



CHÂTEAU  
PALMER



# INSTANTS

Une résidence Château Palmer et Leica

Château Palmer and Leica have come together to create a shared photography project. They launch INSTANTS, a residency program, inaugurated by Dutch photographer Paul Cupido.

PRESS RELEASE | JUNE 2022

**As an avant-garde grand cru classé in its field, Château Palmer has built its reputation on the quality of its wines and its pioneering winemaking choices. It is also renowned for its creativity, developed through ambitious artistic collaborations in the worlds of jazz and photography. This encounter with Leica, a global leader in exceptional optical engineering and the legendary partner of the world's finest photographers, led to the launch of the INSTANTS artistic residency program at Château Palmer in collaboration with Art Photo Projects.**

Together, through the development of this new residency program, Château Palmer and Leica are confirming their support for contemporary photographic creation. Dutch photographer Paul Cupido is inaugurating this new residency program. After his name was put forward by Art Photo Projects, he was chosen by the Château Palmer x Leica selection committee, who were won over by the visual poetry of his images.

For this first edition, Paul Cupido has been given carte blanche to portray the history and values of Château Palmer. Paul Cupido is completing this photography residency throughout several stays at Château Palmer between April and October 2022. After his first trip last April, as the vines were just starting to bud, he said:

*“Château Palmer gave me the opportunity to visit the estate, meet the winemakers, and fully appreciate its geographical location on the fertile banks of the Gironde River. I want to offer a poetic interpretation of these elements, much like a composer translates feelings into notes, or a winemaker works with what nature provides.”*

Through INSTANTS, Château Palmer and Leica are accompanying the artist's creative process, while Leica Camera France is providing its iconic cameras.

**You will soon be able to discover the exclusive works of Paul Cupido for yourself:**

**\* INSTANTS is organizing an exhibition in the new Leica gallery in central Paris in spring 2023, at 24 Rue Boissy d'Anglas.**

**\* An art book is set to be published with Filigranes Éditions.**

# Paul Cupido



Océan © Paul Cupido pour la résidence INSTANTS, Château Palmer et Leica, 2022

**“There are parallels with the sort of winemaking that takes place at Château Palmer. The teams are totally devoted, tirelessly improving while remaining open to mystery, to the things we can’t control. I believe that true beauty lies in imperfection, tiny mistakes, the edges and the unexpected.”**

**T**here is no greater challenge for a photographer than reflecting the invisible. Born in 1972 in the Netherlands, Paul Cupido works delicately, seeking out the elusive and eternal beauty of nature, capturing the light of the moon on petals or skin. These sensitive, melancholic, existential images shine their light from New York to Zurich – where he is regularly exhibited – and in his books such as *Searching for Mu* (2017) and *Éphémère* (2019). This intuitive, perfectionist photographer has a passion for Japan, and his desire to understand and embrace nature exudes from his work, which is inspired by his native island of Terschelling and the connection its inhabitants have with nature. Paul Cupido is represented by the Bildhalle gallery in Amsterdam and Zurich.

ABOUT

# Château Palmer



*Alors on danse © Paul Cupido pour la résidence INSTANTS, Château Palmer et Leica, 2022*

The connection Château Palmer cultivates with photography is both profound and sincere. The estate has welcomed exhibitions by Jean Gaumy, Guy Le Querrec, Sebastião Salgado, and Raymond Depardon. The artistic residency project, created with the support of Leica, hopes to sustain this connection beyond the estate through the perspectives of photographers in tune with the château's holistic world.

**O**f all the renowned wines within the Margaux appellation on the left bank of the Gironde River, Château Palmer has always enjoyed a unique position – not only through its iconic midnight-blue labels, but also thanks to its bouquet of fruits, flowers, and spices which reveal a full-bodied texture, both powerful and delicate. This character has been developed in the depths of a vast terroir, and through the daring of all those who have managed the estate.

By adopting pioneering agricultural practices that respect the balance of nature, the men and women working alongside Château Palmer in the 21<sup>st</sup> century are ensuring that the property will continue to create, for centuries to come, expressions that transcend the Margaux appellation; wines that embody both place and people, and the resolutely imperceptible forces that unite them.

