

Opening
spring 2019

FLUCTUART
CENTRE D'ART URBAIN

**PRESS
KIT**



FLUCTUART

Spring 2019
Pont des Invalides, Paris



A PLACE FOR ART, LIFE & CELEBRATION

**1ST URBAN ART CENTER
IN THE HEART OF PARIS, PONT DES INVALIDES
1000 M² SPACE WITH THREE LEVELS
FREE AND OPEN TO EVERYONE, ALL YEAR LONG**

Fluctuart is the world's very first floating, urban art centre. A unique place, open to all public, that is curios, passionate and at the disposal of all urban art actors: artists, professionals and institutions.

Fluctuart promotes all trends of urban art, from pioneers to contemporary artists, and emphasizes on emerging, innovative practices.

Fluctuart is a dynamic and evolving place for the creation, exhibition, discovery and exchange of inspiration and entertainment that harbors cultural and artistic events. This new, floating art centre stands out thanks to its versatile and accessible reach to promote culture for everyone. Its 1000m² space, entirely transparent with three levels, will be located right under the Invalides bridge.

It is comprised of different levels in order to welcome **temporary exhibitions**, a **permanent collection**, **in situ interventions**, a **specialised bookshop**, cultural events, **creative workshops**, and a **rooftop** for encounters, dialogue and sharing. Enriched with one-off artistic residencies, the centre will highlight the participation of every artist taking part in the project thanks to the presence of urban art professionals, well-known or emerging artists and institutions. Its prime purpose is **to put art within everyone's reach**.

As part of a partnership with ICART, the first European school for cultural management and art market, **numerous educational projects will take place around the centre's program that will involve the school's students.**

Two spaces for drinks and food will enliven the ship around parties, performances and art works.

*A project born from three founders and associates :
Géraud Boursin, Nicolas Laugero Lasserre and Eric Philippon.*

3 QUESTIONS TO NICOLAS LAUGERO LASSERRE

Artistic director, collector and urban art specialist, head of ICART (art market and cultural management school), and one of Fluctuart's founding associates.

Street art museum projects and exhibitions are skyrocketing. What is Fluctuart's ambition ?

Fluctuart reflects the artists it welcomes. Creative, open, committed and rooted in our age. For the first time in France, artists, amateurs and urban art lovers, as well as street art, post graffiti and urban cultures, will be meeting in one single art centre dedicated to this movement. Fluctuart's mission has three goals : the artists, the public and the outreach of urban art, here in France but also worldwide. What we want is to offer visitors a diverse point of view on urban art by exploiting the movement's every facet, through temporary, thematic, monographic exhibitions pacing seasons and presenting major artists through the permanent exhibition. Furthermore, the artists will have *carte blanche* to create *in situ* works in all spaces of the ship. The mediation and public education will be at the heart of our approach for accessibility, with workshops and guided tours. Fluctuart is, an ever-evolving place for celebrating and discovering art.

Do you consider Paris to be a major city for urban art ?

Everyone knows it. Paris is the world's capital city for urban art. Here, Shepard Fairey performs his biggest works and Banksy is never far either...which adds to the city's liveliness at every level: the number of artists, projects, auctions and specialized galleries in Paris is truly unique. Exhibitions are more frequented than ever before. It's also the case more globally in the region of Ile-de-France. In 2016, for the Nuit Blanche, we inaugurated ART42, an urban art museum at the heart of the 42 school, founded by Xavier Niel. 150 art pieces from urban artists are exposed there. With more than 30.000 visitors, this place is a token of the movement's popularity and a prelude of what Fluctuart will become.

How do you explain this collective passion for street art?

This movement reconciliates art with its public. Nowadays, we want to believe in the concept of an art for all – which doesn't mean mediocre art. The movement boasts heaps of very ambitious and talented artists, including conceptual performers. The quest for an art open to everyone is written in the movement's very DNA, thanks to artists who are committed and living in their time.

