

# ARTAGON MUSEUM

# INTRODUCTION

## THE BIRTH OF A MUSEUM DEDICATED TO YOUTH AND EUROPE

**Artagon is an association of general interest dedicated to art students and young European artists, founded in 2014 in Paris.**

**Born from the will to support young artists in their fledgling career, its activity revolved until now around the "international exhibition of art school students". This event gathered every year more than 30 artists chosen by an international jury in a selection of schools, with a focus on an European region.**

**In four editions 90 jury members visited 35 European art schools and discovered the works of 850 students, 150 of them have been exhibited in Paris. The exhibitions brought together more than 50,000 visitors and offered many opportunities for the artists.**

**In order to amplify and sustain its role of support and promotion for young artists on the continent, Artagon is taking a new step and becomes a museum. Artagon Museum will be the first European institution exclusively dedicated to emerging artists and ideas.**

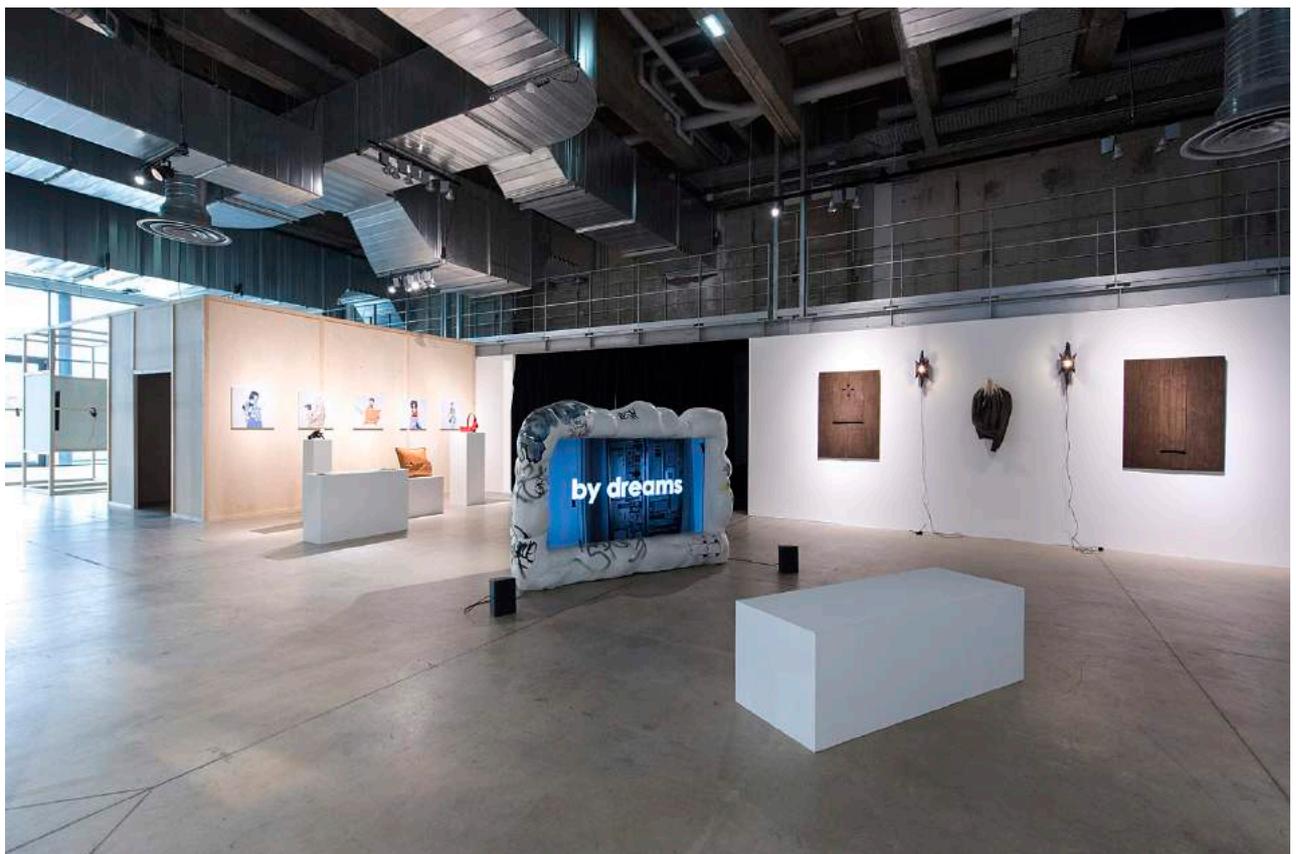
**During Fall 2019, a preview exhibition will be presented in Paris. Entitled "Artagon Afterschool", it will bring together 30 emerging artists living and working in Europe, who marked Artagon during the four previous exhibitions. This exhibition will also be a transition towards the birth of the museum.**

