

# Sors de ta réserve!

Press kit

← frac <sup>↗</sup>  
île-de-france  
→ les réserves  
romainville



Logo Sors de ta réserve ! graphic design : Baldinger•Uu-Huu

## The public takes over the Frac collection!

Reopening of Les Réserves and inauguration of the first display of works chosen by the public via the mobile app. *Sors de ta réserve!*

Wednesday June 22, 2022, 6 – 10 pm

Press visit : Tuesday June 21 at 10 am

**Sors de ta réserve #1 - 23.06 - 01.10.2022\***

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The frac île-de-france receives support from the Île-de-France Regional Council, the Ministry of Culture - Île-de-France Regional Cultural Affairs Directorate and the Mairie de Paris. Member of the Tram network, Platform, the FRAC grouping and the Grand Belleville.



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# ***Sors de ta réserve #1***

23.06 - 01.10.22\*

Reopening of Les Réserves and inauguration of the first display of works chosen by the public via the mobile app. *Sors de ta réserve !*

**Le mercredi 22 juin 2022, de 18h à 22h**

**The Frac Île-de-France's new building in Romainville, Les Réserves, opens** its doors to the public on **Wednesday June 22, 2022**. The Frac's collection is now housed in this new location which will optimise the conservation and management of the works and make them as widely available as possible thanks to ***Sors de ta réserve !***, a totally new participatory project.

**By presenting for the first time works from the collection chosen directly by the public via the new mobile application *Sors de ta réserve !*** (application launched May 9), **the Frac Île-de-France is changing the visitor experience. The public becomes fully involved in the life of the collection by determining which works will be presented in the spaces of the building open to the public** (a quarter of the total surface area). This first exhibition, ***Sors de ta réserve #1***, will be presented until October 1. Five exhibitions per year are planned and these selections made by individual members of the public via the application will be supplemented by exhibitions proposed by various groups (school, social, university, etc.).

With ***Sors de ta réserve !*** the works on display will therefore be taken directly from the adjoining storage spaces, following the public's choices, which will encourage a more direct relationship with the work. The other conservation and storage spaces will be made visible through architectural transparency, giving visitors an overall perception of the building's activity and a **glimpse behind the scenes of the collection**.

Thanks to this contemporary site located in the heart of the **new contemporary art hub\* in eastern Paris**, the Frac Île-de-France is implementing a new cultural and artistic project, in conjunction with the stakeholders and audiences in the area.

This definitive opening comes after several phases of development work that have taken place since last autumn. Following the official opening in May 2021, in the presence of Roselyne Bachelot, Minister of Culture, and Valérie Pécresse, President of the Île-de-France Region, with the presentation of the *Children Power* exhibition, the building closed its doors to prepare to receive the Frac Île-de-France collection: installation of the furniture intended to accommodate the works in the storage areas, then the transfer of the 2078 works of the collection, distribution of the works in the various areas, installation of the furniture for the reception and presentation of the works produced by Freaks Architecture, which also designed the building, etc. The final stage will be the presentation, in the exhibition spaces, of the works selected by the public.

Les Réserves in Romainville (financed by the Île-de-France Region with the support of the Ministry of Culture) are part of the Frac Île-de-France's multi-site project with Le Plateau in Paris and enable it to increase its potential for supporting creation, experimentation and the presentation of works to reach out more widely to the varied audiences that make up the Île-de-France territory.

\* bringing together the Fiminco Foundation, several galleries, as well as artisans and the American fashion and design school Parsons Paris.

## **Frac Île-de-France, Les Réserves**

43 rue de la Commune de Paris - 93230 Romainville, France

\**Sors de ta réserve #1*, from 23.06 to 01.10.22 (summer closure from 27.07 to 03.09.22) Then open to the public: Wed. to Sat. from 2 to 7 pm. Free admission.



