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POLYGONE RIVIERA:
GENERAL INTRODUCTION

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“SHARING CONTEMPORARY ART”
BY UNIBAIL-RODAMCO AND SOCRI

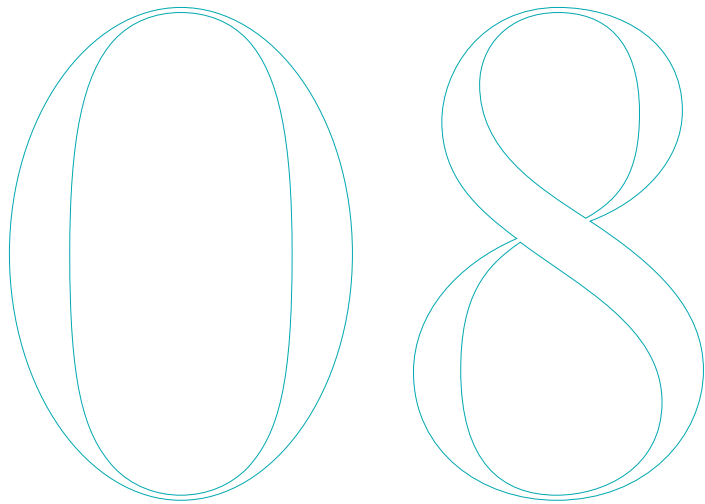
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“FORMAT PAYSAGE”:
AN OPEN-AIR EXHIBITION
CURATED BY JÉRÔME SANS

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THE ARTISTS
AND THEIR WORKS





POLYGONE RIVIERA: A UNIQUE CONCEPT WHICH CREATES A NEW WAY OF CONSUMING CULTURE WITHIN EVERYONE'S REACH

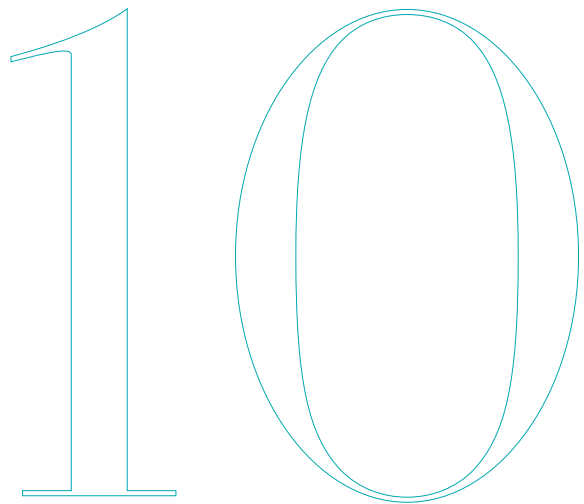
Partners for the first time, Unibail-Rodamco and Socri have pooled their expertise to build the first open-air shopping centre in France, at Cagnes-sur-Mer in the heart of the French Riviera.

Polygone Riviera is a lifestyle venue featuring iconic architecture, shops, as well as, culture and leisure areas, covering 753,000 square feet (GLA). Fashion and design brands, a multiplex cinema, a wide range of eating options, an open-air theatre and artworks will be laid out in an exceptional landscape designed by Jean Mus. By placing contemporary art at its heart, via a first collaboration with Sacha Sosno who designed the emblematic “Guetteur”, Polygone Riviera is an absolutely unique concept in Europe.

Jérôme Sans has been invited as Artistic Director for Polygone Riviera to imagine a new project. The works of eleven French and international artists (Ben, Céleste Boursier-Mougenot, Daniel Buren, César, Antony Gormley, Tim Noble & Sue Webster, Jean-Michel Othoniel, Pablo Reinoso, Pascale Marthine Tayou and Wang Du) will be on permanent display at Polygone Riviera. All are renowned artists who are taking part in the project. As visitors walk through the centre, using its paths, squares and meeting points, they will be able to experience art on a human scale in an unexpected setting.

