy Schneider, Ingrid Bergmann
inspired this intense and sensuous visual
which has no tolerance
for eye contour wrinkles.*

*Valmont goes to Hollywood
for the launch of its
AWF Your Eyes range*



(Acrylic and collage)



www.evalmont.com



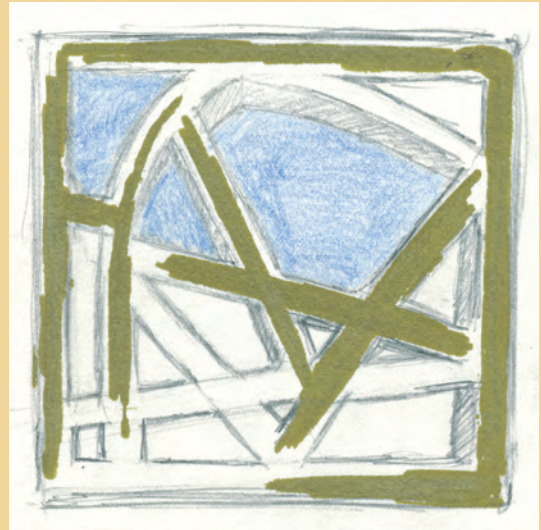
& COLOR

LINE

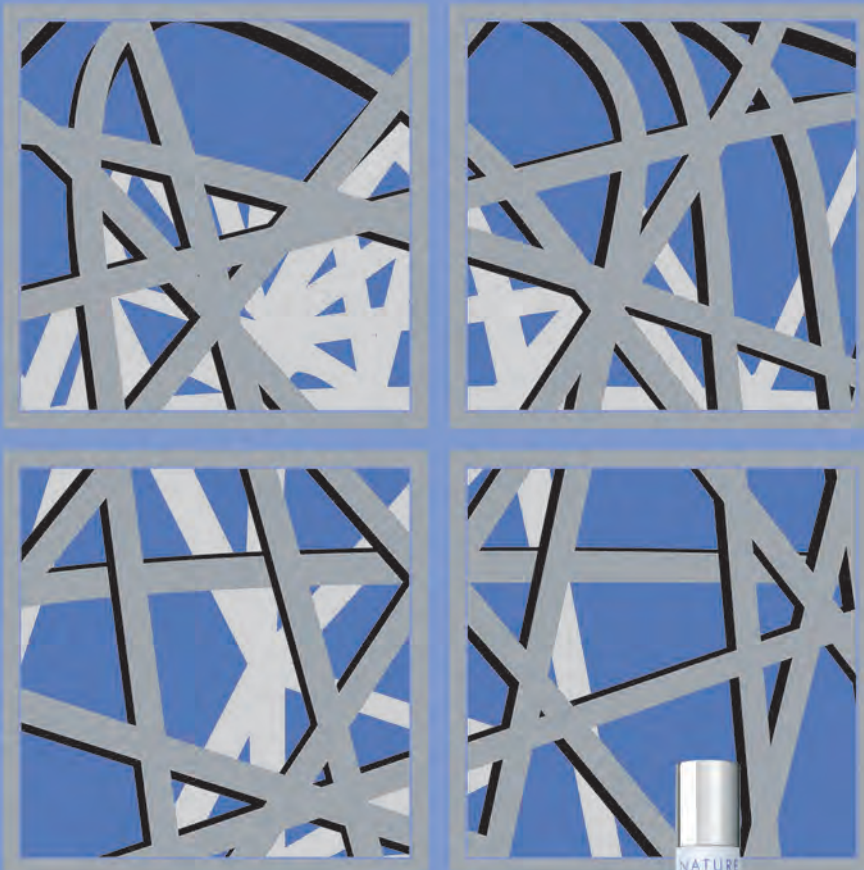
*The elegant roof structure
of the “Bird’s Nest” perfectly illustrates
the corseting function of the
ELASTIN DUO from Nature By Valmont.*



*Beijing National Stadium “Bird’s Nest”
Swiss architects Herzog and de Meuron
2008*



(Pencils and felt-tips)



www.valmont.com



Nature By Valmont – Elastin Duo Visual – 2010

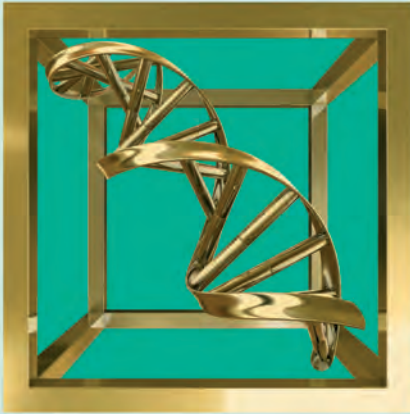
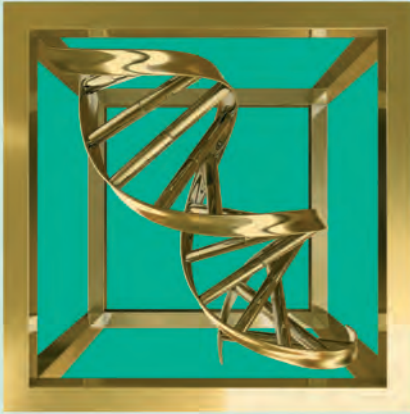
& COLOR

LINE

*The beautiful golden cage holds
the DNA double helix suspended in space
and illustrates the technological prowess
of PRIME GENERATION.*



(Pencil)



www.valmont.com

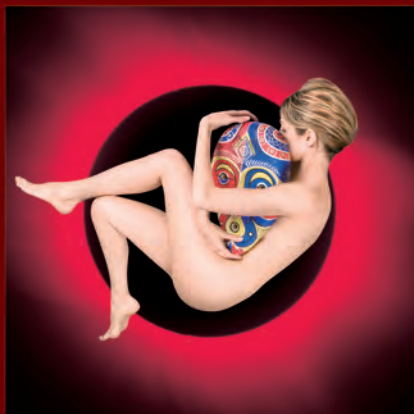


& COLOR

LINE

*For Sun Cellular Solution,
beautiful Maria gracefully hides
her nudity behind a brightly colored African
mask against a background of solar eclipse.*





www.valmont.com



& COLOR

LINE

To illustrate this magical product, we sought a vivid image with great suggestive and evocative power, one that would embody the perfect complexion. The rose stood out as the ideal choice. An oil painting of a beautiful bouquet offered us color and material.

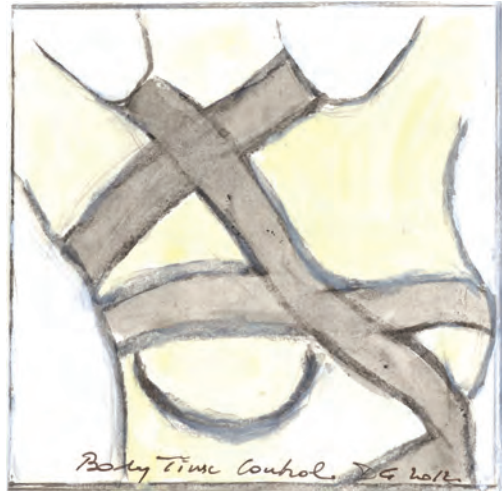


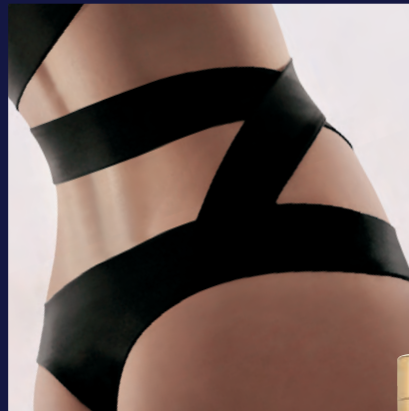
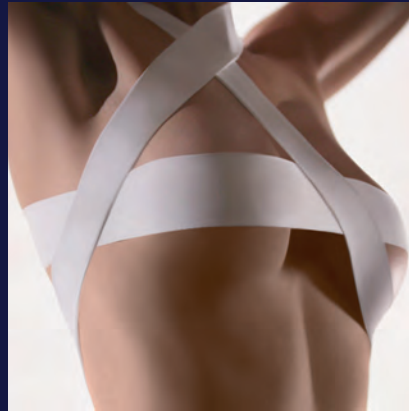


