

## **PRESS RELEASE**

**GUY BOURDIN**

*“Guy Bourdin, ses films...”*

*“A Message for You”*

**Curated by Shelly Verthime and Nicolle Meyer**

**Opening Monday 29<sup>th</sup> March 2010**  
**from 7.00 pm to 11.00 pm**

**In the presence of Samuel Bourdin, Shelly Verthime and Nicolle Meyer**

**from 29<sup>th</sup> March to 2<sup>nd</sup> May 2010**  
**Monday to Sunday 11.00 am – 7.00 pm**

**10 Corso Como Seoul**

10<sup>th</sup> Floor, Special exhibition hall

79 Cheongdam-dong Gangnam-gu Seoul Korea

[www.10corsocomo.co.kr](http://www.10corsocomo.co.kr)

## GUY BOURDIN

*“Guy Bourdin, ses films”*

*“A Message for You”*

Guy Bourdin is considered to be one of the most daring and intriguing artists in the world of 20<sup>th</sup> century visual culture.

A singular artist with a unique perception of art, fashion, advertising and life, and a relentless search for perfection. He was responsible for the groundbreaking turning point in the world of image-making in the late 70s.

*“Guy Bourdin, ses films”* is a unique celebration of the films of the legendary artist, Guy Bourdin, with a representation of his cinematic achievements – a panoramic projection of films that were shot between 1960s and 1980s and panning from studio fashion shots to his favorite locations. These unseen films shot on 8mm, super 8mm and 16mm unveil the ‘work in progress’ of a master alongside personal captured moments, commercial and non-commercial, in black & white and color where the viewers are invited into a new universe of intimacy and infinity.

The digital and edited version of the Cinefilms was made especially for this exhibition and stands as a fascinating document of Guy Bourdin's unique eye. A series of clips, each offers another perspective of his visual and emotional search in the worlds of fashion and non-fashion; together they reveal the formal elements that recur throughout his work. The exhibition is an installation surrounded with a visual set-up of mirrored rooms that magnify some formal elements of his work: the box, camera obscura, the mirrored walls, reflections, fractions, multiplications, an echo of his still images but on Cinefilms. A panoramic view of his iconic ‘mise en scène’, of glamour, mystery and impeccable beauty. The real and surreal diffuses into one entity - a collage and close up of Guy Bourdin's private universe - familiar yet remote.

With his still photography, a whole generation of viewers was fascinated by his ability to tell a story with one image; Guy Bourdin instills the suspense of before and after, in the films however he is doing the opposite. The camera is moving from one still image to another; a close up on a shoe, a long shot of a building, the fade out on the ocean or the zooming onto lips in a form of free association. It's a collage, a montage, and an assemblage of images put together in motion.

In an equally mesmerizing way, Guy Bourdin also works with a repetitive obsession on the same focal point, filming the same scene, again and again, looping the subject as if to auto document himself in the process of capturing a still, of getting the one desired picture, of telling a story.

“*A Message for You*” published by Steidl, is a two volume edition that aims to capture this most significant period of his career and focus on the unique body of work that Guy Bourdin produced together with Nicolle Meyer as his lead model.

The 75 exhibited prints, present the full sequence of Volume I and is a compilation of French Vogue editorials and various advertising campaigns such as: Charles Jourdan, Pentax calendar and Versace together with a collection of unpublished images from the Guy Bourdin archives.

The projection presents the full sequence of Volume II and is a road trip through Guy Bourdin’s visual landscape. “In editing, we sensed that we entered into a nearly private domain of a creator, who was pooling together, ideas, thoughts, dreams. We saw the fluidity of imagination transformed into a final image. The research became a cruise of moments captured en route: personalities, situations, landscapes, colors, objects and details, familiar, yet remote. Guy Bourdin’s inquisitive mind and eye makes the journey simultaneously intense, surprising and full of humor. Like a fine artist or a film director we see Guy Bourdin, pre-conceiving ideas for future images.”

Guy Bourdin work remains as provocative today as when it first appeared. Nearly eighteen years after his death, his legacy is finally being celebrated by major international museums and his photographs continue to inspire generations of photographers.

Guy Bourdin the director, the narrator, the master of surreal imagery.

## **BIOGRAPHY**

- 1928** Born Guy Louis Banarès on 2 December, Paris.
- 1950** First exhibition of drawings and paintings at Galerie, Paris.
- 1952** Exhibition of photographs at Galerie 29, Paris. The catalogue includes an introduction by Man Ray.
- 1955** First publication in February issue of French Vogue. Exhibition of drawings at Galerie des Amis des Arts, Paris. Exhibition of paintings at Galerie Charpentier, Paris.
- 1957** Exhibition of paintings and drawings at the Peter Deitsch Gallery, New York. Contributes photographs to group exhibition entitled Vogue at the International Photography Biennale, Venice.
- 1961** Marries Solange Louise Gèze.
- 1967** Samuel, *Guy Bourdin's* only son, is born. First Charles Jourdan shoes advertising campaign. First editorial fashion photographs for Harper's Bazaar and Photo.
- 1972** First editorial fashion photographs for Italian Vogue.
- 1974** First editorial fashion photographs for British Vogue.
- 1975** Advertising campaign for Issey Miyake.
- 1976** Lingerie catalogue Sighs and Whispers for Bloomingdale's department store, NY. Advertising campaigns including Baila, Gianfranco Ferré, Callaghan by Gianni Versace, and Loewe.
- 1980** Calendar for Pentax.
- 1985** Advertising campaign for Emanuel Ungaro. Refuses the Grand Prix National de la Photographie awarded by the French Ministry of Culture.
- 1988** Receives the Infinity Award for his 1987 Chanel advertising campaign from the International Center of Photography, NY. Contributes photographs to the Triennale International de la Photographie, Paris.
- 1991** Dies in Paris on 29 March, aged 62.

## **GUY BOURDIN TOURING EXHIBITIONS**

### **PHOTOGRAPHS**

- 2003** Victoria and Albert Museum, London
- 2004** National Gallery Victoria, Melbourne
- 2004** Jeu de Paume, Paris
- 2004** FOAM, Amsterdam
- 2005** NRW, Düsseldorf
- 2005** National Art Museum of China
- 2005** Shanghai Art Museum
- 2006** Tokyo Museum of Photography
- 2006** Daimaru Umeda Museum, Osaka
- 2006** Phillips de Pury, NY
- 2006** Guggenheim, Venice
- 2006** HSBC Foundation, Paris
- 2007** Hollywood Centre, HK
- 2007** Phillips de Pury, London
- 2008** Today's Art Museum, Beijing
- 2008** KunstHausWein, Vienna

**2008** FotoMuseum, Antwerp  
**2009** Wapping Project, London  
**2009** Moscow House of Photograph  
**2009** MUBE, Sao Paolo  
**2009** Gallery Carla Sozzani, Milan  
**2009** Photography Festival, Cannes  
**2010** 10 Corso Como Seoul

#### FILM

**2009** Le Bon Marche, Paris  
**2010** 10 Corso Como Seoul

#### BOOKS



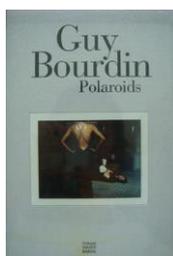
A Message for You  
by Nicolle Meyer and Shelly Verthime  
Steidl/dangin, 2006



Guy Bourdin  
by Alisson M. Gingeras  
Phaidon, 2006



Guy Bourdin  
by Gilles de Bure  
Photo Poche, 2008



Guy Bourdin Polaroids  
by Oliviero Toscani  
Editions Xavier Barral, 2010