

Opening  
spring 2019

FLUCTUART  
CENTRE D'ART URBAIN

**PRESS  
KIT**





# A PLACE FOR ART LIFE & CELEBRATION

**1<sup>ST</sup> URBAN ART CENTER  
IN THE HEART OF PARIS, PONT DES INVALIDES  
1000 M<sup>2</sup> THREE LEVEL PLATFORM  
FREE AND OPEN TO EVERYONE, ALL YEAR LONG**

**Fluctuart is the world very first floating, urban art centre. A unique place, open to all publics, curious, passionate, at the disposal of all actors of the urban art : artists, professionals and institutionals.**

Fluctuart promotes all trends of urban art, from the pioneers to contemporary artists, and emphasizes emerging, innovative practices.

Fluctuart is a lively, dynamic, evolving place. A place of creation, exhibiting, meeting and exchange, of inspiration and entertainment, harbouring a pool of cultural and artistic events. This new, floating art centre stands out thanks to its versatility, its structure and accessibility in order to showcase culture for everyone. Its 1000m<sup>2</sup> space, entirely transparent and fitted with three levels, will be located right under the Invalides bridge.

It is comprised of different volumes in order to welcome **temporary exhibitions**, a **permanent collection**, **in situ interventions**, a **specialised bookshop**, cultural events, **creative workshops**, and a **rooftop**, place for dialogue, greeting and sharing. Enriched with one-off artistic residencies, the centre will underline the participation of every member of the urban art scene taking part in the project, thanks to the presence of professionals of the artistic and cultural scene, well-known or emerging artists, and institutions. Its prime purpose is **to put art within everyone's reach**.

As part of a partnership with ICART, 1<sup>st</sup> European school for cultural management and art market, **numerous educational projects will be interacting with the programming and will involve its students.**

Two spaces, **bar & fooding**, will enliven the ship around parties, performances and art works.

## 3 QUESTIONS TO NICOLAS LAUGERO LASSERRE

### Artistic director & Fluctuart associate

*Interview with Nicolas Laugero Lasserre, art collector and urban art specialist, director of ICART (art market and cultural management school), and one of Fluctuart's three associates.*

#### **Street art museum projects and exhibitions are skyrocketing. What is Fluctuart's ambition ?**

Fluctuart reflects the artists it welcomes. Creative, open, committed and rooted in our age. For the first time in France, artists, amateurs and urban art lovers, as well as street art, post graffiti and urban cultures, will be meeting in one single art centre dedicated to this movement. Fluctuart's ambitions have three goals : the artists, the public and the outreach of urban art, here in France but also worldwide. What we want is to offer visitors a diverse point of view on urban art by exploiting the movement's every facet, through temporary, thematic, monographic exhibitions pacing seasons and presenting major artists through the permanent exhibition. Furthermore, the artists will have *carte blanche* to create *in situ* works in all spaces of the ship. The mediation and public education will be at the heart of our approach for accessibility, with workshops and guided tours. Fluctuart is, first and foremost, an always-evolving place, for art celebrating it, for discovery and meetings.

#### **Do you consider Paris as a major city for urban art ?**

No one doubts that. Paris is the world urban art capital city. Here, Shepard Fairey performs his biggest works, Banksy's never far either...And this liveliness exists at every level : the number of artists, projects, auctions and specialised galleries, here in Paris, is truly unique. Exhibitions are more attended than ever before. It's also the case more globally in the region of Ile-de-France. In 2016, for the Nuit Blanche, we inaugurated ART42, an urban art museum at the heart of the 42 school, founded by Xavier Niel. 150 art pieces from urban artists are exposed there. With more than 30.000 visitors, this place is a token of the movement's popularity. A prelude of what Fluctuart is to become.

#### **How to explain this collective passion for street art?**

This movement reconciliates art with its publics. Nowadays, we want to believe in the concept of an art for all – which doesn't mean mediocre art. The movement boasts heaps of very ambitious and talented artists, including conceptual performers. The quest for an art open to everyone is written in the movement's very DNA, thanks to artists who are committed and living in their time.

