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## **Joanie Lemerancier Selected to Partner with Barneys New York on Holiday 2013: “A New York Holiday”**

November 20<sup>th</sup>, 2013 (NEW YORK, NY) — This holiday season, French visual artist Joanie Lemerancier will collaborate with Barneys New York on designs for the luxury specialty retailer’s iconic holiday window displays and first-ever immersive gallery experience at the Madison Avenue flagship location, both of which will be featured as a part of the luxury retailer’s holiday program: “A New York Holiday.”

Taking inspiration from New York City, “the city that never sleeps,” and his native Paris, France, “the city of light,” artist Joanie Lemerancier conceived of three custom window installations in collaboration with fellow visual artists Davy McGuire and Boris Edelstein. In conjunction with the holiday windows, Lemerancier collaborated with Barneys New York Creative Director Dennis Freedman and Shawn “JAY Z” Carter to design the *BNY SCC Gallery*, an immersive space on the third-floor of the Madison Avenue flagship. The *BNY SCC Gallery* will feature limited edition product from the collaboration. Both projects will be unveiled to the public on November 20, 2013, and on view through January 3<sup>rd</sup>, 2014.

For Lemerancier, the physical phenomena of light is a medium. Drawn from science fiction films, modernist architecture, and the organic geometries of crystal and rock formations, the forms in the windows are duplicitous. By day, paper and glass create precise sculptural geometries; when darkened, the forms are activated by projection mapping, LEDs, and computer vision; each window pulsating at its own frequency.

To achieve his large-scale installations, French digital and sculptural artist Lemerancier often works collaboratively. The Barneys New York holiday windows were inspired by the work of fellow artists Kyle McDonald, Davy McGuire, and Boris Edelstein, each of whom became collaborators on the project, directing one of the three windows. Lemerancier’s artistic direction united their efforts into a vision of what is beneath and beyond the city’s skyscrapers.

Davy McGuire created the first chapter in his signature style, which marries paper craft, projection mapping and 3D animation. “Floating City” creates an anonymous yet iconic skyline that harkens back to science fiction films like *Metropolis*, *Dark City*, and *2001: A Space Odyssey*. The city is illuminated, and sentient. Floating against a dark, star-speckled sky is a mysterious cityscape. Shooting stars and passing moons illuminate the skyline until it’s struck, sending a throb of light through the tesseræ of its face.

“Reflections” is the city’s foundation, constructed from a parametric crystalline structure designed by Kyle McDonald. The second chapter of the triptych pulls back from the city’s high-rises to show the rock radiating energy. Mimicking a crystal, the crenulated surface absorbs light and refracts it into exploding cosmic patterns on the surrounding surfaces’. As the light source shifts, the form’s structure and visual output are altered. Nothing is as simple or static as it seems.

Zooming in to the molecular level, the atomic structure is made visible in the final chapter with Boris Edelstein. “City Lights” comprises the basic unit of the windows’ forms and sounds, but the smallest scale contains systems as complex as entire worlds. Planes of the object are illuminated with LED lights while energy crescendos into flashes within the object; it’s alive with rhythms distinct from “Floating City” and “Reflections.” “City Lights” is the speck of dust, and it is the city, and it is the Cosmos.

The *BNY SCC Gallery* on the Barneys New York third floor ascends through these parallel energies. A film conceived by Romain Tardy and Joanie Lemerrier, and co-directed by Tardy with David Terranova, tracks a journey out of the underground, through the city, and to the cosmos. As the environment’s scale changes, so does perception; the city appears alternately vivid and disorienting. At the top, the journey’s chaos dissolves into an awakening of perspective. Visuals surround the shop, projected onto a 360-degree environment with sound design by Thomas Vaquié to create the first immersive retail environment of its kind, and will display a collection of limited edition products from “A New York Holiday.”

### **About Joanie Lemerrier**

Joanie Lemerrier is a French artist primarily focused on projections of light in space and its influence on our perception. Lemerrier was introduced to creating art on a computer at age five by attending classes on pattern design for fabrics taught by his mother. The threads of his early education grounded his interest in physical structures: geometry, patterns, and minimalist forms. As Lemerrier’s work evolved, he began to play with these concrete structures through the physics and philosophy of how light can be used to manipulate perceived reality.

