



LA GALERIE, CENTRE D'ART CONTEMPORAIN DE NOISY-LE-SEC  
DES CHAMPS DE FRAISES POUR L'ÉTERNITÉ

PRESS KIT

Linus Bill + Adrien Horni, Ann Craven, Alex Frost, Sebastian Jefford, Bernard Jeufroy,  
Sister Corita Kent, Pentti Monkkonen, Travess Smalley, Sue Tompkins, Sarah Tritz

Guest curators: It's Our Playground (Camille Le Houezec & Jocelyn Villemont)

Exhibition 22 jan. – 2 avril 2022

Opening 21 jan. from 6pm

## PRESS RELEASE

### DES CHAMPS DE FRAISES POUR L'ÉTERNITÉ

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The “Des champs de fraises pour l'éternité” project began in January 2020, just before the pandemic that has now affected the world for more than a year took hold. Originally planned for 2021 the exhibition will finally open in January 2022 and will thus take the current realities onboard. The postponement makes “Des champs de fraises pour l'éternité” out of step with its time, but the delay has meant the exhibition has been able to integrate the reverberations of this period, which many of us have lived, in both visual and conceptual terms, within parentheses.

On revisiting the project in January 2021, we realised that “Des champs de fraises pour l'éternité” would be part of the long line of “post-Covid” exhibitions, presenting at once a risk and an opportunity. The risk lay in falling into repeating such exhibitions, all founded on the same mechanics, of getting a second wind, of being able to breathe, of the calm after the storm. The opportunity rests in offering a particular perspective on artistic creation that, in the face of a reality forcefully driving our emotions, searches for vivacity and magic.

This exhibition offers respite from the economic, ecological, political and social crises we are experiencing. In this space, withdrawal takes the form of a mental escape, which, once effected, allows us to understand reality from new angles. Though increasing industrial progress marked the end of the nineteenth century both historically and structurally, elements of the period's artistic currents are imbued with obscurantism and a pronounced esotericism (the Nabi movement, Symbolism, etc.).

The crises we initially discussed were structural rather than pandemic related, but these were already entrenched, infiltrating our society, economy, institutions, entertainment and schools, as well as all aspects of politics, ecological and economic. Towards the end of this epidemic, the makeshift tents are still in place, the critical situations remain critical, and prevailing precarity has profited from these many months to remodel its space in the depths of our societies.

The exhibition's title is clearly a reference to the Beatles' song, *Strawberry Fields Forever*, recorded in 1967. Starting from his childhood and the notion of nostalgia – Strawberry Field was a children's home he played near as a child – John Lennon created an abstract, introspective song about each individual's vision of the world. Translated into French, the title is somehow even more poetic, immersing us in a totally subjective, hallucinatory universe.

In recent times, the childhood yearning the song evokes has been shattered by domestic, sedentary and claustrophobic intervals where the only way to see the other and the world was via a screen. All this has profoundly changed our relationship to comfort, to technology, to education, and our perception of reality has become multiple. During the weeks of confinement, if representations of nature and world via a screen gave us solace, in this sense, their effect on each of us had been psychotropic.

Curators: Marc Bembekoff and It's Our Playground (Camille Le Houezec & Jocelyn Villemont)

This exhibition is supported by the Fluxus Art Projects.

PRESS VISIT  
FRIDAY 21st JANUARY, 4PM

Press relations: Marie Dernoncourt  
marie.dernoncourt@noisysesec.fr

Wednesday – Friday 2pm – 6pm  
Saturday 2pm – 7pm  
Free admission Closed on public holidays

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#deschampsdefraisespourl'éternité



## IT'S OUR PLAYGROUND (Camille Le Houezec & Jocelyn Villemont)

Founded in 2009, It's Our Playground is the Paris based artist duo made up of Camille Le Houezec (born in 1986) and Jocelyn Villemont (born in 1986). Both artists are graduates of the École Nationale Supérieure d'Art in Bourges (2009/2010), where they began collaborating. It's Our Playground's initiatives mainly consist of exhibitions, Internet projects, scenographies or installations, with the particularity of using curating as a medium. It's Our Playground continues to reflect on the modes of presentation, exhibition devices and the influence of the Internet on contemporary life and production.

