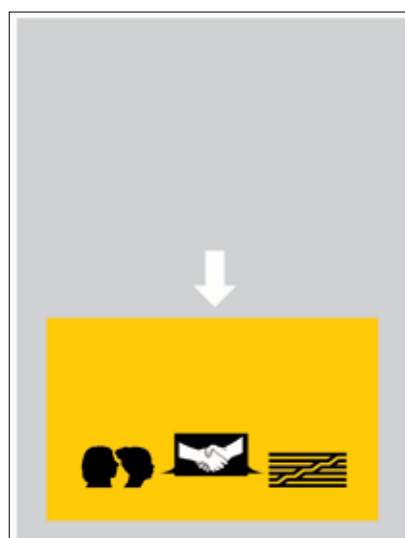
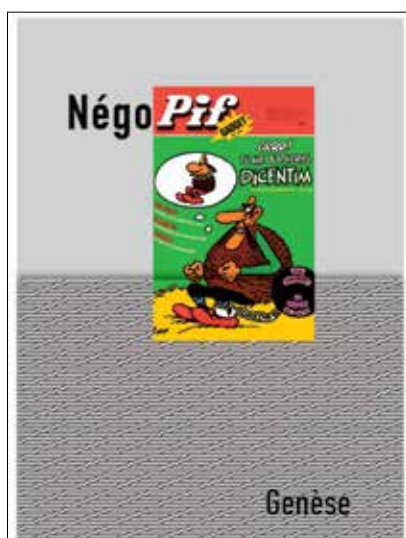

aalliiicceelleessccaannnee&ssoonniiiaaddeerrzyppoolsskkii

NégoPif

EXHIBITION from June 1 to July 28, 2018

OPENING on Thursday May 31, 2018 from 6pm to 9pm in presence of the artists

PERFORMANCES on Thursday May 31, 2018 at 7pm, 7:45pm and 8:30pm; Saturday June 23 and Saturday July 7, 2018 at 6pm and 6:30pm



NégoPif

Genèse, Négociation, Transaction

by aalliiicceelleessccaannnee&ssoonniiiaaddeerrzyppoolsskkii

Genèse : 21 x 14.8 x 0.3 cm

Négociation : 29.7 x 21 x 1.05 cm

Transaction : 17.6 x 11.5 x 0.5 cm

3 volumes in a plastic sleeve

Limited edition of 91 numbered and signed copies

30 copies PR, 30 copies MR, 30 copies GR + 1 copy GR +++

Produced and published in 2018 by mfc-michèle didier

mfc-michèle didier

66 rue Notre-Dame de Nazareth, 75003 Paris, France

T + 33 (0)1 71 27 34 41 - P + 33 (0)6 09 94 13 46

info@micheledidier.com - www.micheledidier.com

aalllicceelleessccaannnee&ssoonniiaddeerrzyppoolsskkii

NégoPif

mfc-michèle didier is pleased to present *NégoPif*, an exhibition and performance by aalllicceelleessccaannnee&ssoonniiaddeerrzyppoolsskkii.

***NégoPif* – Project presentation**

In September 2013, aalllicceelleessccaannnee&ssoonniiaddeerrzyppoolsskkii created an edition entitled “Pif” which, sealed in a plastic envelope, brought together various prints created by the artists as well as a copy of a book from the popular French encyclopedic *Que sais-je?* series. The editions are characterised by the fact that their prices vary greatly, from a mere ten euros to hundreds or thousands depending only on the issue of *Que sais-je?* that has been included inside. Each price tag is carefully justified, albeit in a somewhat absurd manner. Here are some examples:

- The “Pif” including a *Que sais-je?* dedicated to Flower Names is on sale for 325 000 euros: the exact number of flower species currently known and inventoried on earth.
- The “Pif” including a *Que sais-je?* dedicated to Complexes was offered for 1500 euros: the average price of a nose job in France.
- The “Pif” including a *Que sais-je?* dedicated to Attila and the Huns is for sale for 111 euros: three times the number one. (...the joke works better in French of course, playing on the resonance of “Huns” et “uns”)
- The “Pif” including a *Que sais-je?* dedicated to Fertilizer and Manure can be purchased for the price of Bernard Tapie, dead or alive.

Thirty copies of the edition were shown for the very first time at mfc-michèle didier in November 2013. On this occasion, a curator from the Bibliothèque Kandinsky chose to purchase the “Pif” containing a *Que sais-je?* on The Art Critic... its price was “negotiable”.