Since 2008, Lemerrier has worked on the stage design for festivals such as Mutek (Montreal, Mexico) and worked alongside artists such as Flying Lotus (special show at the Roundhouse London), and with Portishead’s Adrian Utley (as part of the cultural Olympiads, London 2012), and architectural projections all around the world.

In 2010, Lemerrier turned his focus on installations and gallery work, and exhibited at China Museum of Digital Art, (Beijing), Art Basel Miami and Sundance film festival 2013.

In 2013, Lemerrier founded a creative studio in NYC, focused on research and development of artworks and experiments that use projected light in space.

He is represented by Muriel Guepin Gallery in New York City.

### **About Kyle McDonald**

Kyle McDonald is a media artist who works with code, with a background in philosophy and computer science. McDonald's work ranges from hyper-formal glitch experiments to tactical and interrogative installations and performance. He has been Guest Researcher in residence at the Yamaguchi Center for Arts and Media, Japan; a fellow at the STUDIO for Creative Inquiry at Carnegie Mellon University; and is currently teaching at NYU's Interactive Telecommunications Program.

### **About Davy McGuire**

Working often in collaboration with his wife, Kristin McGuire, Davy McGuire's artwork incorporates paper craft, light projection, animation, theatre, film, and projection mapping. Winner of The 2013 Oxford Samuel Beckett Theatre Trust Award, McGuire's work includes *The Icebook*, the world's first projection mapped pop up book--a miniature theatre made of paper and projected light, and a stage adaptation of *Howl's Moving Castle* presented at the Southwark Playhouse in London. This year Davy directed *The Paper Architect* a theatre production for the Barbican, an advertisement for Elle China's 25th anniversary and created an animated installation for Courvoisier that was displayed at Harrods.

### **About Boris Edelstein**

Geneva, Switzerland-based artist Boris Edelstein has been exploring the live video medium since the mid 90's. He is the co-creator of the computer based real time video softwares Modul8 and MadMapper. Boris is the co-founder of Reversehead artist booking agency and the Mapping Festival in Geneva, a showcase of video based performances, exhibition and workshops.

### **About Romain Tardy**

Romain Tardy is a visual artist and director, specializing in non-standard formats and immersive displays. With a background in fine arts and graphic design, a recurring theme in his work is the relationship between the virtual and the actual, and how they interact together. He is also a pioneer in projection mapping, and author of the first permanent mapping installation *O (Omicron)* in a UNESCO site (the concrete dome of Hala Stulecia in Wroclaw, Poland). His site-specific projects have been exhibited in more than 15 countries worldwide, including Sweden, Japan, South Korea, Czech Republic, China, France, Mexico, and Cuba.

### **About David Terranova**

David Terranova is a multi-disciplinary audio-visual artist. He is known for experimental fashion videos, documentaries and music videos, as well as creating visuals for a range of electronic musicians' live shows, including Depeche Mode and Nicolas Jaar.

### **About Thomas Vaquié**

With a strong sense of composition and narrative, musician and composer Thomas Vaquié dedicates most of his time to composing music and sound design for moving image, in particular for cinema and documentary projects. Over the last few years, he has specialized in music experimentation for audiovisual work.

About Barneys New York

**About Barneys New York**

BARNEYS NEW YORK (Barneys) is a luxury specialty retailer renowned for having the most discerning edit from the world's top designers, including women's and men's ready-to-wear, accessories, shoes, jewelry, cosmetics, fragrances, and gifts for the home. Barneys' signature sense of wit and style is manifested in its creative advertising campaigns, original holiday themes, and celebrated window displays. Founded as a men's retailer in 1923 in downtown Manhattan, it became an international arbiter of high style for both women and men in the 1970s, renowned for discovering and developing new and innovative design talent. Today, Barneys New York operates flagship stores in New York City, Beverly Hills, Chicago, Seattle, Boston, San Francisco, Las Vegas, Los Angeles and Scottsdale along with a preeminent luxury online store, Barneys.com, as well as 25 other stores and outlets across the United States. For more information about Barneys New York, please visit [www.Barneys.com](http://www.Barneys.com) and explore its luxury content site, *The Window*, for an insider's look into the Barneys world: a behind-the-scenes visit with exciting designers, fashion, events, and the Barneys team.

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