

Beat: Lifestyle

## **MAISON GUERLAIN EXHIBITION - INTERNATIONAL FAIR OF CONTEMPORARY ART (FIAC)**

### **GAIA, WHAT ARE YOU BECOMING**

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**USPA NEWS** - GUERLAIN NEW ART EXHIBITION Takes A 'Beauty Stand' Against Climate Change. In the Name of the Beauty of the Planet, Guerlain looks to the Future as it Presents its New Exhibition, "Gaïa, what are you becoming?" between 18 October and 8 November 2019 in its historic boutique, Guerlain House (68 Avenue des Champs-Élysées - Paris).

GUERLAIN NEW ART EXHIBITION Takes A 'Beauty Stand' Against Climate Change. In the Name of the Beauty of the Planet, Guerlain looks to the Future as it Presents its New Exhibition, "Gaïa, what are you becoming?" between 18 October and 8 November 2019 in its Historic Boutique, Guerlain House (68 Avenue des Champs-Élysées - Paris). GAÏA was the Goddess of the Earth in the Greek Pantheon. Part of FIAC's 'Private Itinerary' since 2006, this Annual Event is a Celebration of the Long-Standing Links between Guerlain and the Contemporary Arts Scene.

The Participating Artists take Different Approaches. Among the Twenty Artists represented, Guerlain is showing an Array of Styles, from Emerging Artists to those whose Names are more Established Internationally : Allora & Calzadilla - Julian Charrière - Ali Cherri - Russell Crotty - Mark Dion - Chen Duxi - Andy Goldsworthy - Max Hooper Schneider - Eva Jospin - Clay Ketter - Neil Lang - Ibrahim Mahama - Kate MccGwire - Fabrice Monteiro - Vik Muniz - Otobong Nkanga - Lucy & Jorge Orta - Sigismond de Vajay - Douglas White - Li Xin.

\*\*\* Their Artwork will focus on Sustainability Issues and Each Artist will be exploring this from Two Different Perspectives – Wonders of Nature and Impact of Human Activity on the Environment.

GUERLAIN is a French Perfume, Cosmetics and Skincare House, which is among the Oldest in the World. Many Traditional Guerlain Fragrances are characterized by a Common Olfactory Accord known as the "Guerlinade". The House was founded in Paris in 1828 by the Perfumer Pierre-François Pascal Guerlain. It was run by the Guerlain Family until 1994, when it was bought by the French Multinational Company LVMH. Its Flagship Store is 68, Avenue des Champs-Élysées in Paris. Guerlain's Creations have long influenced the Trends of Perfumery with Fragrances such as Jicky, Shalimar, and Vétiver. Guerlain is among the Few Older Houses that exist solely to Produce and Market Perfumes.

Many Brands in the Perfume Industry, such as Chanel and Jean Patou are in fact Divisions of Fashion Houses or Multinational Conglomerates that license the Brand Name. Alongside its Fragrances, today Guerlain has expanded to offer a Large Range of Makeup and Skincare. Guerlain Products are available across the World at Serviced Counters within Department Stores, and at Beauty Stores such as LVMH Brand Sephora. Guerlain also maintains Thirteen International Beauty and Spa 'Boutiques'.

In 2006, Daniel and Florence Guerlain created a Contemporary Drawing Prize within the Framework of their Foundation in the Aim of encouraging and promoting the Place of Drawing in Contemporary Art, while allowing French or Foreign Artists, for whom drawing plays a Significant Part in their Work, to pursue their Creative Work in this Direction with the Award of a Financial Endowment. They may or may not live in France but must entertain a Privileged Cultural Link with this Country via Museums or Art Schools.

The 2019 Prize was awarded to CLAIRE MORGAN - Born in 1980, Claire Morgan studied at Northumbria University and today lives in Gateshead (Northeast England). Her First Solo Show was held in 2004, at the Grosvenor Chapel, London. She has since exhibited at the Palais de Tokyo, Paris (2009), at the Museum of Arts and Design, New York (2010), and at the Musée de la Chasse et de la Nature, Paris (2015). Her Work is now in the Museum of Old and New Art (MONA), Centre Pompidou-Donation Florence and Daniel Guerlain; the Collections of the Fondation Frances (Senlis), the Fondation Emerige (Paris); Cardiff University (Wales) and the Ghisla Art Foundation (Locarno). She is represented by Karsten Greve (Paris, Cologne, Saint-Moritz).

Source : MAISON GUERLAIN CONTEMPORARY ART EXHIBITION (68 Avenue des Champs-Élysées - Paris) on October 17, 2019.

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