

# SAISON IV

AU VIEUX PANIER

- CALL FOR ENTRIES -



# - AVP WHAT IS IT?

“Wake-up in  
a Work of Art !”  
—

Ideally situated in the historical center of Marseille, AVP is an Urban Maison d'Hôtes. This 17th century old Mansion invites its artists to create their own space, in-situ work of art, all temporary.

## **SPIRIT, LIFESTYLE**

The building puts together Art and Decadence in a creative and open atmosphere, synonym of freedom of expression and lifestyle.

This Mansion is first of all dedicated to artistic creativity. However at the same time it must stay warm and comfortable for its guests who will live a singular experience.  
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## Concept —

*A positive and constructive step.*  
*Ephemeral showroom* : its an evolving place, it also turns into an “Art gallery”, thanks to the temporary work of Art intended for sale. *Design* : furniture’s that underlines artistic installation.  
*Comfortable & Cheerful* : in this homely shelter, our ambition is to create a “moment” in one’s life that one will want to keep in memory.  
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# - AVP HISTORY



A place of artistic inspiration  
with an ongoing history.

2013  
SAISON IV

—

**Milène Guermont**

Engineer & Artist

**La Dame noir**

Label Music

**Avexciters**

Architects & designers

**Julien Colombier**

Surface Pattern Designer

**Ohido**

Street Artist

**Mist**

Graffiti

*Commons parts:*

**Hyperline Studio**

Designers

**Cheyenne**

Illustrator

**Toma L**

Painter

—



**Milène Guermont**  
Polysensual

# SAISON IV



AVEXCITERS  
SKÖ

—

2012  
SAISON III

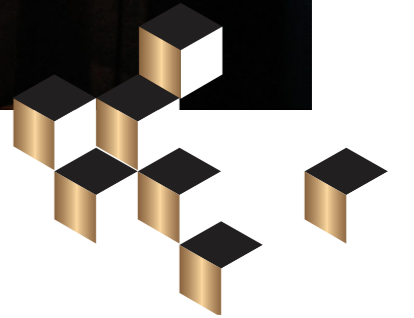


Tilt  
Panic room

Matthias Olmeta  
Photograph  
Tilt  
Graffiti  
Mourad Messoubeur  
Plasticien Technicien  
Mass Confusion  
Surface Pattern Designer  
Eugénie Bergeon  
Graphic Designer  
Philippe Baudelcoque  
Painter

Commons parts:  
The Wizard  
Plastics Technicien  
Toma L  
Painter

Mass Confusion  
Purgatory Palace



PHILIPPE  
BAUDELOCQUE  
FUSION

# SAISON II



CLÉMENT JOLIN  
MUR - MUR

2011  
SAISON II

—



**Clément Jolin**

Photograph

**Justin Blyth**

Plastics Technicien

**Gaëlle Villedary**

Plastics Technicien

**Mothi Limbu**

Graphic Illustrator

**Alex Orvane**

**& Oliver Lerouge**

Illustrator and Model

Maquer

*Parties Communes :*

**Guillaume Chamahian**

Photograph

**Véronique Sarafian**

Plastics Technicien

**Toma L.**

Painter

—



Gaëlle Villedary  
Réminiscence

Mothi Limbu  
69



2010  
SAISON I

—

**Stéphane Manel**

Illustrator

**Tous des K**

Graphic Studio

**Fred Calmets**

Painter

**L'Artmada**

Graffiti Crew

**Claire Leina**

Surface Pattern Designer

*Parties Communes :*

**Jérôme Romain**

Painter

**Toma L.**

Painter



**Claire Leina**  
Childhood Fantasy



**Stéphane Manel**  
White lines

# SAISON I



TOUS DES K  
3D

—

DEMOLITION ARTY  
PROJECT  
2009  
—



**Whilst awaiting the opening, AVP invited Artists to come and express themselves on the building site during the renovation.**

Since septembre 2009 came : Laurence Vuagnoux LO-VX - Guillaume Lebourg - Max Coubes aka Lamoniack - Jérôme Romain - Cedric Viollet - Guillaume Jolly - James Reeve - John Carriere - RVCA - ED the WhiteMan - Valerie Saelen - SofiSki (Sketch City) - Magicien Deuz - Rezine - AcetOne - Ohido - PQ Family - Remi Faure - Spazm - a. - Baze - Cross2 - Seize Galerie - Carhartt - La Dame Noir - Claire Leina - Alix de Moussac - Underten - Guillaume Legoff (Clark) - Rimek - Goner - Tony Conti - Mr.Pimpall - Eric Foucher - José Lamali (Kulte Team) - Mothi Limbu (Kulte Team) - Venar - Pedro - Anthoni Dettori - Revert - Gerry Johnson (Cultcrusher) - Florian Fusy (Tous des K) - Half a Rainbow - Consum - Elzo - Virgo Music - Caroline Hanny - Bunny & Claude - Matt Gamet (Kulte Team) - Théophile Pillault - Claire Dantzer - Freak Fabric - 5M ...