Interview led by Sophie Pujas, journalist

[This text is copyright-free and may be published freely by quoting the author]

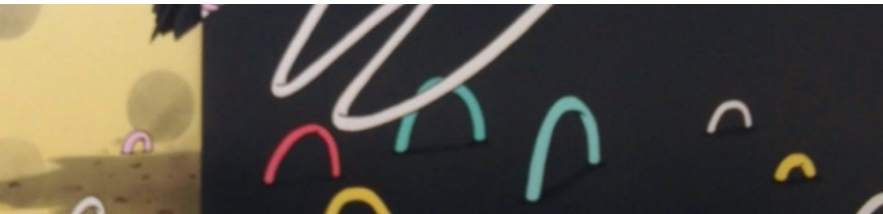


SUMMARY



01

A NEW, ICONIC PLACE IN PARIS _____ **P7**
I/ Genesis of the project _____ P9
II/ An innovative project from Seine Design _____ P11



02

FIRST FRENCH URBAN ART CENTRE _____ **P17**
I/ A new way of seeing urban art _____ P18
II/ The artistic programming _____ P19
III/ A place for everyone free all year round _____ P25
IV/ The bookstore _____ P27



03

THE FESTIVE MEETING PLACE ON THE BANKS OF SEINE _____ **P29**
I/ Bar / Cocktail / Food _____ P30
II/ Rooftop _____ P31

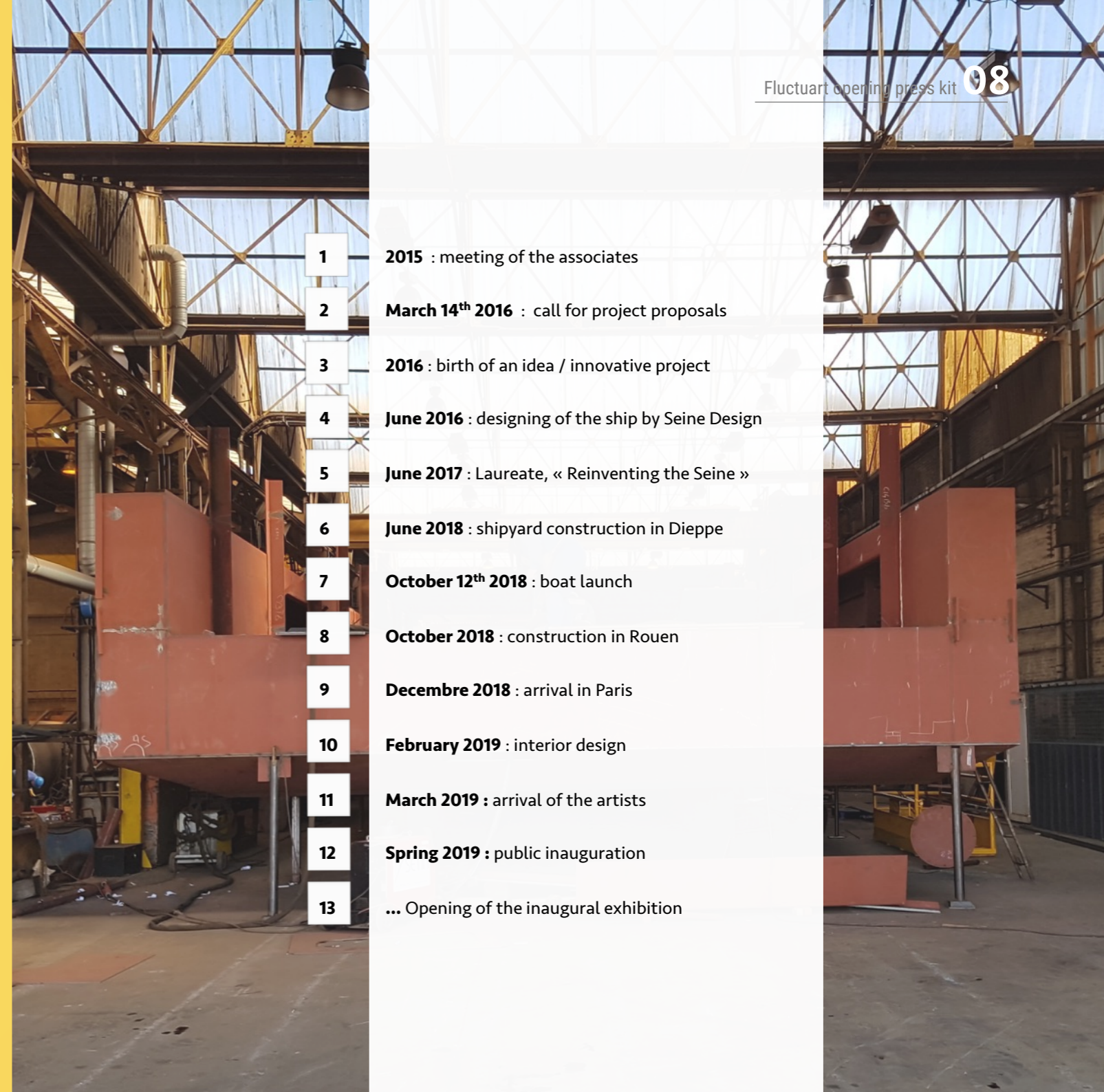


04

INFORMATION _____ **P33**
I/ The associates _____ P34
II/ Access and contacts _____ P35

