



michèle didier

## **PRESS RELEASE**

### **BLESS *N°53 Contenttenders***

Hosting the works by  
Hannah Collins  
Braco Dimitrijevic  
Liam Gillick  
On Kawara  
Christian Marclay  
Annette Messager  
Leigh Ledare  
Jim Shaw

Opening on Thursday May 21, 2015 from 6 to 9 pm in presence of BLESS

Exhibition from May 22 to August 1, 2015

## **SUMMARY**

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### **mfc-michèle didier**

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# The Exhibition BLESS N°53 Contenttenders

Made to measure by the creator BLESS for the publisher mfc-michèle didier

Halfway between fashion, design, architecture and art, BLESS is a collaborative evolving project founded in 1997 by the stylists and designers Desirée Heiss and Ines Kaag, who define, in their frame of work a new, personalized profession, of the spontaneous creator, always reacting to his personal life. Generating singular products of fashion, design or art — from a fur wig to a disposable T-shirt, — BLESS plays with the fashion world's mechanisms of seduction, while developing formal, esthetic, economical, and press strategies, which radically put this world into question.

BLESS is a conceptual brand, thinking of new solutions for the everyday life. Here, for mfc-michèle didier, the duo thinks of the daily use of the artist's book and the multiple, by creating quite surprising objects, the new BLESS N°53 Contenttenders. Playing with the double meaning of "tender content", — in the sense of a "fragile content", but also based on the sense of the verb "to tender, to offer", they have imagined a sort of welcoming place, offered to a selection of artworks from mfc-michèle didier catalog. What's softer than a pillow, in order to protect the publisher's productions? BLESS proposes pillows that are not supposed to lie under one's head, but under an artwork which is therefore included in the intimate sphere.

The same way BLESS re-thinks all its objects, the pillow doesn't remain this familiar tool, consisting of a form and a matter that everyone knows. BLESS accessorizes it, redirects its use, transforms it, so that it can host the book or the multiple the best possible way.

BLESS takes over *Mes dessins secrets* by Annette Messenger and *Underground (Fragments of Future Histories)* by Liam Gillick, in order to place them into secret holes: the pillow becomes hollow, or gets pockets where the work can settle in. BLESS thinks of a pillow-blanket to envelop Braco Dimitrijevic's *Parc Event / P.P. Rubens – Gerda Bollen*, but here it's not a question of softness and smoothness, as the blanket is really sculpted in wood. Another pillow, equally stunning, displays the *Dream Object Book* by Jim Shaw. The pillow also becomes a bank revealing Hannah Collins' work, *Hair Shawl*. Or it can even be a couple of sound pillows, male and female, in order to listen to the formulation of time in On Kawara's *One Million Years*, or a page marker for *Double Bind* by Leigh Ledare.

BLESS N°53 Contenttenders Melodized Pillow Hammock Special hosting Christian Marclay's „*Ephemer*“, a giant hammock, is installed in the middle of the gallery. As its name suggests, it consists of melodized pillows, playing the musical score of *Ephemer* by Christian Marclay. The concert given by Irène Schweizer, held on June 12, 2009 by mfc-michèle didier at the Bahnhof für Neue Musik in Basel, was the very first interpretation of the music score of *Ephemer*.

BLESS fits every style! BLESS imagines an ideal and unique solution for each and every artwork.

The exhibition is realized in the framework of the cycle of proposals imagined by Michèle Didier and Emanuele Quinz, inviting artists and designers to confront their work with the collection of works produced and published by mfc-michèle didier. The question is not to stage the productions as a whole collection of objects, nor to reactivate the works or the protocols, but moreover to conceive extensions and activate resonances. The cycle was launched with the exhibition *Sexe, béatitude et logique comptable* by Mathieu Mercier (from February 13 to March 7, 2015)



**BLESS N°53 Contenttenders** hosts *Liam Gillick*

Wool

50 x 50 cm

Limited to 2 copies

Produced and published in 2015

*Liam Gillick, Underground (Fragments of Future Histories)*

104 pages, 20 x 14 x 1 cm

Special limited edition of 50 numbered and signed copies, each one covered with a unique jacket made by the artist

Produced and published in 2004 by mfc-michèle didier

# BLESS Biography

**BLESS** is a collaborative project, founded in 1997 by Desirée Heiss and Ines Kaag, with the aim of creating a sphere of activity for the elaboration of every day products.

Interest in both, the characteristic of a product and it's social and aesthetic co-relation the duo has set up a structure that offers three numbered editions or collections per year.

These so called «**BLESS** numbers» propose a pragmatic clothesline and specific accessories which are driven by the rythm of the fashionsystem and -industry.

Additional products and editions are following personal needs or precise wishes from clients or other likeminded people, or arouse from invitations for special projects and exhibitions, as it is the case in the project with mfc-michèle didier.\*

Selection amongst **BLESS'** most important exhibitions:

*La Décennie*, 2014.06 - 03.2015,

Centre Pompidou-Metz (curator: Stéphanie Moisdon)

Shown **BLESS** products: *N°12 Team-ups*, *N°12 Bedsheets couple*, *N°29 Wallscapes*, **BLESS Exhibition model**, *The shoe binding woman*

*Istanbul Design Biennial: The Future Is Not What It Used To Be*, 01.11 - 14.12.2014,

Istanbul Foundation for Culture and Arts (curator: Zoë Ryan).

Shown **BLESS** product: *N°41 Workoutcomputer*

*Sonic Fabric*, 26.06 - 13.10.2013,

MAK – Austrian Museum of Applied Arts / Contemporary Art (curator: Thomas Geisler, Kustode MAK-Sammlung Design, guest curator: Sabine Seymour)

Shown **BLESS** products: *N°45 Musiccurtain*, *Orchestra Scarf*, *Recording Shoes* and *Melodized Pillow Hammock*.

*Fashioning the Object: BLESS, Boudicca, and Sandra Buckland*, 11.04 - 05.08.2012,

The Art Institute of Chicago (curator: Zoë Ryan)

Shown **BLESS** products: *N°45 Musiccurtain* and a selection of **BLESS** products.

\*Exhibition realized in collaboration with Emanuele Quinz, art historian and independent curator.

FOR ANY FURTHER INFORMATION  
OR IMAGE REQUEST, CONTACT US

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