*For the curious ones:  
[demolition-arty.blogspot.com](http://demolition-arty.blogspot.com)*

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# - AVP INVITES YOU TO DESIGN AND INVEST ONE OF THE BEDROOMS.

[Game rules and scope of work]

You will imagine and propose to AVP an artistic project for a room, taking into account the following points.

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1. You will have to invest and design one of the rooms of the Maison d'hôtes.
2. Your artistic support is a bedroom. Thus it is important not to neglect the guest' access, welcome and comfort.
3. We impose virtually no limit to creativity. However all "removable" works of art are potentially for sale.
4. Respect the technical facilities of the room (electricity, plumbing...).
5. Give priority to originality and diversity of the artistic project and used material.
6. Mutually agreed budget for implementing your project (furniture's will we an external partnership)
7. Agree terms and conditions of sale of each work of Art.

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# AND COMMITS TO:

Au Vieux Panier  
commits to:

—

## FINANCE:

1. Travel costs incurred by Artists to come to the Maison d'hôte.
2. Lodging and meals during the implementation of the Art project.
3. Costs of small supplies.
4. Room furniture/decoration budget, except artist creation.

Provide maximum exposure to the artists by integrating them in all communication media of the Maison d'hôte: Internet site, press releases, catalogue, mailing list, as well as the social networks on which the Maison d'hôte is present.

When they talk about US, they talk about YOU!

—



*Outside  
the  
walls*

—

In order to spread your work around, we can work together on projects outside the walls. The whole idea is to create a dynamic partnership with regional arts venues (gallery, institution, music label, clothing line) in order to present and promot your work outside the walls of the Maison d'hôtes.



# - RETRO PLANNING

2013  
2014

—



## 1. 29th of NOVEMBER 2013

Receipt of pre-projects  
(trend book) \*

## 2. 10th of DECEMBER 2013

Confirmation of retained project.

## 3. 20th DECEMBER 2013

Validate Definite Projects\*\*

## 4. 13th of JANUARY 2014 - 3th of FEBURARY 2014

Implementation  
(maximum 10 days).

## 5. MARCH or APRIL

Private View

### *\*trend book:*

As a resident, you will need first to provide a general overview of your project with a letter of intent accompanied by drawings, sketches or photos of your work. Do not pick and choose a room, before your project is validated. Identify the different materials and media used (painting, video, drawings on walls, hanging, installation ...). Preferably in PDF format sent at: [jess@auvieuxpanier.com](mailto:jess@auvieuxpanier.com). If you want to send your application by mail box, please enclose a pre-stamped return envelope.

### **\*\*STEP 3 Additive Infos :**

Plans - Photos - providing measure and possibility to visit the place.

## - NOVEMBRE 2012 -

lun.	mar.	mer.	jeu.	ven.	sam.	dim.
28	29	30	31	01	02	03
04	05	06	07	08	09	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	01

## - DÉCEMBRE 2012 -

lun.	mar.	mer.	jeu.	ven.	sam.	dim.
25	26	27	28	29	30	01
02	03	04	05	06	07	08
09	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29

## - JANVIER 2013 -

lun.	mar.	mer.	jeu.	ven.	sam.	dim.
30	31	01	02	03	04	05
06	07	08	09	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31	01	02

## - FÉVRIER 2013 -

lun.	mar.	mer.	jeu.	ven.	sam.	dim.
27	28	29	30	31	01	02
03	04	05	06	07	08	09
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	01	02

# - FOR + INFORMATION

[please contact]

Ms. JESSICA  
— VENEDIGER

Founder  
Communication Manager  
Art Director

[jess@auvieuxpanier.com](mailto:jess@auvieuxpanier.com)

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FINANCIAL  
TIMES

Télérama'

The New York Time

# - PRESS RELEASE

Le Monde  
Magazines

ELLE  
DECORATION

IDEAT

AD

madame  
FIGARO

CÔTE SUD

france  
2

FINANCIAL  
TIMES

Télérama'

The New York Time

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DECORATION

Le Monde

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2013  
IDEAT  
MADAME FIGARO  
FINANCIAL TIMES  
ART & DECORATION  
COTE SUD  
CÔTE  
TELERAMA  
ELLE DECO  
AD  
GRAZIA  
STYLIST  
GRAFFITI ART MAGAZINE  
AIR FRANCE MAGAZINE  
Cara magazine, the inflight publication of Aer Lingus  
LA MARSEILLAISE  
LA PROVENCE  
VENTILO  
CULTE MAGAZINE  
MAISON A PART  
TRAVEL AGENT  
Cosmopolitan  
TRAVEL + LEISURE | American Express Publishing  
HYUNDAU Credit Card Co 'The Modern Times'  
Vantage Shanghai Magazine  
Money Week  
L-INK Magazine  
Condé Nast , Mercedes Benz Magazin  
Conde Nast Traveller Art  
Conde Nast Traveller Russia n°16 & 17  
Conde Nast DETAILS magazine  
Geo-Saison  
Getlostmagazine  
Gioia  
Le Soir  
New York Magazine Online / nymag.com  
ARTMAPP MAGAZIN  
Options / The Edge Malaysia business and financial weekly  
Sunday Times  
Magazine Putovanja za dvoje -  
French edition is Horizons Monde  
BT Experience  
Joy Magazine  
Rendez-vous en France / Atout France  
DeMarkt