# *Sors de ta réserve !*

**An unprecedented participative project**

**400 m<sup>2</sup> open to the public**

**A new site to make full use of the reserve collection**

**2 000 m<sup>2</sup> for the collection**

**more than 2,000 works to discover**

**A new art hub at the edge of Paris**

# Sors de ta réserve ! (Be exposed !)

A unique and unprecedented access to a large collection of contemporary art

With *Sors de ta réserve ! (Be exposed!)* everybody can choose a work of art from the collection and request for it to be presented to them in the exhibition areas at Les Réserves

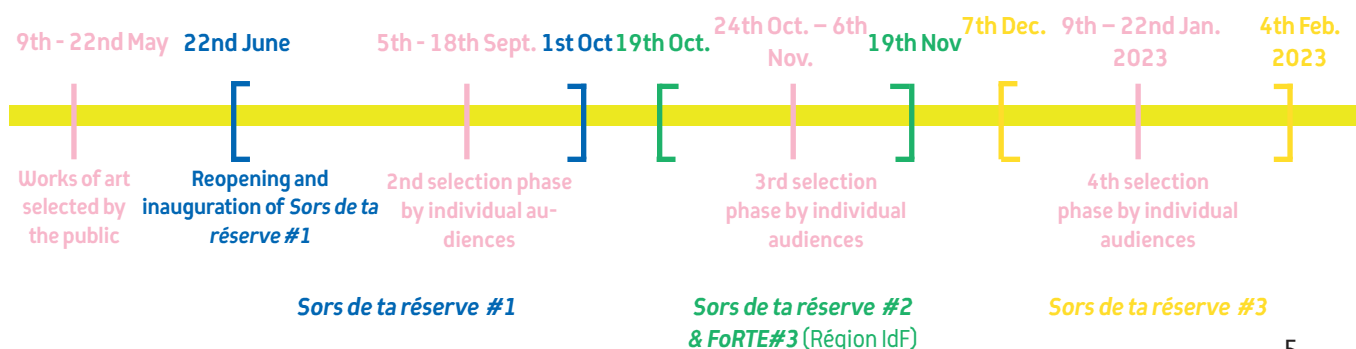
At a time when it seems more than ever necessary to further promote public collections, to ensure that the widest possible audience has access and to truly benefit from works by today's artists, the Frac Île-de-France is launching a project that is completely unprecedented on this scale: **the public themselves will choose works from the collection that will be presented to them in specially dedicated areas within the reserve collection itself.**

The areas where works of art will be exhibited will accommodate collections of works that will be renewed in response to choices made by the public, alternating the selections of works made by groups (established and future partnerships in academic, social spheres, etc.) and those proposed by individuals. 5 hangings are planned per year (for about 2 months each time). A local and online communication campaign will accompany the launch of each new selection period.



Photomontage with view of exhibition Children Power, Frac Île-de-France, Les Réserves, May-June 2021 + wallpaper from the collection (Bizzarri & Rodriguez + Ivan Murit)

## The timeline





## An accessible and fun app to make the collection your own

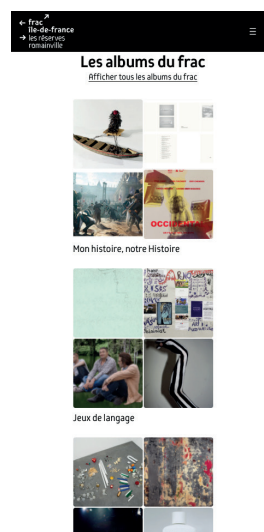
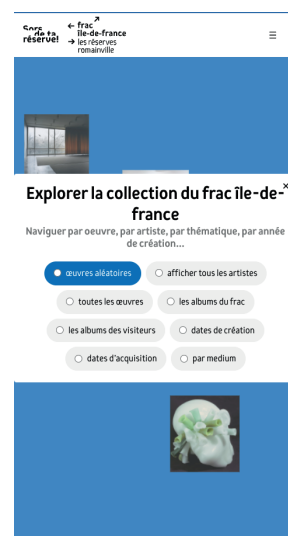
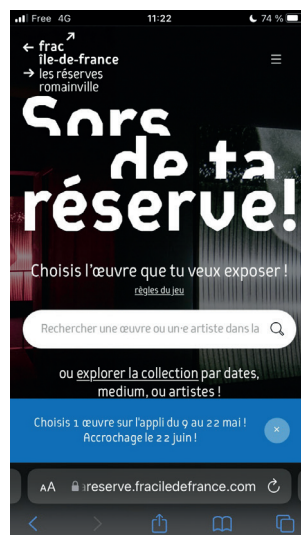
### An innovative digital tool

The Frac has developed a new web application, entitled *Sors de ta réserve!* to enable all audiences to be actively involved with the collection and choose works that will be exhibited in the central spaces of Les Réserves and presented to them by the mediation team. A communication campaign will accompany the launch of each selection period (lasting 15 days) prior to each new hanging. Each user will be able to choose a work during the selection period and a draw at the end will determine which works will be exhibited. Based on the existing Navigart collection database, the Frac Île-de-France has set up a new ergonomic, interactive and educational consultation tool.

