

FRANÇOISE
HUGUIER

VIRTUAL
SEOUL

07.10 —
31.12.2016

PAVILLON
CARRÉ
DE
BAUDOUIIN



Entrée libre

121 rue de Ménilmontant
75020 Paris

du mardi au samedi
de 11 heures à 18 heures

Métro 3 et 3bis: Gambetta
Bus 26 et 96:
Pyrénées – Ménilmontant

Renseignements:
01.58.53.55.40

VIRTUAL
SEOUL
BY
FRANÇOISE
HUGUIER

Exhibition
October 7 — December 31 2016
Pavillon Carré de Baudouin, 75020 Paris

On Frédérique Calandra's (mayor of the 20th district of Paris) invitation, Françoise Huguier will be exhibiting work in the Pavillon Carré de Baudouin from the 7th of October to the 31st of December.

She will be presenting the result of her photographic research project of "post modern" Seoul with over a hundred pictures, many of which have not been shown in France to this date, as well as various objects gathered during "treasure hunts" and posters. Françoise Huguier offers an amazing portrait of the Korean capital which has hoisted itself up to featuring amongst the greatest economic powers in the world in a matter of a few decades.

In 1982, after a prolonged stay in South East Asia and Japan, Françoise Huguier pursued her work in Korea and particularly Seoul. She discovered a town in the process of full expansion where a curfew is still imposed: the left-overs of the war. The old districts are being razed to the ground replaced by huge concrete blocks of buildings. And underground has recently come into existence. Certain districts are still surrounded by fields and the totally concrete-built cathedral is springing up from the ground. The town is a vast building site and the standard

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of living of its inhabitants, both children and adults, is much the same as anywhere else in the rest of Asia.

When she discovered Seoul in 2014, Françoise Huguier found herself facing yet another world transformed by technology and mass- consumption, the town seen in 1989 seems to her to have been the skeleton of what it has become. The standard of living has caught up with Europe's. It appeared essential to her to come back to Seoul, as it has become the focal home of popular culture in Asia.

In the course of spring of 2016, these pictures, presented in the museum of Seoul's history met with unmitigated success.

Virtual Seoul is the title of a book published by Actes Sud and will be available in 15th September, 2016.

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