& COLOR

LINE

*Akin to the action of Body Time Control,
the discreet yet voluptuous foulard
controls, shapes and protects women's curves
from the toll of time.*





www.evalmont.com

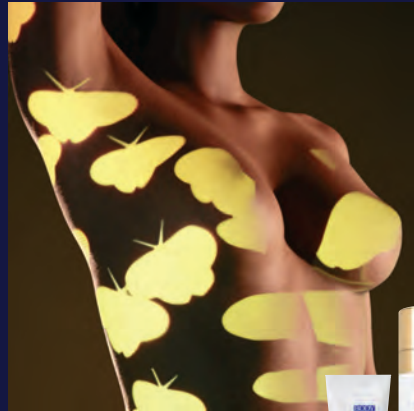
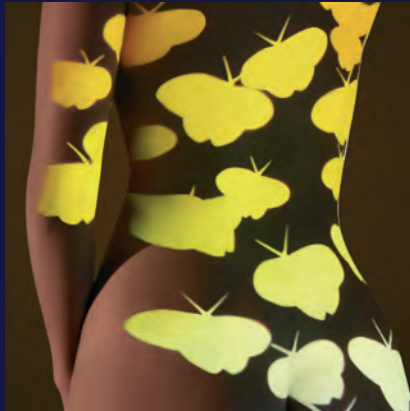
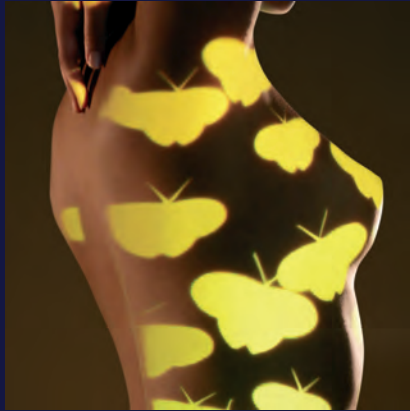


& COLOR

LINE

*For the Body Time Control visual,
Isao makes his docile butterflies dance,
as the beating of their golden wings
washes over a hint of soft curves.*





www.ivalmont.com



Soft & Smooth Visual - 2013

& COLOR

LINE

One Sunday in autumn, I was walking with my daughter Valentine in the Geneva Botanical Garden when a peacock emerged from a bush. The glistening radiance of its colorful feathers reminded me of a woman's hair sublimated by Hair Repair. I took several pictures and created an image that I love for its offbeat flair.



Hair Repair Visual - 2008
Ceramics by Isao and Joan Gardy Artigas.



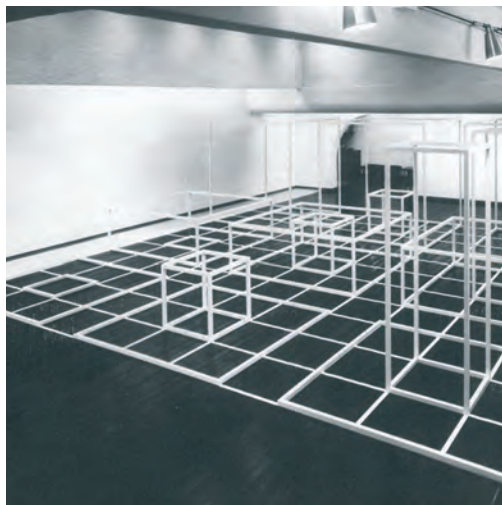
Hair Repair Visual - 2014



& COLOR

LINE

*Valmont loves Switzerland.
The Swiss Cross fills the space
of the four squares in 3D
in Sol LeWitt's style.*



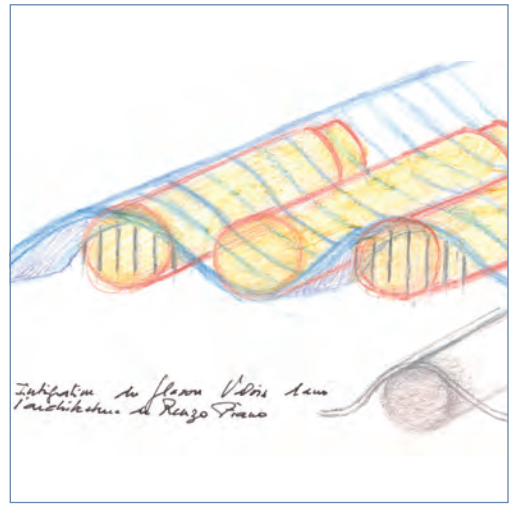


SHAPE & MATTER

SHAPE



*The architecture of the
Paul Klee Museum (Bern, Switzerland)
by Renzo Piano inspires
the Glow packaging.*



(Colored pencils)

Cylindre parfait
tout en métal argenté
pour habiller telle une
épave
La nouvelle collection
RAINBOW de
NATURE BY VALMONT.



SHAPE & MATTER

The design draws inspiration from a Viennese ring featuring the initials of Emilie Sedelmeyer, great-great-grandmother of Valentine Emilie Guillon who carries her name as a tribute.

In the purest Art Nouveau style, it brings life to the ornamental value of the curved design and natural plant shapes.





Elixir Art Limited Edition - 2013

SHAPE & MATTER

SHAPE

As a tribute to his wife Sophie Guillon, born under the sign of the Dragon, Didier Guillon asked Isao to create enamel stoneware fired in the kilns of the prestigious Artigas Foundation of Barcelona.

These dragon ceramic pieces embellish fifty numbered Elixir Art Edition Coffret for 2016.



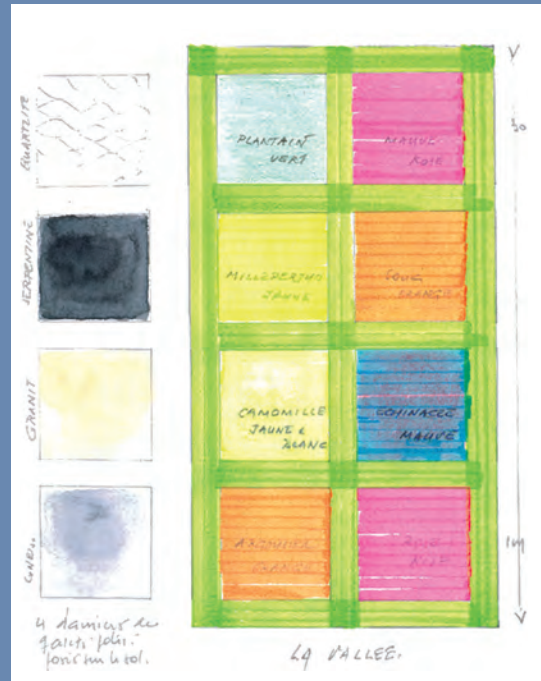
Drawings by Didier Guillon - Pencil and watercolor



Elixir Art Limited Edition - 2018

SHAPE & MATTER

*The perfect symmetry
of the Phyto-Alpine Garden in Vens
with its 4 mineral patches and
8 vegetable patches.*