Echoing this ambitious set of permanent artworks, a programme of temporary exhibitions, changing every six months, will later begin as part of a dynamic partnership with local cultural institutions and stakeholders.

Opening: **October 2015**



SHARING CONTEMPORARY ART

Unibail-Rodamco and Socri have a threefold goal at Polygone Riviera: to open up contemporary art to the world at large; to bring it into contact with the society whose profound transformations it expresses; and to release it from spaces that are sometimes reserved for the initiated and bring contemporary art into the public arena.

Contemporary art in all its forms intersects with and challenges a wide range of cultural fields and modes of representation. By adopting this approach, Unibail-Rodamco and Socri are playing an active role in building a new kind of environment, offering the opportunity to spontaneously come into contact with contemporary art from which cultural and social barriers have been lifted. By making the artworks accessible to millions of people every year, Unibail-Rodamco and Socri are making a commitment to today's art via an initiative focused on society.

We have entered a new age where shopping centres offer far more than just places to shop. They have become places for dialogue and interaction; they are places full of life and experience, where culture and consumption are brought together instead of being at odds with one another.

Polygone Riviera, the first open-air shopping centre, presents ten permanent artworks made by French and international artists including Daniel Buren, César, Antony Gormley and Wang Du. In addition to this permanent exhibition, some ten works on temporary display will be renewed on a regular basis.

The artworks on show will reveal the unique character of Polygone Riviera, by offering visitors the opportunity to come into contact with art. This discovery, shared with family or friends, will foster a rich and varied range of cultural experiences.

With this unprecedented commitment to art, Unibail-Rodamco and Socri are opening the way to a new form of cultural consumption.

Christophe Cuvillier,
Chief Executive Officer of Unibail-Rodamco

Henri Chambon,
Chairman of Socri Promotions

POLYGONE RIVIERA

BEN

CÉLESTE BOURSIER-MOUGENOT

DANIEL BUREN

CÉSAR

ANTONY GORMLEY

TIM NOBLE & SUE WEBSTER

JEAN-MICHEL OTHONIEL

PABLO REINOSO

PASCALE MARTHINE TAYOU

WANG DU

CONTEMPORARY ART IN THE OPEN AIR

FORMAT

* LANDSCAPE FORMAT

PAYSAGE*



EXHIBITION

FORMAT PAYSAGE

CONTEMPORARY ART

IN THE OPEN AIR

Art is part and parcel of the lifestyle-driven world of Polygone Riviera, the first open air shopping centre in France. The works of eleven international artists (Ben, Céleste Boursier-Mougenot, Daniel Buren, César, Antony Gormley, Tim Noble & Sue Webster, Jean-Michel Othoniel, Pablo Reinoso, Pascale Marthine Tayou and Wang Du), will be on display at Polygone Riviera, forming landmarks and highlights that will transform the everyday landscape into new and inspiring realities.

Visible day and night, these artworks open up new spaces and carry the promise of new scenarios waiting to be discovered.

Some works have been made specially for the centre, while others appear in its nooks and crannies as if they had always been there, offering artistic experiences that appear around a corner, in a square, at the centre of a fountain, or on the façade of a building. These true urban artworks give the space a special dimension, making each visit a unique and playful experience.

This means that Polygone Riviera embodies a new model for cultural consumption where art is experienced as a lifestyle.

Although some of the artworks are on permanent display, later temporary exhibitions will reactivate the programme so that the artistic landscape of Polygone Riviera will change constantly.

Mirroring the identity of the Provence-Alpes-Côte d'Azur region, the selection of artists is international. Neither dogmatic nor linked to a particular movement, group

or aesthetic, the curatorship reflects the diversity of contemporary art as it is practiced today. Like the global and diverse world we live in, this selection embraces all generations and cultures. From Wang Du to Jean-Michel Othoniel and from Daniel Buren to Antony Gormley and Pascale Marthine Tayou, the artists brought together at Polygone Riviera form a kaleidoscope of contemporary art whose inspiration knows no borders.

