

PRESS RELEASE

Steidl. When photography becomes a book

From Robert Frank to Karl Lagerfeld



9 novembre > 19 décembre 2010
Tous les jours de 11h à 18h - fermé le lundi

arte


MONNAIE DE PARIS


Elysée
Lausanne

Monnaie de Paris • 11, Quai Conti • 75006 Paris • www.monnaiedeparis.fr

Exposition réalisée dans le cadre du Mois de la photo à Paris, novembre 2010

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STEIDL

When photography becomes a book

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1ST OCTOBER 2010

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USEFUL INFORMATION

Access
Monnaie de Paris
11 quai de Conti
75006 Paris

Opening hours
Tuesday to Sunday
11h-18h
Closed on Mondays

Rates
6 €
Reduced rate
4€

Catalogue
Published by Steidl

November 9 – December 19 2010

Since 2008, the Monnaie de Paris has taken part in the Mois de la Photo.

This year, the Monnaie de Paris is paying homage to one of the most respected figures in world photography : Gerhard Steidl

Founder, in 1972, of the publishing house and printing works that bear his name, Steidl was a player in the popularization of the works by the major photographers of yesterday and to-day, by means of admirable works. The quality of the layout, of the typography, the choice of paper, the extreme care brought to the actual manufacturing of the book itself, make of them art objects much sought out by the connoisseurs. The artists – photographers, as well as visual artists and writers – who worked with Steidl talk of a unique experience, as much on the technical level as its in complicity, creativity and friendship.

When Steidl became enthusiastic about a photographer, there was a strong possibility that he would carry out many projects alongside him. Over thirty books on Robert Frank have appeared so far. The collaboration between the publisher and the photographer started only six years ago when Steidl suggested to Frank to undertake new publications, to retrieve the dummies never before published, and to re-print the sold out classics. Josef Koudelka was invited to re-make his famous book devoted to the Gypsies, thirty five years after its publication. His dream was to retrieve the original dummy. Last year, Ed Ruscha produced an extraordinary artists' book: On the Road is entirely designed by Ruscha with authentic photographic prints, for Jack Kerouac's

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seminal novel. Lewis Baltz worked closely alongside Steidl to publish his complete works – every artist’s dream. And Jim Dine published nearly twenty works with Steidl, including Hot Dream in 2008, combining fifty-two volumes. The project, based on one of the artist’s ideas, was to carry out one book per week. Hot Dream – a site specific installation carried out by Jim Dine – is an invitation to dive into a multi-sensorial experiment.

As for Karl Lagerfeld, Steidl published all of his photographic body of work as well as the commercial work commissioned by Chanel. No fewer than fifty volumes have appeared since the first one published in 1995. To-day the two faithful partners are working on a new book project: Daphnis and Chloe, Now.

The exhibition, originally organized by the Musée de l’Elysée in Lausanne, is shown in a new version in the Monnaie de Paris. It reveals the works’ genesis as well as the depth of the links between the artists and the publisher. The public is invited to enter to the very heart of the books’ production and to discover the dummy, from the correspondence and the artists’ sketches. To this rich material is added a selection of prints from the collection of the Maison Européenne de la Photographie, whose thirtieth anniversary we are celebrating. David Bailey, Robert Adams, Valérie Belin, Raymond Depardon, Robert Polidori or Joel Sternfeld are part of Steidl’s catalogue. Their images thus establish a dialogue with the publisher, his sources of inspiration and his books.

Henri Cartier-Bresson asserted that « photos are looked at in books, not on the wall». The exhibition offers an unusual visit from photography to the book.

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Exhibition curatorship

William A. Ewing, Honorary Director of the Musée de l’Elysée, Lausanne

Nathalie Herschdorfer, curator in the Musée de l’Elysée, Lausanne

Lionelle Courbet-Viron, in charge of exhibitions in the Monnaie de Paris

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THE PHOTOGRAPHERS ON VIEW

Robert Adams

David Bailey

Lewis Baltz

Valérie Belin

Koto Bolofo

Henri Cartier-Bresson

Bruce Davidson

Raymond Depardon

Jim Dine

Robert Frank

Josef Koudelka

Karl Lagerfeld

Saul Leiter

Ray K. Metzker

Robert Polidori

Ed Rusha

Joel Sternfeld

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THE MONNAIE DE PARIS

THE MONNAIE DE PARIS AND THE ARTS

The oldest among French institutions, the Monnaie de Paris carries out the public service of manufacturing the Euro coins even as it maintains an old tradition in the art of metal working. In that regard, it is a member of the Comité Colbert of French luxury goods. As creator of art objects in precious metal, the Monnaie de Paris supports contemporary artistic creation. It organizes cultural and charitable actions and is therefore one of the leaders in to-day's creative activities. Its exhibitions reflect its vocation as an ethical and socially aware enterprise.

The Monnaie de Paris therefore puts on temporary exhibitions of contemporary French or international artists : Guy Ferrer (T.O.L.E.R.A.N.C.E., fall 2007), Kawamata (Tree Huts, spring 2008, in partnership with the Galerie Kamel Mennour), an artists' collective (Freak Show, spring 2008), David Ancelin (Flipper, winter 2008, in partnership with the Galerie Olivier Robert), David LaChapelle (Retrospective, spring 2009), Daniel Buren (Pergola, summer 2009, in partnership with the Galerie Kamel Mennour), Julien Berthier (Le Paradoxe de Robinson, winter 2009, in partnership with the Galerie Vallois), Willy Ronis (Willy Ronis, une Poétique de l'Engagement, spring 2010, in partnership with the Jeu de Paume) Jean Prouvé (Structure Nomade, fall 2010).