(Pencil and felt-tip)



Phyto-Alpine Garden - 2003

SHAPE & MATTER

SHAPE

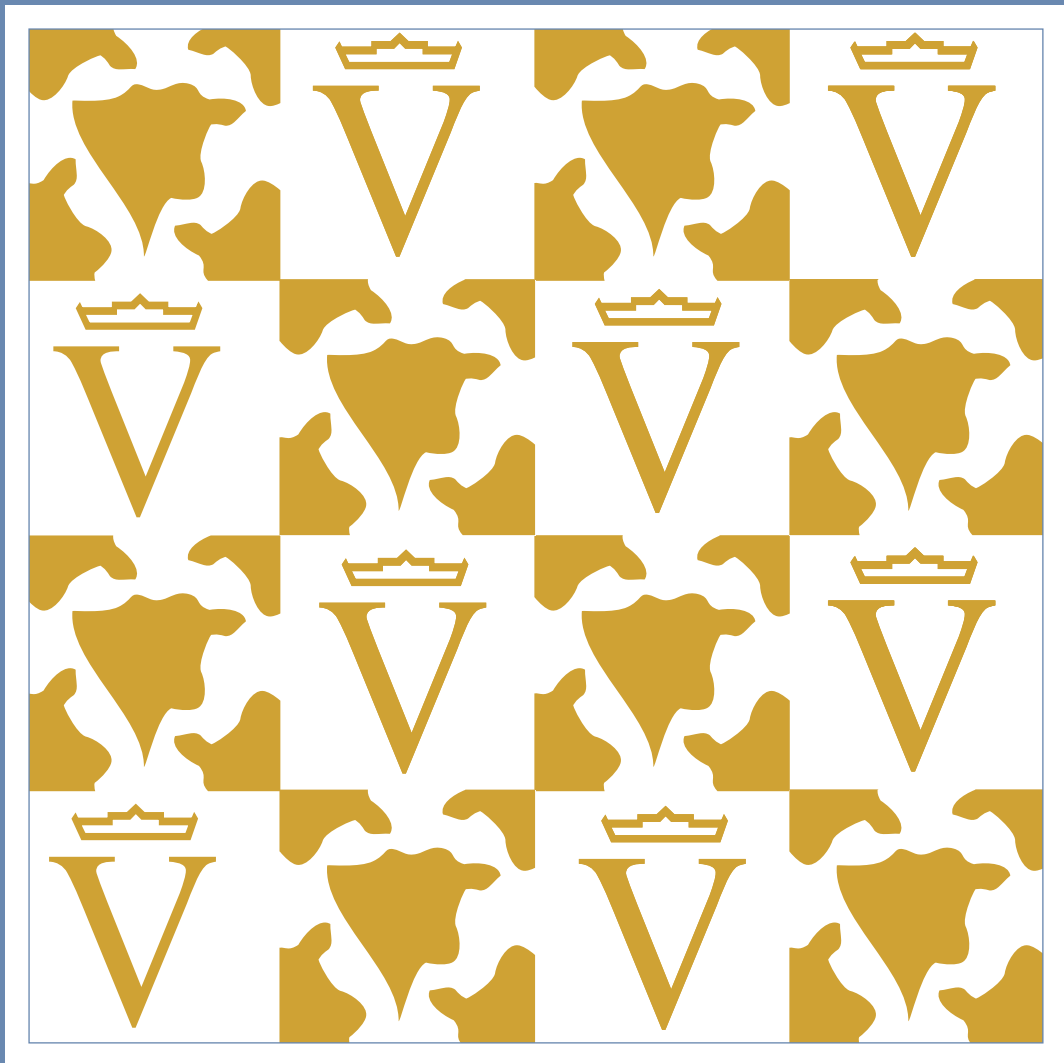
From Mad Cow to Magic Cow

Mad cow disease has altered the image of cows in the collective unconscious, and cows are where collagen originates.

Valmont wished to rehabilitate the animal's reputation by presenting the image of the cow in its 2007 communication and promotional items, presented in Istanbul in June 2006.



*"Cows" puzzle
(Felt-tip and watercolor)*

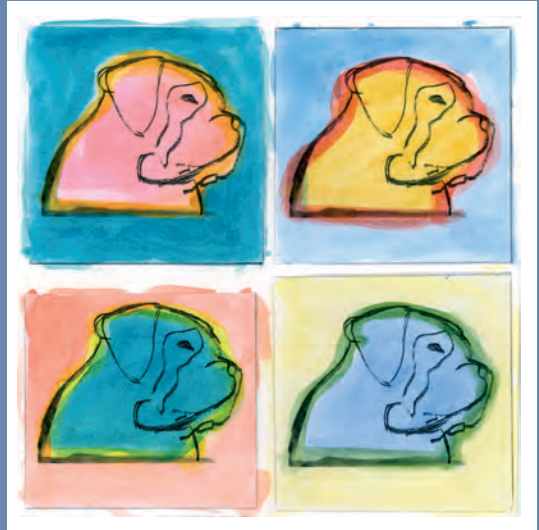


The Golden Cow - Evolution of the monogram for the Valmont 2007 collections

SHAPE & MATTER

What better jewel case than the Hermitage in Soldeu, this luxurious palace nestled in the heart of the Pyrenees, to host the exhibition dedicated to the St. Bernard, the emblematic Swiss dog.

Favorite cuddly toy, teddy bear and icon all in one, the St. Bernard embodies the reassuring values of Switzerland.



*Study for the 2009 collection of bags
(Pencil and watercolor)*



*St. Bernard ceramic by Joan Gardy Artigas and Isao,
From a drawing by Didier and Maxence Guillon.
Verbier Spa*

SHAPE & MATTER

SHAPE

One can find everything at the Kiev flea market, including insignificant testimonials of the Soviet era.

Plain cigarette cases gave me the idea of this unusual and anachronistic checkerboard in which the bicephalous eagle of Tsarist of Russia confronts communist insignia in fading colors.





SHAPE & MATTER

*The Valmont find: Jane Le Besque.
In her watercolors, collages and paintings,
this lively, exuberant British artist
has a whimsical manner of approaching human,
plant and animal microcosms.
She reveals her vision of a kitchen garden
in an enormous collage of bright colors.*



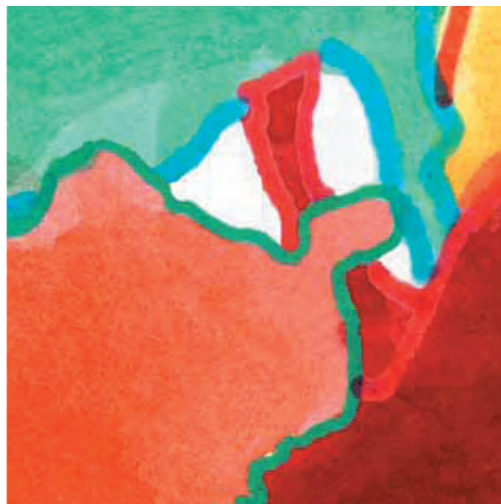


Jane Le Besque Collection - 2012

SHAPE & MATTER

SHAPE

Capucine Guillon draws from her imagination a palette of soft and delicate colors for these funny cows decorating the collection 2017.



*The funny cows by Capucine and Didier Guillon
(Felt-tip and watercolor)*



Capucine Collection - 2017

SHAPE & MATTER

The butterfly, an emblem for Valmont that reflects eternal beauty!

Didier Guillon once again honors the butterfly in 2019 by designing a new and exclusive collection of travel bags.