Although sculpture predominates here in the design and selection of the artworks, the guest artists have extensive knowledge of how art is experienced in public places, taking into consideration natural features and the way art can be anchored in a landscape. Intuitive and carefully constructed, their works invite us to rethink the way we experience our immediate surroundings. Their presence at Polygone Riviera helps to make these new public facilities part of a broader social and cultural dynamic.

Moreover, the Provence-Alpes-Côte d'Azur region - and the town of Cagnes-sur-Mer in particular - are well known for being an outstanding source of inspiration for many modern artists: Auguste Rodin, Claude Monet, Auguste Renoir, Henri Matisse, Pablo Picasso and Amedeo Modigliani all celebrated its unique light. This is why Polygone Riviera, without pretending to open a new page in the region's already outstanding cultural history, nevertheless helps to enrich its landscape and its intangible cultural heritage by opening itself up to contemporary art. While the works of Céleste Boursier-Mougenot, Ben and César, who were born in the south of France and live in the area, perpetuate this tradition, they also reflect a new form of international vitality.

Jérôme Sans



JÉRÔME SANS

Curator, art critic, artistic director and director of internationally renowned institutions, Jérôme Sans is the joint founder of the Palais de Tokyo in Paris, which he headed until 2006. After being director of the Ullens Center for Contemporary Art (UCCA) in Beijing from 2008 to 2012, affirming his role as a major contemporary art hub in Asia, he is now artistic director for the urban redevelopment and public art scheme Rives de Saône-River Movie led by the Greater Lyon council. From 2006 to 2012 he was Global Cultural Curator for the Le Méridien Hotel group.

A curator of many exhibitions throughout the world (Taipei Biennale, 2000; Lyon Biennale, 2005; Nuit Blanche 2006 in Paris; Milan Triennale, 2010, etc.), Jérôme Sans was recently appointed joint artistic director of the Grand Paris Express cultural project. He also jointly founded Perfect Crossovers in Beijing, a consultancy for cultural projects between China and the rest of the world.

ART DIRECTOR

THE ARTISTS & THEIR WORKS



BEN

Born 1935 in Naples (Italy), lives and works in Nice (France)

L'art nous échappe, 2015

Painting on Dibond

Réinventer le monde, 2015

Painting on Dibond

Famed for his white-on-black written paintings, his installations and his performance pieces, Benjamin Vautier - known as Ben - is part of the postmodern avant-garde. Close to the Lettrisme movement, he is also one of the main founders of the Fluxus group. The cultivation of his own ego is an essential and recurrent theme in his work, which reflects, with a degree of light-hearted irony, the complex status of the artist with respect to today's world and the demands it makes on us. His work, which both reflects upon the most fundamental aspects of art and embraces the most particular details of daily life, makes life itself into an art form.

Painted in white on a black background and set into the wall of Polygone Riviera, two new meticulously handwritten phrases by Ben "*L'art nous échappe*" [Art escapes us] and "*Réinventer le monde*" [Reinventing the world] convey ideas that are simple and playful, but which subsume a more powerful concept: that of an art of ideas which opens the way to limitless discussion. Ben's thoughts, written down in this way and placed on public display, are home truths, comments on the world and current affairs, scenarios, invectives, or simple observations. Here, the phrase replaces and becomes the image, reflecting both personal thoughts and the collective unconscious.



L'art nous échappe, 2015
Painting on Dibond / 200 x 200 cm



CÉLESTE BOURSIER MOUGENOT

Born 1961 in Nice, lives and works in Sète (France)

Opencage, 2011

Stainless steel, audio system

Céleste Boursier-Mougenot trained as a musician and composer and for some twenty years has been using a wide range of situations and objects to create pieces that reveal their potential for music. The various materials he uses in his sculptures and installations generate mostly unrecorded sound forms that he refers to as being 'alive', providing a new take on the notion of the musical score. Each piece enters into a relationship with the architectural and environmental features of its setting and forms a framework within which a unique listening experience can take place.

