

Press release

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BFAS
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exposition / exhibition
JEU-VEN / THU-FRI 14h-18h30
SAM / SRT 11h-17h

bureaux / offices
LUN-VEN / MON-FRI 9h-12h30
14h-18h30

Press release

On 24 May 2007, at the upcoming opening of the "QuARTier des Bains" in Geneva, BFAS Blondeau Fine Art Services will have the pleasure of presenting, on its premises at 5, rue de la Muse and in cooperation with Metro Pictures Gallery, New York, an exhibition by the American artist Louise Lawler entitled *Louise Lawler: The Tremaine Pictures 1984-2007*.

Born in 1947 in Bronxville/NY, Louise Lawler lives and works in Brooklyn. A member of the Appropriationist Movement (alongside figures such as Richard Prince, Cindy Sherman, Sherrie Levine, Jenny Holzer and Barbara Kruger), Louise Lawler began her career in the late nineteen-seventies. Photographing works of art, she repositions them by examining both the way in which the public reacts to such works and the place that they occupy in the spatial, social or economic environment. She therefore plays on the contrast between the way that a work of art is conventionally represented and the detail of its presentation. She often focuses less on the work than on its immediate surroundings. This in turn affects our perception of the work, which comes to be defined less by its putative 'essence' and more by the context in which it is seen: the collector's apartment, the museum or the auction house. Over and beyond the issues of representation that her photographs seek to illustrate, Lawler's work is also that of a visual artist researching space and light to exquisite effect.

We are especially happy to devote a first exhibition to the complete *Tremaine Pictures* series. For this exhibition, we have assembled 26 photographs (color and black & white) produced between 1984 and 2007, all of them representing works of art that belonged to the collection of Mr. and Mrs. Burton Tremaine. The Tremaine brought a well-informed and visionary eye to their collecting between 1945 and 1970. They built a group of over 400 major works including the excellence of American Abstract Expressionism and Pop Art (Warhol, Pollock, Mondrian, Jasper Johns, Rauschenberg ...). In 1984, Louise Lawler met Burton and Emily Tremaine and photographed their remarkable collection *in situ*, in their residences in New York and in Connecticut. Later, she will photograph the same works exhibited in a museum, in 1984, and then, in 1988 and 1991, hung in auction houses.

Louise Lawler's work has been widely showcased at major solo exhibitions in Europe and the US and the public is able to see her photographs in important art institutions such as the Museum of Contemporary Art of Chicago and Los Angeles, the Museum of Modern Art and the Whitney Museum in New York, the Centre Georges Pompidou in Paris or the Sprengel Museum of Hannover.

To coincide with the exhibition, we are publishing a 94 pages catalogue reproducing the complete series and enriched by two essays written by Andrea Miller-Keller and Stephen Melville.

BFAS Blondeau Fine Arts Services moved to 5, rue de la Muse in Geneva in 2000. As a consultancy firm dealing with painting, drawing and sculpture from 1820 to now, BFAS Blondeau Fine Arts Services proposes major works to collectors and institutions in Europe and in the United States. The company benefits from an art library of 10 000 titles. Wishing to share its vision of contemporary and emerging art, BFAS Blondeau Fine Arts Services devotes its space called **5, rue de la Muse** to regular exhibitions. Among other artists, Alex Brown, Dan McCarthy, Raymond Pettibon, Jerry Phillips or Jim Shaw have been exhibited in the past.

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