Between 2009 and 2014, the duo were living and working in Glasgow, where Jocelyn eventually earned an MFA at the Glasgow School of Art. Between 2012 and 2014, It's Our Playground ran the exhibition space SWG3, where they set up a program of twelve shows that highlighted artists from both the Scottish and the international art scenes.



### Solo shows

- 2019 "Elle disait bonjour aux machines", Villa du Parc, Annemasse
- 2017 "Artificial Sensibility", Bonington Gallery, Nottingham
- 2016 "Mental Matter", Les Bains Douches, Alençon
- 2016 "Visual Matter", Piacé le Radieux, Piacé
- 2015 "Show Room", Glassbox, Paris
- 2014 "Screen Play", SWG3 Gallery, Glasgow

### Selected group shows

- 2019 "I'll be your city", Good Press, Glasgow
- 2018 "Les Choses", Galerie Valentin, Paris
- 2018 "Bande à part", Mrac, Sérignan
- 2018 "Progressive House" (with Owen Piper), The Old School, Glasgow
- 2017 "It's OK to be K.O.", Under Construction Gallery, Paris
- 2017 "Mon Chéri", Bruxelles
- 2017 "Site Visit", Kunstverein Freiburg, Freiburg
- 2016 "Ambiance D'Aujourd'hui" (with Eva Taulois), Mains d'œuvres, Saint-Ouen

### Selected curated shows

- 2018 "M. Quelque chose", Les Bains Douches, Alençon
- 2016 "Reconstructive Memory", Galerie Valentin, Paris
- 2016 "Anne de Vries", Galerie Valentin, Paris
- 2015 "Deep Screen", Parc Saint Léger, Pougues-les-eaux

### Selected online shows and projects

- 2021 "Image Nuage", villaduparc.org/image-nuage
- 2021 "Chenille, Tornade, Perroquet", chenilletornadeperroquet.online
- 2018 "All that matter(s)", Fotomuseum Winterthur
- 2017 "Infinite Memories", www.galeriechezvalentin.com
- 2016 "Panorama", www.panorama-normandie.fr
- 2016 "Exhibition Gradient", www.exhibitiongradient.com
- 2014 "Screen Play\_evolution", www.itsourplayground.com

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marie.demoncourt@noisysec.fr

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## AROUND THE EXHIBITION

Thursday 10 February 2022, 7pm (online):

Virtual tour of the exhibition, followed by a talk with artist Travess Smalley  
In English

Saturday 12 March 2022, 5:30pm:

Panel discussion about our relationship with screens with curators Marc Bembekoff and It's Our Playground  
(Camille Le Houezec & Jocelyn Villemont), accompanied by Christophe Leclercq (researcher, doctor of aesthetic)

Thursday 17 March 2022, 6:30pm:

Digital art workshop  
Guided tour of the exhibition, followed by a workshop at Médiathèque Roger-Gouhier

Saturday 2 April 2022, 4pm – 7pm:

4pm: *Soldat Google*, performance by Bernard Jعفroy  
5pm: Special strawberries apéro-karaoke

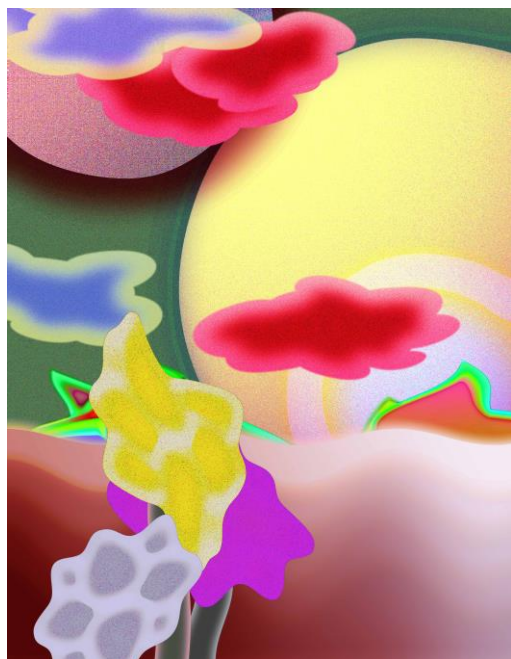
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AVAILABLE VISUALS



1- Travers Smalley, *LandscapeScript (working title)*, 2021  
Digital image, 5100×6600 px  
Courtesy of the artist and Foxy Production, New York