Placed on the surface of the canal, "*Opencage*" takes the form of a cube-shaped aviary containing a network of metal coathangers and bowls of seeds. Wild birds are free to enter and leave as they please. Contact microphones in the cage pick up the slightest sound produced by the coathanger mobile, which is set in motion by the birds or trembles in the wind and rain. These movements form a continuous background sound of varying intensity. Processed by a programme that produces a continuous harmonic bass, these different random movements create constantly changing musical sonorities.



Opencage, 2011

Stainless steel, audio system / 300 x 300 x 300 cm



DANIEL BUREN

Born 1938 in Boulogne-Billancourt, lives and works *in situ*

***Inexorablement, les couleurs glissent, travail in situ,
Cagnes-sur-Mer, 2015***

Coloured polyester films

Rooted in an industrial motif characteristic of roller blinds from the mid 1960s, alternating white and coloured stripes 8.7 cm wide have been the syntax of Daniel Buren's artistic language since 1965. Using this "visual tool", the internationally acclaimed artist develops a whole range of possibilities and explores the notion of site-specific art: his works are intrinsically designed in response to the topological and cultural characteristics of their settings, modifying the way architecture and the surroundings are perceived.

At Polygone Riviera, Daniel Buren has taken over a large pergola which he has adorned with coloured stripes and filters, creating a kaleidoscope that changes according to the movement of the sun. As the hours and seasons go by, walking under this canopy is never the same experience twice, as it constantly changes thanks to variations in sunlight and transparency.



Inexorablement, les couleurs glissent, travail in situ, Cagnes-sur-Mer, 2015

Coloured polyester films / 22,6 m x 15,3 m and 4,6 m x 23,5 m



CÉSAR

Born 1921 in Marseille, died 1998 in Paris (France)

Hommage à Eiffel, 1991

Welded bronze

The celebrated French sculptor César was one of the New Realists, a movement that began in the 1960s. Using a whole range of materials to express his art (steel, marble, cardboard, fabric, jewellery, watches, boxes, plexiglas, polyester, polyurethane, bronze...), César developed a body of work rooted in a deep-seated respect for materials via a juxtaposition of different languages. His “compressions”, like acts of defiance with regard to the consumer society, his smooth, hard, flowing “expansions”, and his “Thumb” (an enlarged moulding of his own thumb), have become emblematic works that encourage us to look at everyday objects in a new way.

The work entitled “*Hommage à Eiffel*” [Tribute to Eiffel] at Polygone Riviera is a new edition of an earlier work made by César in 1983: a monumental bronze sculpture 18 metres tall and weighing 500 tons made from girder plates removed from the Eiffel Tower during work undertaken to make it lighter. Enlivened by its pattern of gaps and elements in high relief, this work reflects a desire for abstraction where all that counts is the plasticity of the material itself. The metal plates are laid side by side or overlap, forming a maze-like surface in “painting format” in which the viewer’s eye can lose itself.



