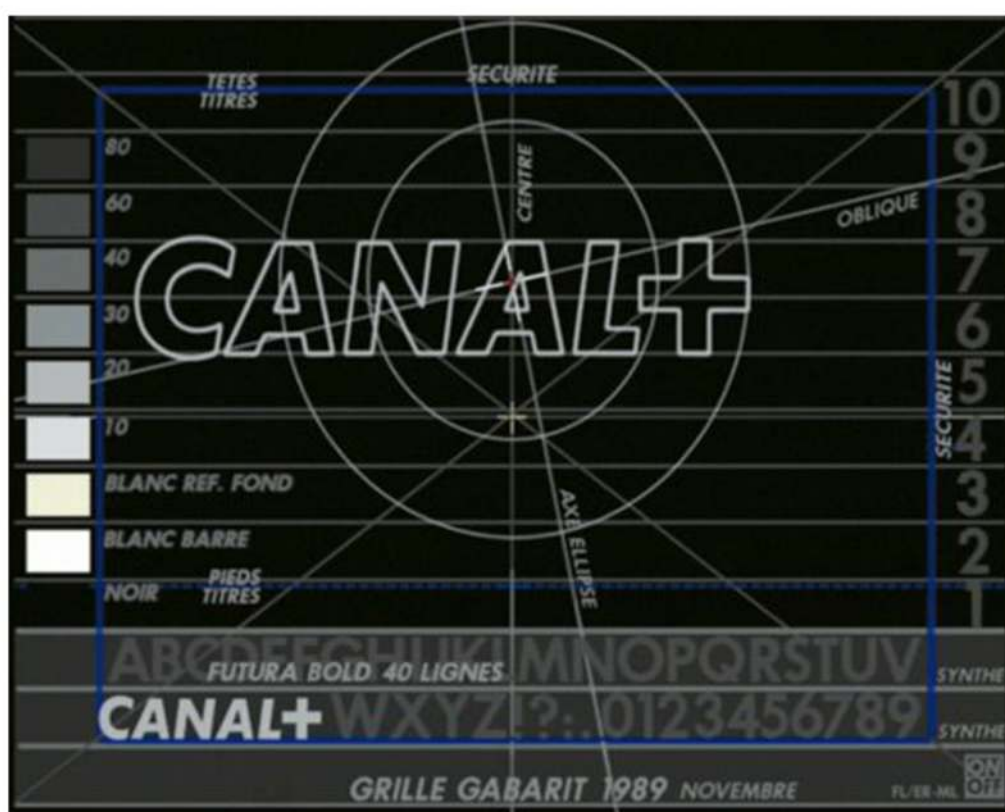


# Etienne Robial

## *Etienne au carré*

From September 5 to December 15, 2019

Etienne Robial  
Template grid November 1989  
for the CANAL+ logo, 1989  
FNAC Collection  
Centre national des arts plastiques,  
France



In the framework of a season dedicated to graphic design, the MABA is pleased to present, from September 5 to December 15 2019, an exhibition of Etienne Robial's work curated by Etienne Hervy. A chance to look back at a personality who embraces creative fields as diverse as editing, cartoon, music... and teaching, a great protagonist of counterculture and, before all, a major contributor to the French TV visual layout. In an original scenography especially conceived for the exhibition, the show is based on the principle of grid and format.

**Exhibition from September 5 to December 15, 2019**

**Curator: Etienne Hervy**

**Wednesday, September 4**

Press visit at 3pm  
(shuttle departing at 2:30pm from Paris, Place de la Nation)  
Opening from 6pm to 9:30pm  
(shuttle departing at 6pm from Paris, Place de la Nation)

**Around the exhibition:**

**Sunday, September 29**

11am: Discovery coffee

**Monday, October 21**

10am-5pm: Creative workshop

**Monday, November 18**

2:30pm: Discovery coffee

**Saturday, November 30**

4pm: Encounter with Etienne Robial

**Wednesday, December 4**

3pm: Small tour (for children)

**Other events:**

**Saturday, September 7**

**& Sunday, September 8**

4pm-9pm: *Les Siestes*, bold music festival

**Saturday, September 21**

**& Sunday, September 22**

12pm-6pm: *Journées européennes du patrimoine*

**Sunday, October 6**

3pm: *Jardins ouverts, Les ouvreuses*

by the C<sup>e</sup> Les Anthropologues

**To be published:**

*Etienne au carré*

Digital print

Art Book Magazine/ABM Distribution,

September 2019

**MABA**

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**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

**Open to the public**

On weekdays from 1pm to 6pm

On Saturday and Sunday from 12pm to 6pm

Closed on Tuesday and public holidays

**Free admission**

*The MABA is part of the Fondation des Artistes*

© Etienne Robial

Etienne Robial is all together a graphic designer, an editor, a collector, a teacher, an artistic director, a former bookseller, and the co-founder of the *Festival international de la bande dessinée d'Angoulême...* To take the measure of the singularity of this artist, it is enough to say that, although a French graphic designer, he doesn't make poster or image, works with television and mass medias, and did not train in decorative arts but fine arts, and then at the applied arts school of Vevey.

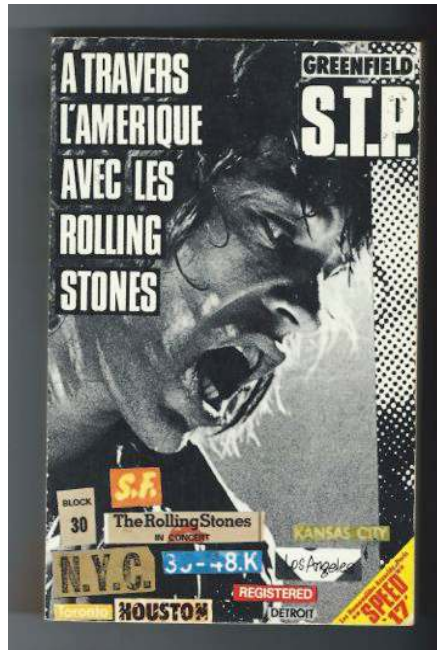
Following in the avant-garde masters' footsteps and sharing their pioneer vision, Etienne Robial was also close to the French punk movement and saw the emergence of the national counterculture.

This background –paradoxically?– led him to bring to the institutional framework a taste for formats and proportions defined by regulatory layout, the mechanics of orthogonal shapes, and real colors arranged in primary compositions, as well as a hatred for accentuated capital letters, indicative of a fondness for writing styles he unearths or invents himself.

One should add his peculiar knowledge of printing and poster technique and a joint visual and manual approach that brings about a rigor and precision in many ways preferable to transfixed perfection. Everything but the anecdotal.

Full of these considerations for his own abstract world, the designer works as an artistic direction and does his best to address the concrete requests of those who turn to him and commission projects in full ignorance of the visual matter.

The result is an applied art in all the nobility of the term, as well as a style the MABA intends to explore and exhibit next September. Visitors will have the chance to observe the effects of moving these objects around in the art center.



*This exhibition is supported by the Centre national des arts plastiques, France.*



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