2- Ann Craven, *Moon (Yellow, Cushing, 7-19-19, 10:30PM)*, 2019  
Oil on linen, 35,56 × 35,56 cm  
Courtesy of the artist, Southard Reid, London and Karma, New York



3- Pentti Monkkonen, *Bâtiment F*, 2017  
Wood, resin, sand, steel, paint, acrylic glass, aluminum, tar, rubber, hardware  
144 × 160,5 × 48,5 cm  
Courtesy of the artist and High Art, Paris/Arles

4- Alex Frost, *Wet Unboxing (Pepto Bismol)*, 2018  
Video, 6'15"  
Courtesy of the artist

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## LA GALERIE, CENTRE D'ART CONTEMPORAIN DE NOISY-LE-SEC

*La Galerie, centre d'art contemporain de Noisy-le-Sec has been granted of national interest.*

Launched in 1999 by the City of Noisy-le-Sec, the centre for contemporary art is backed by the Île-de-France Region Cultural Affairs Office (DRAC) – Ministry of Culture, the Seine-Saint-Denis Department and the Île-de-France Region.

It is also part of d.c.a – association de développement des centres d'art contemporain, tram – réseau art contemporain Paris/Île-de-France, Arts en résidence – réseau national et BLA ! Association des professionnel·le·s de la médiation en art contemporain.

The La Galerie programme reflects the diversity of today's art in terms of a range of aesthetic and social issues, via the work of emergent or established artists with local, national or international reputations. The programme revolves around two main themes: first of all *genius loci*, the spirit of place defined by the centre's distinctive architectural, social and historical associations; and secondly, the word galerie ("gallery"), with its different meanings and implications.

### The exhibitions

Gallery: A room or building for the display of works of art

For its four annual exhibitions, the programme systematically starts out from specific ideas or pretexts, either literary, architectural or musical. The avenues explored by these solo and collective exhibitions complement each other, while opening up fresh perspectives and lines of enquiry.

### Receptivity and commitment to the local

Gallery: A long room or passage, partly open at the side; a balcony providing space for an audience

Ongoing work on the Grand Paris project is bringing radical change to Noisy-le-Sec and the intermunicipal Est Ensemble locality. La Galerie is participating by going out to make contact with potential visitors and engage in collaborative ventures with publics otherwise lacking the chance to develop a taste for today's visual arts. The art centre functions as an incubator for ideas, an agora where knowledge can be shared in close connection with the region's new visual arts organisations, notably Micro-Folie Noisy-le-Sec and Komunuma in nearby Romainville.

### The cultural programme

Gallery: A group of spectators

The fundamental principles of an art centre: to guide and assist the emergence of challenging projects and their production and dissemination, while constantly mindful of the need for accessibility for the public at large. In line with these requirements, La Galerie's cultural programme is aimed at establishing a dynamic of "social involvement", of interplay with Noisy-le-Sec residents that will let them "blow the spectators away". This project stresses a day-to-day forging of links between the aesthetic and the social spheres, between an exacting creativity receptive to the world and its challenges, and a cultural transmission adapted to each individual. With respect to contemporary art – and especially its artists – modes of seeing, encountering and living together are imaginable, which it seems important to make the most of. The urban and social context offered by La Galerie is an ideal tool for contributing to dialogue between artists, local stakeholders and the various publics.

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## ACCESS

Getting here  
By tube

From Paris:

- RER E, stop "Noisy-le-Sec" (10' à 15', from Gare du Nord or from Haussmann Saint-Lazare)
- Line 5, stop "Bobigny-Pantin-Raymond Queneau" + Bus 145, direction "Cimetière de Villemonble", stop "Jeanne d'Arc"
- Line 11, stop "Porte des Lilas" + Bus 105, direction "Pavillon-sous-Bois", stop "Jeanne d'Arc"

From Asnières, Bobigny, Drancy, Gennevilliers, La Courneuve:  
Tram T1, stop "Noisy-le-Sec RER"

By car

From Porte des Lilas, direction Romainville  
From Porte de Bagnolet, motorway A3 exit Villemonble, direction Rosny centre commercial

## VACCINE PASS INFORMATION

Following the government announcements, La Galerie, centre d'art contemporain de Noisy-le-Sec is accessible with a vaccine pass. More details on <https://www.gouvernement.fr/le-pass-vaccinal-mode-d-emploi>.

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