Butterfly Collection - 2019

SHAPE & MATTER

SHAPE

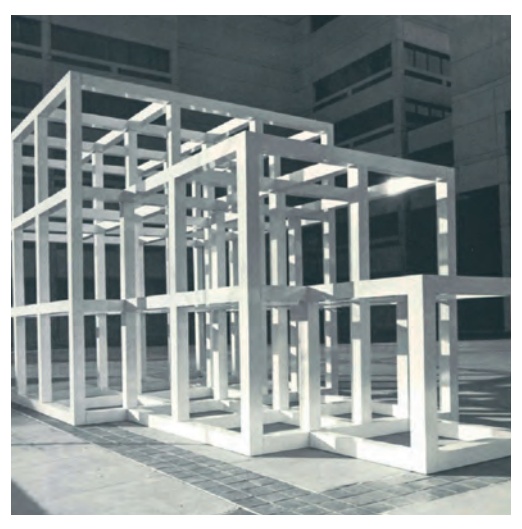
“Minimalism has occurred as a reaction against the formal excesses of abstract expressionism and subjectivity of pop art.”

Lisa Dennison, Director of the Guggenheim Museum

The works are created with extremely limited means and devoid of any metaphoric quality. Shapes are stripped down to their most fundamental geometrical dimension. Repetitive and serial systems, industrial materials and neutral surfaces characterize the movement (Donald Judd, Dan Flavin, Carl André, Sol LeWitt...)

Sol LeWitt transforms these ideas into objects of exquisite beauty and elegance, deliberately introducing elements of chance, intuition, or irrationality into the systems that govern the creation of his works.

Sol LeWitt creates artworks that explore the potential of ideas for the creation of visual forms.



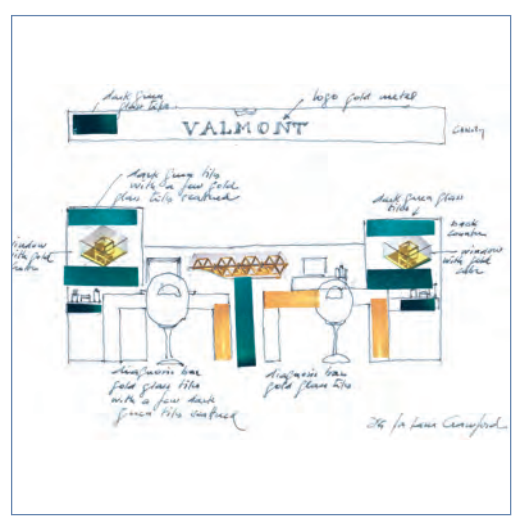


"Shop in the Shop" project for Valmont - 2005

SHAPE & MATTER

These 3D guidelines for the new generation Valmont shop displays were developed for Lane Crawford, Hong Kong's most beautiful department store chain.

Starting with a minimalist cubic structure, we added contrasting colors, the deep green of Prime Generation with the glamorous gold of Elixir.





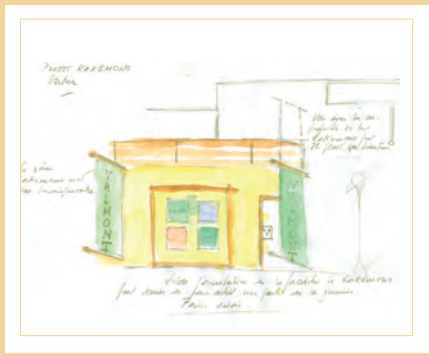
Lane Crawford counter in Hong Kong – 2010

& LIGHT

DESIGN

The selection of Spa venues is not unintentional but results from a blend of characteristic architectural expression, a celebration of travel and positive vibrations.

VERBIER



Spa By Valmont, Verbier facade



(Pencil and felt-tips)



The Spa - Verbier - 2017

VERBIER

Matters:

Two materials bring to mind Switzerland, birthplace of the Valmont brand, and create the warm atmosphere of a contemporary mountain chalet: wood and stone.

Two wood essences were chosen, the maple tree and pear tree.

And two types of stones: slate in the wet areas like the steam baths and

Jerusalem stones in the dry areas like the reception and lounge.

Contrasting dark and light colors.



(Watercolor)



& LIGHT

DESIGN

*Anachronistic and unexpected,
this totem by William Besse
watches over the visitors
at the Valmont residence in Verbier.*



VERBIER



Drawing by Capucine Guillon. (Watercolor and pencil)



Valmont Residence in Verbier - 2017

& LIGHT

DESIGN



*Facade of the SPA by Valmont
in Barcelona - 2012
(Pencil)*

BARCELONA



*Art studio of the Barcelona Spa
The room of dreams, Judi Harvest
2016*





Lounge of the Barcelona Spa - 2012

DESIGN & LIGHT

DESIGN

BARCELONA

*Having crossed the Spanish border,
these peaceful cows become fiery bulls
which have inspired our friends and talented
ceramists Joan Gardy Artigas and Isao.*

*The four ceramic tiles are exhibited
at the SPA by Valmont in Barcelona.*



*The funny cows by Capucine and Didier Guillon
for the 2007 Institutional Visual
(Felt-tip and watercolor)*



Four ceramic tiles by Joan Gady Artigas and Isao

& LIGHT

DESIGN



HONG KONG

PACIFIC HOUSE

The SPA by Valmont is a premium spa center sought after for its pampering treatments conveniently located in the city center of Hong-Kong to offer the most accessible and indulgent spa journey. The sophisticated use of natural elements and relaxing tranquillity in this elegantly appointed space elevates the experience even further.



Lounge and cabin



Reception of the SPA by Valmont in Hong Kong - 2016

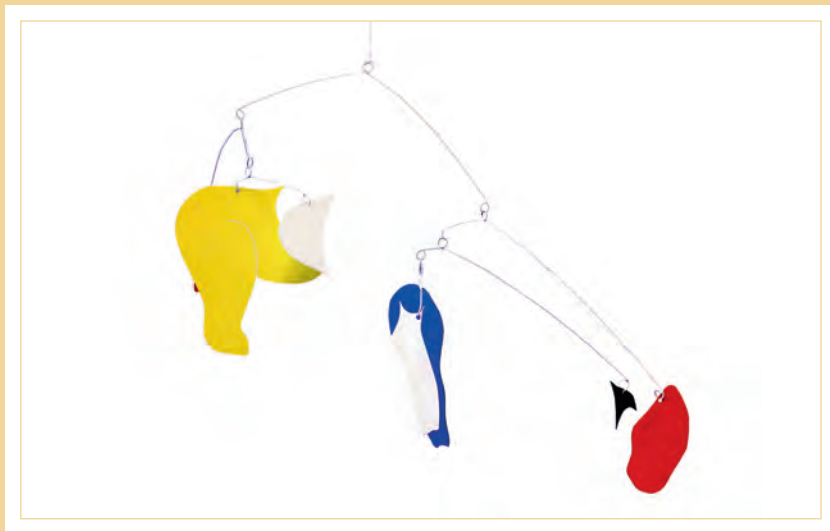
DESIGN & LIGHT

DESIGN

HONG KONG

LEE GARDEN

From Cubus to Lee Garden One, The SPA by Valmont finds a new home to spread Valmont's philosophy 'When Art Meets Beauty'... celebrating the union between an elegant spa experience and art's timeless beauty (for a luxurious tranquility). An urban retreat, which enlightens the body, nourishes all senses and soul, allowing a complete escape from all the hustle and bustle of the city.



Gorilla Mobile – Didier Guillon – 2018 – 120 x 60 cm



Reception of the SPA by Valmont in Lee Garden - 2018

& LIGHT

DESIGN

BERLIN

La Maison Valmont first flagship store opened on January 14th 2016 in Berlin, in Fasanenstrasse 72, in the prestigious Charlottenbourg district. This amazing opening in one of the most vibrating cities in the world marks a milestone for the Valmont Group.

