

PRESS PACK

JANUARY 2023



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.



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



“Photography archives the light that brings it forth and leaves a trace in time. Unlike painting, it depends more on the gaze than the imagination. The artist must observe, decipher their environment, then reflect and interpret it, just like a jazz musician or a winemaker. In recent years, we have been lucky enough to exhibit the world’s leading photographers at Château Palmer and develop close ties with figures such as Sebastião Salgado, Raymond Depardon, and Guy Le Querrec. Through the INSTANTS residency program, we are now expanding the scope of their activity through three creative periods set amongst nature, the vines, and the flow of the estuary.

While photography has been a longstanding partner to the tasting of our wines, we now feel compelled to showcase it outside our vineyard, to open ourselves up to other audiences, and to share our stories elsewhere. With that in mind, we are delighted that the Leica brand, a leading reference in the history of photography, shares this vision and will be welcoming the fruit of our mutual artistic adventure to its gallery in Paris.

We are committed to championing the perspectives of photographers whose sensitivity and values we share. Paul Cupido is the perfect example of this partnership thanks to his sensory approach to the world, the poetry of his perception, his meticulous framing, and his rigorous execution. We could not have dreamed of a better first resident! Others will follow him, offering their own, singular experiments combining endless freedom and a sense of attachment to the setting.”

THOMAS DUROUX, CEO, CHÂTEAU PALMER

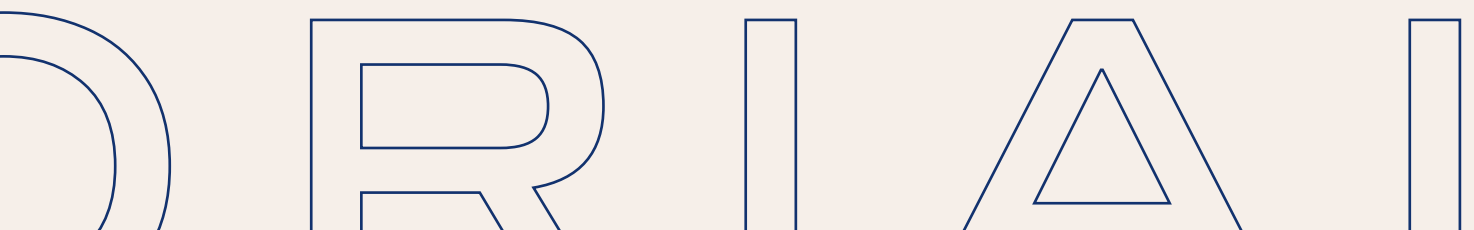
F E D I T C



“Château Palmer approached Leica in 2019 with a desire to build a shared project based around photography – a discipline dear to Palmer, and of course to Leica, given its cultural and historical heritage. The vineyard hoped to create a resonance between images the tasting of their Grand Cru, while exploring a new photographic territory. This meeting of two prestigious houses led to the launch of the INSTANTS residency program, which will reflect the unique character and natural strength of expression of Château Palmer and Leica through the work of guest artists. Tasting a fine wine inspires emotion that creates unique sensations – much like touching and using a Leica or gazing at a beautiful image.

We are delighted to support this artistic project, the results of which will be displayed in the new Leica gallery on the Rue Boissy d’Anglas in Paris. The INSTANTS residency program is opening new creative perspectives and will offer the gallery’s exhibitions a fresh, artistic energy. This holistic approach to photography, creation, exhibitions, and the production of artists’ work will provide us with countless, marvelous instants for years to come.”

CYRIL THOMAS, MANAGING DIRECTOR, LEICA CAMERA FRANCE





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.

To discover the exclusive works of Paul Cupido for yourself:

- **INSTANTS exhibition in the new Leica gallery, 26 rue Boissy d'Anglas 75008 Paris, France.**
From April 3rd to June 24th, 2023. Monday to Saturday, 10:00 to 19:00. Free entry.
- **Art book published with Filigranes Editions, available in April 2023.**

Paul Cupido

“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.”



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

There 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.



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



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



*Printemps - II © Paul Cupido pour la résidence
INSTANTS, Château Palmer et Leica, 2022*



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



*Near the river © Paul Cupido pour la résidence
INSTANTS, Château Palmer et Leica, 2022*



L'échelle à la lune - II © Paul Cupido pour la résidence INSTANTS, Château Palmer et Leica, 2022



Homes - II © Paul Cupido pour la résidence INSTANTS, Château Palmer et Leica, 2022

Château Palmer

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.



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

Of 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 21st 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.



Four hands and half moon © Paul Cupido pour la résidence INSTANTS, Château Palmer et Leica, 2022