Visitors can be part of the collection in various ways, including by accessing albums of thematic works (e.g.: My History/Our History?, The Body, Language Games, Dinner is Served!, Design, Still Life, etc.), encouraging all audiences to be actively involved in the collection and its educational use. The *Sors de ta réserve!* web app is accessible on computers, tablets and smartphones and at Les Réserves and Le Plateau sites, via a tablet available in the reception area.

### An open source tool to interact with the collection

In addition to choosing a work to be exhibited in the Les Réserves spaces via the application, it also offers the public an opportunity to create "online exhibition rooms", entitled "Albums" with a selection of works that each user of the application can share on social networks, thus creating many opportunities to interact with the works. The application has been developed as a free and open source tool and promotes an open approach - both in terms of programming (source code) and methodology and creation - that can be taken up by other art venues.



# Innovative ways of presenting works and mediation

## Imaginative reception and presentation furniture for the Frac, its works of art and the public, by FREAKS Architecture

The Frac Île-de-France launched a call for projects in July 2021 (3 teams of designers invited: Olivier Vadrot + PEAKS/ FREAKS Architecture/ KER-XAVIER (Marie Corbin & Benoît Maire) to produce the furniture for its reception, mediation and modules for the presentation of works for the open spaces of Les Réserves in Romainville.

In November 2021, the jury set up for this purpose selected the proposal of FREAKS architectural firm. To respond to the multiple uses of the new furniture in Les Réserves, FREAKS proposed a set of simple and modular elements with changing functions according to their position.

Direct quotations from the formal repertoire established by certain artists, particularly those of American minimal art, these elements are made of a resistant and durable composite material derived from the recycling of plastics. Nothing to unfold, screw or tighten, these elements are used as they are and are designed to be easy to handle, assemble, combine and store.



FREAKS/ mobilier Romainville

## Collection wallpaper

### Collection wallpaper by Bizzarri & Rodriguez + Murit

This collection wallpaper, created by graphic designers Bizzarri & Rodriguez in association with Ivan Murit, who manipulates algorithms, was designed to be installed on the walls of the Les Réserves building in Romainville, and subsequently in any space that could accommodate it, temporarily or permanently. The collection of the Frac Île-de-France itself, as represented in the catalogue raisonné of the collection designed by Bizzarri & Rodriguez, which by its arrangement and repetition forms the motif of this wallpaper. The vignettes retain the size they have in the catalogue, as well as their numbering. The collection wallpaper is therefore a reflection of the works in the collection, and potentially reveals all the associations, classifications and organisation through its composition in motifs. These patterns are generated by a computer programme specifically designed to define their organisation and composition according to the dimensions of the space in which the wallpaper is affixed, but also according to formal, and therefore visible, criteria intrinsic to the images (formats, shapes, colours, etc.).

The two-colour process lends a specific status to the vignettes, different from the objective and informative vocation of the four-colour images in the catalogue.

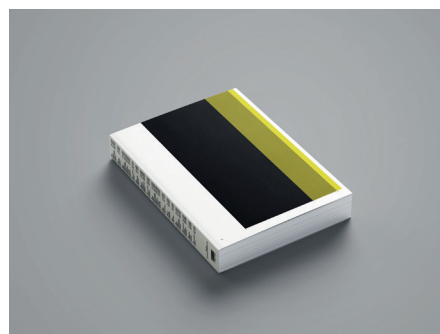
The collection wallpaper production tool, created by Bizzarri & Rodriguez and Ivan Murit, became part of the Frac Île-de-France collection in 2021.

Thomas Bizzarri (1984, Sarreguemines) and Alain Rodriguez (1984, Lyon) are graphic designers and have been working together since 2010 in Paris. The graphic design of books and editorial objects is at the heart of their practice. They enrich it by designing typefaces, as well as by reflecting on the materiality of the object and its means of production.



