







la corbata rosa

Founded in 2013, la corbata rosa is a current art gallery. Its aim is to make the purchase of current art artworks accessible to the general public as well as professionals. The artists supported by the gallery are all alive, famous and have already been exhibited in order to diffuse and sell their works during temporary, permanent, physical or even digital exhibitions.



Upside: La corbata rosa at the Salon international d'art contemporain of Nantes.



Its digital beginnings:

At the moment of its foundation, the gallery wasn't set in a fixed place. However, it had a professional website which is still a focal point where you can find the different actions and the current events of the gallery. It also allows the gallery to introduce a range of artworks that are sold online and gathers information on the artists and their journey.

On the opposite side: the website www.lacorbatarosa.com today.

How to differentiate itself?

Ever since the beginning, the gallery has chosen to stand out through innovation, using a completely new method for a contemporary art gallery at the time: the use the Internet as an exhibition space.

www.kcrobatarosa.com

On the opposite side: Collectif 9/14, a virtual exhibition, 2014.

A 3D app has been added to the gallery's website between 2013 and 2017. It has enabled the gallery to offer multiple virtual exhibitions. The use of digital format as a new tool to offer artistic proposals has allowed artists who had never had the opportunity to work together to be exhibited together. Thanks to this experience, la corbata rosa was able to revive its digital activities in 2020 during the ARTvsCORONAVIRUS project. Since then, it offers cultural events through video conference, virtual exhibitions, artistic contests and is now available on a famous video game.





An art gallery in Rochefort-sur-Loire:

Ever since its foundation, the gallery has always had the objective of establishing itself in a territory. After having done multiple exhibitions, notably in Nantes and Angers, the opportunity to settle down in Rochefort-sur-Loire, located in between these two cities was offered to the gallery.



After four years of temporary exhibitions and digital events la corbata rosa takes a different dimension and inaugurates its new location dedicated to contemporary art in Rochefortsur-Loire on the 18th of May 2018. It's a success.

On the image opposite: Private viewing of Marc Alessandri's exhibition, 2019.

The gallery has truly opened a third place in the countryside where artists, visitors, tourists visiting the region, local associations as well as inhabitants mix up. Regarding visits, the gallery is quite frequented. In effect, each cultural event or temporary exhibition welcomes between 500 and 1000 visitors.

Spatially, the gallery takes up a building of almost 90m2. Temporary exhibitions take up two rooms and the last one takes the form of a cabinet of curiosities where visitors can discover the gallery's selection constituted of more than two hundred artworks.

On the image opposite: Artistic encounter between ÔON and Raphaël Dalaine, 2018.





A number of cultural events take place in the gallery all year along. Six temporary exhibitions are created each year. Outside, there is a mixed-use courtyard of 60m2, fitted out by *UBINAM*, which welcomes sculpture exhibitions, private viewings and artistic events.

This space also stands alongside a gite where artists-in-residence are sometimes welcomed to stay and next to it is a living space.

Above: Le Patio Galerie by Ubinam at the actual art gallery la corbata rosa.



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Why choosing the name "la corbata rosa"?



The name and logo were both created by Antonio Ballester Les Ventes during one of his studies and puts forward humour as one of the main traits of the gallery. In effect, in Spanish, La corbata rosa literally means: the pink tie.

On the image opposite: Intimes Formats & Portraits, 2018

The logo is intended to be contradictory, the serious aspect of the tie is contrasted by its pink colour.

It is a thumb nose, a tongue pull, a "troublemaker", while the gallery tries to get contemporary art out of its comfort zone in order to meet a new audience, it doesn't exclude knowledgeable amateurs either. The fact that it refuses to be classified as contemporary art and prefers to go under the name of "current art" highlights this choice. The works it offers are those of living artists. It breaks down the barriers between their creation by bringing them together in collective exhibitions where visitors are invited to meet the artists during artistic encounters and private viewings.

The choice of Spanish...

Choosing a Spanish word in a time where anglicisms are gaining momentum in the French language isn't an arbitrary decision either. Works on the gallery's graphic identity started in 2012, a period during which Spain was severely affected by the economic crisis. It was the embodiment of a feeble Europe, condemned by many economic and political players, and in which art was sidelined. This desperate need for change and a brighter future sparked new ideas as well as new ways of operating.

