

ARTCURIAL

Press release



Artcurial transforms the public areas of its Paris headquarters

Artcurial celebrates its 20th anniversary this year.

To mark the occasion, the ground floor of the Hôtel Marcel Dassault, situated at the Rond-Point des Champs-Élysées, has been fully redesigned, with the aim of making the space more welcoming, with the character of a private apartment, and to reorganise the different areas and activities.

The Artcurial Bookstore will reopen its doors on 15 April in a more intimate setting, offering a greater and more specialised choice of publications. A new auction room has been created that will henceforth host the majority of the auction house's sales.

The exhibition areas have been enlarged to enable a programme of cultural exhibitions to run throughout the year.

Finally, a new café will open in September 2022.

PARIS –Following several months of work, Artcurial will unveil the new areas on the ground floor of its Parisian headquarters, located on the corner of the Champs-Élysées and the Avenue Montaigne, in the famous and historic Hôtel Marcel Dassault.

As the auction house celebrates its 20th year, this re-organisation will allow Artcurial to adapt its activities and amenities to new patterns of buying with a view to the future.

There will be a Bookstore focusing on rare and more specialised art publications, a permanent auction hall equipped with the latest technology, a programme of cultural exhibitions and the opening of a café in the months to come. These new features continue to present Artcurial as an innovative auction house and a unique destination in Paris.

A more welcoming decor, with the character of a private apartment

Sylvie Zerat, the interior designer, was given the task of redesigning the ground floor at Artcurial. She explains her thoughts on these spaces:

« The overall mission was to revitalise the decor in a way that retained a respect for the historic character of the building. The project included redesigning the reception and waiting areas, transforming the bookshop into an exhibition space, creating a permanent saleroom and turning offices into a meeting room. While retaining the impressive, majestic and almost institutional feel of the building, the objective was to make this a warmer and more welcoming space for the public.

The plan was to accentuate the 19th century character of the spaces, the scale and original decoration, the mouldings, the fireplaces and high ceilings, while adding a touch of warmth and modernity.

For the private rooms I have tried to create a comfortable and reassuring atmosphere. I used neutral colours for the exhibition spaces, and warmer colours for the waiting and meeting rooms, using fine materials such as oak for the rostrum and the reception desk, marble for the floor, alabaster for the ceiling lights »



Reception



Lounges

Artcurial Bookstore



Permanent Auction hall



Reopening of the Artcurial Bookstore, mid-April

The renowned Artcurial Bookstore, set within the auction house, will re-open its doors on 15 April, in a warmer and more intimate setting.

Recognised for many years by enthusiasts and collectors for the advice offered and the selection of rare books, this area will be one of the priorities for development.

Géraldine Martin, director of the Artcurial bookshop, will offer an even more in-depth selection of specialist books on Decorative and Fine Arts. Catalogues Raisonnés and limited editions form an essential element of the publications on offer.

Open to the public every afternoon, Monday to Friday, as well as some weekends, the Artcurial bookshop will continue to develop its programme of touring and event-based activities. It will support artists and publishers in promoting book launches while being more accessible to clients during auction house events, both at the Hôtel Marcel Dassault as well as the many sales held further afield.

A permanent auction hall created and a new café planned for September

A permanent auction hall will now host the majority of auctions at Artcurial. Equipped with the latest technology allowing sales to be broadcast live on the internet, it will add to the buzz of this new ground floor.

The auctioneer's rostrum, like the room, has been given a warmer feel by the interior designer Sylvie Zerat. Frequently posted on social media, filmed, reproduced in the press, it represents Artcurial in being modern, dynamic, elegant and timeless.

A new café in the same spirit will open next September, making Artcurial a unique and singular place where there are no boundaries between the different activities.

Exhibition hall



Cultural exhibition of the Contemporary African Art Department



A program of cultural exhibitions

The completely new exhibition space at Hôtel Marcel Dassault allows Artcurial to hold independent cultural exhibitions, alongside the displays of art works and objects offered for sale by the auction house.

Artcurial plans to increase its involvement in cultural events, in the art market and at fairs. Artists, galleries and collectors will be given carte blanche to promote their work and present new talent.

And so, an exhibition was held on 5 - 10 April of Contemporary African Art was held : *Flamboyant hommage à la nature*. Artcurial had invited the Nigerian Art Director Azu Nwagbogu, to curate an exhibition around the work of two African artists whose work resonates with current spring fairs in Paris, *Art Paris Art Fair* and *I-54 African Art Fair* : Pili Pili Mulongoy and Joseph Ntensibe. A homage to nature and ecology was the predominant theme of the artists' work.

From Tuesday 12 to Friday 22 April, Artcurial will have the pleasure of welcoming the Belgian gallery Maurice Verbaet, who will present *One More Time*, a retrospective dedicated to Pierre Celice. The show will bring together some forty works by the French artist. A major Belgian collector and renowned gallery owner based in Knokke, Maurice Verbaet specialises in post-war art, predominantly Belgian and French work dating from 1945 to 1975. This exhibition extends a recent collaboration, in Knokke, between the Artcurial office in Brussels and the Galerie Maurice Verbaet.

USEFUL INFORMATION

Artcurial bookshop

Monday to Friday
13.00 - 18.00
Saturday and Sunday
During viewing of auction sales
11.00 - 18.00 or 14.00 - 18.00

One More Time Exhibition,
Maurice Verbaet gallery

From Tuesday 12 to Friday 22 April
11.00 - 18.00
Free admission

7 Rond-Point
des Champs-Élysées
75008 Paris

PRESS MATERIAL

High resolution images
available on request

PRESS CONTACTS

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About Artcurial

Founded in 2002, multidisciplinary Paris based auction house Artcurial confirmed its leading position on the international art market scene in 2021.

With three sale venues in Paris, Monaco and Marrakech, the auction house achieved an overall sales total of 169 million euros in 2021. Artcurial covers all the major specialist fields including Fine Arts, Decorative Arts, Collectors' Cars, Jewellery, Watches, Fine Wines and Spirits...

With a strong international bias, Artcurial maintains its presence abroad with offices in Brussels, Milan, Monte-Carlo, Munich, Vienna and Spain. In October 2015, Artcurial held its first sale in Hong Kong and Morocco.

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