



## REINVENTING TRADITIONS

*The other side of French postmodern design*

*May 4 - May 27, 2022*

*Opening reception:*

*May 5<sup>th</sup>, 2022 4-7PM*

We are pleased to announce our upcoming exhibition titled “Reinventing Traditions: The other side of French postmodern design,” showcasing a juxtaposition of designs by Alain Gaubert, Jean Jacques Erny, Alain Marcoz, Hervé Baley, Jean Touret and the artisans of Marolles, Sylvain Contini, Jacques Avoinet, Anne Barres, Ilina Horning and Denise Bigot.

Including around 50 pieces created between the end of the 1950’s and throughout the 1970’s, this exhibition aims to highlight a branch of postmodern designers in France whose works, though emanating from the rejection of the dictates of modernism, are very much anchored in tradition and craftsmanship.

Already at the end of the 1950’s, one can notice the emergence of a practice in rupture with Modernist thought, promoting a sensitive and poetic vision of architecture and design. From Jean Touret and the Artisans of Marolles, who chose, for a span of roughly 15 years, to create a body of work emphasizing

tradition and uniqueness, to Hervé Baley & Alain Marcoz, prominent figures of the organic architecture movement in France, we can see a clear desire to create objects whose functionality are often overwhelmed by an experimental yet traditional and symbolic dimension.

This desire to produce one-of-a-kind objects, made with a tour-de-force virtuosity that helped elevate design to the status of art, can be found in artistic productions of different affiliations throughout the next two decades. Alain Gaubert and Jean-Jacques Erny, both traditionally craftsmen and woodworkers, Sylvain Contini, artist and metal factory worker, or Jacques Avoinet, originally a master stain glass glazier, thrived in that same spirituality in their production. Tapestry makers, like Ilina Horning and Denise Bigot, also favored traditional techniques, although offering it new forms and expressions.

Defining a new way of creating functional objects, personal and specific, of which the composition is directly related both to its maker and to its function, in opposition with the objective and regulated nature of Modern designs, while still retaining a taste for elegant design and respect of the medium, the works presented in the exhibition highlight the start of a real liberation in French Postmodern design.

The show will open Wednesday May 4th, 2022, with an opening reception from 4pm to 7pm, and run through Friday, May 27th, 2022 at Magen H Gallery, 54 East 11<sup>th</sup> st, New York, NY 10003