Frac Île-de-France collection wallpaper © Bizzarri & Rodriguez + Ivan Murit, 2021

Ivan Murit manipulates shapes and colours through computer programming. His research in the visual field and his interests in computational biology have led him to use algorithms drawn from scientific models of nature, examining the way we produce our images in the age of automation.



Frac Île-de-France collection catalogue © Bizzarri & Rodriguez, 2020



Frac Île-de-France collection wallpaper (detail) © Bizzarri & Rodriguez + Ivan Murit, 2021



### Innovative mediation, adapted to all audiences

For its opening, Les Réserves welcomes a new modular and mobile, ergonomic and aesthetic mediation tool. It was created by the artists' and designers' collective Les tables des matières (Alice Ferré and Élise Gabriel) and will enable :

→ Mediation to be displayed about the place and status of the work in the Frac's collection via a materials library and objects linked to collection management professions (restoration, packaging, condition reports, etc.).

→ An interactive visit by displaying the module in the space and linking the works with the objects and documents presented.

*Le Studiolo* will provide a behind-the-scenes look at the storage facility and the collection. The Italian *studiolo* is an ancestor of the cabinet of curiosities. The environment created by their owners could be didactic, scientific, symbolic, allegorical or encyclopaedic, and enables us to grasp the personality of these enlightened collectors today.

#### ***Le Studiolo* provides a sensitive discovery of the Frac collection and allows time for discussion and manipulation of the works.**

It matches the aesthetics of the technical equipment of the storage facility and enables three approaches to the works and the collection to be developed :

##### **Observatories**

Lamp, magnifying glass, filter, mirror, etc., a range of objects to look at works "differently", revealing details to probe our sensitive approach to materials.

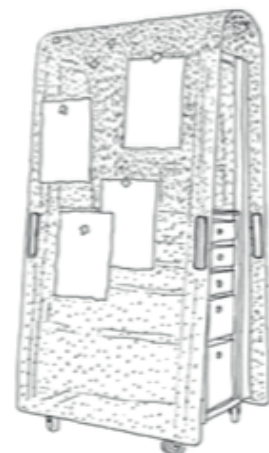
##### **Materials library**

(works, conservation, risks and conservation's tools). Discovery of the artworks' display through the multiplicity of materials that make up the works and the conservation actions they induce (risk assessment, packaging of the works...).

##### **Behind the scenes of the collection**

(museography, history of the work, management of the work, the Frac collection).

Highlighting the documentation on the work and the actions carried out behind the scenes: management, hanging, distribution in the IDF, etc.)



Sketch of *Le Studiolo* prototype, Les tables des matières, 2022

## Regular events based on the collection

The Frac Île-de-France's public offering provides a diversified programme of regular and free activities within its various exhibition spaces. As part of the opening of Les Réserves to the public, the Frac is offering a mediation programme on collection and conservation issues.

### → Family visit: Explore the collection!

Every Saturday at 4pm

Explore the current installation, immerse yourself behind the scenes of Les Réserves!

Examine materials, tools and documents to better understand the challenges of conserving a collection of works of art.

### → Uisit: Focus on a work

Every Saturday at 5pm

A 15-minute "Flash" visit within the exhibition to focus on two works from the selection.

### → Bureau.topiques

The last Saturday of each exhibition Sors de ta réserve! at 4pm

Discover the current exhibition and a selection of artists' publications, monographs and exhibition catalogues.

### → Uisit: Beneath Les Réserves

Visit directly within the storage facility organised several times a year. These visits are offered during certain highlights, including during European Heritage Days, and a specific visit is also reserved for Internet users who have selected on the app the works presented during the various displays



Storage facility, Frac Île-de-France, Les Réserves © Photo: D.R

# The building

## Les Réserves, a new building to accommodate the Frac Île-de-France collection

### The Frac Île-de-France collection, a public collection of international importance, established since 1980 and comprising more than 2,000 artworks

For over thirty years the Frac Île-de-France has carried out key prospecting work to create a collection representative of contemporary creation. The collection consists of more than 2,000 artworks. It incorporates a wide range of creative domains (drawing, painting, photography, sculpture, installation, video, film, design, etc.), while being particularly focussed on the emergence of new generations of artists.