FINANCIAL  
TIMES

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The New York Time

Le Monde  
Books

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2013  
360 New York Time Book  
Street Art Mode d'Emploi

2013  
ROUGH GUIDE  
GUIDE MICHELIN  
GUIDE DU ROUTARD

2013  
MUTUAL ART  
gawlitadigitale  
Flair Magazine  
Deco Design + Mode  
Perspective e-Magazine /  
ArchiExpo  
Cosmopolitan  
des-ordres.com  
Stuff Hunter  
Stadtzauber.de  
leuchtend-grau.blogspot.  
de  
pixandmix.fr  
Radio Nova

2013  
Télématin, France 2  
Midi en France, France 3  
Echappées Belle, France 5

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L'EXPRESSE  
L'EXPRESSE STYLE  
LA PROVENCE  
COTE MARSEILLE  
CONDE NAST TRAVELLER (Russie / UK)  
TRAVEL + LEISURE (Mexique / Turquie / UK / USA)  
ESCAPE 360  
AIR France MAGAZINE  
RYANAIR MAGAZINE  
EMIRATES HOME  
Aeroflot in-flight magazines (Russia)  
EL PAIS  
Volta ao Mundo  
GRAFFITIART MAGAZINE  
QUALITY MAGAZINE  
THE INDEPENDANT  
NYTIMES  
MONOCLE  
THE DAILY MAIL  
QVEST MAGAZINE  
PLASTIK MAGAZINE  
ART UKRAINE  
D-CODE  
SUNDAY TIMES  
Dear Magazine (Italie)  
Perspective Magazine (Hong Kong)  
Getaway! Magazine (Indonesia)  
Glamurama (Brésil)  
Dobre Wnetrze (Pologne)  
LUEL Magazine (Corée)  
New Black Global Trends (Australie)  
Mabuhay Magazine (Philippine)  
Taschen  
COVER (Allemagne)

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FUBIZ  
MODERNMET  
OTW VANS  
NOTCOT  
TEXTILE ART CENTER  
VANDALOG  
SLAMXHYPE  
ELLE (République Tchèque)  
THINKBIGCHIEF ITALY  
TERMINAL U  
LA ESTAMPA  
Huffington Post (UK)  
LE MONDAIN

2012

TV & Radio

Rest of the World Argentina  
Futura Fashion Italy  
Canon TV  
Monocle TV  
Radio Nova  
Radio Grenouille

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ON THE TABLE

ELLE DECOR ITALIA

BRITISH AIRWAYS HILIFE MAGAZINE

NYTIMES

THE GUARDIAN

WASHINGTON POST

TEVA DECO

TELEMATIN

BFM

TF1 JT DE 20H

LCM JT DU WEEK-END

PARIS PREMIERE « INTERIEURES »

NYTIMES

THE GUARDIAN

WASHINGTON POST

BAHIGHLIFE MAGAZINE

TRY SOMETHING A LITTLE DIFFERENT

FRANCSOIR

CLIK CLK

LES INROCKS

CLARK

GRAFFBOMBZ

SESSUN

MY LITTLE MARSEILLE

ARTSKILLS

DESIGNYOUSTRUST

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Glamour

Contact

Focus

ELLE

L'Hebdo Marseille Grazia

Maisons et Décors

ELLE DECO Résidences Immobilier

Seatrade Cruise Review

Clark magazine

Kultorama

Cahiers Marseillais

December-January-February 2009

France3

[www.clarkmagazine.com/guillaume/un-week-end-a-marseille-part1/](http://www.clarkmagazine.com/guillaume/un-week-end-a-marseille-part1/)

[www.mespaz.com/?p=737](http://www.mespaz.com/?p=737)

[www.novoidplus.com/news/demolition-arty-project-1189](http://www.novoidplus.com/news/demolition-arty-project-1189)

[kulte1998.blogspot.com/2009/10/kulte-vs-demolition-arty.html](http://kulte1998.blogspot.com/2009/10/kulte-vs-demolition-arty.html)

[www.artskills.net/archives/2713](http://www.artskills.net/archives/2713)

<http://www.last-concept.com/v1/2009/11/demolition-arty/>

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<http://www.last-concept.com/v1/2009/11/demolition-arty/>

<http://designyoustrust.com/2010/01/15/alix-de-moussac-for-demolition-arty/>

<http://designyoustrust.com/2010/01/15/alix-de-moussac-for-demolition-arty/>

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# AU VIEUX PANIER

HOTEL PARTICULIER  
MARSEILLE

13 RUE DU PANIER 13002 MARSEILLE  
[WWW.AUVIEUXPANIER.COM](http://WWW.AUVIEUXPANIER.COM)

