

PRESS RELEASE

APRIL 2023

FOCAL ARTS

Endowment fund dedicated to the presentation,
preservation and promotion of traditional skills through the prism
of contemporary art and multi-sensory works.

Presenting a new approach to traditional know-how, art and emotion

Focal Arts is an organisation dedicated to the promotion of traditional know-how and techniques associated with areas of excellence through their reinterpretation by contemporary artists.

Each year, Focal Arts selects a traditional skill to explore and presents unique multi-sensory works of art, bringing together artists and partners from complementary worlds.

Through the senses, the audience experiences unique emotions derived from the chosen traditional craft.

Through this innovative approach, Focal Arts wants to highlight these techniques, which constitute a unique heritage, and contribute to their survival.

« Heritage is not a fixed thing but is constantly evolving. Through Focal Arts, we hope to be a part of showcasing it and keeping it in perpetual motion so that it does not wither away. »

Cédric Boutonet, President of Focal Arts

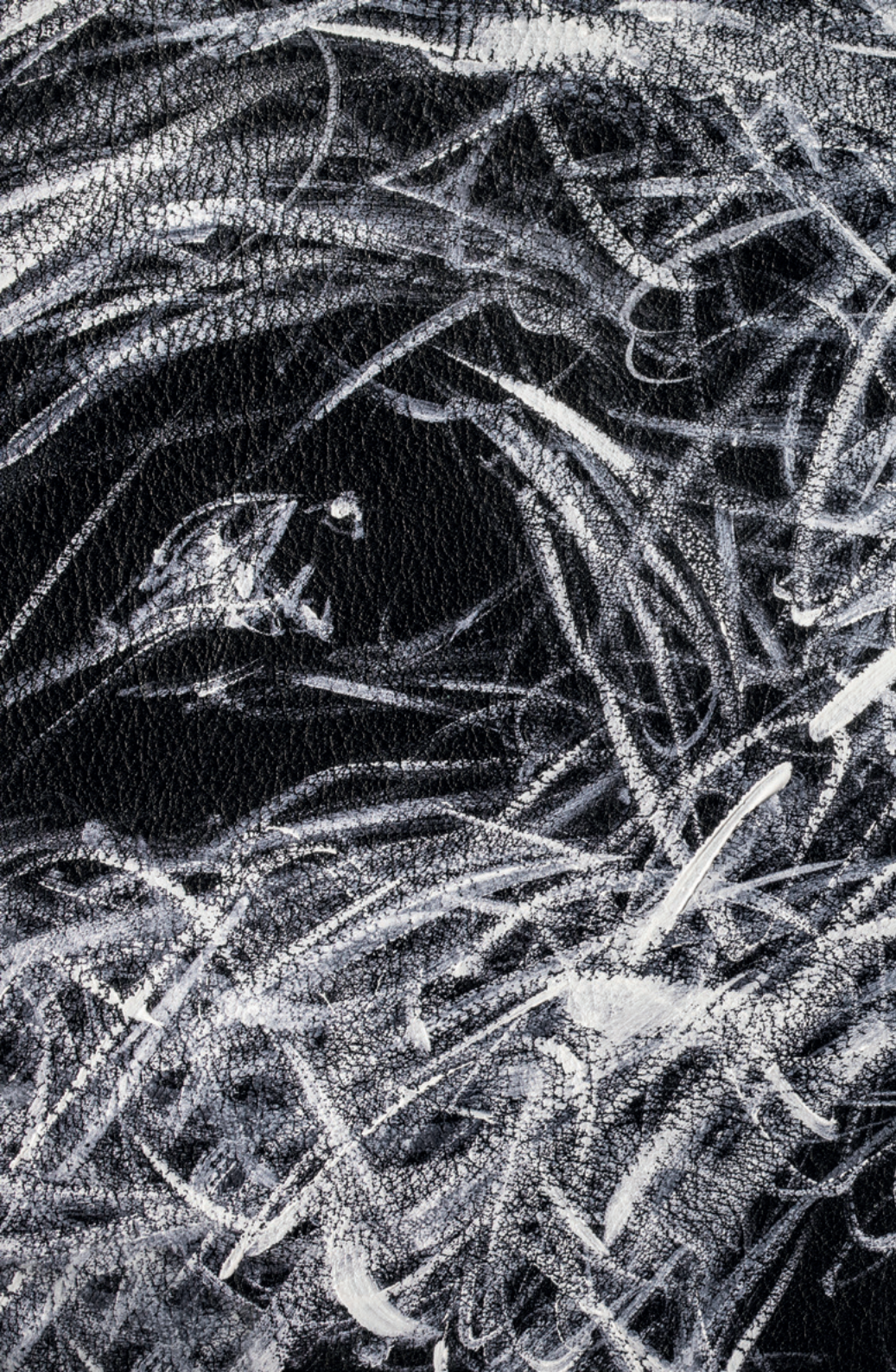


OUR APPROACH

Holistic and immersive

We present a novel approach to participating in the preservation of techniques belonging to the intangible heritage of humanity.