**The museum will officially be inaugurated in Spring 2020 with the exhibition "Constellation". Thought as a concentrate of its activity, it will present the first acquisitions of the collection, built around current and future issues of Europe. After a first presentation in London, the museum and its exhibition will tour in several European cities.**

***Artagon Museum and its inaugural exhibition benefit from the invaluable support of United Artists for Europe, a charity auction held in London in May 2019, led by Bernard-Henri Lévy, Simon de Pury and Thaddaeus Ropac.***

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Exhibition view "ARTAGON.IV – Heading East!", Magasins généraux, Pantin, October-November 2018  
Photo. Marie Genin – Courtesy the artists and Artagon, Paris

# ABOUT ARTAGON MUSEUM

## **The first European museum dedicated to emerging artists and ideas.**

Inspired by the conviction that art and culture have a fundamental role to play in the tense current European context, and that it is urgent to invent a museum institution embracing today great challenges and the aspirations of a youth eager for change, Artagon turns into a museum.

Artagon Museum's mission is to discover, support and promote young European artists, through the constitution of a collection and the production of programs of exhibitions, public space interventions, performances, video projections, residencies, conferences and events across the continent. It also aims to identify, preserve and circulate original ideas of young Europeans engaged in current or prospective social issues.

The museum's collection will include works by emerging artists and early works by recognized artists living and working in Europe. It will be enhanced by exhibitions, an active loan policy and an editorial strategy.

The programme will be punctuated by a plurality of educational events, such as masterclasses for artists and professionals, workshops and meetings. A research and survey work on Europe, youth and artistic emergence will be led continuously.

These activities will be augmented by mediation and communication actions aiming at raising the widest possible audience for emerging European artists and ideas.

## **A “YOUNG” MUSEUM**

### **Travelling, collaborative and built as a network, Artagon Museum is inspired by the idea of rethinking the museum organization, functioning and role in the 21st century.**

As a museum with no walls, nomadic, agile, Artagon Museum will present its programme and its collection both in spaces made available all over Europe, and thanks to collaborations with a plurality of institutions: museums, art centres, residencies, galleries, artist-run spaces, project spaces, companies, public authorities, etc.

The museum will be organized around collegial bodies, with three international and intergenerational boards composed of artists and players from the art world: a pilot board to administer and think its strategy, an artistic board to build up and enhance its collection, and a scientific board to define and study its field of action and its social impact.

The boards will be accompanied by an executive team composed of young art professionals. It will develop and adapt according to the projects.

The museum will work within a network. Exhibitions and events around the artists of the collection will be submitted by project holders, in order to integrate the official programme. If a project is approved by the artistic board, it can benefit from the resources and support of the museum team. Several labelled events can be held at the same time in different European cities.

# MILESTONES AND AGENDA

## **March-May 2019**

Constitution of the boards, creation of the visual identity by BETC (communication agency, patron of Artagon Museum), launch of the communication.

## **May-June 2019**

Charity auction "United Artists for Europe" in London.

## **October-November 2019**

Preview exhibition "Artagon Afterschool" in Paris.

## **June-December 2019**

First acquisitions of the museum's collection by the artistic committee.

## **Spring 2020**

Inaugural exhibition "Constellation" in London.