01 A NEW ICONIC PLACE IN PARIS

- 1 **2015** : meeting of the associates
- 2 **March 14th 2016** : call for project proposals
- 3 **2016** : birth of an idea / innovative project
- 4 **June 2016** : designing of the ship by Seine Design
- 5 **June 2017** : Laureate, « Reinventing the Seine »
- 6 **June 2018** : shipyard construction in Dieppe
- 7 **October 12th 2018** : boat launch
- 8 **October 2018** : construction in Rouen
- 9 **Decembre 2018** : arrival in Paris
- 10 **February 2019** : interior design
- 11 **March 2019** : arrival of the artists
- 12 **Spring 2019** : public inauguration
- 13 ... Opening of the inaugural exhibition



I. GENESIS OF THE PROJECT

FLUCTUART, LAUREATE OF THE CALL FOR PROPOSALS

"REINVENTING THE SEINE"

SITE : PONT DES INVALIDES - PORT DU GROS CAILLOU - PARIS VIII^E

Fluctuart was conceived for the call for proposals "Reinventing the Seine". It will be located on the left bank of the river as it is being redesigned for pedestrian access since 2012, making it the ideal place to construct a floating building.

« Reinventing the Seine »

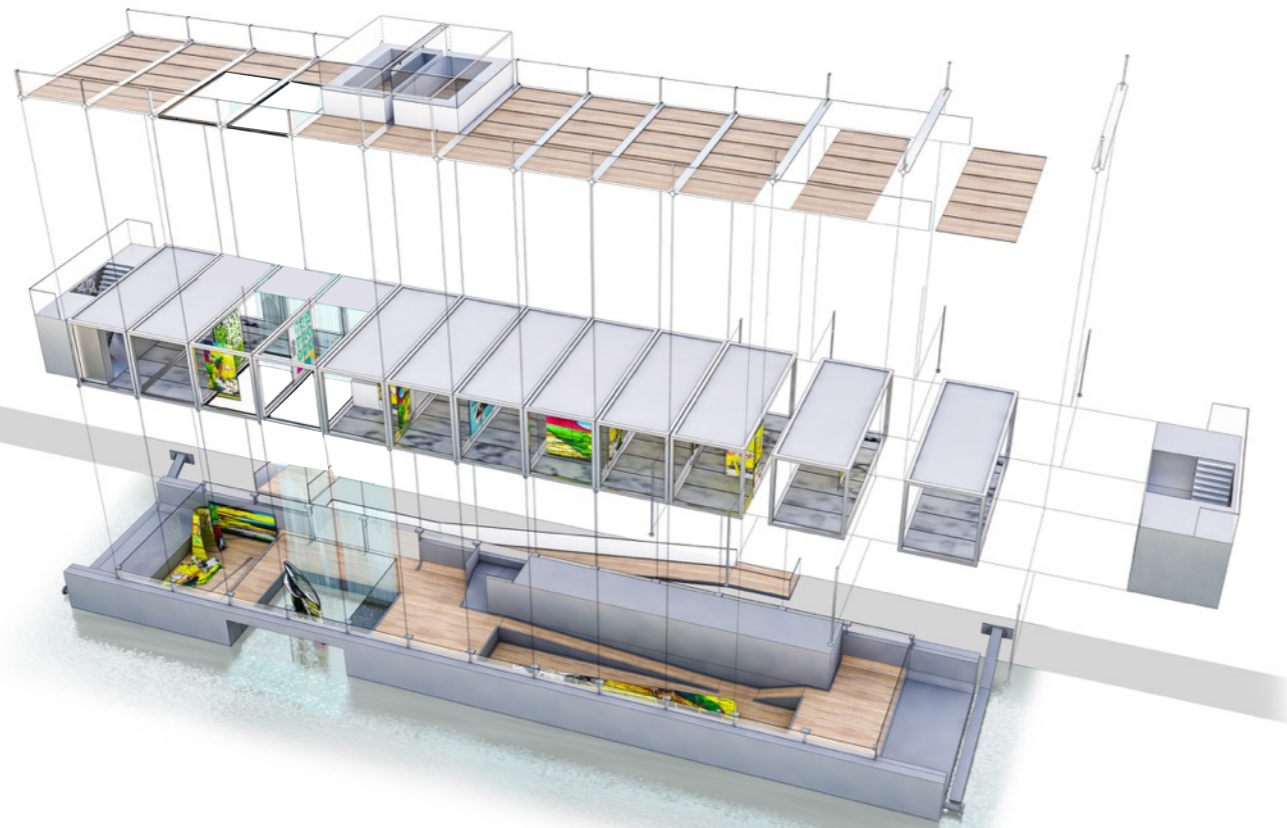
In order to contribute to the territorial dynamics strengthened by the "Reinventing Paris" project, the city of Paris along with the cities of Rouen and Havre decided to launch a call for proposals focused on the river Seine itself.