OUR MISSION

Believe in human ingenuity and its necessity.
Transmit the heritage of traditional know-how.

Raise awareness among a wide audience
of the beauty of the handicraft.

We believe that the preservation of rare traditional skills, which form part of the heritage and legacy of humanity, is an act of public interest to which we wish to contribute.

By changing opinions on artistic craftsmanship by hybridising it with contemporary art and taking a multi-sensory approach, we want to present new emotions to raise public awareness of the magic of these handicrafts.





THE FOCAL ARTS PROJECT

Our commitment

To present unique, multi-sensory and travelling works of art that deliver rich and singular emotions.

Our modus operandi

We offer artists from across the spectrum the opportunity to deliver their reinterpretation of a specific, traditional skill chosen by the endowment fund.

Each artist then has total freedom in their proposal.

Our proposal

The medley of these individual contributions forms a unique and immersive multi-sensory work.

The artistic approach is intended to be astonishing, unexpected and uncompromising so as to lead the public towards the discovery of a new emotion and to renew their view of the skills presented.

ABOUT

The board of directors steers the structure by collaborating as closely as possible with the artists with the aim of promoting know-how, contemporary art and emotions.



Cédrick Boutonet
Chairman of the board



Bénédicte de Carlan
Board member



Jacques Mahul
Board member



Louis Gibout
Head of the endowment fund

LA CONSTELLATION D'ICARE

The inaugural art installation celebrates the skill of leather-binding, to invoke senses of sight, hearing, smell and taste.





SEE: HOM NGUYEN

This inaugural work and its environment celebrate the skill of leather-binding and call upon sight, hearing, smell and taste.

Hom Nguyen is a French-Vietnamese artist who began his career working with leather, creating patinas for which he gained renown.

Now known worldwide for his contemporary portraits on canvas, Hom Nguyen has agreed to return to his first love by creating portraits inspired by its theme of Icarus, on a pair of unique Focal Grande Utopia speakers bound in leather.

In these six portraits depicting twins, Hom Nguyen delivers a work that is at once penetrating, meditative and full of hope and humanity.

His work reinterpreting raw leather is the cornerstone of the multi-sensory work *La Constellation d'Icare*.

HEAR: MARK YAEGER

As a composer of film and classical music, living in Los Angeles, Mark Yaeger has composed music for more than 40 Hollywood films, video game franchise films, as well as numerous independent films.

His current conceptual project takes a novel approach to composition, with members from the European Space Agency, JPL/NASA and the Institute for Space Research.

As part of his collaboration with Focal Arts, Mark composed a special and unique version of the track *Sister of Sleep*. This unique version of the piece, devised in four stages, in reference to the four phases of the Moon, is encrypted in the motherboard of the Naim ND555 media player on *La Constellation d'Icare*.





SMELL: CHRISTOPHE LAUDAMIEL

Christophe Laudamiel is a French artist and perfumer, based in New York and Tokyo. He is, among others, the originator of creations for Tom Ford, Thierry Mugler and Ralph Lauren, has just completed a special mission for Google and, directs his own brand The Zoo NYC.

The recipient of multiple awards for his creations as well as for his overall contribution to world perfumery, Christophe Laudamiel is extremely active, with outstanding olfactory works presented in various structures around the world including Art Basel, The Venice Biennale of Architecture, the Guggenheim and the World Economic Forum in Davos.

To inaugurate his collaboration with Focal Arts, Christophe Laudamiel has created an original perfume-work, an aerial sculpture as he calls them, called *ESPOIR DU SOIR 19*.

TASTE: H.THEORIA

Rendering human flavours — deliciously human and pin-prick delicate — in a melee of complex, subtle, deep notes. Making the intimate resonate. Giving H.Theoria liqueurs a taste, colour and vibration carefully macerated in a mysterious time. This veneration of the delicate is the principle of creation and the *raison d'être* of the brand.

Description of *Cuir Lointain*:

Time suspended, until the hour of intimacy. Adzuki climbing on the oak of the frameworks. Wind in the rooibos.

Literature is dust. The leather exudes its patina, languid and dreamy jasmine.

Fleeting citrus couplets.

Hush: hear the short breath of rosemary in the distance. It is not yet night...





Crédits photos Oeuvre La Constellation d'Icare : Sylvie Bessou - SCAA 25/04/2023

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