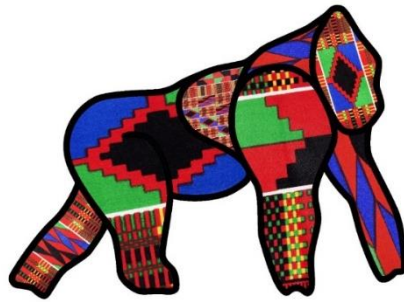




Press Release
September 2021

Fondation Valmont is presenting a contemporary art exhibition



TINTSWALO

AFRICAN COLORS

October 11th – 18th 2021

CASA DEGLI ARTISTI

Via Tommaso da Cazzaniga, angolo, Corso Garibaldi, 89/A - Milano

Free Entrance. 10am-7pm. Closed on Sunday.

in support of



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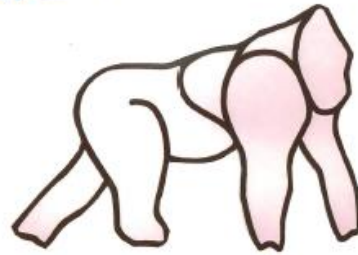


L'ELIXIR
DES GLACIERS

STORIE
VENEZIANE
By VALMONT



A La rencontre du peuple
TSONGA Ivo prend le nom de
TINTSWALO et se pare de toutes
les couleurs de l'Afrique pour un
nouvel épisode baïoli de l'élégante
Symétrie du Gorille.



DG. Cape Town janvier 2019

“As he meets the Tsonga people, Ivo takes the name of Tintswalo and dresses up with all African colors, for a new colorful episode of The Elegant Symmetry of the Gorilla.”

Didier Guillon
Cape Town
January 2019

The Concept

Ivo the cubist gorilla of the Berlin Zoo unveils its latest artistic expressions... which will bloom in Milan, after Berlin and Munich in October 2021.

Didier Guillon, Chairman and Art Director of the Valmont Group, has his first encounter with Ivo the gorilla in the Berlin Zoo in 2017... when his youngest daughter Valentine, saddened by it, asked her father to open its cage and let the animal escape.

Fed by his insatiable imagination, Didier Guillon gave multiple lives to the massive gorilla... hence giving birth to his first solo art exhibition, *The Elegant Symmetry of the Gorilla*.



Ivo, gorilla of the Berlin Zoo



Didier Guillon and his daughter Valentine

As he traveled to South Africa in 2019, Didier Guillon was captured by the richness of local colors and patterns... which echoed in his mind with the angular silhouette of his gorilla. He hence conceived a second opus around his iconic animal figure, with over 20 artworks.

The Artist created a spectacular array of metal, and paper executions featuring the gorilla, brought to life with vibrant textures, colors and patterns appended on its iconic cubist silhouette. And Tintswalo African Colors was born.

The name of the exhibition “Tintswalo” was chosen by Didier Guillon to embrace his tribute to Africa’s charisma... a word borrowed to the Xitsonga dialect, mostly spoken in South Africa. Translated as “mercy”, it expresses the intangible feeling of love, gratitude and peace one bestows upon one another - a meaningful and worthy gift.

The Artworks - A vast array of expressions and emotions

Passionate as always, Didier Guillon conceived numerous interpretations of his cubist gorilla... across a variety of expressions, long-time cherished or initiated for the first time. Faithful to his past exhibitions *Hansel & Gretel - White Traces in Search of Your Self* or *White Mirror*, he crowds the space with many works – providing the visitor with an unedited experience among a dense collection of art pieces... which also flag the urgency to care about our endangered gorillas.

The result is a collection of about twenty works, presented on walls, space and ground:

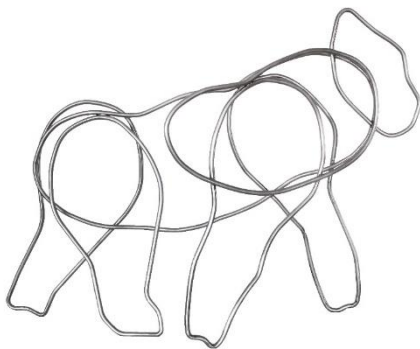
- Sketches and collages on various types of paper displaying a multitude of visions,
- Gorilla “puzzles”, 3D assemblies of dismantled pieces of the silhouette... either crafted in cardboard, metal, wood...
- A series of serigraphy featuring a rich variety of textiles,
- A shining attractive metal outline of the iconic figure,
- An intriguing “cascade” of gorillas built with honeycomb cardboard
- A mobile of captivating dimension.