Through this approach that is eminently open to contemporary artworks, the Frac Île-de-France has been working on a public collection that is significant as much in terms of its mission to support contemporary creation as in its willingness to make superb heritage accessible to all audiences.



Exhibition L, frac île-de-france, the Château, 2018-2019. In the foreground Paulin/ *Planokind*, 1992 and *On reflexion* by Bertrand Lavier, 1984.  
Photo: Martin Argyroglo



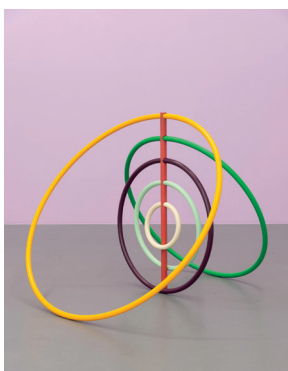
Shot of exhibition *After Dark*, MAMCO, Geneva, 2015  
With Nikolai's *Sunny 09.02.72 (Krylow)* by Tobias Rehberger, 2000

#### Among the artists in the collection:

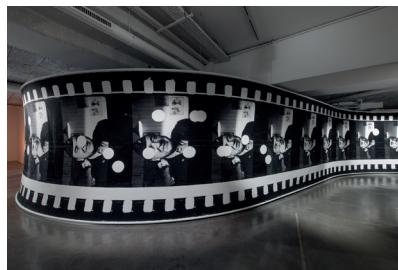
François Morellet  
Ulla von Brandenburg  
Bertrand Lavier  
Art & Language  
Tony Cragg  
Neil Beloufa  
Katinka Bock  
John Coplans  
Miquel Barcelo  
Keren Cytter  
Thomas Ruff  
Tobias Rehberger  
Anthony McCall  
Haris Epaminonda  
Michel François  
Michel Blazy  
Camille Henrot  
Haroon Mirza  
Laurent Grasso  
Wade Guyton  
Aurélien Froment  
Isabelle Cornaro  
Pierre Bismuth & Michel Gondry  
Jean-Luc Moulène  
Guillaume Leblon  
Nashashibi/Skaer  
Philippe Decrauzat  
Dewar & Gicquel  
Jos de Gruyter & Harald Thys

...

#### Several pieces acquired in 2018-2019:



Seulgi Lee, *Kundar, i'araignée*, 2019



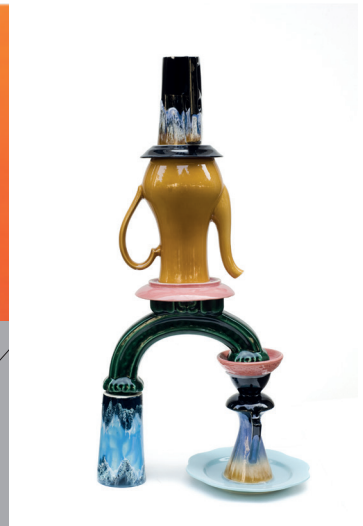
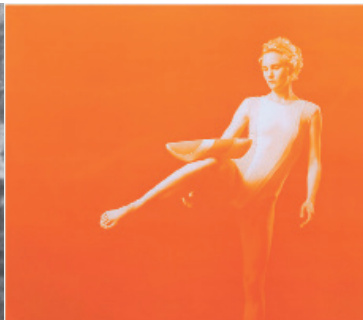
Simon Starling, *Talking, Computing*, 2018-2019



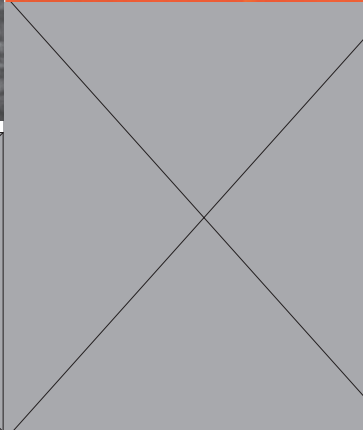
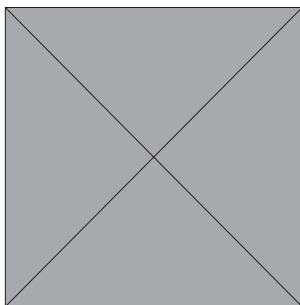
Mélanie Bonajo, *Night Soil – Nocturnal Gardening*, 2016