"Reinventing the Seine", consists of putting forward sites all along the Seine by animating it through the rental and establishment of locations through innovative projects. This "multisite" approach contributes to concretize the Seine axis: the collectivities and ports are challenging architects, entrepreneurs and artists to invent new ways of living, working, moving on and around the water. Innovation and the river are paramount in reinventing the modern metropolis, from Paris to Rouen and all the way to Havre. A labelling system specific to the Seine valley is set in motion to reinforce its identity, making it more visible and accessible both locally and abroad. The call for proposals "Reinventing the Seine" is labelled "Vallée de la Seine".



II. AN INNOVATIVE PROJECT

A MASSIVE ARCHITECTURAL PROJECT BY SEINE DESIGN



FLUCTUART

The Fluctuart project is a response to “Reinventing the Seine”. For Gérard Ronzatti, the ship’s architect and head of Seine Design, this reinvention goes through a new relationship with art, more intuitive, more immersive. The Seine, as a space open to everyone, is an amazing opportunity to rethink that bond. By proposing architectural references directly linked to the river, Fluctuart shakes the preset conventions of museums and art centres. The building is the overlap of three different places, each of them carrying a spatial experiment that is specific to the river:

THE HOLD

With its big openings at each end, it is oriented towards the lengthwise perspectives and the other bridges of Paris. Its architectural treatment is rich: it gives to see levelling variations, different paths, and hosts an exhibition and offices.

THE MAIN DESK

With its 13 framed windows on every side, it tells a story about the banks of the river nearby, as if it was a mirror. Its architecture and design are industrial and modular, with its stainless steel ceiling and panels. Visible from the outside, those cymas will display a variety of pictures, from one event to another.

THE UPPER DESK

It reminds us of what the river brings to us above all: an opening into the sky, which we find when we stop to look while strolling on the Seine’s bridges.

These three distinct places will be connected by a vertical patio that goes from the Seine up, to the sky. At the foot of the patio, the visitor will have his feet into the water, as the Seine gets *into* the ship. This architectural promenade will come with many stairs and bleachers.

SEINE DESIGN : *Floating architecture dedicated to the territories and their inhabitants*

Strong with thirty years of international experience in naval architecture, Gérard Ronzatti and his team are today bringing unprecedented architectural solutions on such bodies of water.

French leader in the business of floating architecture, the Seine Design team are putting their savoir-faire to the service of the region and their inhabitants. Architectural projects with a strong social value, floating buildings respectful of the waters they live on, soft mobilities *via* the river, are as many stepping stones of their global approach. Fully inspired by the sustainable city paradigm, Seine Design urges to a respectful return to the river : new ways to live and apprehend it. Architectural exigence, river innovation and social-economic concerns are the values defended by this team.

GÉRARD RONZATTI, PRESIDENT OF SEINE DESIGN

For twenty years, Gérard Ronzatti dedicates himself to stroll boats and restaurants. In the early 2000s, he placed floating architecture back at the center of his reflections. Highlighting the region by using the river will then become the main purpose of his work. As it is very exposed at the heart of cities, he wants this specific architecture to be remarkable and capable of carrying any project of a society. His architectural references are a reminder of this. In 2010, he designed the "Adamant", a psychiatric daycare hospital anchored near the Charles de Gaulle bridge. In 2016, he returned with a floating 4 star hotel boasting 58 rooms, a restaurant and a pool, the "OFF Paris Seine".