Defending art as a whole...

Building the logo from a sketch shows a side of art that is not always shown. La corbata rosa, however, doesn't hesitate to enhance, defend and sell it.

Sketching, outlining, studying, is a process of trial and error, the hesitation that leads into the creation and the richness of an artwork.

On the image opposite: Article on the Opening of the gallery la corbata rosa in Rochefort-sur-Loire, Ouest-France, 2018.







The founder



An early calling:

François Victor Brunet was introduced to the cultural sector in freshman year during an internship at the Palais des Beaux-Arts de Lille. From sophomore year to senior year, he took an optional art history course and obtained a baccalaureate ES (economics) diploma with art history as an option in 2006. Naturally, he decided to pursue a Bachelor's degree in Art History, followed by a Professional Master's degree in Management of Heritage Sites, wishing to complete his training with a solid professional experience in the field of culture as well as current art.

Above: François-Victor Brunet during the exhibition Intimes Formats & Portraits, 2018.

A solid professional experience:

Therefore, he had the opportunity work with а number organizations such as: Le Palais des Beaux-Arts de Lille, the Musée de l'Hospice Comtesse, department Ville d'Art et d'Histoire and visual arts directorate of the city of Lille, the association lille3000, Maison la de Photographie.

This experience enabled him to get a glimpse into the cultural sector, by communicating with audience members, exhibition halls, galleries, artists, institutions, and professionals.



en marge

Le "somm'en bus"
Depuis la mi-octobre, la ville de Bordeaux expérimente un bus-relais : équipé de couchettes et d'un lit d'examen, ce véhicule, à bord duquel se trouvent des secouristes, recueille les noctambules éméchés afin de leur permettre de faire un "petit somme" et d'éviter toute situation à risque.

carnet du voyageur

En provenance de Lille, une galerie d'art virtuelle

Alors qu'a pris fin dimanche la 36e Foire internationale d'art contemporain à Paris, une alternative inédite de diffusion vient de voir le jour sur la Toile. Un galeriste lillois a inventé le concept de "galerie d'art actuel" à domicile. Sur le site <u>La</u> <u>Corbata rosa com</u> (qui signifie littéralement "la cravate rose" en espagnol), son fondateur, François-Victor Brunet, ancien collaborateur de Lille 3000 et de la Maison de la photographie de Lille, se spécialise dans la vente en ligne d'œuvres d'art originales (peintures, photographies, gravures et dessins). A un détail près : sa galerie se visite virtuellement sur Internet. En ayant au préalable téléchargé le module 3D Unity, l'internaute peut ensuite, en un clic de souris, contempler des œuvres numérisées exposées dans un décor blanc et spacieux en trois dimensions. Le vernissage de l'exposition du premier artiste de la galerie, le photographe lillois Vincent Maguaire, s'est ainsi déroulé le 25 octobre. Quatre autres artistes se sont également lancés dans cette aventure, tentés par les opportunités de diffusion offertes par Internet, mais aussi par les frais de structure réduits de moitié par rapport à une galerie classique. A travers ce concept marchand, François-Victor Brunet entend "vendre des œuvres de qualité, à des prix attractifs et permettre à ceux qui apprécient le travail d'un artiste d'en acquérir une partie". Les œuvres vendues en ligne visent des prix inférieurs à 1 000 euros et sont livrées sans encadrement, ce qui diminue encore le coût final et réduit les frais de livraison. En prolongement logique, l'actualité des lieux peut être suivie sur les réseaux sociaux, grâce à ses pages Twitter et Facebook.

Above: Check-list le monde, october 2013.





Challenged by a practical approach:

This experience acquired in parallel of a university course was in part, combined into two theses written at the university of Lille 3:

- o De la recherche à la médiation in 2010.
- o L'investissement culturel aujourd'hui, l'exemple lillois in 2011.

These were the pillars of his later reflections. They were however enriched by further readings, visits, encounters, confrontation with on-the-ground realities as well as the important contribution of professional experience in relation to the fields of communication, sales, logistics and customer relations. François Victor also had the opportunity to compare French trends with Belgian, Spanish or anglo-saxon countries' trends as well as those from different periods of time thanks to his university training, which enabled him to enrich his knowledge in the fields of the history of collections, collectors and merchants.