The Monnaie de Paris takes part in recurrent events in association with other cultural institutions, like Photoquai (Iran 1979-2009 Entre l'Espoir et le Chaos, fall 2009), the Mois de la Photo (Henri Foucault - Dance With Me, fall 2008, in partnership with the Galerie Baudouin Lebon), and the Parcours des Mondes sur les arts premiers (Collection Durand-Dessert, fall 2008, Regards de Marchands, fall 2009, Ode au grand art africain, fall 2010).

The Monnaie de Paris is also a cultural player in the city, in association with collective operations and by creating partnerships : participation in the Fête de la Musique, in the Nuit des Musées, in the Nuit Blanche and in the Journées Européennes du Patrimoine, performances of slam, theater representations, pre-views of films, concerts with the Talents Lyriques or the Festival in Aix-en-Provence, charitable actions in favor of CARE and of the Institut Curie, etc.

Finally, the Monnaie de Paris fulfills its mission as a public service by presenting historical collections, by means of permanent exhibitions in the monetary museum (closed in order to re-deploy its collections since July 2010) and themed exhibitions setting forth numismatic history (L'Or de la Toison d'Or, fall 2007, Fascinantes Monnaies d'Afrique, fall 2008).

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THE CULTUREL COUNCIL OF THE MONNAIE DE PARIS

In order to set up a cultural policy in answer to the enterprise's missions and to satisfy the public's expectations , a Cultural Council of the Monnaie de Paris was set up in the spring of 2008. It includes French and foreign personalities taken from the world of the arts and of culture. It examines the projects for exhibition, manifestations or creations envisaged by the Monnaie de Paris. It brings new ideas and guides the enterprise's choices through its independent and multidisciplinary findings.

The members of the Cultural Council of the Monnaie de Paris are : Guillaume BOUDY, general secretary of the ministry of Culture and Communication * Véronique CAYLA, president of the Centre National du Cinéma et de l'Image Animée * Guillaume CERUTTI, Managing Director of Sotheby's France * Catherine COLONNA, former minister, ambassador of France to UNESCO * Henri-Claude COUSSEAU, director of the Ecole Nationale Supérieure des Beaux-Arts * Jean-François DUBOS, General secretary of Vivendi, president of the Centre de Musique Baroque in Versailles, administrator of the Festival d'Aix-en-Provence * Hugues R. GALL, member of the Institut, president of IFCIC * Christophe GIRARD, assistant mayor of Paris, in charge of cultural affairs , * Rémi LABRUSSE, university professor * Janine LANGLOIS-GLANDIER, president of the Forum Télé Mobile * Thomas MAYNE, architect * Kamel MENNOUR, gallery director,* Jean-Luc MONTEROSSO, director of the Maison Européenne de la Photographie * Béatrice SALMON, director of the Musée des Arts décoratifs * Alain SEBAN, president of the Centre Georges Pompidou.

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THE MONNAIE DE PARIS IN A FEW WORDS

The Monnaie de Paris has two chief missions :

- striking everyday currency in its production site in Pessac (Gironde), for the French Euros as well as other currencies in Europe and throughout the world,
- manufacturing of commemorative art objects (pieces of currency for collection, medals, melding of artifacts and jewelry) on its historical site on the quai de Conti (Paris 6th).

Presided over by Christophe Beaux since April 2007, the Monnaie de Paris is an Industrial and Commercial Public Establishment (EPIC), attached to the State. At the end of 2007, it set up a plan of recovery and development, called CAP 2012. This strategic plan was based on three axes : searching for a better competitiveness, renewal of product offers and the valorization of the heritage.

In 2009, despite a difficult economic environment , the new Monnaie de Paris consolidated its recovery plan. Its turnover increased by +1%, its exploitation results by +25% and its results before taxes were +70%. For the first time, the Monnaie de Paris is paying taxes on the companies, dividends to the State and a sharing out between its employees. Its net result is settled at 16 M€ for a turnover figure of 126 M€, i.e. a net rentability of 13%.

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OPENING HOURS

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RATES

Full rate – 6 euros

Reduced rate – 4 euros

ACCESS

Bus 21, 24, 27, 58, 70 : stop Pont–Neuf

Métro ligne 7 : station Pont Neuf – La Monnaie

RER A, B, C, D : station Saint Michel or Châtelet– les Halles

Velib' : stations 41 quai de l'Horloge, 7 rue du Pont de Lodi, 1 rue Jacques Callot

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5- PHOTOGRAPHIES LIBRES DE DROIT POUR LA PRESSE



Affiche de l'exposition dessinée par Karl Lagerfeld



Portrait de Gerhard Stiedl par Karl Lagerfeld



Robert Frank et Stiedl - photo June Leaf



Portrait de Gerhard Stiedl par Karl Lagerfeld



Gerhard Stiedl et Ed Rusha dans son studio de Los Angeles (DR)



Empilement de livres Stiedl



Ambiance à Steidville



Ambiance à Steidville-Photo Koto Bolofo



Le bureau de Gerhard Stiedl - Photo Koto Bolofo



Karl Lagerfeld dans son studio
Karl Lagerfeld, 2008 © Steidl



Henri Cartier Bresson
Livourne, Italie 1933
47,6 x 32 cm
Collection Maison Européenne de la Photographie, Paris.



Valérie Belin
Extrait de la série «Venise (Miroirs)» 1997
102 x 79,5
Gélatino argentique
Collection Maison Européenne de la Photographie, Paris.



David Bailey, Sharon Tate and Roman Polanski, 1969. tirage gélatino-argentique. © David Bailey / Collection Maison Européenne de la Photographie, Paris.