This is the first time a floating building is awarded with an architecture prize. In the wake of the "Reinventing the Seine" competition, Gérard Ronzatti designed three laureate projects, each with a very distinct program. A wellbeing and sport centre, as well as an urban art museum will now take place on the most beautiful parts of the Seine's banks. Now more than ever, his will to bring back floating architecture to the river is made visible in broad daylight.





LIGHTING BY FRANCK FRANJOU

BIO OF FRANCK FRANJOU

Franck Franjou, night environment artist, will be the head of the building's lights. Graduate from the Superior National School of Applied Arts, Franck Franjou started in the business back in 1990, and soon got to work on many big scale projects, notably with the architect Renzo Piano.

“When we first discover a place by night time, its identity is made clear to us by its atmosphere. Its atmosphere is obviously made from the artificial lighting in place. The light on Fluctuart will be entirely linked to the architectural concept, from which it will reveal the particularities, modularity and transparency.

The light will be changing, dynamic or steady and will reflect Fluctuart's identity according to the various events of the night. It will be a real tool to showcase the art pieces and will make for a strong element of Fluctuart's night time signature.

The latest LED technologies will be used to ensure Fluctuart is environmentally sustainable.”



SOUND DESIGN BY ALAIN FRANÇAIS

BIO OF ALAIN FRANÇAIS

Sound director & CEO of *De Préférence*, Alain Français will be Fluctuart's sound engineer, letting the public enjoy the exhibitions and bar in the best conditions. Graduate from the ORTF Sound School, Alain Français works in France and abroad, where he was entrusted various opening and closing events, particularly the Pantheon ceremonies, the Rugby World Cup, the Bateaux Parisiens and exhibitions at the Louis Vuitton foundation. He will make sure Fluctuart has the best possible sound design, fitted to the versatility of the place.



Galleria de Porta de Valletta à Malte - Architecte Renzo Piano - 2011/2015 - Lumière Franck Franjou © Michel Devancé

02
FIRST FRENCH
URBAN ART
CENTER

I. A NEW APPROACH TO URBAN ART

Shake convention, take risks, get reactions, deliver a message, be visible: those are the ambitions of this new space.

Located on the banks of the Seine, a place of great affluence, of gathering and entertainment to many, this centre, entirely modular and transparent, is made to be an open space for a wide audience.

Walls don't belong in here: only the art matters. The greater the visibility of the art is, the better. It shatters the established codes and traditional cultural institutions. Art has to be inherent to the urban landscape, allowing visitors a complete immersion.

The transparency of the volumes gives the art enough room to radiate, inside and outside. No one, passer-by or aficionado, can avoid the art that is present in this very place. In this way, with the globalisation of space, in which all notions of walls and closed door communities are smashed, Fluctuart is a place open to everyone, for free.

Nonetheless, this centre is not made to be opposed to classic museum institutions. Even if its structure is innovative, and choosing the street as a medium could bring one to think so, the will to anchor the ephemeral into a long-term vision defines urban art as much as any place of conservation one could know of.

Finally, this initiative, renewing the presence of art on water, could fall within a variety of cities sensible to the idea of a culture for everyone.

Philippine Fuchs, graduate in Art history, for Fluctuart

[This text is copyright-free and may be published freely by quoting the author]



II. ARTISTIC PROGRAMMING

Fluctuart allows the public to understand, watch and live experiences relating to urban art. Everyone can discover artists from all corners of the globe : Paris, French regions, or international, world famous or emerging talents. With historic pioneers such as Futura 2000, or world famed artists Shepard Fairey and Invader, Fluctuart aims to sit at the forefront in all matters of urban art, on a journey to discover every facet of a movement, as well as being a laboratory for new creation.

