

Paris, 25th August 2014

Press release

Contemporary art

THE MARCEL DUCHAMP PRIZE in GERMANY

“TOUTES DIRECTIONS” – THE MARCEL DUCHAMP PRIZE

21ST September 2014 to 11th January 2015

WILHELM HACK Museum, LUDWIGSHAFEN

Berliner Strasse 23, 67059 Ludwigshafen am Rhein, Germany

Press conference: Thursday, 18th September 2014, 11a.m.

Private view: Saturday, 20th September 2014, 7 p.m.

Nine artists from the Marcel Duchamp Prize in 1200 m2

*5 winners: Saâdane AFIF (winner 2009), Mircea CANTOR (winner 2011),
Latifa ECHAKHCH (winner 2013), Laurent GRASSO (winner 2008), Mathieu
MERCIER (winner 2003).*

*And the 4 artists nominated for the 2014 prize: Théo MERCIER, Julien
PRÉVIEUX, Florian and Michaël QUISTREBERT, Evariste RICHER.*

Contacts presse

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Musée Wilhelm-Hack : Theresia Kiefer, T. + 49 (0) 621 504-3403/-3411 –
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Created in 2000 by the ADIAF (Association for the International Diffusion of French Art) to help raise the international profile of the French artistic scene, every year the Marcel Duchamp Prize honours a winner from among four French artists or artists residing in France, working in the field of the plastic and visual arts. The ambition of this collector's prize, organized in partnership with the Centre Pompidou, is to bring together the most innovative artists of their generation and assist them in developing their visibility in France and worldwide.

Over the years, the Marcel Duchamp Prize has confirmed its role as ambassador of the French artistic scene. Indeed, the ADIAF has given itself the mission of making a worldwide public more aware of the effervescent energy and creativity of our country's artists by organizing international exhibitions dedicated to the French scene with the sixty or so artists honoured by the prize since its creation, all of whom form an open and striking panorama of the French scene at the beginning of the 21st Century.

Among the 50 exhibitions organized by the ADIAF to date, there have been a dozen international exhibitions in Europe, Asia and the United States: "France, une nouvelle generation" in Madrid and Sintra (1999), "Arrêts sur Images" at the Berlin Kunst-Werke (2001), Art-Moscou (2004), Cologne Fair (2005), "La Force de l'Art" in Paris (2006), "Shanghai 2010" in China, "French Window" in Tokyo, Japan (Mori Museum 2011), "French Art Today" in Seoul, Korea (2011), "Espaces de Mémoire" in Düsseldorf, Germany (Kunsthalle 2012), participation in "Lost in LA", Los Angeles (2012).

The exhibition "*Toutes Directions*" organized in partnership with the Wilhelm Hack Museum of Ludwigshafen (Director René Zelchin) is the ADIAF and the Marcel Duchamp Prize's fourth rendezvous in Germany, a great country and a great partner with whom we must create regular and enduring ties cultural ties. A large group of collectors will be present at the private view to give support to the artists and take part in this moment of exchange.

Curator of the exhibition *TOUTES DIRECTIONS*: Astrid Ihle

The catalogue has been made with the assistance of Silvana Editoriale. (Texts in 3 languages, German, French and English)

The exhibition TOUTES DIRECTIONS
Benefits from the support of the Institut
Français

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FRANÇAIS

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The ADIAF in brief, www.adiaf.com

Created in 1994, the ADIAF – Association for the International Diffusion of French Art – groups together 350 contemporary art collectors strongly committed to the adventure of creation. Its mission: help raise the international profile of the French scene through the MARCEL DUCHAMP PRIZE and make a wider public aware of the vitality of contemporary creation.

Winners of the MARCEL DUCHAMP PRIZE

Thomas HIRSCHHORN (2000), Dominique GONZALEZ-FOERSTER (2002), Mathieu MERCIER (2003), Carole BENZAKEN (2004), Claude CLOSKY (2005), Philippe MAYAUX (2006), Tatiana TROUVÉ (2007), Laurent GRASSO (2008), Saâdane AFIF (2009), Cyprien GAILLARD (2010), Mircea CANTOR (2011), Daniel DEWAR & Grégory GICQUEL (2012) and Latifa ECHAKHCH (2013).

The Marcel Duchamp Prize benefits from the support of:

Lombard Odier, Artcurial, Fondation d'entreprise Hermès and Inlex IP Expertise

With the participation of: ArtFavo, CreativTV, DTAM and Horizon Bleu

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