
GAGNER ET PERDRE

mfc-michèle didier is pleased to present a series of services from IKHÉA©SERVICES under the title GAGNER ET PERDRE which will be carried out by P. Nicolas Ledoux, Jean-Baptiste Farkas and the mfc-michèle didier gallery team.

IKHÉA©SERVICES was created in 1998 by Jean-Baptiste Farkas and offers services which are to be activated individually or as a group.



ABOUT IKHEA©SERVICES by Jean-Baptiste Farkas

1. Note by Paul Ardenne

THE ARTIST AS SERVICE PROVIDER (Extract)

The «Service profiles» proposed by IKHEA©SERVICES in the form of authentic services available from a catalogue have all the features of a serious, albeit off-beat, offer. Judge for yourself: «The Cancellation of spaces» offers consumers the possibility of eliminating the space of their choice, domestic or other. «Switching the contents of shelves», another service, entails the creation of disorder which is material but also social, as indicated in the description, moreover: «switching the contents of shelves belonging to two persons willing to undergo the experience» and who «have radically different standards of living», with «a contract determin[ing] the duration of this switch and whether or not it is reversible». «STUF» proposes to accumulate a maximum of things in a single place, with the objective of totally obstructing the space. Also in the catalogue, the No. 06, «O.O. Studio», offers clients the possibility, after registration in an IKHEA©SERVICES workshop on the destruction of objects, of reducing to smithereens one or several goods belonging to them, following a ritual of their choice (a service which, it might be said in passing, constitutes a welcome contribution to the elimination of the surpluses of our over-cluttered civilisation). The list goes on, in a genre cultivating the exact opposite of prevailing attitudes or customs, an assault on the status quo which IKHEA©SERVICES not only recognises but proclaims like a manifesto.

The artist as a special agent in the intermediate goods trade? Everything hangs together in fact: in a society of intermediaries and services (which is the case today in the developed countries, where 80 % of the jobs are «tertiarised»), artists as service providers. A simple, implacable logic, which might even render obsolete any form of art not subscribing to this equivalence.

2. Personal introductory note by Jean-Baptiste Farkas

I consider that:

Art objects are a nuisance and have become superfluous.

At present we are required to grant great importance to acts of withdrawal.

Our conception of the author is an illusion and a convenient shortcut which we must now reconsider.

— There is no longer one unique author for each unique artwork but a multiplicity of authors for the many potential realisations of each work.

The exhibition is an outdated model and must be pushed aside to give way to other forms of action such as the manoeuvre or the operation.

— To operate is to engage in an art practice which relegates art to a position of secondary importance in order to better conquer the terrain of everyday reality.

ABOUT IKHÉA©SERVICES by Jean-Baptiste Farkas

I distribute services using two identities: IKHÉA©SERVICES and Glitch.

By «service» I mean instructions which are awaiting their practical application:

N°37
Permissive
Unreservedly unite with that which disgusts you

These two identities correspond to two gestures:

IKHÉA©SERVICES: «Break the chain of efficient action»
— Disrupt, impede.

Glitch: «Lots more of less»
— There is an abundance of everything. To subtract is therefore THE action that one must favour.

The instructions for use, which are written to be put into practice, owe everything to those who bring them to life.

Participation implies:

- putting a set of instructions for use into practice
- commanding a set of instructions to be put into practice
- suggesting a new set of instructions for use
- suggesting a variation on a preexisting set of instructions for use which has been put into practice at least once
- acquiring one of our services-.

* The acquisition of a service and the corresponding set of instructions for use does not interfere with the fact that they shall remain altogether freely accessible, in any place and at any time.

P. NICOLAS LEDOUX

Impressions-suicides

Opening Thursday June 23, 2016 from 6pm to 9pm

Exhibition from June 24 to July 30, 2016

Activation of IKHÉA©SERVICES N°19, *Target Studio* and N°32 (variation 2) *Adding-Subtracting*

Drawing inspiration from the titles of categories created within the context of *Target Studio* (2003), P. Nicolas Ledoux will create a series of unique-copy posters under the name of *Impressions-suicides*. The posters will gradually be shredded if they don't find a buyer.



ABOUT P. Nicolas Ledoux

P. Nicolas Ledoux lives and works on the outskirts of art. His work is shown in France and abroad, be it visible or invisible, concealed or revealed. His practice is hinged on illusion and fiction, playing with the fusion/confusion that exists between the artist-as-critic and the critic-as-artist. With a taste for paradox and provocation, his resolutely conceptual approach to artmaking is structured around the use of classical artistic media: drawing, painting, video and installation. He also employs and explores peripheral material such as exhibition labels, invitation cards, posters and catalogues. He encroaches upon official territories, writing and rewriting the histories of art. He weaves complex links between music, cinema, literature, communication and economy in order to question the creative process and the part it plays in society. He blurs temporalities, staking claim to both evasion and the surpassing of the self, appearing and disappearing as well as the acts of borrowing and appropriating.

He is the founder of the Ultralab™ collective, co-directs OpticalSound magazine and shares ownership of the artist Ludovic Chemarin© with Damien Beguet.

mfc-michèle didier

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JEAN-BAPTISTE FARKAS

To waste one's time

Opening Thursday, June 23 from 6pm to 9pm

Exhibition from June 24 to July 30, 2016

Activation of IKHÉA©SERVICE N°24 (variante)

To waste one's time

«Here is the worker I have become: each day that goes by is like a box filled to the brim with activities. I therefore want to make the most of the time allocated to the exhibition in which I am participating. This will allow me to create a true void in my calendar and rediscover those precious moments spent not doing anything one might deem «productive».

If you have time to waste, please come and join me!»

During the exhibition, Jean-Baptiste Farkas will regularly visit the gallery to squander his time.

Beware: not suitable for those of a hard-working disposition!

THE GALLERY TEAM

Slowmo

From August 2 to August 27, 2016

Activation of IKHÉA©SERVICE N°24

Slowmo

Instructions for use: act with exaggerated slowness

Starting on August 2nd 2016, the mfc-michèle didier gallery team will exaggeratedly slow down its activities.

Being Slowmo is to reject the time of others in order to gain access to one's own time.

Related notions: anything that brings about delays; procrastination...

Please join us this summer to share an experience in the shadow cast by Our Lady of Nazareth.



Unbeknownst to the people at this high-class opening, the service was carried out by a waiter who slowed himself down whilst attending to the buffet.

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For **IMAGE REQUESTS** please contact us



Activation of IKHÉA©SERVICE N°24, *Slowmo*
Palais de Tokyo, Paris 2014 © Photo Romain Darnaud
Collection Centre national des arts plastiques – Ministère de
la Culture et de la Communication



Impression-suicide by P. Nicolas Ledoux



Impression-suicide by P. Nicolas Ledoux

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