ARTISTIC COMMITTEE

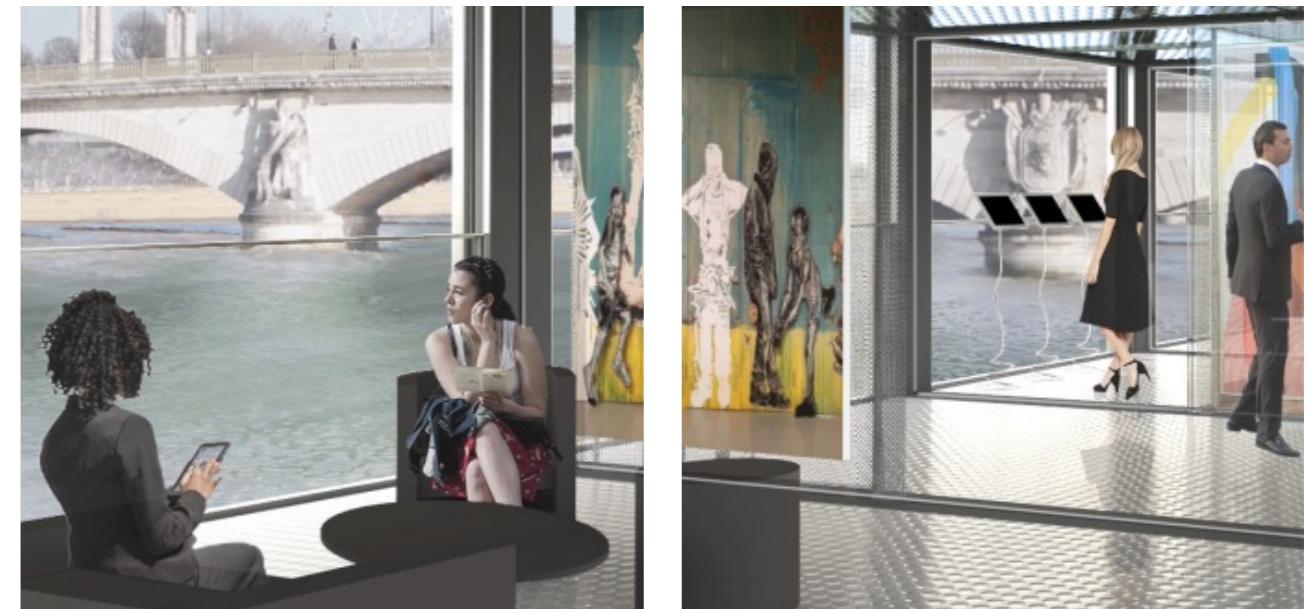


C215, urban artist | **CLET**, urban artist | **Magda Danysz**, art curator and gallery director | **Sylvie Girardet**, founder, Musée en Herbe | **Stéphanie Pioda**, writer and journalist at *Beaux-Arts Magazine* | **Sophie Pujas**, writer and journalist at the *Point* | **Arnaud Oliveux**, auctioneer at Artcurial

PERMANENT EXHIBITION

The permanent exhibition will settle at the crossroads of various techniques and visions of urban art, through iconic works of the movement. This exhibition will be visible on the main desk, and comprised of original works from the greatest artists. This historic, themed tour will be the opportunity for the public to learn more about urban art, and for the most informed of us, to have all the very best gathered into one space. The permanent exhibition will be made of pieces lent by private collectors.

More news about the programming will be announced in January !



TEMPORARY EXHIBITIONS

Three great temporary exhibitions will be held every year, allowing us to follow every trend of the movement. It will either be a personal or a collective display, complementary to the permanent exhibition. Each season will be the occasion to give the visitors a brand new artistic selection to enjoy.

MONOGRAPHIC EXHIBITION

Fluctuart aims to regularly highlight an artist through a themed, personal exhibition, to help visitors have a better comprehension of the research process and artistic creation.

COLLECTIVE EXHIBITION

Collective exhibitions will be the opportunity to present the public the many facets of urban art, gathered around a common theme or a specific artist trend.

ITINERANT EXHIBITION

By producing and co-producing exhibitions hand in hand with reference places of the movement, Fluctuart offers roaming exhibitions, an opportunity to ensure maximal visibility for urban artists. By welcoming such international exhibitions, Fluctuart will become an actor and a relay for the movement, in France and abroad. Fluctuart aims to work closely with institutions already dedicated to the movement to help the artists and their work radiate in the whole world, by being a key location for their exhibitions.

CULTURAL PROGRAMMING

All year round, Fluctuart, as a true place of liveliness, will host many artistic events. Partners will be given the opportunity to temporarily operate the site for fairs and festivals related to urban cultures, hence punctuating the building's life.

What we might see: workshops with urban artists for kids to tackle artistic practices and issues, as well as talks, conferences, debates, readings and meetings...The ship will also be equipped for screenings about urban art, in partnership with the Urban Film Festival.



III. ACCESS FOR FREE, FOR ALL, ALL YEAR ROUND

At the very heart of current events, Fluctuart puts in perspective the history of urban art in a vibrant way, from its first steps to its contemporary achievements, especially through digital supports mediums and innovative technologies. Fluctuart, thanks to a team of passionate and specialised cultural mediators, will **facilitate access to all public** with the help of digital tools. Visitors will be granted a peek **into the genesis of the movement**, thanks to well-documented archives about the biggest projects and exhibitions to date.