Tintswalo African Colors 1, 2019, Didier Guillon, wove paper / mix media / African fabrics, 80x120 cm



Cascade, 2020, Didier Guillon, honeycomb cardboard, 320x248x180 cm



Lines in space, 2018, Didier Guillon & Isao, round stainless steel, 100x110x20 cm



Gold Puzzle, 2019, Didier Guillon & Isao, honeycomb cardboard, golden acrylic, 100x130x50 cm

This gorilla fantasy also features two short movies of living gorillas in their natural element or 3D Tintswalo walking towards its arty destiny. Valentine Guillon, the inspiration behind these series of exhibitions, also signs a stop motion movie.

All the works imagined by Didier Guillon, Tintswalo African Colors is only made from sustainable materials, sourced locally for each exhibition. Works are produced for each exhibition, in quantities evaluated according to the venue.

Fondation Valmont

When Art
meets
Beauty



The Guillon family

Fondation Valmont has become, since its 2015 debut, a champion of contemporary art to be reckoned with. Born out of the torch for art carried by the Guillon family, it tirelessly works to promote art and creation in all forms. Indeed, art is both a passion and a family value that Didier and Sophie Guillon have passed on to their daughters, Capucine and Valentine, and to their son, Maxence, soon to be president of the foundation.

It is then only natural that art is to be found in every venture that the Valmont group engages in. Art is a defining cornerstone for Valmont—a brand distinguished by its relentless quest for beauty. It bridges the gap between the luxury cosmetics by La Maison Valmont and the contemporary art circuit. Fondation Valmont strives to advance the arts by supporting emerging or recognized artists, and by making their works accessible to a large audience. Collaborations based on trust and loyalty make the foundation's approach a truly committed one. It also stands by its artists' side in the long run, through sponsorship actions and commissions which complete its almost 350 pieces strong collection.

Fondation Valmont also organizes several exhibitions a year in trendy, buoyant cities such as Venice, Hong Kong, New York, Tokyo, Munich or Berlin. Enacting the highest standards in terms of creativity but also in terms of sustainability, the foundation takes pride in disseminating, on the occasion of these exhibitions, innovative concepts as well as traditional crafts and techniques. Its total approach, developed over the years, is centered on accessibility—an inclusive and democratic view of contemporary art that bears the Valmont seal.



*Venetian Love
at Palazzo Bonvicini in Venice*



*The Elegant Symmetry of the Gorilla,
Didier Guillon, La Maison Valmont Munich*

Finally, attentive to give back, Fondation Valmont supports several charities and associations, through fundraising initiatives and event sales of original artworks. All of Fondation Valmont's artists are keen on sharing and giving, their creativity shining through for charity.

Fondation Valmont's major exhibitions (selection)

2021-2022: Alice in Doomedland – Palazzo Bonvicini, Venice

2021 : The Room of Tears – La Maison Valmont, Berlin & Munich

2020/2021 : Venetian Love – Palazzo Bonvicini, Venice, Italy

2020 : Tintswalo African Colors – La Maison Valmont, Berlin & Munich

2019-2020: White Mirror – travelling exhibition (Munich, Chengdu, Milan, New York, Ginza)

2019-2020: Tell me the Truth – La Maison Valmont, Munich

2019: Hansel & Gretel - White Traces in Search of Your Self – Palazzo Bonvicini, Venice

2018 – 2019: The Elegant Symmetry of the Gorilla – La Maison Valmont, Munich

2018: The Elegant Symmetry of the Gorilla – 393 Broadway Gallery, New York

2018: Les Affinités Electives – Château de Nyon, Nyon (Switzerland)

2017: Beauty and the Beast – Palazzo Tiepolo Passi, Venice

2016: El Cuor No Se Vende – Historical Archives Museum, Hydra (Greece)

Didier & Maxence Guillon – Art lovers



Didier Guillon is a French Swiss entrepreneur, curator, philanthropist, art collector and artist. He is the Chairman and Art Director of the Valmont Group since 1990. The life of Didier Guillon has been inspired by the constant dialogue between art and beauty.

Didier Guillon was born on March 28th 1953, in Neuilly-sur-Seine, France. He is the descendant of an international art collector, Charles Sedelmeyer and the great-great son of French sculptor and art historian Stanislas Lami and descendant of the sculptor and Egyptologist Alphonse Lami. His father, Claude Guillon, was the co-founder of Laboratoires Expanscience.

Perpetuating a family tradition, Didier Guillon is a noted art collector. In 2015, Didier Guillon gives birth to Fondation Valmont, an institution hosting his collection and dedicated to the promotion of contemporary art by supporting young artists.

In 2018, Palazzo Bonvicini in Venice became the main headquarter of Fondation Valmont. The exhibitions held in this typical 16th century Venetian palace contribute significantly to the Venetian and international art scene.

As of January 2022, Didier Guillon once again expresses his freedom and independence by appointing his son Maxence, to take over Fondation Valmont ... while Didier will permanently move to Venice, to celebrate art in all its forms. Art and passion for universal beauty.