Designed as a visual and experiential embodiment of “Valmont excellence”, La Maison Valmont will become the perfect model for Valmont Group’s vision, values and aesthetic.



La Maison Valmont – Fasanenstrasse 72 – Berlin



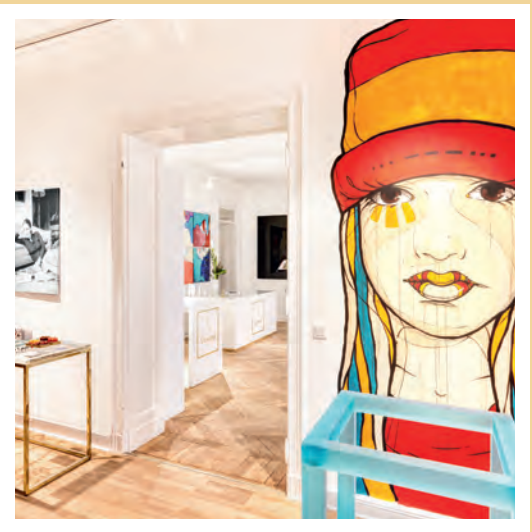
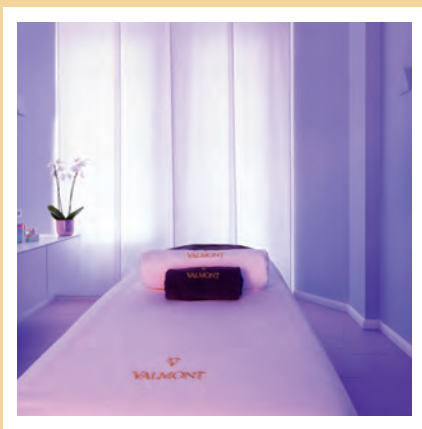
La Maison Valmont – Berlin – 2016

& LIGHT

DESIGN

BERLIN

Genuine brand identity pillar, art infuses La Maison Valmont with amazing artworks that are exhibited in the Berlin's flagship store.



Mural painting - El Bocho



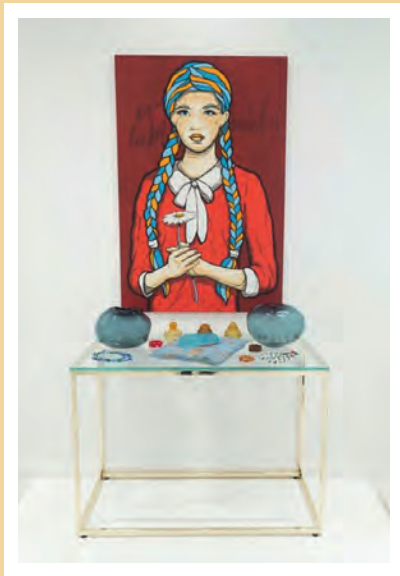
La Maison Valmont – Berlin – 2016

& LIGHT

DESIGN

VANCOUVER

A key rendez-vous for Vancouver's international elite shopper, Oakridge Mall maintains its avant-gardist character thanks to a relentless quest for trend-setting opportunities... hence the ideal location for La Maison Valmont! A breath of talents that opened in June 2017! A faithful version of the initial concept, the store showcases the Valmont Group's entire offer in a sleek environment, warmed up by a stunning wooden wall and El Bocho's artworks.



Er liebt mich - El Bocho



La Maison Valmont - Vancouver - 2017

GINZA

An absolute “it-store” within the luxury universe, La Maison Valmont was an absolute must for the new fashion, beauty and lifestyle temple inaugurated in Tokyo in April 2017! Designed as a jewelry case, the boutique plays around the “small is beautiful” philosophy, favoring personalized customer care with multiple consultation areas, emphatic tribute to El Bocho’s art and thoughtful selection of Murano creations... while promoting the Group’s four pillars.



Sister – El Bocho



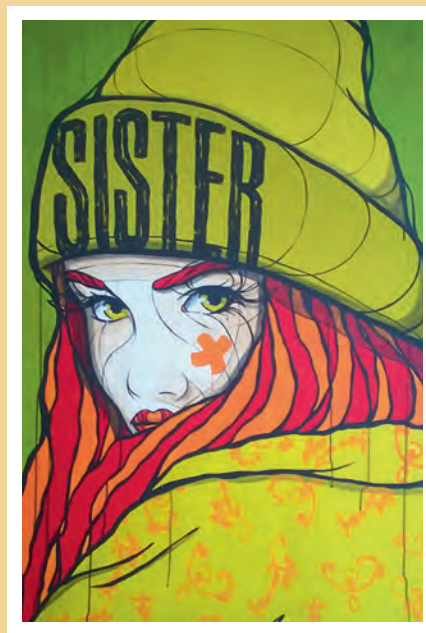
La Maison Valmont – Ginza – 2017

& LIGHT

DESIGN

LAUSANNE

The Bon Génie Lausanne welcomes the Valmont Group's signature boutique. Success when you hold us ... after Berlin, Hong Kong, Tokyo and Vancouver, La Maison Valmont renews its Swiss roots and opens its doors to the Bon Génie Lausanne. As early as February 2018, the mythical gold and white case makes the luxury store vibrate with an innovative surge of beauty, a subtle alliance of advanced anti-aging know-how and glamorous trends.



Green Sister - El Bocho



La Maison Valmont - Lausanne - 2018

FONDATION VALMONT PATRON FOR ART AND BEAUTY

DIDIER GUILLON - ART IS IN THE BLOOD

Art is something that is handed down within the Guillon family. A worthy successor in a long line of art collectors, aesthetes and patrons, Didier Guillon continues the family tradition through the Fondation Valmont, the 4th pillar of the Valmont Group dedicated to contemporary art.

The Fondation Valmont an entity in its own right dedicated to collecting works of art and discovering new talent. More than 300 works of art, almost fifty artists and as many talents have been unearthed and supported by the Fondation Valmont.

During exhibitions that take place across the globe, Didier Guillon questions mainstream art circuits, tears up the rulebook and assumes the role of curator to reveal and defend a new art scene.

The logo consists of a large, solid brown circle centered on a white square background. Inside the circle, the text "FONDATION VALMONT" is written in a white, serif font. The word "FONDATION" is positioned above "VALMONT". The letter "V" in "VALMONT" is stylized with a small crown on top.

FONDATION
VALMONT

PLATS D'ARTISTES

The dish is one of the first objects ever imagined and crafted by man.

Since Antiquity, its shape – in its perfection – has barely changed.

A living object, at the heart of rituals and encounters, the dish stands alongside cave walls as one of the first surfaces upon which artists etched their concerns, their stories and their talent.

Present in every culture, the dish has inspired every age. In 1993, Joan Gardy Artigas kept this millenary tradition alive, inviting painters, sculptors and poets the world over to impress their creativity on these dishes at the Josep Llorens Artigas Foundation... an institution established in honor of the famous Catalan ceramist who would transform the popular craft and tradition of Western ceramics into an art.

Nearly twenty years later, thanks to the creative spirit of these thirty artists, the savoir-faire of the Artigas Foundation and the support of Valmont, this exhibition once again came to life in Hydra in 2012 and in Hong Kong in 2014.



*Didier Guillon and Isao
Plats d'artistes, Hong Kong 2014*

COLLECTION D'ARTISTES

Launched by Didier Guillon, the nine works of the Collection d'Artistes project, each created by a contemporary artist and produced in a limited edition of 10, commemorated Valmont's 30th anniversary.

