

MAISONNEUVE

24-32 r des amandiers f-75020 paris t/f +33 1 4366 2399
mar.-sam. 14h-19h métro père lachaise cinquième étage
www.galerie-maisonneuve.com contact@galerie-maisonneuve.com

Jota CASTRO

LOVEHOTEL

A Hotel Room to visit for 50 days, for rent for 50 Nights.

5 April – 30 juin 2003 * private view Saturday 5 April, from 6 pm*****

LOVEHOTEL exhibition open for public, & hotel room (reservation by night).

For his first solo exhibition in Paris, Jota Castro has chosen to bring to life, at the Galerie Maisonneuve, a project first conceived in 1998, centering around the model of the Love hotels, omnipresent in Japan.

For the occasion of this exhibition, Galerie Maisonneuve, will exceptionally function 24H/24H, 50 days and 50 nights. During normal opening hours (Tuesday to Saturday 1pm - 5pm and by appointment) the gallery will be free to the public, after closing it transforms into a real hotel room, intimate and private, reserved for the future participants of the project.

Place for pleasure now regarded as an institution in Japan, the Love hotels have yet to see their like in Europe. Jota Castro is transposing this cultural model onto a Parisian space, Galerie Maisonneuve, dedicated to contemporary art, with a running programme of exhibitions, working in the model of a commercial gallery. The show revolves around the ideas of the practice of the art exhibition and what happens when it transforms into an economic exchange, that of a hotel room.

Individuals will be able to rent the gallery for the night, and so take an organic part in the show. Jota Castro invites the guests to leave a memory of their stay, a written trace, a sound recording, video, that could then become part of the exhibition.

This project also takes on a political dimension, referencing the proposition for new prostitution laws in France, by Sarkozy, the Minister of the French Home Office, and the debates in the French media over the phenomenon of "Porno chic", infiltrating a rather cold society. The exhibition discusses the recurring but always contemporary question of the place for sex (in our traditions, on the street) - without taking any particular view and without discrimination.

LOVEHOTEL daily events, free.

A series of free events will take place in the gallery, in collaboration with the erotic magazine Nudus. Daily events will include performances, readings, lectures, debates and live projections on the following themes: sex & art, pleasure, eroticism, pornography, laws & prostitution, identity and differing sexualities, etc.

Jota Castro has also selected other artists' work to be present in the show.

LOVEHOTEL general information.

The gallery will be transformed into a New York loft style hotel room, (70m² on the 5th floor with a view over the city), private and independent for the guest to do as he/she/they please. During the normal opening hours the public will also have free access to the content of the room, including: erotic library provided by the editions of La Musardine, a selection of videos, provided by Sexy center, broad band internet access with links to specific sites etc.

For those who wish to reserve the room for the night the tarif is 230 Euros including tax, for 2 people, for groups, price will be given after consulting the gallery.

Access to bar, shower, toilet. Parking space at 15 Rue Fernand Léger (around the corner from the building).

Reservations can be made through: lovehotel@saintmonday.net and by phone/fax +33 1 43 66 23 99.

After renting the room the guests will receive a signed certificate, of their stay at the Lovehotel, by the artist.

LOVEHOTEL information. Information and press dossier: contact@saintmonday.net

Jota CASTRO, born 1969 in Peru, lives and works in Brussels. Was first noticed with *his Survival Guide for the Demonstrations* in Brussels (2002), a manifesto for democracy and opposition. In 1999 he participated in the *ZAC99* at the Musée d'art Moderne de la ville de Paris/ ARC and thereafter in 2000 at the *Continental Shift*, Ludwig Forum (Aachen, Germany). In *Hardcore* at Palais de Tokyo, Paris, until 18th May 2003, Castro presents amongst other work "*A ne pas faire à la maison*" ("*What not to do at home*"), or "how to organise a kidnapping of the Minister of the Home Office". He has also been invited to the 50th Biennale of Venice (15 June - 2 November 2003).

Acknowledgments and Partners:

NUDUS, erotic magazine "art, sex et culture", partner for the events: nudus@noos.fr

LA MUSARDINE, Bookshop/ Publisher, 122 Rue du Chemin Vert 75011 Paris, <http://www.lamusardine.com>

TASCHEN, Bookstore 2, rue de Buci 75006 Paris <http://www.taschen.com>

Editions Philippe PICQUIER mas Vert 13200 ARLES 04 90 49 61 56

DEMONIA 10 Cité Joly 75011 Paris <http://www.demonia.com/>

SEXY CENTER sex-shop 98 rue saint-denis 75001 Paris

IMAMEDIA producer/editor of Porn films 52/53 rue béliard 75018 Paris <http://www.imamedia.fr/> 0153099525

Artistes de la galerie :

Patrick BERNIER • Rainer GANAHL • Jan KOPP • Martin LE CHEVALLIER • Olive MARTIN • Alexandre PERIGOT • Alberto SORBELLI • Lincoln TOBIER •