Experiencing, thinking, carrying out ideas and confronting realities enabled the development of this ambitious and innovative project. La corbata rosa was a long term thought process which began in 2012 with multiple development phases spreaded on a decade. In the coming years, its plan is to go past the focus of current art and expanding to heritage, live performances and strengthening its action in terms of social ties.



A perspective on current art

His professional and personal experience sparked multiple reflexions regarding the place of art in society, the next means of survival for art professionals, and the future of what is known as French cultural exceptionalism as well as new possible ways of mediating for the public,

artists, what they bring to the table, their role in economy and in the life of our society in general.

On the image opposite: Sortir l'art de son milieu" interview for the newspaper Le courrier de l'ouest, 2018.



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The realizations



- o From the 7th of august to the 6th of september 2020, *Signatures*, a collective exhibition of Bruno Antony, Dominique Bellanger, Den Chamanie, Michel Hénocq and Denis Huneau at the gallery la corbata rosa, Rochefort-sur-Loire.
- o From the 22nd of june to the 2nd of august 2020: Les Alexandri(n)s, solo exhibition of the artist Marc Alessandri at the Lombard house, Les Lombardières, Rochefort-sur-Loire.
- o From the 26th of june to the 2nd of august 2020: ARTvsCORONAVIRUS, 25 artists against the Covid. Collective exhibition with Marc Alessandri, Bruno Antony, Antonio Ballester Les Ventes, Dominique Bellanger, Nelly Buret, Den Chamanie, François Chauvin, Dominique Chrétien, Jean-Michel Delage, Jean-Paul Delogeau, Anne-Marie Donaint-Bonave, DriXé, Michel Hénocq, Gérard Gallard, Denis Huneau Pierre-Alexandre Lavielle, LeGilles, Séverine Lièvre, Yves Orillon, Pucya, Evelyne Rissouli, Jean Robinet, Mitsuaki Saito, Juliette Trébuchet and Veca at the gallery la corbata rosa, Rochefort-sur-Loire.
- o Frome the 19th of june to the 30th of august 2020: Bruno Antony, the virtual exhibition, solo show of the artist Bruno Antony. Free access through computer, tablet and smartphone on our website: www.lacorbatarosa.com
- o From the 6th of june o the 30th august 2020 : Den Chamanie, digital exhibition, Free access through computer, tablet and smartphone on our website : www.lacorbatarosa.com
- o From the 20th of april to the 30th of june 2020: ARTvsCORONAVIRUS: the digital exhibition, collective artistic presentation by Marc Alessandri, Bruno Antony, Antonio Ballester Les Ventes, Nelly Buret, Den Chamanie, François Chauvin, Jean-Michel Delage, Anne-Marie Donaint-Bonave, DriXé, Gérard Gallard, Denis Huneau, Pierre-Alexandre Lavielle, Pucya et Mitsuaki Saito from the dynamic #etenplusilestmoche started by the gallery la corbata rosa as part of its unannounced programming ARTvsCORONAVIRUS. Free access through computer, tablet and smartphone on our website: www.lacorbatarosa.com
- o From the 24th of March to the 30th of June 2020: Pascal Lallement, l'exposition #GEEK!. La corbata rosa gets out of quarantine, fully recreated on the Minecraft video game, the gallery displays a digital exhibition by



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plastic artist Pascal Lallement. Accessible for players of Minecraft on our dedicated server: lacorbatarosa.minesr.com