The event is a melting pot of artistic media with a great variety of European artists participating in the event. The works on display are created from a wide range of materials such as glass, metal and ceramics, and represent a multitude of disciplines including sculpture, painting, sketches and photography. From flora to fauna, from portraits to architecture, all of the works demonstrate an earnest search for beauty. With the wealth of diversity suited to every taste, the works convey a certain fragility and a spirit of investigation. Expressions of aesthetic eminence, these pieces impart Valmont's very vocation: the quest for beauty.



Venezia Crepa - Leonardo Cimolin - Murano Glass

BEAUTY & ART



Instant - Bénédicte Blanc-Fontenille

COLLECTION D'ARTISTES

ARTISTS IN THE COLLECTION:

Frederic Amat - Bénédicte Blanc-Fontenille

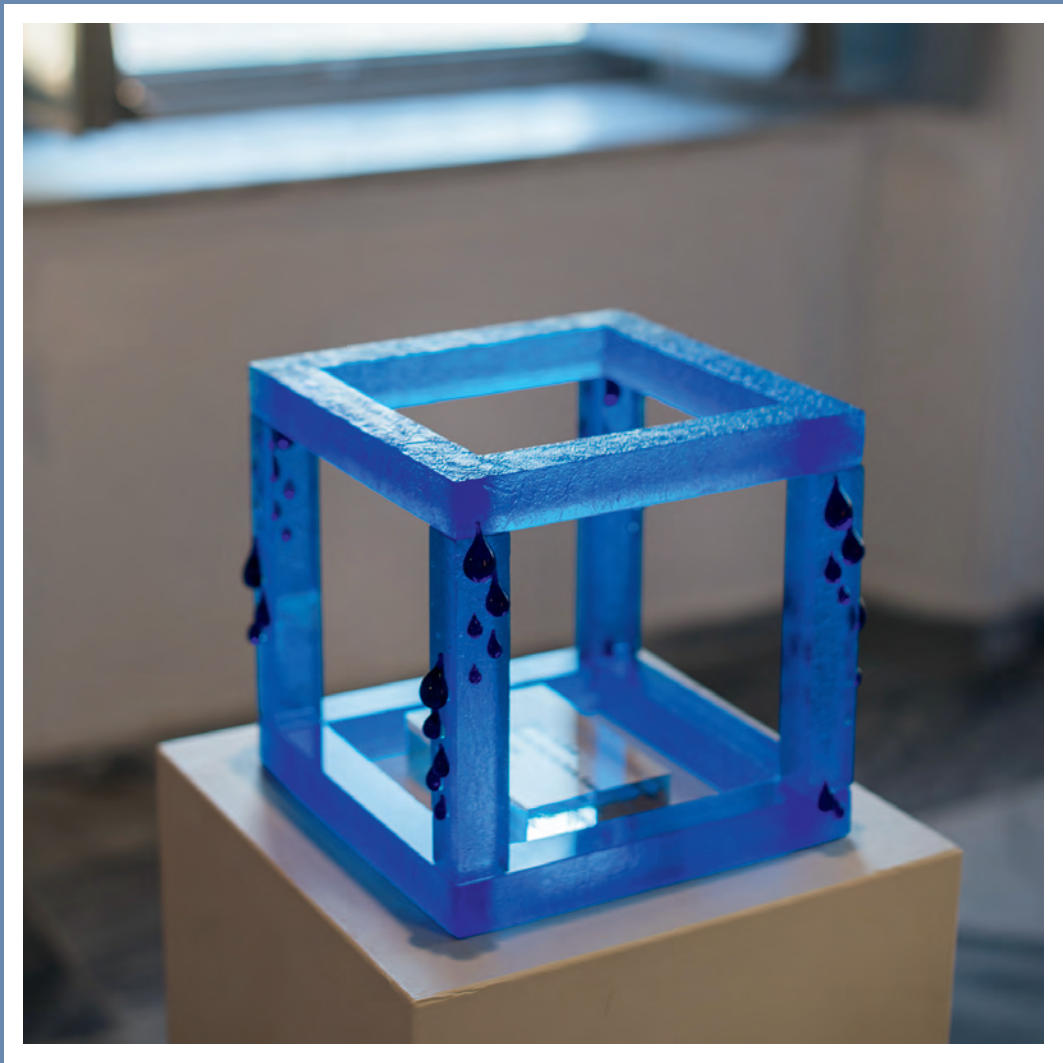
Yves Bélorgey - Leonardo Cimolin

Joan Gardy Artigas - Quentin Garel

Didier Guillon - Isao

Jane Le Besque





Rain Cage - Didier Gullon - Murano Glass



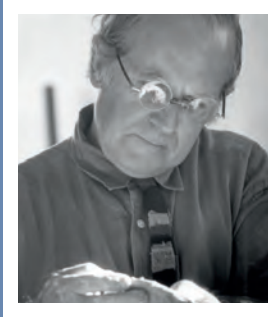
THE DIALOGUE OF FIRE

*Official Collateral Event
of the 56th Venice Biennale – 2015*

The fire of contemporary art can burn anywhere, even in the design of everyday objects like plates, tea pots, drinking glasses, vases, decorative objects, souvenirs, or pillows. Fire is also the connecting element between the two materials used in the exhibition: ceramic and glass.

The Dialogue of Fire showed contemporary artworks in ceramic and glass created respectively at the Artigas Foundation in Gallifa (Catalonia), and in Murano, through the collaboration between artists (the fire of ideas) and artisans (the fire of creation).

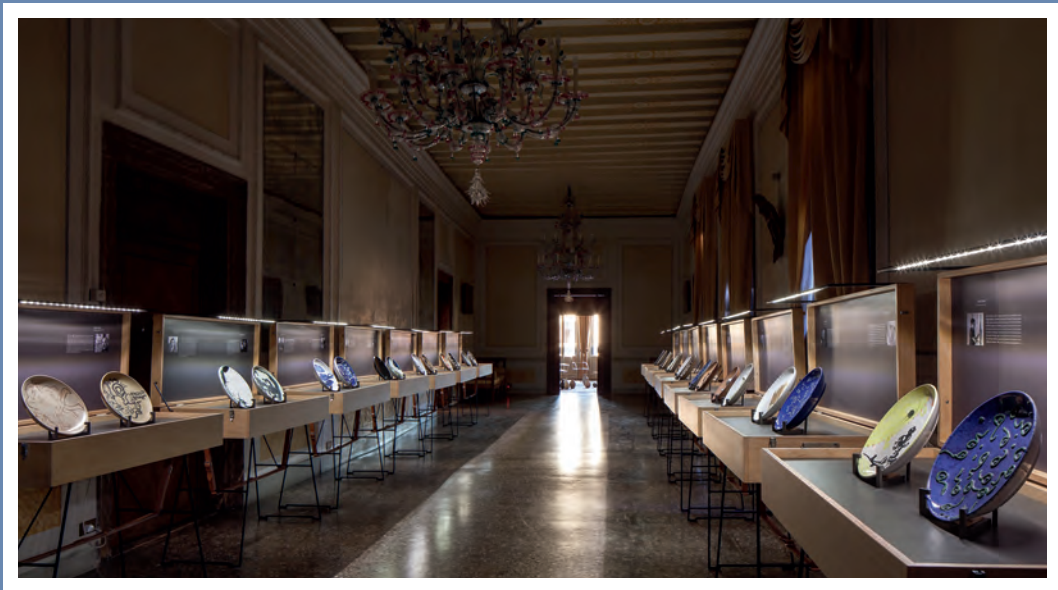
Everyday life has a fragile beauty, which can be easily broken or overshadowed by routine. The artists of The Dialogue of Fire used the fragility of glass and ceramic as a metaphor to enhance and capture this beauty. Delicate works of art populated the rooms of the inhabited palace, drawing the visitor's attention to the fact that each object and each moment in our lives can forge a pathway of new meaning, through the fire of art.



