

EMOTIONS

Installations - Erwin Olaf

La Sucrière - Lyon

From 21st March to 30th June 2013



Installation view « The Keyhole », 2011, © Erwin Olaf

PRESS CONTACTS

Claudine Colin Communication / national and international press

Samya Ramdane: Tel: +33 (0)142 726 001 / samya@claudinecolin.com

La Sucrière / regional press

Claire Couriol: Tel: +33 (0)631 845 215 / claire.couriol@gl-events.com

Contents

“Emotions – Exhibitions – Erwin Olaf”	p.3
Erwin Olaf: biography	p.5
La Sucrière, a new venue for arts and events	p.7
La Sucrière team	p.8
Practical information	p.9
Contacts	p.10



“Emotions”

Dutch artist Erwin Olaf was born in 1959 in Hilversum, The Netherlands. He has lived and worked in Amsterdam since the 1980s.

He is exhibiting several of his photographic and video works, produced between 2001 and 2012, at La Sucrière. A single glance is all that is required for the viewer to delve into the particular world created by his work.

In 2001 with the “Paradise The Club” and “Paradise Portrait” series, the festive, colourful and obscure world of the circus was showcased. In parallel, the tense and frightening portraits of clowns with their smudged and careless makeup showed deep solitude. In 2003, following the death of the artist’s father, the “Separation” series was published, where two protagonists, in all evidence a mother and her child evolved within an ice-cold decor without warmth or love. A series which clearly portrayed grief. The “Annoyed”, “Wet”, “Le Dernier Cri”, “Dusk & Dawn” “Keyhole” series all followed.

Throughout the series published by Erwin Olaf, the artist has imposed his style and asked the question of differences in class, sex, race, beauty, and the significance of secrecy.

The atmosphere is one of silence, pensiveness and solitude. The use of colour, the choice of models and decors all transport the onlooker into an undetermined period somewhere between the 60s and modern day. In Erwin Olaf’s videos, just as in his photography, there is an overriding slowness, where the method and reflection of an artist who observes, who arranges the decor and applies colour just as a painter would. We cannot but recall some of the major Dutch painters of the 17th century, such as Johannes Vermeer.

In The Netherlands, is there a particular light and ambiance which leads its great artists to be impregnated in such a manner that they wish to share these with us for several centuries?
It may well be the case.

It was in 1988, after having been awarded, with his *Chessmen* series, first prize in the Young European Photographer competition that advertising photographer, Erwin Olaf, received recognition for his artistic work of international dimension.

Since then, he has received numerous awards, both for his commercial shots and his artistic works.

La Sucrière would like to thank Rabouan-Moussion Gallery for its kind-hearted collaboration.

RABOUAN MOUSSION
galerie

www.rabouan-moussion.com
rabouanmoussion@noos.fr

Biography

Erwin Olaf

Dutch artist Erwin Olaf, born in 1959 at Hilversum, has already produced a large number of exhibitions, both nationally and internationally. By combining journalistic photography with studio photography, Erwin Olaf broke onto the international scene in 1988 after being awarded the first prize in the "Young European Photographer" competition thanks to his series of "Chessmen" photographs.

Erwin Olaf's works implicitly showcase the unexpressed, the neglected or that which is imperceptible at first glance. The work of Olaf deals with social issues, taboos and bourgeois conventions in a stylised and imagined environment. Using his aesthetical intuition, Erwin Olaf voluntarily conceals these themes so as onlookers can subconsciously discover these in his work. His unconventional style never fails to deliver a poignant visual and emotional impact with the general public.

With striking imagery through its conception, unique composition and a desire to produce impeccable storylines, he marvellously captures the essence of contemporary life.

Selected personal exhibitions:

2012:

Erwin Olaf Works 2000, Art Statements Gallery, Hong-Kong
Erwin Olaf Short Stories, Gallery Wagner, Berlin, Germany
Solo Show, Gallery Kong, Seoul, South Korea

2011:

Erwin Olaf's first solo exhibition in Japan, Art Statements Gallery, Tokyo, Japan
High Tension, Carbon 12, Dubai, United Arab Emirates
Erwin Olaf, Captured senses, Cermonden, Ankara; Turkey
Erwin Olaf, *Nordic Light International Festival of Photography*, Christiansund, Norway

2010:

Erwin Olaf 'Vite Private/Private Lives', Fondazione FORMA per la fotografia, Milan, Italy
Solo Photography exhibition, Paris Beijing Photo Gallery, Beijing, China
Hotel, Dusk & Dawn, Hasted Hunt Kraeutler, New York, USA
Dusk & Dawn, Hermitage, Amsterdam, the Netherlands

2009:

Moving Targets, Haifa, Israel

Fotográfica, Nueveochenta Gallery, Bogotá, Colombia

Darts Of Pleasure, Erwin Olaf 1984-2009, Domus Artium 2002, Salamanca, Spain

Erwin Olaf solo show, Laboral, Galerie Magda Danysz, Paris, France

2008:

Selected Works, Australian Centre for Photography, Sydney, Australia

Still Living; Structure, Surface and Expression, SECCA, Winston-Salem, USA

Rain', 'Hope', 'Grief' & 'Fall, The Hague Museum of Photography, The Hague, The Netherlands

First exhibition on the Chinese mainland, Space E6, Shenzhen, China

2007:

House of beautiful nightmares, Arcaute arte contemporaneo, San Pedro Garza Garcia, Mexico

Elegance and perversity, City Arts Centre, Shoalhaven, Australia

Grief, Reflex Modern Art Gallery, Amsterdam, the Netherlands

Le Dernier Cri, Galerie Rabouan Moussion, Paris, France



« The Keyhole », photography, 2011 ©
Erwin Olaf



« Dusk », photography, 2009 © Erwin Olaf



« Dawn », photography, 2009 © Erwin Olaf

La Sucrière – new venue dedicated to art and events



Since May 2012 La Sucrière is continuously hosts exhibitions on Level 2 of the building (1,700m²).