ABOUT

# Leica



*Nuage © Paul Cupido pour la résidence INSTANTS, Château Palmer et Leica, 2022*

**Leica Camera France is a subsidiary of the Leica Camera AG group, est. 1869, a German manufacturer of premium cameras and observation equipment with a global reach.**

**L**eica's legendary reputation is rooted in a long tradition of excellence and the fame of countless photographers who have championed the brand since 1925. Leica has been chosen by pioneers in the fields of documentary and humanist photography, including Henri Cartier-Bresson, André Kertész, Robert Capa, Walker Evans, Elliott Erwitt, Marc Riboud, Edouard Boubat, and Jane Evelyn Atwood. Today, Leica cameras are the allies of Nan Goldin, Dolorès Marat, Lise Sarfati, Claudine Doury, Stéphane Lavoué, Matt Stuart, Eamonn Doyle, Joel Meyerowitz, and many others!

Leica supports photography through two prestigious awards – the Leica Oskar Barnack Award, founded in 1979, and the Leica Hall of Fame Award – and promotes this creative medium via a solid network of 25 Leica galleries all over the world.

Leica Camera France will be opening its first photography gallery at 24-26 Rue Boissy d'Anglas, in the eighth arrondissement of Paris, in January 2023. It will produce and host the exhibition of Paul Cupido's work in April 2023 and will contribute to the production of his art book.

ABOUT

# Art Photo Projects

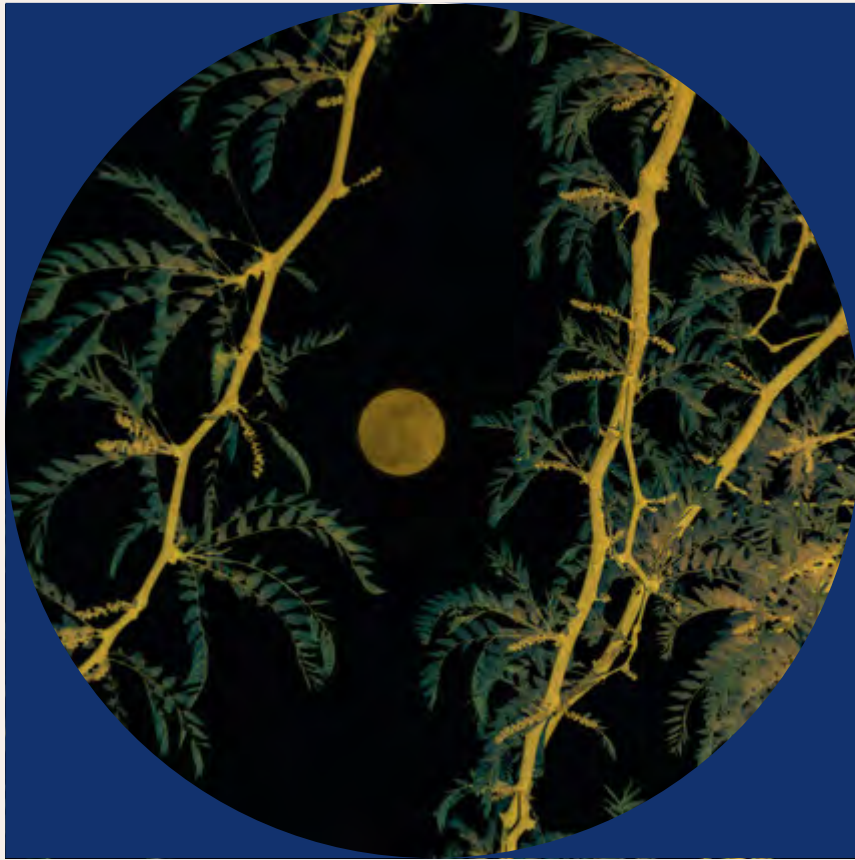


*Lune © Paul Cupido pour la résidence INSTANTS, Château Palmer et Leica, 2022*

**Art Photo Projects advises and guides institutions and businesses in the artistic direction of their cultural projects.**

**F**any Dupêchez, art director, and Pascal Michaut, project director, are the co-founders of Art Photo Projects. Driven by their passion for and involvement in photography for the last 35 years, they create subtle dialogues between artistic creation and their clients to develop credible, sustainable photographic identities. They collaborate with both internationally renowned photographers and younger, up-and-coming figures, designing bold artistic projects to support their clients' creation and communication objectives. Fany Dupêchez and Pascal Michaut have also created and now co-direct Portrait(s), a photography festival in Vichy, which is celebrating its tenth anniversary this year.

ABOUT



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*Images shown in this press release have been shot by  
Paul Cupido during his first residency.*

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