

Less is More Projects
presents
Mind the Gap

Chic Art Fair
[Booth A23]
October 22 — 25, 2010
Vernissage and professional preview October 21, 2010
Cité du Design
34, quai d'Austerlitz
Paris 13

For Chic Art Fair *Less is More Projects* presents a group show that pays homage to what Brian O'Doherty called "this unshadowed, white, clean, artificial, space devoted to the technology of esthetics" in his essay *Notes on the gallery space*, published in *Artforum* in 1976.

Is the white cube still reactionary ?

"Some of the sanctity of the church, the formality of the courtroom, the mystique of the experimental laboratory joins with chic design to produce a unique chamber of esthetics."

"A gallery is constructed along laws as rigorous as those for building a medieval church. The outside world must not come in [...]. Walls are painted white. The ceiling becomes the source of light [...]. The art is free, as the saying used to go, "to take on its own life." The discreet desk may be the only piece of furniture. In this context a standing ashtray becomes almost a sacred object, just as the firehose in a modern museum looks not like a firehose but an esthetic conundrum. [...] Unshadowed, white, clean, artificial, the [gallery] space is devoted to the technology of esthetics."

Brian O'Doherty, *Inside the White Cube: The Ideology of the Gallery Space*, University of California Press, 2000.

Artists

**Phil Ashcroft, Michel Boubon, Alberto Brusamolino, Paolo Giardi, Marc Antoine Léval,
Landon Metz, James Moss, Guillaume Paris and RYCA.**

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About Less is More Projects

Less is More Projects is an office space, a future looking glass door, a form of intervention, initiated at the end of 2009 and run by artists Alberto Brusamolino and Michel Boubon with the worthy collaboration of an old friend, artist and shadow consultant Paolo Giardi.

Without a permanent physical space and based in Paris, *Less is More Projects* is not representing any artist but creates exhibitions and situations out of the walls of its office. The event appears and disappears, it's everywhere and nowhere at the same time. We would like to suggest a new approach of art production, presentation and consumption, another way to do and to show.

First stage of this adventure was the launch of *Less is More Projects* at *Slick 09 Art Fair* in Paris with "Wish You Were Here" as the inaugural exhibition. December 2009, *Less is More Projects* launched the editions section presenting its first limited edition prints by artist Paolo Giardi.

For *Chic Dessin 2010*, *Less is More Projects* presented "The Collection of the late Mister X, or the advantages of being a collector". Alongside the interior decoration and furniture, the selected artworks transformed the space into a domestic ambience; a room in the apartment of the mysterious collector, Mister X. Visitors were invited to share, to learn and to see the privacy of collecting through the eyes of a collector.

From May 2010, "I Like Your Work" is year long programme of one work, one artist, small scale curated exhibitions presented every two months as an event both online and in our office space.

Less is More Projects continues to develop exhibition projects and events with international artists, trying to find a specific space for each project.

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www.chic-artfair.com