Leica

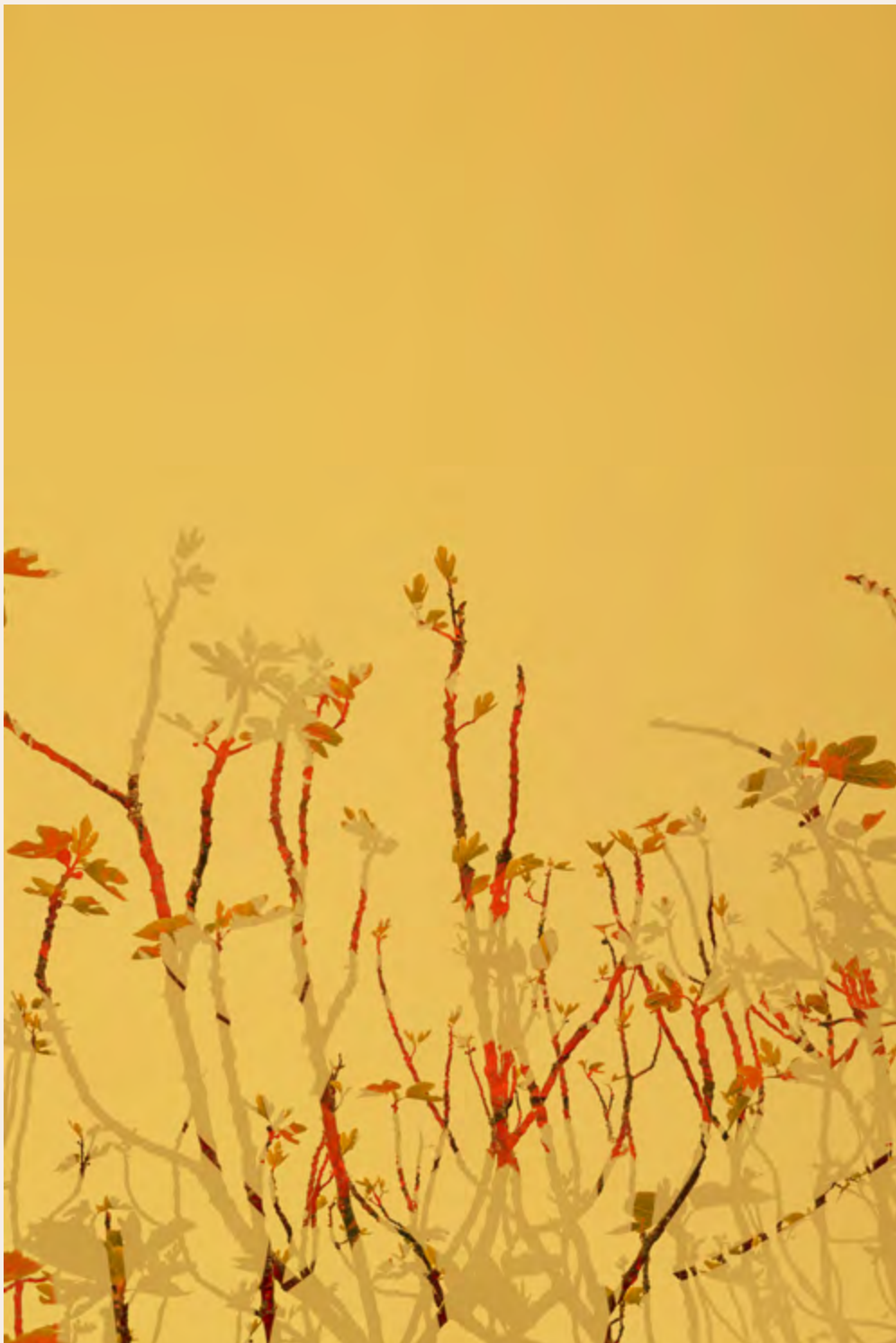
Leica Camera France is a subsidiary of the Leica Camera AG group, est. 1869, a German manufacturer of premium cameras and observation equipment with a global reach.



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

Leica'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.



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

Art Photo Projects

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

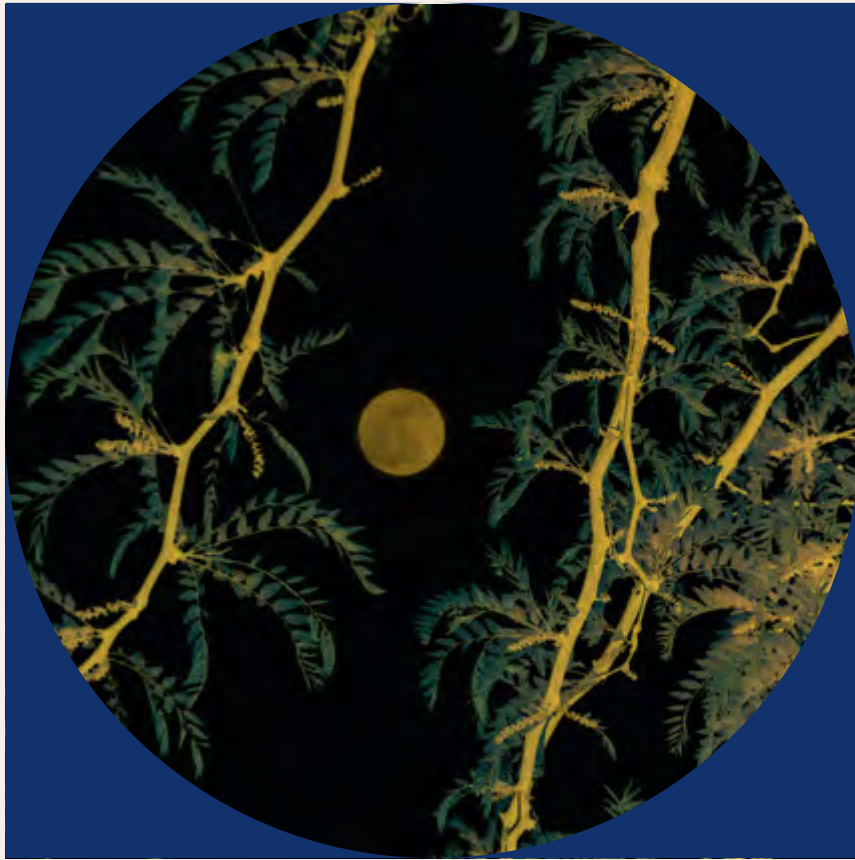


La Chute © Paul Cupido pour la résidence INSTANTS, Château Palmer et Leica, 2022

Fany 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.



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



INSTANTS

Une résidence Château Palmer et Leica

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

Presse : 2e BUREAU

Sylvie Grumbach, Martial Hobeniche

m.hobeniche@2e-bureau.com

Tél : +33 1 42 33 93 18

www.2e-bureau.com