



presents



**IVO**  
**IN TANZANIA**  
by Didier Guillon

A contemporary art exhibition in collaboration with Fondation Valmont

To be discovered on the 7th floor of the Hyundai – Mokdong department store  
7F, Glasshaus – Seoul

**From September 20<sup>th</sup> to October 4<sup>th</sup> 2022**

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TBC

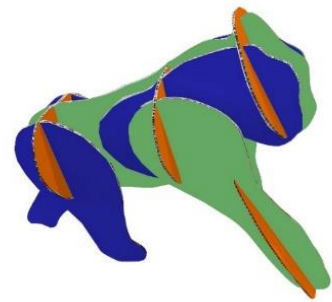
## Ivo. The infinite journey of a free gorilla



© Sebastian Nidlich - Ivo the Gorilla in Berlin Zoo

Ivo, a name for an icon. The Berlin Zoo icon, massive and majestic gorilla, which has been both a source of wonder and emotion for Valentine, Didier Guillon's youngest daughter. From this Berlin visit was born the wish of a young girl to see the elegant animal freed from its captivity. The desire of a father to imagine the impossible and to emancipate it beyond all cages and barriers.

Ivo, a name for an icon. Fondation Valmont's icon among others, colorful and happy gorilla, artistic metamorphosis in search of an infinite journey and a freedom symbol. A gorilla reinterpreted by Didier Guillon the artist, who has never stopped to reinvent it, to offer it new supports and horizons, to adorn it with new clothes.



*Ivo in Tanzania, puzzle Gorilla 2, 140x55x100cm*

After Morocco and South Africa, Ivo continues his journey in Tanzania with a travelling exhibition, making a stopover in Seoul after Europe. Exhibited at the Hyundai Mokdong in Seoul, in an exceptional setting, from **September 20th to October 4th, 2022**, Ivo will continue to fascinate freedom and creativity lovers.

### *Ivo in Tanzania* and the Hyundai Mokdong: an obvious choice



© Kyungsub Shin

If ever there was an appropriate place for *Ivo's* world *in Tanzania* in Seoul, it is the **Hyundai Mokdong**. A must-see department store, the most prestigious luxury brands temple, and home to the Valmont corner, also giving pride of place to art and travel.

After Munich and Berlin, it is now in Asia and for the first time in South Korea that *Ivo in Tanzania* has chosen to stay. An exhibition in a setting echoing Ivo's natural environment. Unexpected nature, botanical gardens, bright atmosphere, airy exhibition space; the latest creation of renowned architect Sir Richard Rogers reinterprets art and architecture with an astonishing beauty.

*Ivo In Tanzania's* works have every opportunity to flourish on Hyundai Mokdong 7<sup>th</sup> floor. A warm setting where **three varied and complementary spaces** shape the majestic gorilla set free peregrinations.

## The exhibition. Ivo celebrates freedom, art meets beauty

For this contemporary art exhibition *Ivo in Tanzania*, Valmont Korea and Fondation Valmont have imagined a complete, clever, and creative journey. An immersion in the colors of Tanzania and the House motto "When Art meets Beauty".

When Art  
meets  
Beauty

Divided into several zones, customers and art lovers begin their journey with Ivo in an area displaying Valmont's brand and its three iconic lines: Valmont, Storie Veneziane, l'Elixir des Glaciers.

Then, like an invitation to discover its colorful world of Tanzanian fabrics, Ivo appears. Colorful silk-screened Ivo or associated cardboard carved Ivo. Silk-screen prints and puzzles, sometimes giant, for an enchantment in the kitenges' colors dressing the women and traditions of Tanzania.

The marvelous immersion continues in a projection room, where for the first time and in exclusivity, *Hope* images are unveiled. The movie retracing the moving journey in Uganda of a 16-year-old girl, Valentine Guillon, accompanied by a cameraman, Cyril Ducottet, to meet Ivo in his natural world.

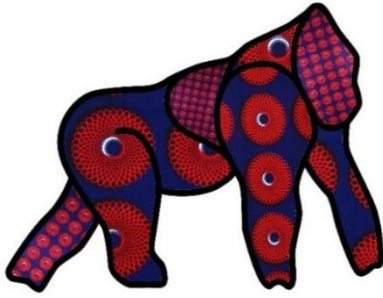
The ultimate exhibition area is an outstretched hand. To visitors, so they may perpetuate Ivo's quest for freedom, through a charity or by acquiring one of the shop's souvenirs. To children, so they in turn, can adorn Ivo with their joyful innocence and inventiveness, in a dedicated space around colouring tables.

## Tanzania. A hymn to art across borders

Didier Guillon found the inspiration for this new Ivo epic during a trip to Tanzania and in particular to Zanzibar. Tanzania, the crossroads of multiple influences. The meeting of Arab, African, Asian, and Oriental cultures. Tanzania and its Maasai culture, its men and women, its luxuriant nature, its classified patrimony. A heritage made up of majestic architecture, ancestral know-how and traditional fabrics.



© Capucine Guillon



*Ivo in Tanzania, serigraphy 1, 120x80 cm*

Fabrics such as kitenge, born from Tanzanian women hands, is Didier Guillon's wonderment source. Multicolored, the kitenge is decorated with elaborate and densely structured patterns. An essential part of African history since the mid-1800s, both a symbol of traditional design and contemporary innovation.

Tanzania tells its story through its loincloths. And Ivo, on its side, celebrates his heritage across borders.

### *Hope, the movie. Uganda exclusively in Seoul*

The wonderful immersion perpetuates in one of the screening rooms, where for the first time and in exclusivity, *Hope* images are unveiled. The movie recounts the moving journey to Uganda of a 16-year-old girl, Valentine Guillon, accompanied by a cameraman, Cyril Ducottet, to meet Ivo in his natural world.

A film where grandiose Ugandan landscapes follow one another, and of course: Ivo. A free Ivo, happy, in the impenetrable Bwindi forest's heart.



*Valentine and Didier Guillon*

## *Ivo in Tanzania. A charity on behalf of the gorillas*

*Ivo in Tanzania* exhibition in Seoul is as well an opportunity for Didier Guillon and Fondation Valmont to join forces with a charity. The artist, eager to have *Ivo* travelling to infinite landscapes, has the gorilla's well-being at heart. Thus, part of the amounts generated by the sale of *Ivo in Tanzania* - Seoul souvenirs will be donated to the exhibition's charity partner.

## Fondation Valmont. Art as a legacy



*Maxence and Didier Guillon*

Born of the desire to anchor the Group's artistic commitment in the long run, Fondation Valmont, headed by Maxence Guillon, perpetuates its parent company's mission: to promote art, beauty and rare. From its roots it draws its values: quality, aestheticism, generosity, and durability; the cement of an unchanging quest for transmission.

Its raison d'être goes hand in hand with its Group history. Valmont, the prestigious Swiss cellular cosmetics brand which has made art its motto and communication its art. A company where passion is passed on from generation to generation, from father to son and from father to daughter, far beyond codes and borders.

Settled since 2018 at Palazzo Bonvicini in Venice, Fondation Valmont's mission is multiple. Make art accessible to everyone, in all its forms, in accordance with the parent company values. Celebrate artistic freedom through international and travelling exhibitions. Reveal emerging artists' creative magic through the power of a virtuous and generous circle. Expend art as one of the centerpieces of Valmont universe.

Through its generous actions and the development of its artists' residencies, Fondation Valmont pursues the desire to transmit to future generations and to its community a taste for art and passion.

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