Hommage à Eiffel, 1991

Welded bronze / 350 x 210 x 78 cm



ANTONY GORMLEY

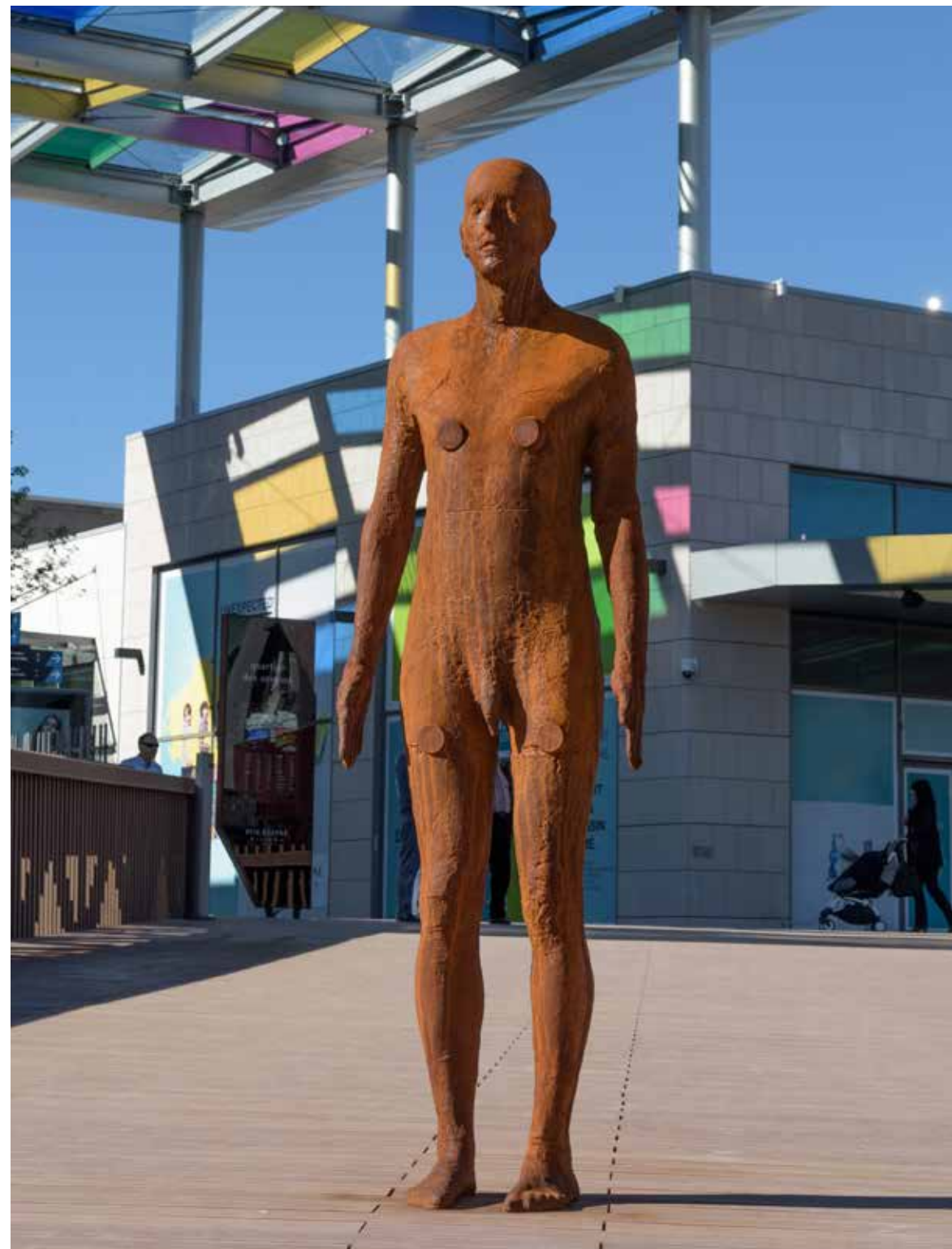
Born 1950 in London (United Kingdom), where he lives and works

Another Time XIX, 2013

Cast iron

Antony Gormley revitalises the image of Man in his sculptures via an in-depth exploration of the body as a place of memory and transformation, using his own body as subject, tool and material. Since 1990 he has developed his interest in the human condition, in particular via large-scale installations, exploring the idea of a "collective body" and the complex relationship between the self and others.

"*Another Time XIX*" is, in its apparent simplicity, characteristic of Antony Gormley's work: a life-size sculpted cast iron body with an impassive expression. These anthropomorphic sculptures possess both a sense of supposed heaviness and natural grace. Set at the centre of a walkway linking two parts of the Polygone Riviera complex, the work becomes an entity on a human scale, motionless among the passers-by. Challenging our identity by comparing it to that of others, "*Another Time XIX*" has a dual function: to be looked at, and to be a spectator of those who look at it.



