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MARC ÉTIENNE

«FOLKLORE»

28 SEPTEMBER - 10 NOVEMBER 2007
OPENING ON THURSDAY 27 SEPTEMBER

The world of Marc Etienne unfolds like an immense collection of objects in mediums as diverse as sculpture, models, drawings, animation, 3D and music, among others.

All these "objects" are articulated around fictions, or rather, rough scenarios, the elements of which take the beholder out of the ordinary world and into the "Uncanny Valley." The theory of the "Uncanny Valley" was elaborated in 1970 by Mashahiro Mori, a great Japanese robotics specialist, based on the "emotive and emotional response" of humans to robots and other non-human entities. This theory soon came to be applied to cinema and 3D animation. When we watch an animation film in which the characters are extremely realistic, very subtle little details prevent us from believing in them. This feeling is characteristic of "Uncanny Valley", a place where our consciousness is perturbed, the sensation of reality becomes unstable and the expected unfolding of events is totally disrupted. Marc Etienne's work exists within this valley, for all his objects take on an "uncanny look." Whether a tree trunk or a clump of mushrooms, a shell or a tobacco jar, everything looks authentic but everything is trickery, a theatre set. "Folklore" is the set of collective productions of popular art which are handed down from one generation to another, either orally (tales, lore and beliefs) or by example (rites, know-how). "Folklore" is also the title of Marc Etienne's first exhibition at Galerie Georges-Philippe & Nathalie Vallois, where he is turning the Project Room into an annexe of the local folk museum.

Marc Etienne is on the shortlist for this year's Ricard Prize.
 (curator: Mathieu Mercier)

FOR ANY FURTHER INQUIRIES,
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