



PRESS RELEASE | Priveekollektie at artgenève, January 30 – February 2 2014

HEUSDEN AAN DE MAAS – From January 30th to February 2nd 2014 Priveekollektie will participate in artgenève for the second consecutive time. This *salon d'art* establishes an artistic platform to meet the demands of the many collectors and art-lovers based in the Suisse Romande region. Priveekollektie will present contemporary art by Dominic Harris, Arik Levy, Christiane Richter and Christien Meindertsma. The gallery will also take part in the *Conversation Piece* curated exhibition by presenting Carolina Wilcke's 'Tafelgenoten' and will exhibit works by the Indian artist duo Thukral & Tagra in the UBS lounge.

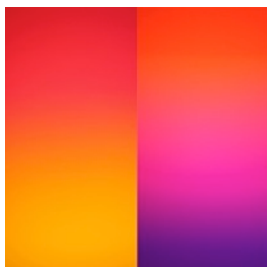
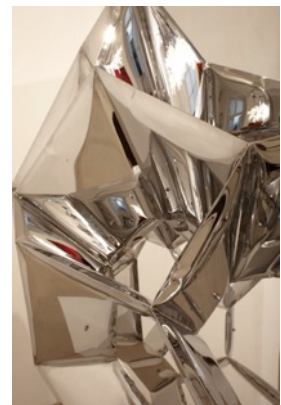


Dominic Harris (London, UK 1976) is an interactive artist and architect whose chosen palette of materials consists primarily of lighting, interactive design and electronics. 'Ruffled' is a recent interactive artwork in which 'living' portraits of birds are re-invented by using technology. Each 'Ruffled' displays its particular mannerisms and beauty whenever the observer approaches the work. Priveekollektie will present 'Shimmer': this

piece uses the unique properties of dichroic glass to reflect light. The observer's perspective is crucial as it controls the appearance of the work and the transition from one shade to the other.

'Baby Flutter' will also be exhibited: this series of interactive works portrays 10 different species of butterflies that come to life when the viewer approaches them. These works are a perfect combination of the wonders of nature and the most sophisticated technologies.

Arik Levy (Tel Aviv, Israel 1963) gained an international reputation with his sculptural art. He continues his experimentation with materials and shapes by creating 'CraterAir'. This mirror-polished stainless steel sculpture uses the air injection technology to create many air pockets. The unpredictable and enigmatic result makes it a truly outstanding work. Priveekollektie will present 'RockWoodOak, an elegant meteorite-shaped sculptural table putting man and nature together. In a different style, the impressive shape and reflecting material of 'RockBlackBrass' explores a rawer side of nature. The piece almost merges with its environment while remaining an eye-catching element. 'RockAbstract' is a minimalistic expression of Arik Levy's talents: the artist conveys strength and emotion by using very little material. The common element between those works is Arik Levy's taste for mystery. According to him, "life is a system of signs and symbols, in which nothing is what it seems."



Through her interest in issues like perception, objectivity and subjectivity, Christiane Richter (Bielefeld, Germany 1963) has many different sources of inspiration. In Geneva, a selection of her fully abstract photographs will be presented into a breath-taking installation. These pieces manage to distil unique and powerful colors from light and create harmonious and contrasting shades at the same time. Priveekollektie will also show a selection of the German artist's large works, which capture vegetal nature in a subtle and magnificent way and express many emotions through colours and light.

In collaboration with t.e. collection, Priveekollektie will present two works by Christien Meindertsma (Utrecht, The Netherlands 1980). When the artist and designer was challenged to use rope in her works, she chose to interlace it and create a compact and complex shape out of it, which resulted in the birth of 'Texel Ottoman'. 'Urchin Pouf' is a playful piece using wool from New Zealand. The warm material and harmonious rounded shape expresses Christien Meindertsma's sensibility in an insightful way. This project contributed to build Christien Meindertsma's international reputation.

Jiten Thukral (Jalandhar, India 1976) and Sumir Tagra (New Delhi, India, 1979) work collaboratively in a wide variety of media. They use humorous colours and shapes to invite the observer for a reflection on identity through socially-conscious works. Thukral & Tagra's style is unique and playful while tackling issues such as globalisation, pop culture and consumerism. Priveekollektie is proud to present a selection of their outstanding works at the UBS lounge (booth T01). The lithographs 'Page 16, Yes I went to School' and 'Page 62, Swatuntar Kumar Sharma', designed as passport pages, invite the observer to escape in their dreams. Travelling, getting out of India become nearly surreal experiences. The 'Dominus Aeris' series also uses the same playful imagery that became Thukral & Tagra's trademark. 'Wonder Woman II' uses pop culture references in a smart way in order to communicate their emotions and ideas to a conservative Indian society.



Priveekollektie will take part in the *Conversation Piece* special exhibition during artgenève (booth P03) and present the contemporary still life 'Tafelgenoten' by Carolina Wilcke (Leiden, The Netherlands 1980). This installation comprises many different elements. "Unique individuals make a company on the table, just like the company at the table. Differences of color, material, skin, size and shape, but still a group." This piece not only raises a conversation among observers, but a dialogue is also established between the different elements of 'Tafelgenoten'. This award-winning piece fits the *Conversation Piece* theme in a fresh way by bringing a different approach to this concept.

We will be pleased to welcome you at artgenève, booth G06. You can also check works by our artists and designers at the UBS Lounge (booth T01) and the *Conversation Piece* exhibition (booth P03).

For more information visit www.artgeneve.ch/en/.

Priveekollektie Contemporary Art | Design

Pelsestraat 13 | 5256 AT Heusden aan de Maas, The Netherlands
+31(0) 416 85 84 24 | priveekollektie.com

For more information, interviews or press queries, please contact Khaoula Ouerfelli, press@priveekollektie.com.

Artgenève

Rue Francois-Peyrot, 30
1218 Le Grand-Saconnex/GE
Switzerland

Opening days and times

January 29th | Preview evening: 5-10 pm (presentation of a VIP pass or a preview invitation)
January 30th-February 02nd | Open daily between 12am and 8pm

Priveekollektie Contemporary Art | Design will also be participating in:

- **Thukral & Tagra solo exhibition** January 18th-February 16th 2014
- **Art14 London** February 28th-March 02nd 2014 (booth F3)
- **PAD Paris** March 27th-30th 2014