*Interview led by Sophie Pujas, cultural journalist at the Point*

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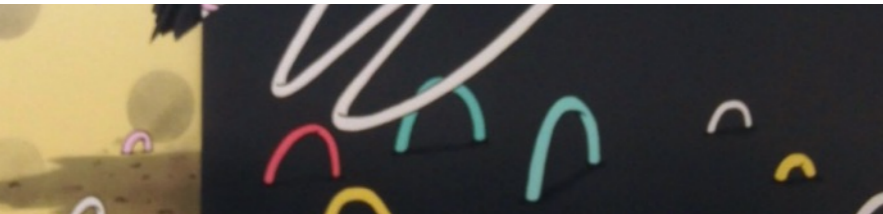


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# A NEW ICONIC PLACE IN PARIS

- 1** 2015 : meeting of the associates
- 2** March 14<sup>th</sup> 2016 : call to projects
- 3** 2016 : birth of an idea / innovative project
- 4** June 2016 : designing of the ship by Seine Design
- 5** June 2017 : Laureate, « Reinventer la Seine »
- 6** June 2018 : Shipyard construction in Dieppe
- 7** October 12<sup>th</sup> 2018 : boat launch
- 8** October 2018 : construction in Rouen
- 9** Decembre 2018 : arrival in Paris
- 10** February 2019 : interior design
- 11** March 2019 : arrival of the artists
- 12** Spring 2019 : public inauguration
- 13** ... Opening of the inaugural exhibition

## I. GENESIS OF THE PROJECT

### FLUCTUART, LAUREATE OF THE « RÉINVENTER LA SEINE » CALL PROJECTS

#### SITE : BRIDGE OF THE INVALIDES - PORT DU GROS CAILLOU - PARIS VII<sup>E</sup>

Fluctuart was thought for the call to projects “Reinventing the Seine”, and is located on the left bank of the river, as they are being redesigned for pedestrian access since 2012. A great place to fit a floating building.

#### « Reinventing the Seine »

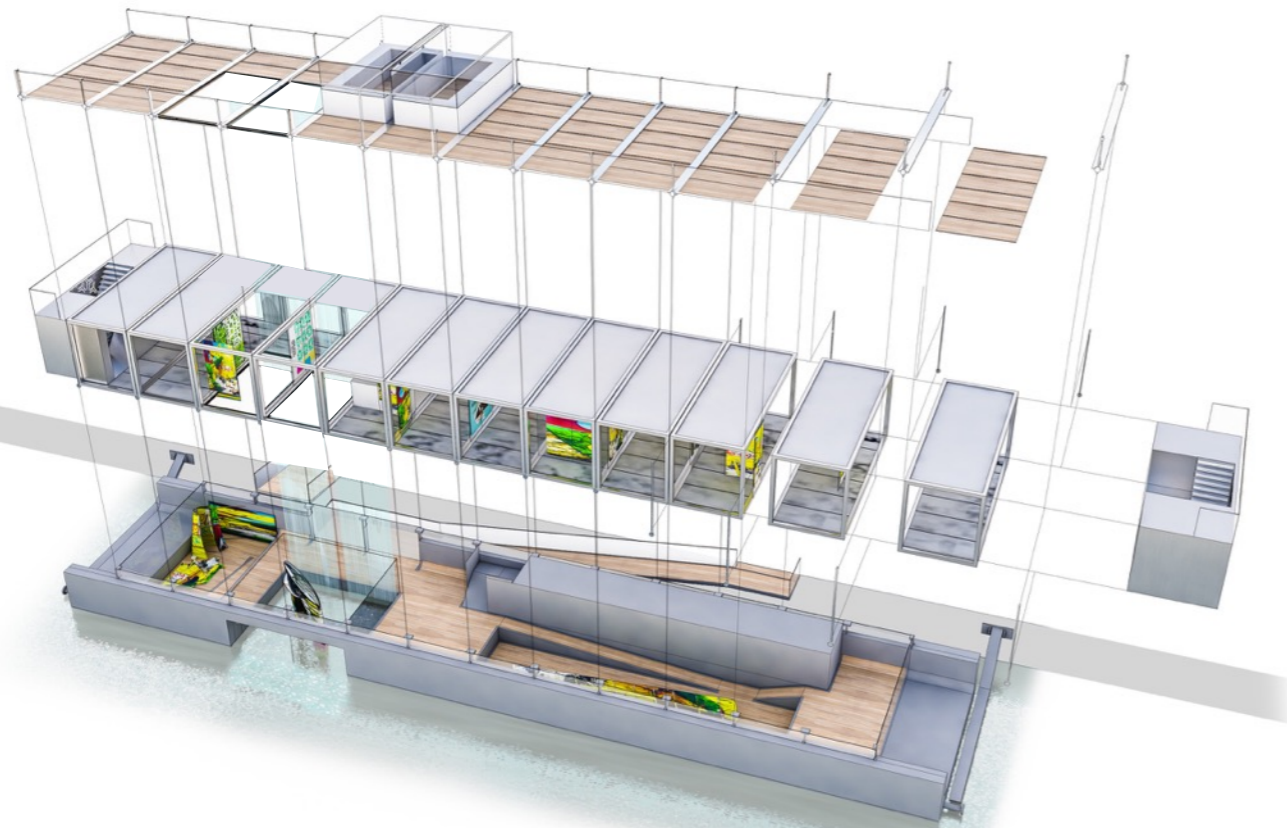
In order to contribute to the territorial dynamics and strengthened by the experience of “Reinventing Paris”, the city of Paris, and the city communities of Rouen and the Havre decided to launch a call to projects focused on the river Seine itself.