## **2020-2021**

Touring of the "Constellation" exhibition in several European cities and launch of the museum's global activity.



Jisoo Yoo, *Ma maison en l'air*, 2018

Performance, variable duration

Exhibition view "ARTAGON.IV – Heading East!", Magasins généraux, Pantin, October-November 2018

Photo. Marie Genin – Courtesy the artist and Artagon, Paris

# ARTAGON AFTERSCHOOL

PARIS (LOCATION TO BE ANNOUNCED), OCTOBER-NOVEMBER 2019

**The exhibition "Artagon Afterschool" will be a preview of the museum's programme. It will show the works by thirty European emerging artists who marked Artagon's previous exhibitions.**

In four years, Artagon founders and jury members of each edition travelled across Europe and visited 35 art schools, among the most vibrant of the continent (*full list in the appendix*). From London to Moscow *via* France, Monaco, Italy, Spain, Switzerland, Belgium, Germany, Austria, Czech Republic, Poland, Serbia, Romania and Ukraine, they met 850 art students. 150 of them were invited to exhibit in a series of four exhibitions taking place in Paris between 2015 and 2018.

The exhibition "Artagon Afterschool" will offer a synthesis of this long-term research, bringing together thirty young artists. Graduated less than five years ago, their works had been particularly noticed by the jury.

The jury was composed of personalities such as Jean-Jacques Aillagon, Chantal Crousel, Hans Ulrich Obrist, Jennifer Flay, Catherine David, Sadie Coles, Elena Filipovic, Emmanuel Perrotin or Anne Imhof.

Presented in connection with the FIAC, the exhibition will be accompanied by a performance programme, a conference on European emerging artists, mediation actions and workshops for public of all kinds.

Some of the exhibited artworks are likely to be acquired by the museum in its first acquisition phase.



# CONSTELLATION

## EUROPE THOUGHT BY ITS EMERGING ARTISTS

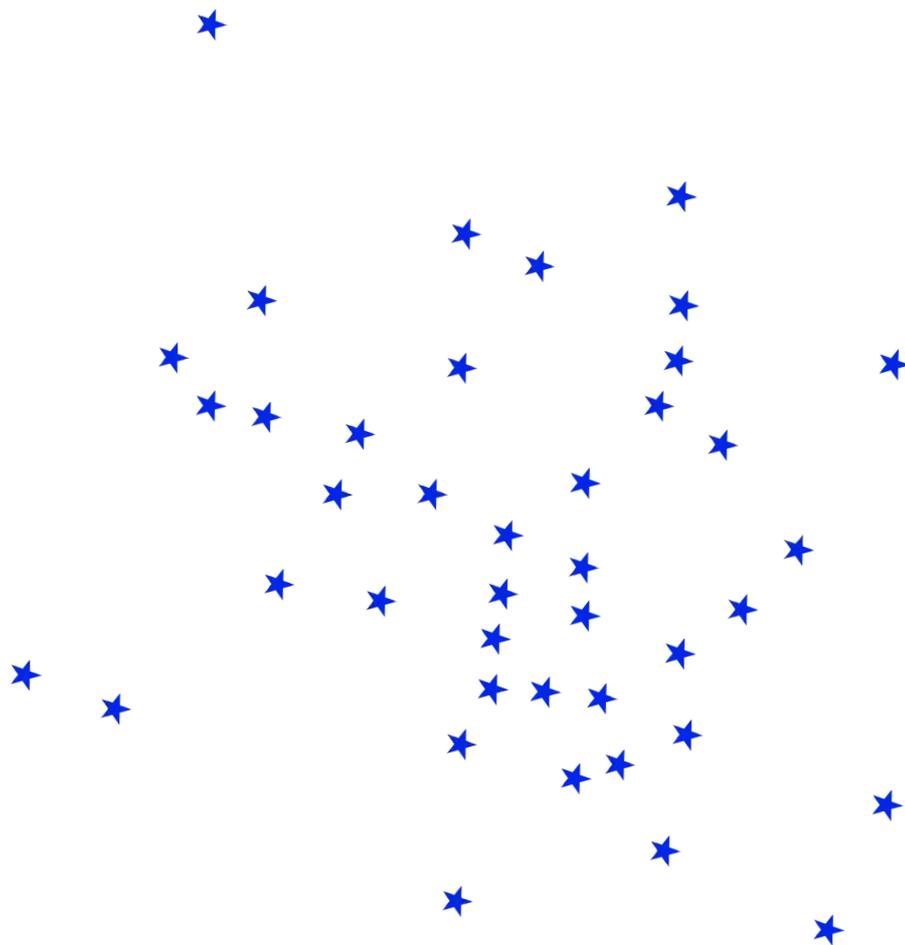
**The exhibition “Constellation”, set up with the support of United Artists for Europe, will officially inaugurate the museum. It will present the vision these young artists have of Europe, its present and future stakes.**

