

*Press release*  
*July 23, 2018*

***IT'S NOT ABOUT THE SIZE***  
**MAISON D'ART BERNARD ANTHONIOZ, NOGENT-SUR-MARNE**  
**FROM SEPTEMBER 13 TO DECEMBER 16, 2018**

From September 13 to December 16, 2018, in the framework of its graphic art season, the Maison d'Art Bernard Anthonioz of Nogent-sur-Marne is happy to present *It's not about the size*, an exhibition curated by the duo François Havegeer & Sacha Léopold (Syndicat) and Quentin Schmerber, with a scenography of the designer Pernelle Poyet.



For a long time, the interest for graphic design has remained solely focused on poster, which was its most characteristic product and allowed big format like 4x3m, Decaux, 80x120cm... The formal likeness of this medium with paintings along with the tradition of biennales and contests encourage their spectacular dimension at the detriment of other less impressive graphic objects like invitations, flyers, ephemera, bookmarks, business cards... because of their smaller format, printing technique and intended uses. However, for graphic artists, posters used to coexist (and still do) with other types of graphic objects.

After several economic crises, the conditions of production changed. Economic constraints heavily weighted on backers and brought a new approach of graphic arts along with new modes of exposure and diffusion as new fields were found to develop graphic creation.

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Jonathan Monk, Ryan Gander and Europa, Jan en Randoald.

**Making a radical proposal, the curators and designer of the exhibition have remodeled the Maison d'Art Bernard Anthonioz in order to turn it into a hybrid space, between library and archives, and give a taste of the future collection of small graphic objects which, started for the exhibition, is meant to grow and travel.** The exhibition will be showcased at the École supérieure d'art of Cambrai at the beginning of 2019 as well as in other art schools and cultural sites in France and abroad.

**A selection of about a thousand objects gathers the little known or exclusive commissioned works and personal productions of international graphic designers like Åbåke (EN), Ines Cox (B), Ed Fella (US), Grapus (FR), Karel Martens (NL), Mevis & Van Deursen (NL), M/M (Paris) (FR), Fanette Mellier (FR), Jonathan Monk (GER), Karl Nawrot (FR), Node Berlin (GER), Adrian Piper (US), Mathias Schweizer (CH), Frédéric Teschner (FR), Vier5 (GER), Yonatan Vinitzky (PL)...**

The exhibition wishes to propose another point of view on contemporary graphic design, in which the quality of the object would no longer be (only) defined by its format and medium but also by the ingenuity of its form, craft, materials, prior experimentations and intended uses. In this approach, these objects are worth just as much as posters no matter how little and modest they are.

***The Maison d'Art Bernard Anthonioz is part of the Fondation Nationale des Arts Graphiques et Plastiques.***

## **About the curators**

### **François Havegeer & Sacha Léopold - Syndicat**

François Havegeer and Sacha Léopold, born respectively in 1987 and 1986, have worked in Paris under the name “Syndicat” since 2012. These two graphic designers founded the publishing house Empire along with Kévin Lartaud in 2016. They republished the NASA Graphics Standards Manual (2016) and collaborated with artist Yonatan Vinitzky on *The middle of the world* book (2017). Since October 2017, they have published the bimonthly magazine *Faire*, a critical and analytical review of the various forms and activities related to graphic arts. They also curated exhibitions like *Monozukuri: formes d'impression* (2012), *Monozukuri: façons et surfaces d'impression* (2013), *Grapus, exposition sur un collectif de graphistes* (Esad Amiens, 2015) and participated in exhibitions like *Les Magiciens de la terre, retour sur une exposition légendaire* (Centre Pompidou, 2014), *L'usage des formes* (Palais de Tokyo, 2015) and *Ne te retourne pas* (MABA, 2016).

### **Quentin Schmerber**

Quentin Schmerber is a graphic designer and typographer born in 1990. After obtaining a first diploma in graphic communication at the École supérieure des arts décoratifs of Strasbourg, he studied graphic design and typeface design (post-graduation in “Typography & language”) at the École supérieure d'art et de design of Amiens. He left the school with the *Temeraire*, a typo inspired from the vernacular English letter rewarded in several contests like the Club des Directeurs Artistiques and the Typeface Publishing Incentive Program. Regular contributor of the typographic news website *Pointtypo*, he has collaborated with several French studios (Building Paris, Syndicat, Pilote...). He also directed the French translation of the NASA and IBM Graphics Standards Manual republished by Empire along with the documentary *Graphic Means: A History of Graphic Design Production* by Briar Levit (2017). He has been working with the team of Production Type since 2016.

## **About the exhibition designer**

### **Pernelle Poyet**

Born in 1990, Pernelle Poyet lives and works in Paris. After two years in “classes préparatoires aux Grandes Écoles” and at the École normale supérieure Paris-Saclay of Cachan in design specialty, she graduated *cum laude* from ENSCI–Les Ateliers in 2015. At the 2016 Design Parade of the Villa Noailles, she received the jury award under the direction of Max Lamb as well as the audience award for her project *Alphabet*. With these awards, she was also granted a residency at the Centre international de recherche sur le verre et les arts plastiques (CIRVA) in Marseille and at the Manufacture nationale de Sèvres - Cité de la céramique. Since 2016, she has designed objects as well as exhibitions as a freelance designer, in the continuation of the work she started with *Alphabet*, yet with a special focus on the question of language, matter-color, the various steps of a design project -from 2D drawing to volume- and the renewal of handmade traditional production techniques.

### **To be published:**

#### ***Ce n'est pas la taille qui compte***

Digital edition

Art Book Magazine / ABM Distribution, September 2018

<http://abm-distribution.com/blog/category/editeurs/fnagp/>

**Exhibition from September 13 to December 16, 2018**

**Curators:** François Havegeer & Sacha Léopold (Syndicat) and Quentin Schmerber

**Exhibition designer:** Pernelle Poyet

**Wednesday, September 12**

**Press visit at 3pm** – car pick-up at 2:30pm on Place de la Nation

Opening from 6pm to 9:30pm – shuttle leaving at 6pm from Place de la Nation

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Open to the public on weekdays from 1pm to 6pm

Saturdays and Sundays from 12pm to 6pm

Closed on Tuesdays and public holidays

Free entrance

**Access**

RER A: Nogent-sur-Marne then bus 114 or 210, stop at Sous-préfecture

RER E: Nogent-Le Perreux then direction Tribunal d'instance

Metro line 1: Château de Vincennes then bus 114 or 210, stop at Sous-préfecture

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*Visuals available on request*

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L'oeil

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