“Reinventing the Seine”, thus, consists in putting forward sites all along the Seine, animating, renting, buying locations through innovative projects. This “multisite” approach contributes to concretize the Seine axis : the collectivities and ports are challenging architects, entrepreneurs, artists...to invent new ways of living, working, moving on and around the water, thanks to these sites. Innovation and the river are paramount in reinventing the modern metropolis, from Paris to Rouen, all the way to the Havre. A labelling system specific to the Seine valley is set in motion to reinforce its identity, making it more visible and more easily readable on its territory, and abroad. The call to projects “Reinventing the Seine” is labelled “Vallée de la Seine”.



## II. AN INNOVATIVE PROJECT

### A MASSIVE ARCHITECTURAL PROJECT BY SEINE DESIGN



# FLUCTUART

The Fluctuart project is a response to “Reinventing the Seine”. For Gérard Ronzatti, the ship’s architect, this reinvention goes through a new relationship with art, more intuitive, more immersive. The Seine, as a space open to everyone, is an amazing opportunity to rethink that bond. By proposing architectural references directly linked to the river, Fluctuart shakes convention as a museum and art centre. The building is the overlap of three different places, each of them carrying a spatial experiment that is specific to the river :

#### THE HOLD

With its big openings at each end, it is oriented towards the lengthwise perspectives and the other bridges of Paris. Its architectural treatment is rich : it gives to see levelling variations, different paths, and hosts an exhibition and offices.

#### THE MAIN DESK

With its 13 frames with windows on every side, it tells a story about the banks of the river nearby, as if it was a mirror. Its architecture and design are industrial and modular, with its stainless steel ceiling and panels. Visible from the outside, those cymas will display a variety of pictures, from one event to another.

#### THE UPPER DESK

It reminds us of what the river brings us above all : an opening onto the sky, the one we find when stopping a few minutes on one of Paris’ bridges.

Those three distinct places will be connected by a vertical patio that goes from the Seine up, to the sky. At the foot of the patio, the visitor will have his feet into the water, as the Seine gets *into* the ship. This architectural promenade comes with many stairs and bleachers.



**SEINE DESIGN** : *Floating architecture dedicated to the territories and their inhabitants*

Strong with thirty years of international experience in naval architecture, Gérard Ronzatti and his team are today bringing unprecedented architectural solutions on such bodies of water.

French leader in the business of floating architecture, the Seine Design team put their savoir-faire to the service of territories and their inhabitants. Architectural projects with a strong social value, floating buildings respectful of the waters they live on, soft mobilities *via* the river, are as many stepping stones of their global approach. Fully inspired by the sustainable city paradigm, Seine Design urges to a respectful return to the river : new ways to live and apprehend it. Architectural exigence, river innovation and social-economic concerns are the values defended by this team.