VALMONT AND RINASCENTE

RINASCENTE

For this special exhibition Valmont Group and Fondation Valmont have partnered with RINASCENTE. The RINASCENTE Group comprises 9 department stores in 8 cities and considers itself a collection of unique, iconic department stores that are deeply rooted in the history of the respective city and pass this authenticity on to their customers through a unique shopping experience.

A fil rouge ties Fondation Valmont to the exclusive RINASCENTE department stores in Italy. An impalpable yet unyielding thread that binds Art with Beauty. In the special occasion of the Tintswalo art exhibition, Valmont Group will partner with the leading RINASCENTE department store in Milan, located near the Duomo, where Valmont Group has a beauty counter. On the ground floor, in the area dedicated to beauty, an exclusive Valmont 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.

Unique beauty events, beauty talks, and engaging marketing actions will take place in Rinascente and at Casa degli Artisti with the aim of making local customers discover a unique art world and to bringing them from emotional and artistic experiences to in-store shopping and viceversa.

A virtuous circuit that creates a special bond between these two spaces. Valmont customers of Rinascente will be invited at Casa degli Artisti to enjoy a private visit of Tintswalo and to discover a new masterpiece collection from l'Elixir des Glaciers.

Follow the Gorilla in Milan to discover a unique universe where Art meets Beauty.

l'Elixir des Glaciers celebrates 20 years of Masterpiece



The ultimate expression of savoir-faire from Valmont laboratories, l'Elixir des Glaciers has embodied everyday luxury since 2001. Created by Sophie Vann Guillon, l'Elixir des Glaciers has been the epitome of Swiss cosmetic technology for 20 years in a spirit of utmost luxury.

Formulated as the Romanée-Conti of cosmetics, l'Elixir des Glaciers was originally an exceptional product available only under certain conditions. Twenty years later, driven forward by its success, it earned the status of a full-fledged brand.

The key to this triumph? Natural and noble active ingredients further enhanced by science, for three product lines, each with distinct ambitions... and immediate results, completed by foundation products in which glamour meets skincare efficacy.

In 2021 l'Elixir des Glaciers celebrates its 20 years anniversary. During the Tintswalo African Colors exhibition a special area of Casa degli Artisti will feature a visual interactive installation to discover the unique universe of l'Elixir des Glaciers.

Tintswalo chooses to support MAKE A WISH ITALIA



Attentive to give back, Fondation Valmont supports several charities and associations, through fundraising initiatives and event sales of original artworks. All Fondation Valmont's artists are keen on sharing and giving, their creativity shining through for charity.

During Tintswalo exhibition in Milan embracing this long-term commitment to generosity, Fondation Valmont will support Make-A-Wish Italy. Many activities will take place at Casa Degli Artisti and Valmont counters in Rinascente to endorse the project "Adotta un desiderio" and enhance free donations and charity commitment.

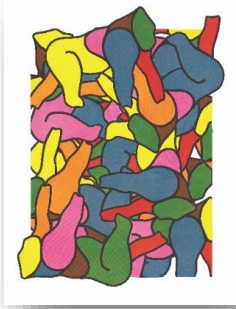
Make-A-Wish Italy is a non-profit organization that grants wishes of children living under life threatening medical conditions. For sick children it can be difficult to face life: strong medical treatments, constant hospitalizations do not allow them to live their own childhood, and sometimes also take away all their energy to keep fighting. Make-A-Wish Italy, the Italian affiliate of Make-A-Wish International, was founded at the end of 2004 in memory of Carlotta, a sweet ten-year-old girl, affected by a grave disease.



During the past years Make-A-Wish Italy has granted more than 2000 wishes, thanks to the help of about 250 volunteers throughout the country. There is still very much to do due to the continued growing number of requests from hospitals and children, and to the fact that granting wishes requires an important economic effort and a lot of work. To be able to face all the requests and keep working on this project, Make-A-Wish Italy needs to grow, and to receive financial aid from generous partners who believe in this mission.

Art for Charity

Created by Didier Guillon, several original works displayed throughout the exhibition will also be available for charity sale... all sizes, all budgets, all tastes will be rewarded with these exclusive and enchanting designs.



My Little Tintswalo

Didier Guillon – 2019

65 x 50 cm

Limited Edition, signed by the
Artist

Numbered from 1/50

Wove paper, Unframed

€150,00



My Big Tintswalo

Didier Guillon – 2019

80 x 120 cm

Limited Edition, signed by the
Artist

Numbered from 1/50

Wove paper, Unframed

€250,00



Tintswalo Scarf

Didier Guillon – 2020

90 x 90 cm

Limited Edition, 100% natural silk

€120,00

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