*Joan Gardy Artigas
Boulogne-Billancourt, France, 1938*

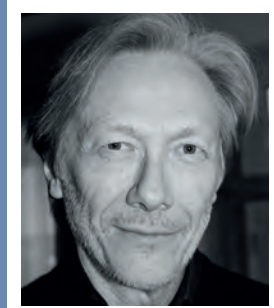
The J. Llorens Artigas foundation has been established in 1989 to the memory of the famous potter Josep Llorens Artigas by Joan Gardy Artigas, his sculptor son, to defend the memory of his work and to encourage artistic vocations, education, culture and art. Josep Llorens Artigas and Joan Gardy Artigas have been collaborating with Joan Miró in all his ceramic works and some of his bronze sculptures.

The purpose of the Llorens Artigas foundation is to improve the use and the knowledge of ceramic by contemporary artists, thus contributing to the progress of art and the perception of culture.

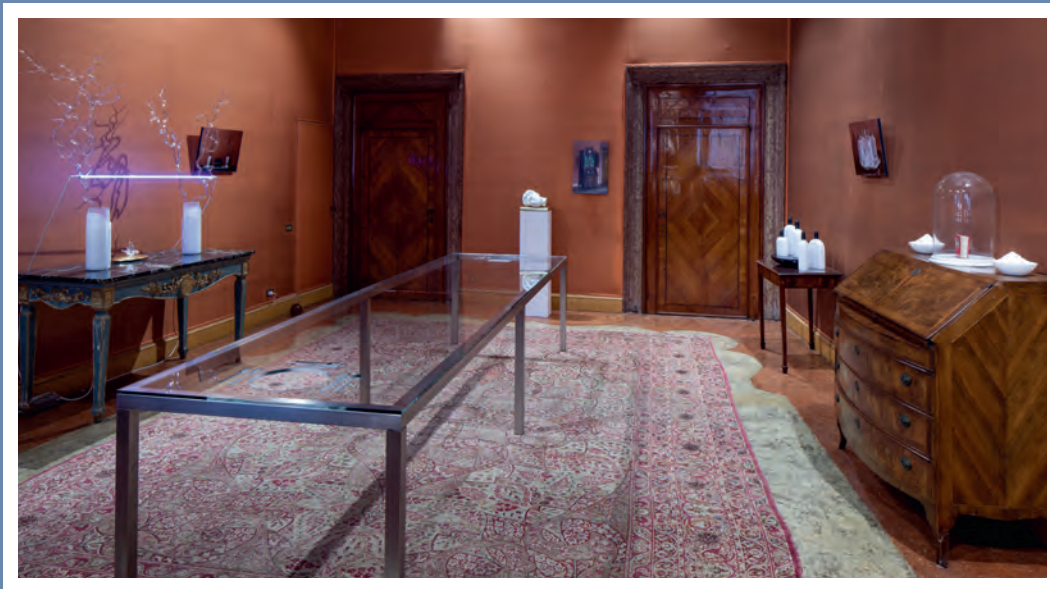


Plats d'artistes – Artigas Fondation

“Reinterpreting objects is almost like bringing about a sort of rebirth, giving a secondlife to something with an apparently similar identity but in reality profoundly different. In fact, the history of art as a whole has developed over the centuries based on reinterpreting the past, and, through visual movements – sometimes even radical ones – taken on new forms. But these are always intimately linked to what came before, even when the previous form was questioned or renounced.”



*Silvano Rubino
Born in Venice, Italy in 1952*



The room of changes



Judi Harvest
Born in Miami, USA

“For the Dialogue of Fire exhibition, I was invited to create an everyday, universal object. I chose the pillow, where we rest our heads when we dream. I constructed an installation of pillows using handmade Murano glass, the ancient material associated with Venice, together with sound, scent and light evoking beautiful dreams.”



The room of dreams

EL CUOR NO SE VENDE

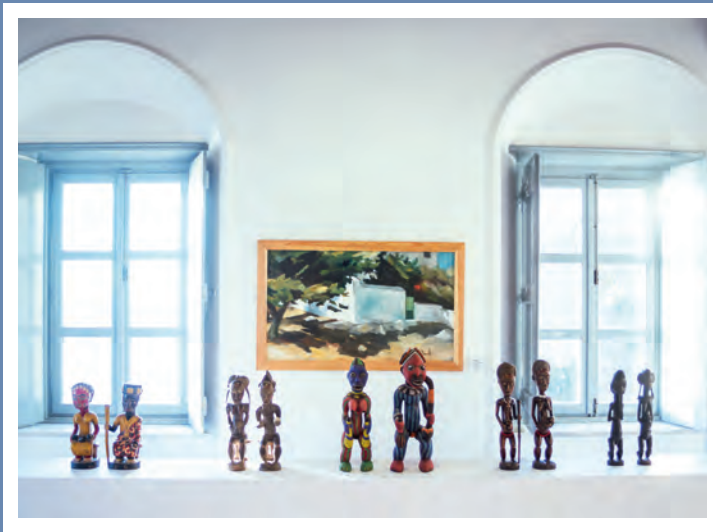
In an art market so dominated by commercial art shows, big names, VIP artists and famous art galleries, is it now possible to have a passionate art collection driven only by the heart ? The answer is yes ! Because the heart is not for sale. This simple but powerful motto has inspired the exhibition entitled precisely “EL CUOR NO SE VENDE” that took place in Hydra, the beautiful Greek island and art lovers’ destination, at the Historical Archives Museum.



Historical Archives Museum of Hydra – 2016

*“EL CUOR NO SE VENDE”
showcased 16 artists on 2 floors.*

The “Shadow” area of the exhibition on the first floor showcased Lee Jung Woong, Joan Gardy Artigas, Quentin Garel, Didier Guillon, Isao Llorens Ishikawa, Yves Bêlorgey, Nathalie Miquel Aubert, Frederic Amat and Riccardo Cordero.



On the second floor, the “Light” part of the exhibition featured the artworks by Yves Lévêque, Bénédicte Blanc-Fontenille, Jane Le Besque, Baoulé Tribe, Didier Guillon, Tom Powell, Mitsu Haraguchi, Leonardo Cimolin, Iliodora Margellos.

BEAUTY & ART

BEAUTY AND THE BEAST

*Inspired by the famous fairy tale,
“Beauty and the Beast” took place in the context
of the 2017 Venice Biennale.*



Palazzo Tiepolo Passi

Quentin Garel was born in 1975 in Paris, where he currently lives and works.

His powerful works (drawings and wooden or bronze sculptures of wild animals and fossil skeletons of prehistoric creatures) embody man in the form of the Beast, which simultaneously alludes to two aspects: on one hand the inseparable and ancestral kinship which connects us to other species, and on the other the loss of the “humanity” of our race. Mankind, essentially comprising generous beings who want to be loved by other living creatures, is caught in an evil spell, the desire of power, and whose aim is to confront nature to its goals, opening up the road to its destruction, which turns out to be self-destruction.



*Monozygote 2017 – Wood
Quentin Garel*



Main Room with powerful artworks of Quentin Garel

Born in Miami, Florida, Judi Harvest lives and works in New York and Venice. She creates sculptures, paintings, videos and installations inspired by the fragility of life and the search for beauty.