Another Time XIX, 2013
Cast iron / 192 x 56 x 35 cm



TIM NOBLE & SUE WEBSTER

Tim Noble (born 1966 in Stroud) & Sue Webster (born 1967 in Leicester) live and work in London (United Kingdom)

Double Negative Fountain, 2014

Aluminium, stainless steel

The artist duo Tim Noble and Sue Webster (1976) has become known for its enigmatic sculptures made from scavenged materials (bits of wood, soft drink cans, scrap metal, cigarette packets, stuffed animals, etc.). Masterfully assembled and lit by spotlights, the works cast shadows that precisely represent the artists' own silhouettes in various postures. The extravagant works by these enfants terribles of the Young British Artists movement look at society with wry humour.

"Double Negative Fountain" by Tim Noble and Sue Webster, standing in a pool at Polygone Riviera, revisits the oldest form of public art, namely fountain sculpture. Its initially surprising shape actually represents a negative image of the artists looking at each other in profile under the streams of water. Half figurative, half abstract, the work refers to the fragile and necessary balance between opposite personalities or entities such as love and hate, romance and pain, negative and positive, and so on.



Double Negative Fountain, 2014

Aluminium, stainless steel / 210 x 190 x 190 cm



JEAN-MICHEL OTHONIEL

Born 1964 in Saint-Étienne (France), lives and works in Paris (France)

Collier doré, 2014

Aluminium, gold leaf, stainless steel

The works of Jean-Michel Othoniel, with their sense of preciousness and their baroque style, have an other-worldly visual appeal. His sculptures and installations make extensive use of blown glass, whose physical and reflective properties have made it his material of choice. Gigantic necklaces, crowns, and canopied beds with evocative shapes and shimmering colours diffracting the light conjure up fictional narratives that interact with the setting and draw the viewer into a dreamlike fairytale world, while at the same time challenging the frontiers between male and female, vegetable and mineral, artificial and natural.

An enigmatic sculpture covered in gold leaf, Jean-Michel Othoniel's "*Collier doré*" [Golden Necklace] presents itself as a forbidden fruit, somewhere between a jewel and an architectural feature. The artist has appropriated the traditional form of the necklace as a piece of jewellery, making the sculpture out of beads of different sizes pierced lengthwise, creating an ambivalent object that is both ornamental and fragile-looking. As if hanging from an invisible thread, it sits lightly on a mirrored plaque that reflects its verticality. This oversized iconic object is at once majestic, serene and timeless.



Collier doré, 2014

Aluminium, gold leaf, stainless steel / 405 x 120 x 120 cm



PABLO REINOSO

Born 1955 in Buenos Aires (Argentina), lives and works in Paris (France)

Twin Bench, 2015

Painted steel

Banc d'amarrage, 2015

Painted steel

Steel arabesques, ornate woodwork, marble seats... the works of Pablo Reinoso, rooted in both sculpture and design, emancipate themselves from their initial purpose and take our environment into a new dimension. Refined echoes of minimalist art, Pablo Reinoso's sculptures play with the rigidity of everyday objects, suddenly expanding them as a metaphor for ineluctable plant growth, even in urban areas. They spread out like living, moving, non-permanent bodies that refuse to be limited to a single function.

"*Banc d'amarrage*" and "*Twin Bench*" extend and unravel like tendrils into which life has been breathed. Entering into a dialogue with their surroundings, these strange sculptural benches interact with the shapes of the nearby plant holders and forge connections between the human body and the natural world.



Banc d'amarrage, 2015

Painted steel / 1230 x 280 x 225 cm



PASCALE MARTHINE TAYOU

Born 1966 in Nkongsamba (Cameroon), lives and works in Ghent (Belgium) and Yaoundé (Cameroon)

Mikado Tree, 2015

Painted aluminium, concrete, steel

Pascale Marthine Tayou, originally from Cameroon and now living in Belgium, is a tireless surveyor of the globalised contemporary world. His vocabulary speaks of an international situation, characterised by migrations and displacements, that is full of contradictions, richly diverse, and fraught with questions of identity. His work blithely combines traditional crafts, national and economic symbols, organic materials, junk thrown out by society and artistic references, forming exuberant, complex sculptures and installations that form points of convergence between lifestyles at the four corners of the globe. Fired by a “transcultural” vision, Pascale Marthine Tayou adopts a light-hearted and ironic approach to these dialogues between communities.