- o From the 28th of February to the 5th of April 2020 then from the 13th of May to the 14th of June 2020: De la couleur à l'abstraction, collective exhibition Marc Alessandri, Anne-Marie Donaint-Bonave, Legilles, Pucya, Mitsuaki Saito et Juliette Trébuchet at the current art gallery la corbata rosa, 49190 Rochefort-sur-Loire. The exhibition will be prolonged due to lockdown.
- o From the 6th December 2019 to the 26th of January 2020: Natures Graphiques, collective exhibition with Bruno Antony, Antonio Ballester Les Ventes, Nelly Buret, Den Chamanie, François Chauvin, Jean-Michel Delage, Romain Goiset, Denis Huneau, Juliette Trébuchet, Pascal Lallement, Séverine Lièvre, Vincent Maquaire, Sébastien Matégot, Pucya, Mitsuaki Saito and Ubinam at the current art gallery la corbata rosa, 49190 Rochefort-sur-Loire.
- o From the 11st of October 2019 to sunday the 24th of November 2019: Antonio Ballester Les Ventes, fabriquer l'image, solo exhibition at the current art gallery la corbata rosa, 49190 Rochefort-sur-Loire.
- o From the 23rd of August 2019 to the 30th of September 2019: *REFUGE*, with Antoine Birot, Zehra Doğan, Mateya Lux, Maryam Samaan, at the current art gallery la corbata rosa, Rochefort-sur-Loire.
- o From the 14th of June to the 28th of July 2019, Nouveaux Regards, collective exhibition with Etienne Begouen, Nelly Buret, Anne-Marie Donaint-Bonave, Gérard Gallard, Romain Goiset, Pierre-Alexandre Lavielle, Séverine Lièvre, Coline Linder, Vincent Maquaire, Sébastien Matégot and Ubinam at the gallery la corbata rosa, Rochefort-sur-Loire.
- o From the 12th of April to the 26th of May 2019, Marc Alessandri: Sur les chemins de l'abstraction, solo exhibition at the gallery la corbata rosa, Rochefort-sur-Loire.
- o From the 8th of February to the 24th of March 2019, Territoires Cognitifs collective exhibition by Marc Alessandri, Antoine Birot, Nelly Buret, François Chauvin, Franck Collin, Jean-Michel Delage, Alice Guilbaud, Pascal Lallement, Yves Orillon, Pucya, Jean Robinet and Mitsuaki Saito at the gallery la corbata rosa, Rochefort-sur-Loire.
- o From the 30th of November 2018 to the 20th of January 2019, INTIMES Formats & Portraits, collective exhibition by Antonio Ballester Les Ventes, Nelly Buret, Yves-Henry Guillonnet, Juliette, Denis Huneau, Pascal Lallement, Séverine Lièvre, Coline Linder, Yves Orillon and Pucya at the gallery la corbata rosa, Rochefort-sur-Loire.





- o From the 12th of October to the 18th of November 2018, Wild Leaves, exhibition by Sarane Lecompte and Justin Palermo, gallery la corbata rosa, Rochefort-sur-Loire.
- From the 25th of August to the 30th of September 2018, *Drip'lnk*, solo exhibition by Mitsuaki Saito, gallery la corbata rosa, Rochefort-sur-Loire.
- o From the 18th of May to the 29th of July 2018, Ouverture, collective exhibition by Antonio Ballester Les Ventes, Nelly Buret, Ludovic Duhem, Yves-Henry Guillonnet, Denis Huneau, Pascal Lallement, Coline Linder, Vincent Maquaire, Véronique Martin, RedApe, [RO] and Maryam Samaan, gallery la corbata rosa, Rochefort-sur-Loire.
- o August 2017: Bizarre, digital exhibition by Antonio Ballester Les Ventes, in free access on the gallery's website.
- o 2017 (production): Chucho, Antonio Ballester Les Ventes, silkscreen printing on paper and tee shirt made by Fishbrain, Angers.
- 2017 : Exhibition by a collection of artists : Vincent Maquaire, Denis Huneau, Antonio Ballester Les Ventes et Gaby Huneau at the Showroom d'InnovBois in Brissac-Quincé
- o November 2016: Collectif 16, digital exhibition with Pascal Lallement, Antonio Ballester Les Ventes, Maryam Samaan, Denis Huneau, Vincent Maquaire, Mitsuaki Saito, Ludovic Duhem, Nelly Buret, François Gerzé and RedApe.
- o Mai 2016 : Live with RedApe and Vincent Maquaire at la maison PaïPaï d'Angers.
- o From the 28th of April to the 8th of May 2016: Paysages Photographiques, Pascal Lallement, Friedrich Gier, Ludovic Duhem and Vincent Maquaire at la Chapelle Saint Lazare d'Angers.
- November 2015 : Collectif 11/15 exhibition by Antonio Ballester les Ventes, Maryam Samaan, Friedrich Gier, Pascal Lallement, Denis Huneau, François Gerzé, Mickael Chauvel at l'Atelier Expo de Nantes.
- August 2015 : Icônes, solo exhibition by Maryam Samaan at l'Autrelois, Angers.
- o July 2015: Parcours, solo exhibition de Maryam Samaan à l'Autrelois, Angers.
- o March September 2015, Arbres et Forêts, Friedrich Gier, digital exhibition in free access on the gallery's website.
- o 23rd, 24th & 25th of January 2015 : Salon International d'Art Contemporain de Nantes Art3F Nantes Présentation de Pascal Lallement, Vincent





