

# MAISONNEUVE

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## Martin LE CHEVALLIER

### *L'Audit*

Press release

6 September – 11 October 2008

Opening Saturday 6<sup>th</sup> September, 6 – 9 pm

In order to be sure of the relevance of his work and his chances of success, Martin Le Chevallier requested that a consulting firm subject him to an "artistic performance audit".

Therefore, a consultant evaluated his approach and measured his commercial and artistic opportunities in relation to what was offered by competitors. After having compared the age of the artist with his level of fame, the consultant finally assessed that continuing his activities could be appropriate, in terms of commercial and artistic viability. To do this, it would be necessary to adopt a wise artistic development strategy. Several strategies were then proposed; each one determined by aesthetic, conceptual, commercial, media related and interpersonal aspects. The artist made his choice and decided to respect the advice that he was given faithfully, in order to be sure of both posterity and of establishing himself perfectly within the market.

Initiated at the Ateliers de Rennes, the consulting process culminates in the *L' Audit* exhibition. There, in the same way the director of a company would, the visitor can go to the presentation of the conclusions reached by this audit. He attentively follows the dialectic curves of the business mind being applied to artistic activity.

By means of this project, Martin Le Chevallier wishes to pinpoint the convergences and contradictions between business logic and artistic approach. Which appreciable, poetic or conceptual dimensions cannot be subjected to economic pragmatism? Which success strategies are completely common to artists and companies?

Born in May 1968, Martin Le Chevallier has been developing work that takes a critical look at contemporary ideologies and myths since the end of the 1990's. Wilfully ironic, his creations loan our era the tools and processes that characterise it. Therefore, after having evoked dreams of social control via a video surveillance game, consumerist pathologies via a telephone vocal server, or safe utopia via an advertisement that presents what awaits us, he is currently striving to base these representations on interference with reality. So, this audit is taking place after ten years of research and artistic production. Applied to an artist confronted with the cruel challenge of Darwinian selection (How do you go from promising young artist status to confirmed international artist status?), this strategic examination constitutes a humorous solution to our desire to witness the emergence of the geniuses of tomorrow.

Martin Le Chevallier has participated to a numerous of group shows in France and abroad: Connivences (biennale de Lyon, 2001), Art & Economy (Deichtorhallen, Hambourg, 2002), Big Torino 2002 (biennale de Turin), Tutto Normale (Villa Médicis, Rome, 2002), Fundamentalisms of the New Order (Charlottenborg Exhibition Building, Copenhagen, 2002), Reactivate! (State Library of Victoria, Melbourne, 2004), Populism (Contemporary Art Center, Vilnius; National Museum of Art, Architecture and Design, Oslo; Stedelijk Museum, Amsterdam; Frankfurter Kunstverein, Frankfurt, 2005), Arrêté (Kunstraum, Vienne, 2005-2006), This is America (Centraal Museum, Utrecht, 2006), New Horizons (La Centrale Electrique, Bruxelles, Marco, Vigo, CRAC Alsace, Alkirch, 2007), Les ateliers de Rennes (biennale de Rennes, 2008), Niet Normaal (De Beurs van Berlage, Amsterdam, 2009-2010), etc.

The audit process was carried out with the assistance of the "ateliers de Rennes" (Rennes Biennial for contemporary art) and the Ministère de la Culture et de la Communication - Centre National des Arts Plastiques.

More information on [www.galerie-maisonneuve.com](http://www.galerie-maisonneuve.com) and [www.martinlechevallier.net](http://www.martinlechevallier.net)

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