MEDIATION

Guided (or solo) tours of the exhibition are one of Fluctuart's cornerstones, on the main desk through the permanent exhibition, or in the hold with the temporary ones. Those tours tend to reach out to all publics : children, adults, youngsters, scholars or tourists. The Fluctuart staff will remain accessible to everyone and adapt their language thanks to mediation, to include any audience.

ICART

L'école du management
de la culture et du marché de l'art

Mediation actions will be developed in partnership with ICART. A chance for students to reflect on a original way to talk to different audiences, thanks to digital tools.

For more than 55 years, ICART has established itself as a reference school of art and cultural management, with the vocation of shaping, educating the next generations of art and culture professionals. The world of arts and culture is currently subject to unprecedented changes: growing globalization of artistic exchange, new cultural practices, growth of the entertainment industry, opening to new technologies...

IV. THE BOOKSTORE

At the heart of the ship, on the main desk, a space will be allotted to a bookstore fully dedicated to urban cultures. Alongside international or national publications, you will find printings related to the current exhibitions.

LE GRANDJEU

The Grand Jeu bookstore, specialized in urban cultures, will bring Fluctuart's bookshop to its full extent.

Created in 2012, the Grand Jeu is a Parisian agency and bookshop developing numerous projects and events around urban art and cultures, for collectivities, institutions and private companies. They have quickly gained the trust of Europe's most influential institutions. In 2015, the Grand Jeu launched its own online shop. The place has become a key spot for finding books, magazines and limited editions related to urban cultures as a whole.



I. BAR / COCKTAIL & FOOD

Fluctuart, a place for living : an evolving place of creation, of exhibitions, meeting and exchange, of inspiration...and celebrating.

THE BAR

Not only is it a place for exhibitions, Fluctuart has the ambition of becoming the freshest spot for celebrating on the Seine river. By the main desk, the public will find a 9m long bar offering affordable drinking and great cocktails. A surprising for afterwork, trendy parties, in a place of wonder surrounded by frescos and art works by the greatest artists.

FOOD

Be it day or night, visitors will enjoy a wide range of small catering. One motto : fresh, tasty and healthy food. Fluctuart appropriates street food while revisiting the container itself. In the shape of an easily transportable bento (弁当), visitors will be able to walk through the exhibitions while enjoying a lunch, appetizer or dinner at the heart of urban art.

BRUNCH

Every Sunday, Fluctuart will propose families and friends to fully enjoy the centre with a brunch service in the middle of the permanent exhibition. Kids will also be able to discover a space entirely made for them with workshops. A team of professionals will offer childcare services so that parents are free to contemplate the art, or the water gently rippling around the ship. A variety of activities will be proposed, collage, coloring, games, painting...

03 A FESTIVE SPOT ON THE BANKS OF SEINE

II. ROOFTOP

Fluctuart will be the new not-to-be-missed Parisian rooftop. Dressed up by urban artists, the terrace will offer a panoramic view on the Seine river, between the Invalides, Alma bridges, the Eiffel Tower and the Grand Palais.

The artistic programming will place night events at the centre, with concerts, screenings, conferences and performances. The centre will also be the perfect place for rooftop lovers to organize their own private parties.

This new rooftop will have its own bar, with a canopy attached to the terrace that will shelter guests during bad weather conditions.

#ARTROOF PARIS



I. THE ASSOCIATES

Géraud Boursin

Founder associate of the Marcounet barge in 2013, Géraud Boursin is also the founder-manager of a successful family business in open air hospitality. Graduate from the Polytechnique school, he brings to Fluctuart his experience as an entrepreneur as well as more than 20 years of experience in project management and business development for big groups.

Nicolas Laugero Lasserre

Head of ICART (cultural and art market management school), commissioner and curator specialized in urban art, he has, to this date, organized more than 50 exhibitions around the movement in the last ten years with private and public institutions. A passionate collector, he inaugurates ART42 in 2016, an urban art museum in a school, where he exposes his own collection. Nicolas Laugero Lasserre is also the founder and chairman of Artistik Rezo (medium, club and gallery).

Éric Philippon

Investor in non-quoted businesses, he has been participating for 18 years in more than 2 billion Euro of investments in more than 200 companies, notably in tourism. Graduate of the Polytechnique school, he managed 123Venture (renamed 123IM), specialized in business investment, particularly active in service (restaurants, hostels, distribution...). He sat at the board of dozens of companies, including the Folie Douce, and Neris Group.