Maquaire, Friedrich Gier, Ludovic Duhem, Denis Huneau et RedApe. Parc Expo la Beaujoire, Nantes.

- October 2014: RedApe, solo digital exhibition, in free access on the gallery's website.
- o 27th of September 2014, la corbata rosa official partner of the festival l'Instant Café Clap in Dinan presents Maryam Samaan & Pascal Lallement.
- o September 2014: Collectif 9/14 3D interactive faire with Antonio Ballester Les Ventes, Ludovic Duhem, Denis Huneau, Friedrich Gier, Pascal Lallement, Alexandre Malheiro, Vincent Maquaire, Mitsuaki Saito and Maryam Samaan.
- o From the 31st of July to the 24th of August 2014: Encres et Aquarelles with Maryam Samaan, Mitsuaki Saito and Denis Huneau at l'Autrelois, 20 rue Beaurepaire, Angers.
- From the 4th to the 27th of July 2014: exhibition Friedrich Gier: Paysages, couleurs et matière, at l'Autrelois, 20 rue Beaurepaire, Angers.
- o From the 19th of June to the 17th of August 2014: digital exhibition *Paysages Photographiques*, with Ludovic Duhem, Friedrich Gier, Pascal Lallement and Vincent Maquaire.
- o From the 1st of April to the 1st of June 2014 Symptôme(s) gathers the works of Antonio Ballester Les Ventes, Maryam Samaan and Alexandre Malheiro in a new digital space on the gallery website.
- o January 2014: Salon International d'Art Contemporain de Nantes Art3F Nantes *Instincts Formels* la corbata rosa presents Maryam Samaan, Mitsuaki Saito and Pascal Lallement there. Parc Expo la Beaujoire, Nantes.
- o From the 15th of Janvier to the 15th of March 2014 Instincts formels, at la recherche d'un réel immatériel gathered 70 artworks by Maryam Samaan, Pascal Lallement et Mitsuaki Saito.
- January 2014: Presentation by Pascal Lallement and Vincent Maquaire at Samois-sur-Seine the region of Paris.
- October-December 2013: Vincent Maquaire inaugurates the gallery's digital space with *Instants Ouest / Instants West*.

... and it's just a beginning ...





Artists at the gallery





Artists that were exhibited and/ or distributed by the gallery :

Marc ALESSANDRI, Bruno ANTONY, Antonio BALLESTER LES VENTES, Etienne BEGOUEN, Niels BEHNING, Dominique BELLANGER, Michel BRECHET, Antoine BIROT, Nelly BURET, Den CHAMANIE, Michael CHAUVEL, François CHAUVIN, Dominique Chrétien, Franck COLLIN, Raphaël DALAINE, Jean-Michel DELAGE,

Jean-Paul DELOGEAU, Ingrid DENIEL, Anne-Marie DONAINT-BONAVE, Zehra DOGAN, DRIXE, Ludovic DUHEM, Duo Syrocco, Catherine ESNAULT, Gérard GALLARD, François GERZE, Friedrich GIER, Romain GOISET, Alice GUILBAUD, Yves-Henry GUILLONNET, Michel HENOCQ, Denis HUNEAU, Félix HUNEAU, Justin PALERMO, Loredana LANCIANO, Pascal LALLEMENT, Pierre-Alexandre LAVIELLE, Sarane LECOMPTE, LEGILLES, Séverine LIEVRE, Coline LINDER, Alexandre MALHEIRO, Vincent MAQUAIRE, Véronique MARTIN, Sébastien MATEGOT, OÔN, Yves ORILLON, PUCYA, REDAPE, Evelyne RISSOULI, Jean ROBINET, Mitsuaki SAITO, Maryam SAMAAN, Mateja SMIGOC, Falila TAÎROU, Juliette TREBUCHET, Tri Detsa and UBINAM.