This touring group exhibition will show up the first works of around twenty European emerging artists, acquired by the museum.

In order to achieve this first phase of the collection, the artistic committee’s mission will be to identify artists and projects questioning Europe, its identity, its geography, its history and present stakes: political construction, cultural exchanges, borders, travel, migration, religion, economy, sustainable development, social involvement...

The exhibition will be accompanied by public space interventions, a performance programme, a conference on Europe thought by its youth, the edition of a catalogue and a mediation work.

After the first presentation in London during Spring 2020, the museum and this exhibition will travel in several European cities through 2020 and 2021. Paris, Naples and Kiev are among the considered cities.



# THE PROJECT HOLDERS

**Anna Labouze & Keimis Henni (27 years old) work as a duo of artistic directors and curators based in Paris.**

They have founded the association Artagon together in 2014. Its activity is organized around the annual “international exhibition of art school students”, that they also curate.

Every year the exhibition gathered more than 30 artists invited by a jury within a selection of art schools in a chosen European region.

In 2017 they have joined Magasins généraux, a cultural centre founded by BETC in Pantin, and have become its artistic directors in 2018.

They are curators of the cultural seasons, which merge an international group show and a festival. The first season, *Par amour du jeu 1998-2018* (Summer 2018), explored the links between arts, football and society over the last twenty years. The second season *Futures of Love* (Summer 2019), will be dedicated to the future of love and sexual relationships. The third one, *MOCKBA* (Spring 2020), will explore the emerging artistic scene of Moscow.

They mainly work on dialogues between different creation fields, the links between arts, society and education, projects of international cultural cooperation and young artists.

Anna is graduated from HEC Paris, with a major in sustainability and social innovation. She has also studied the education sciences.

Keimis has studied law (Université Panthéon-Assas) and history of art (Sorbonne Université).



Photo. Marie Genin

# TEAM & CONTACTS

## Founders

Anna Labouze & Keimis Henni  
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## Coordination and production

Marine Gracies  
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## Communication and events

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## Documentation

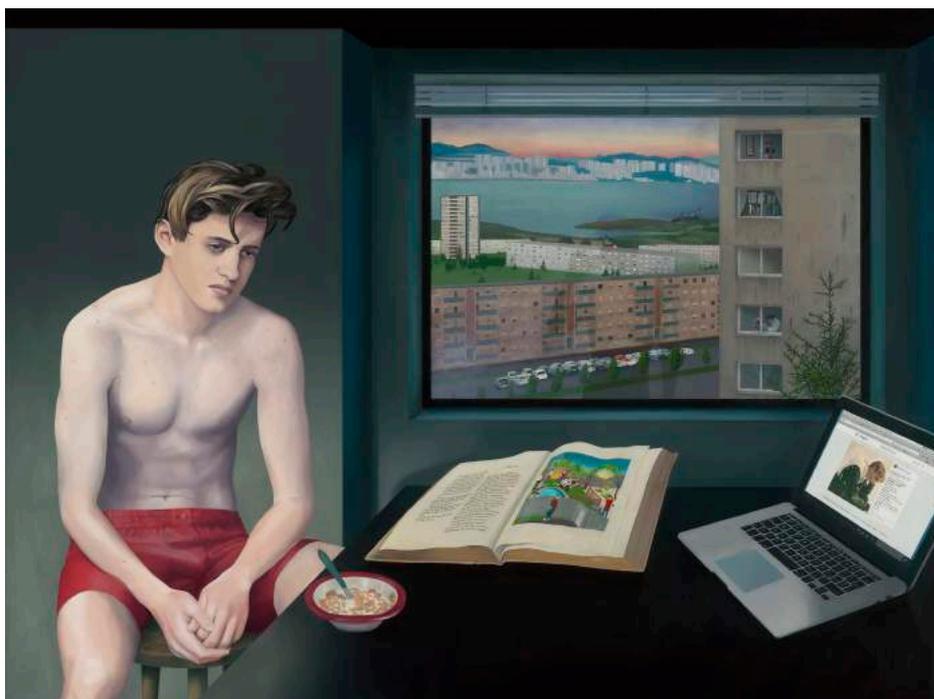
Luna Blanchard  
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## Artagon Museum

