

PRESS RELEASE

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YOAN MUDRY

THE FUTURE IS WILD

24, RUE DU VIEUX-BILLARD

OPENING ON 23.03 – 18H

« *What happens after Disney will be decided by the social practice of the peoples seeking emancipation. It is for the vanguard organized in political parties to pick up this experience and allow it to find its full human expression.* »
Ariel Dorfman and Armand Mattelart, *How to Read Donald Duck*, I.G Editions, 1991

Art Bärtschi & Cie is pleased to present, for the first time at the gallery with the exhibition *The Future Is Wild*, the work of the young Swiss artist **Yoan Mudry**.

The artist has intentionally chosen Art Bärtschi & Cie's Showroom, a functional and exhibition space located behind the gallery's offices, to display his latest work. Yoan Mudry uses this space with its permeable conceptual boundaries to construct his artistic program. His installation thus brings about a change of scenery: by freezing the pairs of shoes activated in the Crosnier Room on their corresponding boxes in the gallery space, the exhibition itself is presented as a performative act. By multiplying the signs on the boxes, the artist replayed the cognitive presence of the logos and this device mixes exhibition object and consumer object. By multiplying the "marks" on the shoe boxes and keeping a typography already installed in our cognitive field but changing the semantic content to refer to the artist himself and his work, Yoan Mudry operates a repetition of artistic codes to highlight the exhibition object.

The only painting exhibited, *The Future is Wild*, also reminds us that presence is a performance: by constantly replaying the codes of presentation, the artist represents the act of the exhibition as an act that takes place at the very moment it is expressed. Thus, like a performative linguistic act, it is at the moment of the enunciation of the exhibition that the paradox takes shape: the shoes that no longer work, the image on the flyer of a past exhibition that illustrates the current one, the inscription on the painting used to name another production (*Loops* is the title of an edition made by the artist published on the occasion of this exhibition): all these elements participate in the exhibition in disguised form. By playing with these cross-references, the artist gives substance to a meaningful structure: in the end, the exhibition becomes a constantly replayed act and meaning is constructed through repeated shifting. There is no narrative discourse: everything is engulfed in a repetition of performative acts and each recontextualized sign thus becomes a remnant of a global discourse.

Yoan Mudry (1990) was born in Lausanne, Switzerland. He holds a Bachelor's degree in Visual Arts and a Master's degree in Workmaster from the Geneva University of Art and Design. He has presented his work in solo exhibitions at the Salle Crosnier in 2017 in Geneva, at the Kadel Wilborn Gallery in Düsseldorf in 2015, and at Marbiers 4 in Geneva in 2013. In 2016, he is the winner of the Bourses de la ville de Genève, which allows him to exhibit his work at the city's contemporary art centre. In 2016, he won the Kiefer Hablitzel Prize in Basel. He is the winner of two prizes in 2014: the New Heads Prize, Fondation BNP Parisbas, which followed the exhibition Socle(s) at the Live in Your Head space, and the Neumann Prize of the City of Geneva. In 2013, he won the City of Geneva Artist's Studio at the WFAC. Since 2015, he has held a curatorial position at the independent art space Zabriski Point, in collaboration with Roxane Bovet and Laure Marville, in Geneva. He has also collaborated on several editions, notably with the Clinamen publishing house in Geneva, as well as with *Economie Libidinale* in 2013.

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