In addition to the Biennale d'Art Contemporain de Lyon, three national or international renowned artistic or cultural events will be held there every year:

- Exhibitions by emerging artists
- Museum-related exhibitions
- Thematic contemporary art exhibitions.

Each exhibition can be visited in the company of our mediators. School visits will also be organised. A presentation text will help visitors enter the artist's world. Our mission is to educate the public with regard to contemporary art and inform them about our exhibitions. The idea is to organise quality and instructive exhibitions that are as accessible as possible to as many people as possible.

The exhibition area is open to the public Wednesdays to Sundays, 11 a.m. to 6 p.m., and private showing may be arranged for events and evenings.

About La Sucrière:

This new venue for art and events was launched on 1st February 2012, expanding the presence in Lyon of GL events, who already manages Eurexpo Lyon, the Conference Centre and Château de Saint-Priest. The venue has a 6500m² floor space and its cultural program is geared towards creativity and communication, conviviality and celebrations. It is the talismanic host venue of the Lyon Biennial Contemporary Art Festival and offers an array of other cultural events throughout the year all year long. It also stages other events, including gala dinners, trade shows, fashion shows and concerts.

www.lasucriere-lyon.com

About GL events

As an international fully integrated provider of event solutions, GL events is arranged into three main divisions: GL events Live (complete event chain from consultancy to logistics), GL events Exhibitions (staging shows) and GL events Venues (international network of managed sites). The group owns more than 250 trade and general public shows around the world and manages 36 conference centers, exhibitions centers and multipurpose rooms in France and abroad. It employs more than 3,500 people in 20 countries and more than 90 operational bases. Its turnover in 2010 was 727 million euros, more than half of which was generated abroad. GL events is quoted on compartment B of Euronext Paris and features on the CAC Mid 100 and SBF 250 indices.

www.gl-events.com

La Sucrière team

Patricia Houg, Director of La Sucrière
patricia.houg@gl-events.com

Claire Couriol, Cultural projects manager
claire.couriol@gl-events.com

Media and public reception
mediation@lasucriere-lyon.com

Information

La Sucrière

49-50 quai Rambaud
69002 Lyon France
www.lasucriere-lyon.com

"Emotions – Installations - Erwin Olaf" runs from 21st March to 30th June 2013.
The exhibition will be opened from Wednesday to Sunday 11 AM to 6 PM. Open on bank holidays.

Getting there:

By air:

Lyon Saint Exupéry international airport
More than 50 airlines serving 120 direct destinations in more than 30 countries.
www.lyonaerports.com

By train:

3 TGV stations served several times daily from major French and European cities: Lyon-Saint Exupéry, Lyon-Part-Dieu and Lyon-Perrache (located 10 minutes away from La Sucrière).
www.voyages-sncf.com

Getting to La Sucrière from:

- Lyon Perrache TGV station: 10 minutes (Tramway T1 to Montrochet)
- Lyon Part Dieu TGV station: 30 minutes (Tramway T1 to Montrochet)
- Lyon Saint Exupéry TGV station: 1 hour (RhônExpress to Part-Dieu, then Tramway T1 to Montrochet)

www.tcl.fr

By car:

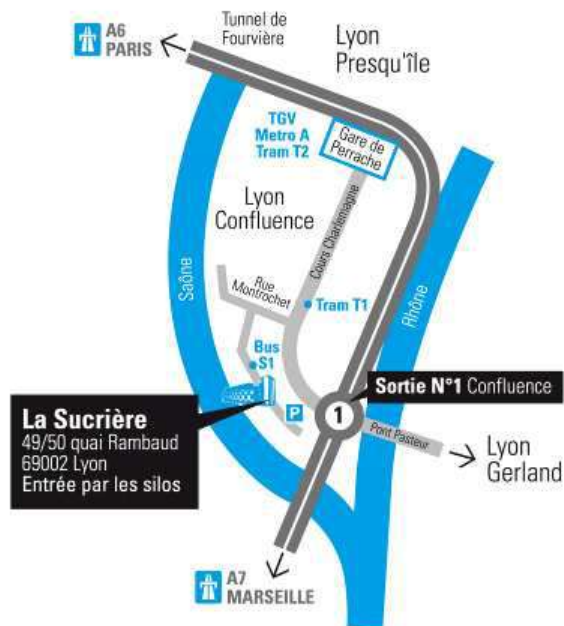
Easily accessible by road within a few hours from Paris (A6), Marseille-Nice-Barcelona (A7), Geneva (A42), the Alps and Italy (A43).

Getting to La Sucrière by public transport:

Tramway T1: Montrochet stop

Bus S1: La Sucrière stop

Plan your journey: www.tcl.fr



Contacts

National and international press
 Claudine Colin Communication
 Samya Ramdane
 Tel : +33 (0)142 726 001
samya@claudinecolin.com

Regional press
 La Sucrière
 Claire Couriol
 Tel : +33 (0)631 845 215
claire.couriol@gl-events.com

49-50 quai Rambaud
 69002 Lyon France
www.lasucriere-lyon.com