Associates Eric Philippon, Géraud Boursin and Nicolas Laugero Lasserre at the shipyard, in Dieppe.

A PROJECT MADE POSSIBLE WITH THE SUPPORT OF BPIFRANCE AND APICAP



Bpifrance is the French national investment bank: it finances businesses – at every stage of their development – through loans, guarantees, equity investments and export insurances. Bpifrance also provides extrafinancial services (training, consultancy..). to help entrepreneurs meet their challenges (innovation, export...).

For more information, please visit: www.bpifrance.fr and presse.bpifrance.fr - Follow us on Twitter: @Bpifrance - @BpifrancePresse



APICAP's expertise is about funding French businesses by supporting them at every stage and key point of their development. The associates at APICAP, former CEOs themselves, have top-notch knowledge of the problematics at stake for those businesses (growth, transmission, etc.) and bring their know-how to investors and CEOs. With 480 million Euro invested over a decade, APICAP has funded more than 100 businesses and assisted 550 business leaders through its entrepreneur club.

AND ALSO BNP & BPRI

The Banque Populaire Rives de Paris and BNP Paribas also contributed to Fluctuart's funding.




II. ACCESS & CONTACT

FLUCTUART : INVALIDES BRIDGE | PORT DU GROS CAILLOU | PARIS VII^E

On the left bank of the Seine river, under the Invalides bridges

METRO : Invalides (lines 8 and 13)
Champs-Élysées - Clémenceau (lines 1 and 13)
Franklin D. Roosevelt (lines 1 and 9)

 www.fluctuart.fr

 /fluctuart

 @fluctuart



PRESS CONTACT



Églantine de Cossé Brissac
+33 1 45 44 82 65
eglantine@wordcom.fr

Mathilde Desideri
+33 1 45 44 82 65
mathilde@wordcom.fr

NEXT DATE :
JANUARY 2019 FOR MORE INFO ABOUT THE ARTISTIC LINE-UP !

FLUCTUART

Non loin du pont du Bienheureux
Aux nus pieds des Invalides
À quatre coudées du Faust
Six peut-être du Bonheur

À dix-sept cordages des Poètes
Moins d'une demi-lieue des Impressionnistes
Trois arches à peine de la Belle Eiffel
Quelques enjambées des Champs-Élysées
À tribord d'un Tombeau illustre
Bâbord d'un Grand Palais

Le spectre en pointillé se profile
D'un bateau fraîchement amarré
Vaste et beau
Long de quarante-trois mètres
Haut de trois ponts

À même d'accueillir de sa cale à son deck
Cinq-cents âmes ivres d'art, de mouvement, de nouveautés
De rencontres insolites, de beauté
Brute
Éclectique
Un bateau tout en subtile transparence
Unique en sa charpente et son anse :
En son bassin les eaux de la Seine
En son centre une autre scène

Plus large encore et dense
Ouvrte sur le monde via l'artère coronaire
D'un art qui danse et qui prospère
Parmi nous
Depuis des millénaires

Street art
Oyez, oyez
Passants, pêcheurs
Oyez, oyez
Badauds, joggeurs
Oyez enfants
Oyez rêveurs
Hissons les toiles, levons l'ancre
L'art de la rue s'expose
Sur les quais de la rive gauche
L'art urbain prend ses quartiers d'avenir et s'échauffe
Ici, sous vos yeux
Au Fluctuart
Mille mètres carrés d'un lieu phare
Tout entier consacré à ceux qui font de l'art
Un art à vivre
Un art du partage engagé
Un art mouvant, libre, léger

Fluctuat nec mergitur
Que vive l'art de la Cité !

Sophie Mayer
Docteure en littérature américaine / Sorbonne-Nouvelle

[This text is copyright-free and may be published freely by quoting the author]



FLUCTUART
PONT DES INVALIDES | PARIS VII^E

ICI | ART
Centre de programmation
de la culture et de spectacle de Paris

bpifrance

APICAP

MAIRIE DE PARIS

PORTS de PARIS
L'AUTRE VOIE EN ÎLE-DE-FRANCE

BNP PARIBAS

+X
BANQUE POPULAIRE
FRANCE DE PARIS

artistik
rezo

urban | art fair

sisso

URBANI
PARIS FESTIVAL

LE GRAND JEU

M | U | C | A
HOUSE OF URBAN AND CONTEMPORARY ART