The extraordinary works created by Judi Harvest represent the kingdom of bees, and embody the Beauty of nature as a cooperative and balanced relationship, but at the same time fragile and wonderful. Bees are nature's messengers, the environment's antennas. The life of bees and our own depend on their incredible work, which determines the existence and proliferation of a huge number of plants. A large part of our day-today survival is linked to pollination by bees: our food, about one bite in every three of the food we eat, or our clothes, such as in the case of cotton for textiles.



Seeds - Judi Harvest - Glass



Dialogue between Beauty and the Beast
Monumental Hive - Judi Harvest
Gorilla - Quentin Garel



ELECTIVE AFFINITIES

Château de Nyon

February 9th to April 8th 2018

*Collection of the Fondation Valmont
with artworks by Jane Le Besque,
Silvano Rubino, and from the Fondation Artigas*

“For two months, the Château de Nyon presented pieces selected from the Fondation Valmont’s contemporary art collection. These pieces have many ties to Nyon and the Lake Geneva area, in particular through geographic proximity. In addition, the collection boasts numerous works from the ceramic arts and glassmaking, establishing an additional link with the castle’s collections.

This explains the title chosen for this exhibition: “Elective Affinities,” after the Goethe novel.

But this title certainly comes from a shift in thought – the first imagined title was

“Les Liaisons Dangereuses” after the famous novel by Choderlos de Laclos, in which one of the main characters is named Valmont. After the Greek island of Hydra and a palace in Venice, the

Fondation Valmont selected the Château de Nyon to present part of its collection.

From the Aegean Sea, to the Adriatic Sea, to Lake Geneva, these three places have ever-present water.”

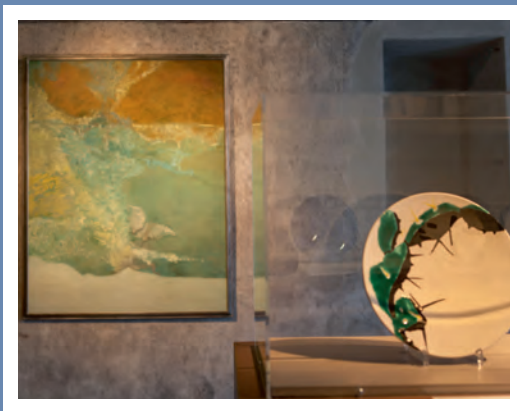
Vincent Lieber, Nyon’s Castle Curator, January 2018



Silvano Rubino – Subtractive Addition



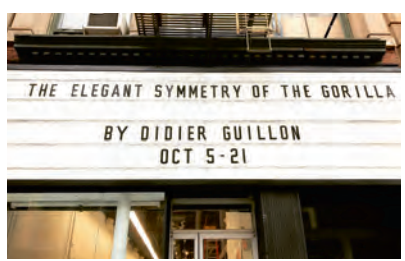
Silvano Rubino – Illuminated Ladder



*Yves Lévêque – Butterflies &
"Plats d'Artistes" collection from the Fondation Artigas*



Jane Le Besque – Le Tamier



393 Broadway Gallery – New York

THE ELEGANT SYMMETRY OF THE GORILLA

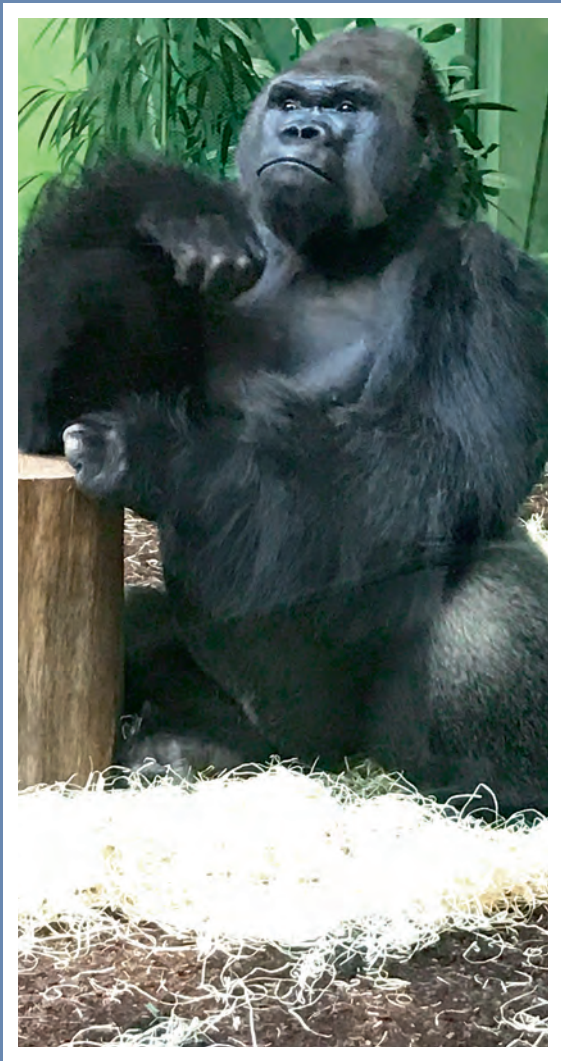
Itinerant exhibition 2018-2019

” Ivo the cubist gorilla of the Berlin Zoo invites you to discover his myriad of expressions, from New York to Berlin. Pacing from corner to corner in his glass cage day after day, Ivo shows off a singularly angular silhouette taking on a cubist form, which Picasso and Georges Braque could have surely identified.

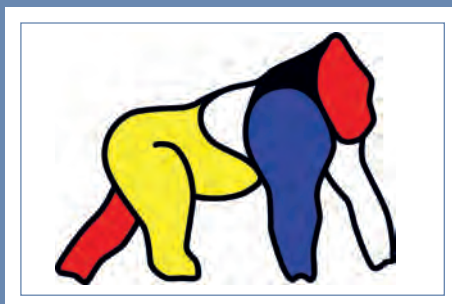
Ivo, the cubist gorilla looks out upon the Berlin Zoo. His eyes betraying a certain angst. Disheartened by the cheerlessness on the faces he contemplates each day, he dreams of defying zoo rules, opening the door of his cage and transforming himself into glass, paper and metal.

He would set off to exhibit his new appearance, from New York to Berlin, before audiences other than zoogoers, all the while seeking to understand what makes humans so discontented.”

Didier Guillon, January 2018



Ivo the Gorilla in the zoo



Tribute to mondrian – Didier Guillon 2018
Vinyl mix media 224 x 156 cm

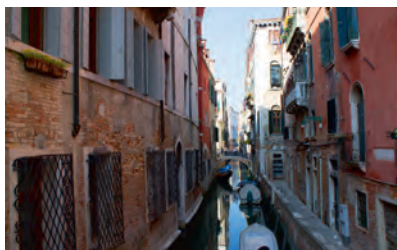


Metal – Didier Guillon 2018
Vinyl mix media moroccan openwork metal 224 x 156 cm



*Coloured crystal gorilla 2 – Didier Guillon
and Leonardo Cimolin 2018*
Murano glass 31 x 23.3 x 4.9 cm

BEAUTY & ART



PALAZZO BONVICINI

THE COLLECTOR'S APARTMENT

*Didier Guillon acquired in 2018 an apartment
in the beautiful quarter of Santa Croce in
Venice, one of his cities of art.*

*A true Venetian palace in a pure Renaissance
style of the 16th century, the Palazzo Bonvicini
– the Collector's Apartment – deploys its
authentic refinement: the chiselled moldings,
walls and ceilings enhance the beauty of the
shimmering frescoes, the floors are adorned
with mosaics lush. A hand-sewn box in every
detail that will host each year the exhibitions
of the Fondation Valmont, during the Biennale
of Contemporary Art and Architecture.*

A magic place to discover in 2018.

www.valmontcosmetics.com