The exchange value of this piece could have been agreed upon behind closed doors during a meeting between the Bibliothèque Kandinsky, mfc-michèle didier and aalllicceelleessccaannnee&ssoonniiaddeerrzyppoolsskkii. However, its asking price was determined in reverse of the usual procedure for a museum: the artists offered the Bibliothèque to undertake a public bartering which would involve an epistolary exchange. The latter accepted this proposal, while Michèle Didier facilitated the project by withdrawing from all transactions in order to benefit the two artists.

The letters were thus gradually published on www.negopif.com between November 2014 and December 2016. The artists’ aim was to fix a price that would be neither arbitrary nor discretionary. They wanted to know who really profits from the exchange when an institution purchases a work: the artist? the museum? the public? no one?

aalllicelleessccaannnee&ssoonniiaddeerrzyppollsskkii

NégoPif

After two years of negotiating, the Bibliothèque Kandinsky and the artists finally reached an agreement regarding the work's value, which led to a performance on the 16th of December 2016 in the library itself. For this event, the artists negotiated a change of place and of speech: they were the ones who announced the acquisition of "Pif" which now belongs to the Bibliothèque Kandinsky's collection while the curators were to play the role of emerging artists. Today, the entire epistolary exchange as well as the text taken from the final performance come together to constitute this new edition.



mfc-michèle didier

66 rue Notre-Dame de Nazareth, 75003 Paris, France

T + 33 (0)1 71 27 34 41 - P + 33 (0)6 09 94 13 46

info@micheledidier.com - www.micheledidier.com

aalllicelleessccaannnee&ssoonniaaddeerrzyppollsskkii

NégoPif

BIOGRAPHY

aalllicelleessccaannnee&ssoonniaaddeerrzyppollsskkiiiiiii is an artist duo straddling visual and performing arts. Depending on context, their work manifests itself as spoken exhibitions, publications, conferences or shows. Their main objective is to push boundaries and to open a dialogue between grave questions: the death of ideas, the crisis of democracy, the end of the world and a more frivolous world of speeding clouds, stuttering flowers and headless animals. Associate artists of Centquatre-Paris, the duo have also shown their work at the Centre Pompidou, the Biennale de Lyon, Palais de Tokyo and mfc-michèle didier. More information on: www.ssaallaaddeess.com



mfc-michèle didier

66 rue Notre-Dame de Nazareth, 75003 Paris, France

T + 33 (0)1 71 27 34 41 - P + 33 (0)6 09 94 13 46

info@micheledidier.com - www.micheledidier.com

.....
aalllicceelleessccaannnee&ssoonniiaddeerrzyppoolsskkii

NégoPif

Le prix du Pif (Pif Price) – Performance during the exhibition opening

“Pif” is an envelope containing a brochure we have carefully created, a gadget and a Que sais-je? book. Its price varies from tens, to hundreds, to thousands of euros, depending on the copy of the book inside. As a buyer, you feel swindled. As a modern individual, you can’t stand the seemingly arbitrary way in which prices are determined. You feel abused by contemporary artists once more. Your reaction is normal. We’ll go even further: your reaction is healthy.

But, “Pif” isn’t randomly priced: we’ve worked hard, we’ve thought about it. This performance will allow us to explain the prices.

Accessories required for the salespeople (artists): signs with diagrams and photos to create suspense during the sales argument;

Accessories required for the buyers (audience): ears + eyes + cheque book OR cash.

aalllicceelleessccaannnee&ssoonniiaddeerrzyppoolsskkii



.....
mfc-michèle didier

66 rue Notre-Dame de Nazareth, 75003 Paris, France

T + 33 (0)1 71 27 34 41 - P + 33 (0)6 09 94 13 46

info@micheledidier.com - www.micheledidier.com

CONTACTS, INFOS

mfc-michèle didier

66 rue Notre-Dame de Nazareth,
75003 Paris
France

benedetta@micheledidier.com
barbara@micheledidier.com
michele@micheledidier.com
info@micheledidier.com

www.micheledidier.com

[facebook](#)
[twitter](#)
[instagram](#)

Open from Tuesday to Saturday, from 12h to 19h or by appointment

Subway: République, Strasbourg Saint-Denis, Arts et Métiers, Temple, Réaumur-Sébastopol