“*Mikado Tree*” is a tree whose foliage is made of giant pick-up sticks (the game is called “Mikado” in French), and whose shape recalls that of a dandelion clock. Pick-up sticks is a game requiring not only deftness and skill but also tolerance, self-confidence, and trust in others. In precarious equilibrium, anything is possible: stability as well as collapse and starting all over again. Reminiscent of an ancient column, the work is not only a mixture of past, present and future histories, but also an image of necessary communication between different cultures.



Mikado Tree, 2015

Painted aluminium, concrete, steel / 790 x 400 x 400 cm



WANG DU

Born 1956 in Wuhan (China), lives and works in Paris (France)

China Daily - Top 10 Profiles Of The Urban Male, 2007
White bronze

Wang Du uses the modes of communication of the written media as a common language whose representation becomes one of the logical consequences of the era of image reproduction. According to him, the media constitutes a “post-reality” where the real world and the world created by the media become one. His sculptures and installations, which are sometimes monumental, challenge the viewer as a “consumer and an object of the media” and explore how globalisation affects the way information is circulated and received.

An enlarged crumpled newspaper page, Wang Du's sculpture “*China Daily - Top 10 Profiles Of The Urban Male*”, confronts the viewer with the image of a continuous stream of information that has almost reached saturation point. The bronze sculpture, sometimes white, sometimes golden when the sunlight catches it, seems to be a remnant of a certain kind of communication disseminated in printed form. As an alternative to the digitalisation of the world into virtual data, the work encourages us to think about prevailing systems of representation and the ways in which current affairs are reported.



China Daily - Top 10 Profiles Of The Urban Male, 2007
White bronze / 200 x 190 x 166 cm



UNIBAIL-RODAMCO

Created in 1968, Unibail-Rodamco SE is Europe's largest listed commercial property company, with a presence in 12 EU countries, and a portfolio of assets valued at €35.7 billion as of June 30, 2015. As an integrated operator, investor and developer, the Group aims to cover the whole of the real estate value creation chain. With the support of its 2,085 professionals, Unibail-Rodamco applies those skills to highly specialised market segments such as large shopping centres in major European cities and large offices and convention & exhibition centres in the Paris region. The Group distinguishes itself through its focus on the highest architectural, city planning and environmental standards. Its long term approach and sustainable vision focuses on the development or redevelopment of outstanding places to shop, work and relax. Its commitment to environmental, economic and social sustainability has been recognised by inclusion in the DJSI (World and Europe), FTSE4Good and STOXX Global ESG Leaders indexes. The Group is a member of the CAC 40, AEX 25 and EuroSTOXX 50 indices. It benefits from an A rating from Standard & Poor's and Fitch Ratings.

SOCRI

The initiator of this project, the SOCRI group, headed by the Chambon family, has developed a unique business model that combines two complementary activities: luxury hotels and shopping centres. The Group owns several luxury hotels including the MAS DE PIERRE in Saint Paul de Vence (a 5-star luxury hotel and spa) and the GRAND HÔTEL Loreamar Thalasso Spa in Saint-Jean-de-Luz. SOCRI has also built several shopping centres including Nice Etoile, POLYGONE Montpellier and POLYGONE Béziers. Opened in 2010, the latter was awarded the CNCC Prize (Conseil National des Centres Commerciaux) for the most beautiful new shopping centre.

Pictures available on request to polygone@2e-bureau.com

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Audio guides available at the reception desk, in the Designer Gallery Lounge and on the Polygone Riviera mobile app on Apple Store and Google Play.



More about the exhibition : watch interviews with the artists on the Polygone Riviera mobile app and the website.

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