

PRESS RELEASE

## PIERRE ARDOUVIN

### *L'évasion*

12.11.2011 – 15.01.2012

Press conference :  
Friday, November 11 at 3pm

Opening reception :  
Friday, November 11 at 6pm



Pierre Ardouvin, "Suspens", 2006  
Private Collection

**Fri Art takes pleasure in presenting, a new exhibition by the French artist Pierre Ardouvin. On display at Fribourg are nine of his installations, together with a group of drawings and collages to which he has been devoting his time over the last few years. Whether as a preliminary to an installation or else in their own right, these works on paper enable divergent worlds to meet with each other.**

In Pierre Ardouvin's world, escape is probably what does *not* happen: his work endlessly replays being cut off from the world, confinement, physical limits and existential impasses.

Escape is what travel agents promote whenever a holiday crops up on the horizon: individual happiness is thus defined as departure, imprisoned as we are in our humdrum everyday life, postcard dreams and dead-end thoughts.

In varying approaches, Pierre Ardouvin produces numerous drawings and watercolors where dream elements can include strokes of cruelty: dog walks lead to the brink of cliffs, the wallpapering in children's rooms is covered in storms, while their starry skies form constellations that insult the dreamers.

In his way, the artist does empathize with the recipes for happiness aimed at the lower classes. This will explain the flowery sofa, fairground and variety show motifs granted pride of place in his artistic realm. In parallel though, are sprayed texts on the walls, deeply crumpled sunsets and burned automobiles, as if to remind us that the climate in his middleclass *La La Land* could just as well turn nasty. Here the road is overly straight, a jerry can filled with gasoline sits atop the mantel, an eddy troubles the water or else the word "suicide" is neatly written beside pearly clouds. Microcosmos versus desert. The carefree feel of the familiar is overturned to expose its putrid potential, in the imminence of a catastrophe deprived of the spectacular.

The Fri Art exhibition will be presenting very recent works for the most part, including installations and a group of collages and drawings.

**Pierre Ardouvin** was born in 1955; he lives in Paris.

Solo shows (a selection): Museum 52, London, and Galerie Chez Valentin, Paris (2010); Frac Alsace, Sélestat, and Musée d'Art moderne de la Ville de Paris (2009); Villa du Parc, Annemasse and Centre d'art Bastille, Grenoble (2008); Palais de Tokyo, Paris (2003).

#### **PRESS CONTACT**

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Information and visuals upon request

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#### **GUIDED TOURS**

Thursday November 17, 2011, at 6 PM

Thursday January 12, 2012, at 6 PM

Free admission

#### **OPENING HOURS**

Wednesdays thru Fridays, noon to 6 PM

Saturdays and Sundays, 2 to 5 PM

Free admission evening Thursdays, 6 to 8 PM

Guided tours by advance booking

#### **ENTRANCE FEES**

Full rate: 6 CHF

Reduced rate : 3 CHF, for the under 18, students, senior citizens and the unemployed

Free admission: Friends of Fri Art, the under 12, *Passeport Musées Suisses* or *Carte Culture* holders, and artists.

#### **IN PARALLEL WITH THE EXHIBITION :**

##### **INVENT!**

**Presentation of the competition winners**

##### ***Alpomorphie***

**Alexandre Noël & Wynd van der Woude**

*Architecture*

From November 17 to 27

Official opening November 18 at 6PM

##### **Youkaïdi**

*Design*

From December 1 to 11

Official opening Wednesday November 30 at 6 PM

##### **Philippe Egger**

*Design / graphic design*

From December 15 to 30

Official opening Wednesday December 14 at 6 PM

#### **FINANCIAL SUPPORT**

Loterie Romande, Agglomération de Fribourg, Canton de Fribourg, Pour-cent culturel Migros.