

# **ALICEGAVINSERVICES™**

**From September 14 to December 17, 2023**

**ALICEGAVINSERVICES™**  
© Léonard Méchineau  
Courtesy of the artist



**This autumn, as part of its graphic design season, the MABA is happy to present an exhibition dedicated to ALICEGAVINSERVICES™, from September 14 to December 17. Graphic designer and artistic director Alice Gavin has developed a unique vision of the possible forms of contemporary artistic direction.**



**Exhibition from September 14  
to December 17, 2023**

**Wednesday, September 13**

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

*Press visit and opening coupled with those of the exhibition  
of Simone Prouvé, De fil et de lumière, presented at the  
Maison nationale des artistes from September 14 to  
December 31, 2023.*

**To be published:**

ALICEGAVINSERVICES™  
Digital edition  
September 2023

**MABA**

16, rue Charles VII  
94130 Nogent-sur-Marne, France  
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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  
**Vélib'** n° 4130

**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*

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*Visuals available on request*

This questioning around the definition of artistic and creative direction, the role of the designer and the status of author and artist developed in the exhibition is the occasion to present a **selection of recent works highlighting the team works carried out around Alice Gavin**. The audience is also invited to «try» an **experimental typographical form**, created in collaboration with object designer **Alexandra Gerber** -an exclusive furniture in the form of a bench for 6 people-, which reminds us that the image often comes out of its frame.

**The exhibition gathers different creative fields:**

**editorial collaborations** with *Novembre Magazine*, *JBE Books*, or *HEAD Geneva*; -printed or digital- **communication material** designed with cultural institutions (Lafayette Anticipations, Jewish Museum of Belgium, The Community, Villa Arson...), and with artists (Martin Margiela, Marguerite Humeau, Jean-Marie Appriou, Cosha, Roni, Marvin M'Toumo, Morgane Ortin, (LA)HORDE)...; up to **recent productions in photo and video direction** (with Boris Camaca, Léonard Méchineau, Harley Weir, Lætitia Gimenez or with Salomé Poloudenny), created during her residency at the National Ballet of Marseille as an associate artist.

During this residency, Alice Gavin was able to experiment within the institution the most relevant ways of sharing a contemporary heritage in an ever-expanding world saturated with images, that of the Internet, where each of us can now create his/her own personal archive and practice the «Do It Yourself».

**Fond of misusing conventional graphic design codes**, Alice Gavin has always maintained great freedom in her production of images intended for the communication of her various clients (cultural institutions, fashion brands, musicians), while gradually bringing her practice towards that of **image director**.

Between materializing the images created and identifying the status of the artistic director, **the author thus opens new fields of experimentation and research**, offering the exhibition visitors a stroll through her various visual worlds.

**Alice Gavin**, born in 1987, lives and works in Paris.

She studied at the Haute école des arts du Rhin (HEAR)-Strasbourg and continued her education in London alongside art director Yorgo Tloupas and fashion photographer Nick Knight at SHOWstudio. She co-founded the graphic design studio Groupe CCC (2010-2018) and the project space 22RUEMULLER (2011-2019) before creating her own studio ALICEGAVINSERVICES™ in 2019. She regularly speaks at the École Duperré in Fashion-Major editorial media image. Her projects are published in *Novembre Magazine*, *It's Nice That*, *Étapes*, *Temple*, *Re-edition*, *A Magazine Curated by*, *AnOther Magazine*, and broadcast by *\*Duuu Radio*.

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