## 400 m2 open to the public and more than 2,000 artworks to discover: the collection is for everyone

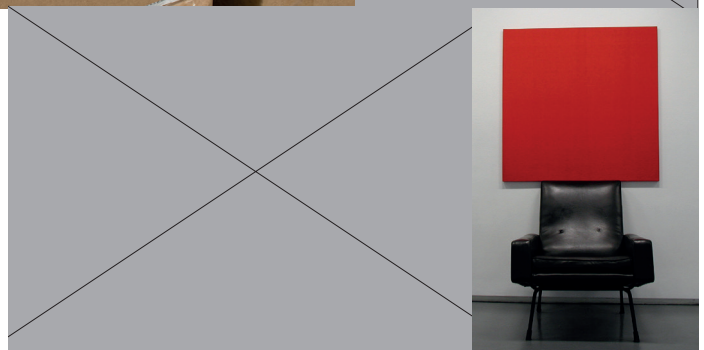
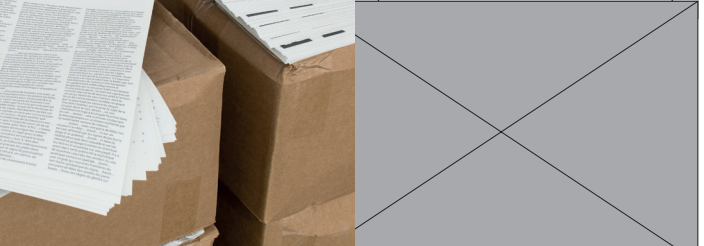
With a view to making the collection accessible with *Sors de ta réserve!* (Be exposed!) almost 400m2 spanning three levels are opened to the public for a programme to present works chosen by the public resulting in mediation sessions, meetings and art workshops.



This presentation programme consists of presenting **works from the collection as they are, just out of the adjacent storage areas**, so as to offer a real, direct relationship with the work of art and thus promote **a straightforward relationship with art.**



The other spaces for conservation and storage are made visible thanks to **architectural transparency so that visitors gain** an overall grasp of the activities taking place in the building.





## Les Réserves, a new site for the Frac Île-de-France

### A contemporary building by Freaks

The entire Frac Île-de-France collection makes its home the new Les Réserves building (unveiled on 6th May 2021), in Romainville: **1,600 m<sup>2</sup> are devoted to the conservation and management of the works of art**, to optimise their dissemination throughout the Île-de-France area and almost **400 m<sup>2</sup> of the building will be open to the public**, an unprecedented **project to present works of art with a participatory approach**.

This new building exposes and **highlights the activities carried out with and around the collection**, from the constituent works of art to any affiliated professions in terms of conservation, management and dissemination of the collection.

In this respect, **the topic of mediation is at the heart of the strategy of the new reserves**. A specific programme is being designed for this reason, one that is open to all members of the public, individuals and groups, both on and off-site to firmly establish this new venue.

*The new Frac Île-de-France Les Réserves building is completely designed for the storage and movement of the works in the collection. Built over three levels and spanning over 2,000m<sup>2</sup>, the building integrates an interior street on the ground floor that is accessible to lorries for transporting works of art. The loading bay is directly linked to areas for quarantining and storing large format works on either side of a goods lift enabling direct access to the upper floors. The overhead clearance of each floor, 5 metres, 4 metres and 3 metres respectively, enables storage tiering to be implemented according to the various formats of the artworks. The smallest and most fragile formats benefit from optimised climate control on the third floor. The central glazed section of the building is designed to welcome the public and includes spaces for hanging works and mediation regarding the collections and specific conservation professions. The top floor also accommodates office spaces for members of the Frac team configured around a patio at the back of the building. The façade indicates the various functions of the building. The sections of storage that must not be exposed to light have a yellow brick design that communicates with the other existing brick buildings.*

#### FREAKS

FREAKS is an architecture and scenography agency that was founded in Paris in 2010 by Guillaume Aubry, Cyril Gauthier and Yves Pasquet. The agency won the AJAP prize 2020, the Europe 40 under 40 prize in 2016 and was nominated for the Equerre d'Argent in 2019. The projects developed are largely public cultural facilities like the MECA Maison de l'Economie créative and Culture en Aquitaine in Bordeaux, including the new Frac Aquitaine (in association with BIG), the renovation/extension of the Centre international d'art verrier in Meisenthal, Lorraine (in association with SO-IL), and the Architectural and museographical renovation of the Zoological Museum of the University of Strasbourg. FREAKS has also produced many layouts for exhibitions in institutions like the Musée des Arts Décoratifs, the Gaîté Lyrique and the Philharmonie de Paris.