Magasins généraux  
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93500 Pantin, France

[www.artagon.co](http://www.artagon.co)

Facebook – Instagram : @artagon.co



Jean Claracq, *A view from an appartement*, 2017

Oil on canvas, 90 x 120 cm

Exhibition view "ARTAGON.IV – Heading East!", Magasins généraux, Pantin, October-November 2018

Photo. Marie Genin – Courtesy the artist and Artagon, Paris

# **APPENDIX: THROWBACK ON ARTAGON**

# ARTAGON

## THE INTERNATIONAL EXHIBITION OF ART SCHOOLS STUDENTS

World premiere, this series of annual exhibitions in free admission – presented in Paris between 2015 and 2018 – was driven by the will to explore and promote ideas and practices evolving within art schools, towards the largest audience. Through this event, experience and many opportunities have been offered to young graduated, and collaboration between European art schools have been encouraged.

The Artagon team constituted a jury every year, composed of 25 artists and art professionals: curators, critics, art historians, journalists, institution directors, gallerists and collectors. Around 15 art schools from a chosen European region were also invited to participate and open their doors to the jury and Artagon team. Jury members were divided in several delegations, each composed of three jury members and two Artagon members, to travel and visit art schools. Each jury member visited between one and four schools.

In every school, the jury delegation met around twenty students during a specially organized exhibition or studio visits.

At the end of each meeting day, jury members invited a selection of students to participate in the group show. All the chosen artists would come to Paris for the exhibition so that they would benefit from the experience in the best way.

These annual exhibitions, whose location, jury and schools changed for each edition, were punctuated by several festive and educational events. It accompanied and carried the voice of these artists and their schools and intended to offer opportunities, initiating decisive meetings and avenues for reflection on the transmission and future of art. It was finally conceived as a celebration of art students and young artists.



Balthazar Heisch, *La mort du comte*, 2017  
Performance, variable duration

View of the exhibition "ARTAGON.III", Petites Serres, Paris, September 2017  
Photo. Marie Genin – Courtesy the artist and Artagon, Paris

## PARTNERS & SUPPORTS

Between 2015 and 2018, Artagon has been supported by the **French Ministry of Culture, Region Île de France, Paris City Hall, Société Générale (Major Patron), Fondation Hippocrène, ADAGP** and by the skill-based sponsorship of **HISCOX, Art Services Transports, BETC and Magasins généraux**. Among the partners of Artagon are the **FIAC, Paris Internationale, Paris Avant-Première, the Fondation Culture et Diversité, Aesop, Flash Art, Frieze, CURA. Magazine, Numéro art, Artpress, Le Quotidien de l'Art, Radio Nova** and **Les Inrockuptibles**.