Program 2020

Exhibitions of the gallery la corbata rosa for 2020 in its location dedicated to current art located in 7 rue de l'Ancienne Cure in Rochefort-sur-Loire:

De la couleur à l'abstraction

From the 28th of February to the 14th of March and then from the 13th of May to the 14th of June 2020

ARTVSCORONAVIRUS

From the 26th of June to the 2nd of August 2020

Signatures

From the 7th of August to the 27th September 2020

5.5 des bords

From the 16th of October to the 22nd of November 2020

Pôles Urbains

From the 4th of December 2020 to the 17th of January 2021

&

Digital exhibitions for the year of 2020 are available via the website of la corbata rosa www.lacorbatarosa.com:

Pascal Lallement - L'expo GEEK sur Minecraft

March - June 2020

ARTvsCORONAVIRUS (Virtual Exhibition) From April to August 2020

From April to August 2020

Den Chamanie (Virtual Exhibition) From June to August 2020



In addition to our exhibitions



CABINET OF CURIOSITIES:

It's the perfect place to gift something to your relatives or even to yourself as as you can find all year along a collection of exceptional artworks that are accessible and adapted to private individuals!



Along with its temporary exhibitions, the gallery presents works of network artists in its cabinet of curiosities. Paintings, drawings, engravings, sculptures, photographs, artists' books and albums by Marc Alessandri, Bruno Antony, Antonio Ballester Les Ventes, Nelly Buret, Den Chamanie, Jean-Michel Delage, Gérard Gallard, Romain Goiset, Denis Huneau, Pascal Lallement, Séverine Lièvre, Coline Linder, Vincent Maquaire, Sébastien Matégot, ÔON, Pucya, RedApe, Jean Robinet, Mitsuaki Saito, Maryam Samaan and Juliette Trébuchet.



O THE PATIO GALLERY:

An outer courtyard fitted out by UBINAM in 2018 welcomes you all year along.

This "patio gallery" enables us host beautiful encounters and exchanges and also an exhibition serves as Αt the moment, space. several artworks by François Chauvin (sculpture), Romain Goiset (sculpture), Pascal Lallement (Photograph), Félix Huneau (Collage) and Sébastien Matégot (Sculpture) displayed are there.





Practical informations

Timetable:



The gallery is continuously open in free access during exhibition time from Wednesday to Sunday between 3:30 PM and 6:30 PM. It is also possible to plan visits on other days of the week and outside of these time slots. You can contact us by phone at +33 6 95 55 52 72 or through email for any further information at:

contact@lacorbatarosa.com

Access

During the duration of public works done in Rochefort-sur-Loire, the gallery remains accessible!

Where?

Current art gallery la corbata rosa, 7 rue de l'Ancienne Cure, 49190 Rochefortsur-Loire.

How?

o By bike:

By the beautiful path of the <u>Loire à Vélo</u> or the <u>voie verte Thouarcé</u> - <u>Chalonnes</u>

(Free delivery to cyclists living in the department and coming by bike)
o By car:

Free parking in the leisure area as well as car sharing by suggesting a journey through the gallery's facebook page or by putting an announce or a request on <u>covoiturage49</u> ou <u>Blablacar</u>.

By bus:

Through the bus line 23 of Réseau Anjoubus, check <u>anjoubus.paysdelaloire.fr</u> o By train:

You can have access to trains by taking the line Angers-Nantes which is accessible in Savennières and La Possonière, as well as the line Angers-Cholet which is accessible in Chalonnes sur Loire and La Possonière. www.ter-sncf.com www.sncf.com

• By taxi:

Allo Anjou Taxi / +33 2 41 87 65 00 / <u>alloanjoutaxi.com</u> Accueil Taxi Service / +33 2 82 98 36 20





Press contact





🛔 Actual Art Gallery

7 rue de l'Ancienne Cure, 49190 Rochefort-sur-Loire Pays de la Loire - FRANCE www.lacorbatarosa.com

François-Victor Brunet

Gallerist

+33 6 95 55 52 72

contact@lacorbatarosa.com



