

Bernard Bazile
3615



3615
detail

Bernard Bazile

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**Opening on Saturday, November 16, 2019 from 5pm to 8pm.
Exhibition from Tuesday, November 19, 2019 to Saturday, January 18, 2020.**

Since the late 1970s, Bernard Bazile observes Reality and History through photography, video, sculpture, performance and installation.

He considers as material both works such as those of François Boucher or Mel Ramos as well as urban furniture such as Orange Juice Stands (run by job seekers), neon signs, landscape wall paintings inside cafés, restaurants or cabarets.

He points, makes visible and perceptible the current reality of public space in which advertising influences audience. He allows us to perceive both what we must face and what is looking at us, what observes us.

Bazile notes our behaviours like an attentive observer, facing all the multiple facets of power and its representation.

In the 1980s and 1990s, the minitel has been developed by the French administration of Postal services and Telecommunication (PTT) and was used in France before being replaced by Internet. This service, similar to our chat rooms, marks the minds through its adult contents, called "minitel rose", which can be reached via the prefix 3615. This virtual, paid, anonymous service, but without images, has to be materialized in the public space to attract customers, male clients in general. Some large billboards appear then, on which we can see the women who supposedly respond to the customers of "téléphone rose".

Bazile takes photographs of these 3615 billboards and glues them together in little spiralled and checkered notebooks. These small-size notebooks emphasize the contrast between privacy (erotic photographs that were cut and stuck in these notebooks), and public exposure (photographs displayed on big advertising billboards belonging to the companies Dauphin, Giraudy or JCDecaux, among others).

In the same time, Bernard Bazile works on how the public interacts with these advertisements. While contact with the women shown on the billboards is impossible, graffiti and messages sometimes written directly on the advertising posters are so many attempts to communicate destined to fail. The exhibition will present in particular a series of photographs printed for the occasion, of a house in the country covered by minitel rose posters and a graffiti telling NANA77: "I love you". Bazile turns around his subject to see all of its faces, as a sculptor around his model.

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Bazile's *3615* collection lets us catch a glimpse of an erotic desire exposed in plain sight, treated on the same level than other mass market products. It's interesting to focus on this phenomenon, which is unimaginable today, at a time so sensitive when it deals with women bodies' objectification. If our virtual relationships keep an inclination towards consumption, through online dating services or pornographic websites, it remains strictly private. The public aspect of Bazile's collection questions our stereotypes about the supposed open-mindedness of our 21st century society.

Three *3615* notebooks by Bernard Bazile are produced by mfc-michèle didier and presented at the exhibition. The images contained in these notebooks, made during the artist's wanderings across the territory, are an extract of the series *3615*.

The three notebooks' exteriors can be distinguished from their cover's colour: Tangerine, Purple, Poppy*.

The production is a facsimile of the original notebooks made by Bernard Bazile between 1988 and 1994.

Each notebook is limited to 45 copies and 5 artist's proofs. Each notebook is accompanied by a certificate signed and numbered by the artist.

* According to the Rhodia colour chart.

3615 - ALINE

Notebook number one

Spiral notebook

14 x 9.5 cm

180 pages

90g paper

76 full-colour photos

Cover colour according to Rhodia's colour chart: Tangerine

Limited to 45 copies and 5 A.E.

Produced and published in 2019 by mfc-michèle didier.

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3615 - ZIPP

Booklet number two

Spiral notebook

14 x 9.5 cm

180 pages

90g paper

95 full-colour photos

Cover colour according to Rhodia's colour chart: Purple

Limited to 45 copies and 5 A.E.

Produced and published in 2019 by mfc-michèle didier.

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3615 - AMY

Booklet number three

Spiral notebook

14 x 9.5 cm

180 pages

90g paper

97 full-colour photos

Cover colour according to Rhodia's colour chart: Poppy

Limited to 45 copies and 5 A.E.

Produced and published in 2019 by mfc-michèle didier.

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3615 - ALINE - ZIPP - AMY

Set of 3 notebooks: number one, two and three

3 spiral notebooks

14 x 9.5 cm each

180 pages each

90g paper

268 full-colour photos

Limited edition of 45 copies and 5 artist's proofs for each notebook

Cover colour according to Rhodia's colour chart: Tangerine, Purple, Poppy

Produced and published in 2019 by mfc-michèle didier.

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Several unpublished photographs are also presented at the exhibition: the series of four photographs *Petite maison - Je t'aime - 3615 NANA 77*, but also *Cinéma permanent* and *3615 - CUM*. A video, entitled *Street Art*, completes the presentation.

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Biography of the artist, sober and modest, according to his will

Bernard Bazile was born in Meymac in 1952, he lives and works in Paris.

At the beginning of the 1980s, getting away from conventional spaces of contemporary art, Bernard Bazile uses the subway, wastelands or bourgeois apartments to exhibit his artworks.

From 1983 to 1987, he collaborates with Jean-Marc Bustamante under the name of BazileBustamante.

Bernard Bazile's work has been exhibited at Centre Pompidou (*It's o.k. to say no!* 1993), at Institut d'Art Contemporain de Villeurbanne (*Une mesure pour tous*, 2004) and in collective exhibitions in several cultural institutions in France and abroad.

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Petite maison - Je t'aime - 3615 NANA 77

Photographic print

Photo dimensions : 13.5 x 19.5 cm

Frame dimensions : 24 x 30 cm

Set of 4 photos limited to 20 copies

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Cinéma permanent

Photographic print

Photo dimensions : 28.8 x 40.8 cm

Frame dimensions : 40 x 50 cm

Limited edition of 15 copies

Produced and published in 2019 by mfc-michèle didier

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3615 - CUM

Numeric print

Photo dimensions : 30,2 x 43,5 cm

Frame dimensions : 40 x 50 cm

Unique piece + 1 A.P.

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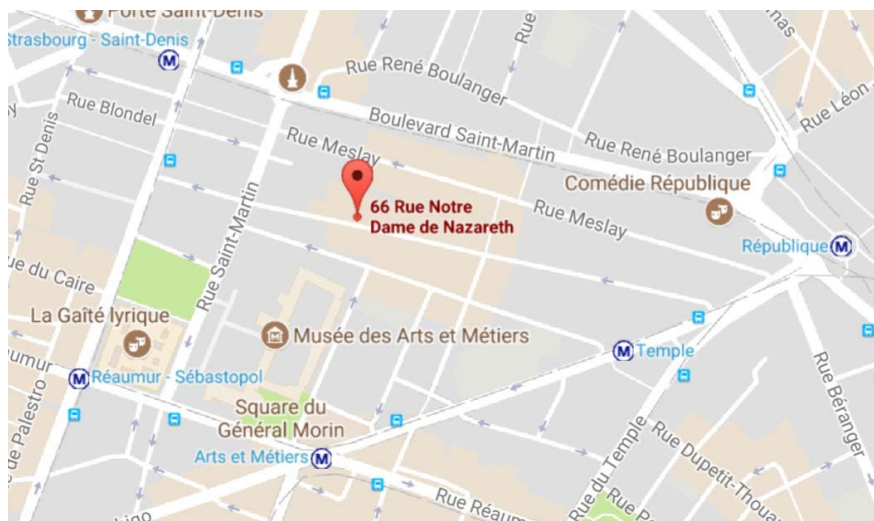
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