The project has also been supported by the advise of the **Artagon board**, composed of the former French minister of Culture, **Jean-Jacques Aillagon**, the gallerist **Chantal Crousel**, the curator and artistic director of Serpentine Galleries **Hans Ulrich Obrist**, the artist **Mohamed Bourouissa**, the curator and deputy director of Centre Pompidou **Catherine David**, the director of the FIAC **Jennifer Flay**, the curator and director of the Kunsthalle Basel **Elena Filipovic**, the collector, patron and founder of Sam Art Projects **Sandra Hegedüs**, the director of Magasins généraux **Eugénie Lefebvre**, the cofounder of Paris Internationale and gallerist **Antoine Lévi**, the director of the gallery kamel mennour **Jessy Mansuy-Leydier**, the director of the École supérieure d'art et de design Marseille-Méditerranée **Pierre Oudart**, the artist and founder of Ateliers Wonder **Nelson Pernisco**, the artist **Mario Pfeifer**, the editor-in-chief of Flash Art **Gea Politi** and the director of the École nationale supérieure des Arts Décoratifs de Paris **Emmanuel Tibloux**.



View of the exhibition "ARTAGON.III", Petites Serres, Paris, September 2017  
Photo. Marie Genin – Courtesy the artists and Artagon, Paris

## ARTAGON.I (2015)

**Region:** France and Monaco.

**9 art schools:** Paris (École nationale supérieure des beaux-arts and École nationale supérieure des Arts Décoratifs), Nancy (École nationale supérieure d'art et de design), Lyon (École nationale supérieure des beaux-arts), Limoges (École nationale supérieure d'art), Annecy (École supérieure d'art), Marseille (École supérieure d'art et de design), Nice (Villa Arson) and Monaco (Pavillon Bosio).

**Jury:** 20 art professionals, among them the former Minister of Culture **Jean-Jacques Aillagon**, the Picasso Museum president **Laurent Le Bon**, the gallerist **Kamel Mennour**, the art critic and journalist **Anaël Pigeat**, the chef **Alain Passard**.

**Exhibition:** ARTAGON.I, at Villa Deshayes (Paris 14<sup>e</sup>), from April 17th to 30th, 2015. It gathered 27 students.

**More information, with full list of jury, schools and artists:** [artagon.co/projects/artagon1](http://artagon.co/projects/artagon1)



View of the exhibition "ARTAGON.II", Passage de Retz, Paris, April 2016  
Photo. Marie Genin – Courtesy the artists and Artagon, Paris



View of the exhibition "ARTAGON.I", Villa Deshayes, Paris, April 2015  
Photo. Julie Joubert – Courtesy the artists and Artagon, Paris

## ARTAGON.II (2016)

**Region:** France, Monaco, Switzerland and Belgium.

**15 art schools:** Paris (École nationale supérieure des beaux-arts and École nationale supérieure des arts décoratifs), Paris-Cergy (École nationale supérieure d'arts), Nancy (École nationale supérieure d'art et de design), Lyon (École nationale supérieure des beaux-arts), Limoges (École nationale supérieure d'art), Marseille (École supérieure d'art et de design), Nice (Villa Arson), Monaco (Pavillon Bosio), Brussels (École nationale supérieure des arts visuels de La Cambre), Gent (Koninklijke Academie voor Schone Kunsten), Antwerpen (Koninklijke Academie voor Schone Kunsten), Bern (Hochschule der Künste), Geneva (Haute École d'art et de design), Zürich (Hochschule der Künste).

**Jury:** 25 art professionals, among them the gallerist **Chantal Crousel**, the curators **Mouna Mekouar** and **Guillaume Désanges**, the Kunsthalle Basel director **Elena Filipovic**, the film maker **Kim Chapiron** and the Centre Pompidou-Metz director **Emma Lavigne**.

**Exhibition:** ARTAGON.II, at Passage de Retz (Paris 3<sup>e</sup>), from April 1st to 10<sup>th</sup>, 2016. It gathered 45 students.