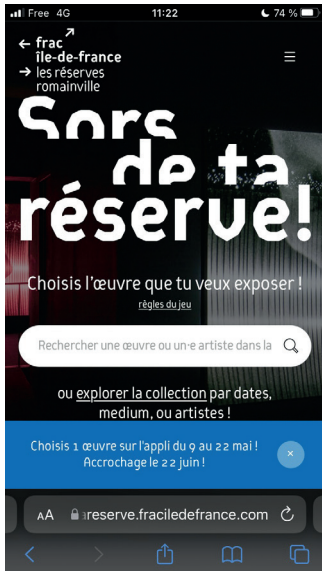
## At the heart of an artistic hub on the outskirts of Paris

Les Réserves takes up a modern building within a **new contemporary art hub in eastern Paris** – a former brownfield redeveloped by the architecture agency Freaks – that also accommodates the Fondation Fiminco, the galleries Air de Paris, In Situ- Fabienne Leclerc, Uincent Sator, Jocelyn Wolff, Maëlle galerie and Laurel Parker Book, united under the label **'Komunuma'**, and Parsons School Paris.

**Beyond any collaborations** being developed **with cultural actors present on site**, initiatives are implemented **with local partners in Romainville, in the Est Ensemble urban area** (nine towns) – particularly for regional educational institutions – and more broadly across the Seine-Saint-Denis department and throughout the east of Paris.



# The building and the application : images available



Application *Sors de ta réserve!* © Graphic design and development Louis Eveillard and Arnaud Juracek, logo and typeface Baldinger•Vu-Huu © Frac île-de-France



Logo *Sors de ta réserve!*  
Graphic design Baldinger•Vu-Huu



frac île-de-france, les réserves  
© Photo : Martin Argyroglo

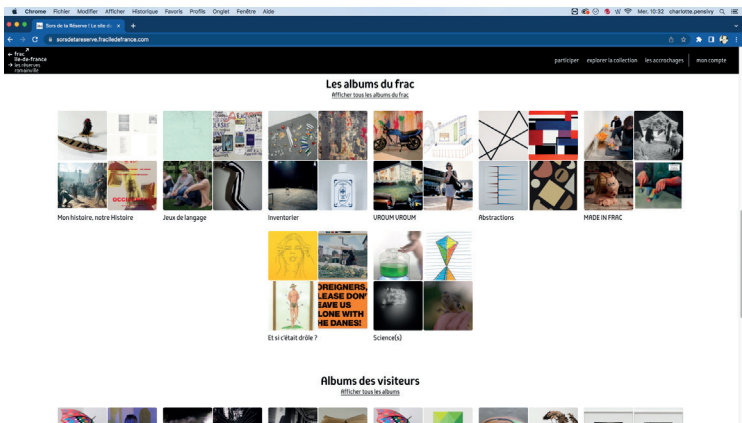




frac île-de-france, les réserves  
 © Photo : Martin Argyrolo



frac île-de-france, les réserves  
 © Photo : Federico Mannella



Sors de ta réserve ! © Graphic design and development Louis Eveillard and Arnaud Juracek, logo and typeface Baldinger•Uu-Huu © Frac Île-de-France

## Partners

Frac Île-de-France Les Réserves is supported by Région Île-de-France and ministère de la Culture – Direction Régionale des Affaires Culturelles d'Île-de-France.



## Practical information

### frac île-de-france, les réserves

43 rue de la Commune de Paris

93230 Romainville

Tél.: +33 1 76 21 13 33 / [www.fraciledefrance.com](http://www.fraciledefrance.com)

### Access

Metro line 5, metro Raymond Queneau (5 min walk from metro)

Bus: 322, 318, 114

### Opening times

Wednesday to Saturday, from 2pm to 7pm.

Opened exceptionally on Sunday 06.26.22 (opening week-end)

Summer closure from 07.27 to 09.03.22

Free admission