

# M+B

FOR IMMEDIATE RELEASE

## SYNESTHESIA

Curated by Daniele Balice and Jay Ezra Nayssan

June 29 – August 31, 2012

Opening Reception: Friday, June 29, 2012 from 6 to 8 pm

**M+B is pleased to announce *SYNESTHESIA*, a group exhibition curated by Daniele Balice, co-founder of the Paris gallery BaliceHertling, and Jay Ezra Nayssan. The exhibition will be on view from June 29 to August 31, 2012, with an opening reception on Friday, June 29 from 6 to 8 pm.**



France, 1926: Architect and designer Robert Mallet-Stevens is at the height of his career and is invited to speak at the Théâtre du Vieux-Colombier. During this lecture, Mallet-Stevens sets forth eight theoretical reflections he has developed thus far in his career.

Not only was Mallet-Stevens the most prominent architect of his generation, he was also the first official set designer of the film industry as well as a member of the “Club des Amis du 7ème Art” (Members of the 7th Art), which was founded by Ricciotto Canudo.

At his presentation at the Théâtre du Vieux-Colombier, Mallet-Stevens begins by highlighting how theater set design differs from that of cinema. Set design

in a theater has the liberty to be figurative whereas in film it must be more realistic. “In cinema, the set designer must be more of an architect than a painter,” explains Mallet-Stevens. He continues on to discuss about the correct colors, lighting, textures and even the type of art that a designer should feature on a film set.

*Synesthesia* takes this lecture as its starting point, but does not follow the strict rigor of it. Instead of creating an exhibition from a curator’s point of view, *Synesthesia* is created from a set designer’s point of view – it is the assemblage of furniture, art and objects in an environment that has the ambition to look truly personal, but is in fact completely artificial.

The exhibition, therefore, offers the opportunity for viewers to question the idea of collecting art. By displaying art in their private spaces, are collectors playing a character? Creating a neutral environment where pieces of art and furniture of differing values and time periods are set beside each other also experiments with our perceptions of value and worth of objects. It is through these various reflections and observations that viewers are simultaneously spectators and actors.

With this, the installation becomes an interdisciplinary experience, and the individual objects no longer have their particular historical context. Just like a real collector’s home, the set reflects the need to accumulate and treasure objects, and questions the value we attach to them. Or after all, this could all be just fiction.

### Participating Artists Include:

Michael Anastassiades  
Anonymous  
Henri-Georges Clouzot  
Isabelle Cornaro  
Jacopo da Valenza  
Lucy Dodd  
Thomas Dozol  
Paul Dupré-Lafon for

Hermès  
Terje Ekström  
Piero Fornasetti  
Guido Gambone  
Martino Gamper  
Eileen Gray  
Hadrien Jacquelet  
Lisa Jo

Alex Katz  
Allison Katz  
Antonio Lopez  
Stewart MacDougall  
Alexander May  
MissoniHome  
Carlo Mollino  
Paul P.

Ico Parisi  
Pier Paolo Pasolini  
Charlotte Perriand  
Gaetano Pesce  
Pablo Picasso  
Gio Ponti  
ROLU  
Yves Saint Laurent

Location: M+B, 612 North Almont Drive, Los Angeles, CA 90069  
Gallery Hours: Tuesday – Saturday, 10 am – 6 pm, and by appt

For more info, please contact Alexandra Wetzel at M+B at (310) 550-0050 or [alexandra@mbart.com](mailto:alexandra@mbart.com)

# # #