**More information, with full list of jury, schools and artists:** [artagon.co/projects/artagon2](http://artagon.co/projects/artagon2)

## ARTAGON.III (2017)

**Region:** Focus on Western Europe.

**15 art schools:** **Paris** (École nationale supérieure des beaux-arts and École nationale supérieure des Arts Décoratifs), **Paris-Cergy** (École nationale supérieure d'arts), **Lyon** (École nationale supérieure des beaux-arts), **Marseille** (École supérieure d'art et de design), **Brussels** (École nationale supérieure des arts visuels de La Cambre), **Geneva** (Haute école d'art et de design), **Zürich** (Hochschule der Künste), **London** (Royal College of Art and Slade School of Fine Art), **Berlin** (Universität der Künste), **Düsseldorf** (Kunstakademie), **Milan** (Accademia di Brera), **Turin** (Accademia Albertina) and **Madrid** (Facultad de Bellas Artes).

**Jury:** 25 art professionals, among them the curator **Hans Ulrich Obrist**, the Fondation Ricard director, **Colette Barbier**, the Collection Pinault curator, **Caroline Bourgeois**, the FIAC director **Jennifer Flay** and the gallerist **Sadie Coles**.

**Exhibition:** ARTAGON.III, at Petites Serres (Paris 5<sup>e</sup>), former industrial building of 1500 sqm, from September 8 to 17th, 2017. It gathered 45 students.

**More information, with full list of jury, schools and artists:** [artagon.co/projects/artagon3](http://artagon.co/projects/artagon3)



View of the exhibition "ARTAGON.IV – Heading East!", Magasins généraux, Pantin, October-November 2018  
Photo. Marie Genin – Courtesy the artists and Artagon, Paris



View of the exhibition "ARTAGON.III", Petites Serres, Paris, September 2017  
Photo. Marie Genin – Courtesy the artists and Artagon, Paris

## ARTAGON.IV – HEADING EAST! (2018)

**Region:** Focus on Eastern Europe, from Paris to Moscow.

**16 art schools:** **Paris** (École nationale supérieure des beaux-arts and École nationale supérieure des Arts Décoratifs), **Paris-Cergy** (École nationale supérieure d'arts), **Lyon** (École nationale supérieure des beaux-arts), **Strasbourg** (Haute école des arts du Rhin), **Brussels** (École nationale supérieure des arts visuels de La Cambre), **Bern** (Hochschule der Künste), **Lausanne** (École cantonale d'art), **Cracow** (Académie des beaux-arts), **Poznan** (Université des arts), **Praha** (Académie des beaux-arts), **Vienna** (Académie des beaux-arts), **Cluj-Napoca** (Université d'art et de design), **Belgrade** (Université des arts), **Kiev** (Académie nationale des beaux-arts) et **Moscow** (Rodchenko School of Photography and Multimedia).

**Jury:** 25 art professionals, among them the gallerist **Emmanuel Perrotin**, the artist **Anne Imhof**, the photograph **Boris Mikhaïlov**, the Centre Pompidou chief curator **Christine Macel** and the collective of Russian artists **AES+F**.

**Exhibition:** ARTAGON.IV – Heading East! at Magasins généraux (Pantin), from October 12 to November 11th, 2018, in collaboration with FIAC. It gathered 32 students.

**More information, with full list of jury, schools and artists:** [artagon.co/projects/artagon4](http://artagon.co/projects/artagon4)

## AROUND THE EXHIBITIONS

### RELEASED INTO THE JUNGLE

Conference on the subject of the young artists arrival in the art world, realized in partnership with Numéro art on October 21<sup>st</sup>, 2018 at the FIAC, Grand Palais, Paris.

### ARTAGON MASTERCLASS

Succession of speeches by art professionals for art students and young artists.

### WORKSHOPS & GUIDED TOURS

For each exhibition, a mediation team is present continuously for visitors and groups. Creative workshops led by young artists are organized throughout the duration of the exhibition, in collaboration with local actors, schools, the Culture and Diversity Foundation and associations.



"Released into the Jungle", FIAC, Grand Palais, October 2018  
Photo. Marc Damage



Guided tour of the exhibition "ARTAGON.IV – Heading East! ",  
Magasins généraux, Pantin, October-November 2018

**ARTAGON<sup>★</sup>  
MUSEUM**