**GÉRARD RONZATTI**, PRESIDENT OF SEINE DESIGN

For twenty years, Gérard Ronzatti dedicates himself to stroll boats and restaurants. In the early 2000s, he places floating architecture back at the center of his reflections. Highlight a territory by using the rivers will then be the main purpose of his work. As it is very exposed at the heart of cities, he wants this specific architecture to be remarkable and capable of carrying any project of a society. His architectural references are a reminder of this. In 2010, he designs the "Adamant", a psychiatric daycare hospital anchored near the Charles de Gaulle bridge. In 2016, he is back with a floating 4 star hotel boasting 58 rooms, a restaurant and a pool, the "OFF Paris Seine".

This is the first time a floating building is awarded with an architecture prize. In the wake of the "Reinventing the Seine" competition, Gérard Ronzatti designs three laureate projects, each with a very distinct program. A wellbeing and sport centre, as well as an urban art museum will now take residence on the most beautiful parts of the Seine's banks. Now more than ever, his will to bring back floating architecture to the river is made visible in broad daylight.





## LIGHTING BY FRANCK FRANJOU

“When we first discover a place by night time, its identity is made clear to us by its atmosphere. Its atmosphere is obviously made from the artificial lighting in place. The light on Fluctuart will be entirely linked to the architectural concept, from which it will reveal the particularities, modularity and transparency.

The light will be changing, dynamic or steady and will reflect Fluctuart’s identity according to the various events of the night. It will be a real tool to showcase the art pieces and will make for a strong element of Fluctuart’s night time signature.

The latest LED technologies will be used to ensure Fluctuart is environmentally sustainable.”



## SOUND DESIGN BY ALAIN FRANÇAIS

### BIO OF ALAIN FRANÇAIS

Sound director & CEO of *De Préférence*, Alain Français will be Fluctuart’s sound engineer, letting the public enjoy the exhibitions and bar in the best conditions. Graduate from the ORTF Sound School, Alain Français works in France and abroad, where he was entrusted various opening and closing events, particularly the Pantheon ceremonies, the Rugby World Cup, the Bateaux Parisiens and exhibitions at the Louis Vuitton foundation. He will make sure Fluctuart has the best possible sound design, fitted to the versatility of the place.

### BIO OF FRANCK FRANJOU

Franck Franjou, night environment artist, will be the head of the building’s lights. Graduate from the Superior National School of Applied Arts, Franck Franjou started in the business back in 1990, and soon got to work on many big scale projects, notably with the architect Renzo Piano.



Galleria de Porta de Valletta à Malte - Architecte Renzo Piano - 2011/2015 - Lumière Franck Franjou © Michel Devancé

# FIRST FRENCH URBAN ART CENTER

## I. A NEW APPROACH TO URBAN ART

Shake convention, take risks, get reactions, deliver a message, be visible : those are the ambitions of this new space.

Located on the banks of the Seine, a place of great affluence, of gathering and entertainment to many, this centre, entirely modular and transparent, is made to be an open space for a wide audience.

Walls don't belong in here : only the art matters. The greater the visibility of the art is, the better. It shatters the established codes and traditional cultural institutions. Art has to be inherent to the urban landscape, allowing visitors a complete immersion.

The transparency of the volumes with the art pieces as only container and contained gives the art enough room to radiate, inside and outside. No one, passer-by or aficionado, can avoid the art that is present in this very place. In this way, with the globalisation of space, in which all notions of walls and closed door communities are smashed, Fluctuart is a place open to everyone, for free.

Nonetheless, this centre is not made to be opposed to classic museum institutions. Even if its structure is innovative, and choosing the street as a medium could bring one to think so, the will to anchor the ephemeral into a long-term vision defines urban art as much as any place of conservation one could know of.

Finally, this initiative, renewing the presence of art on water, could fall within a variety of cities sensible to the idea of a culture for everyone.

Philippine Fuchs, graduate in Art history, for Fluctuart

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## II. ARTISTIC PROGRAMMING

Fluctuart allows the public to understand, watch and live experiences relating to urban art. Everyone can discover artists from all corners of the globe : Paris, French regions, or international, world famous or emerging talents. Historic pioneers such as Futura 2000, or world famous Shepard Fairey, Invader...Fluctuart aims to sit at the forefront in all matters of urban art, on a journey to discover every facet of a movement, as well as being a laboratory for new creation.

### ARTISTIC COMMITTEE

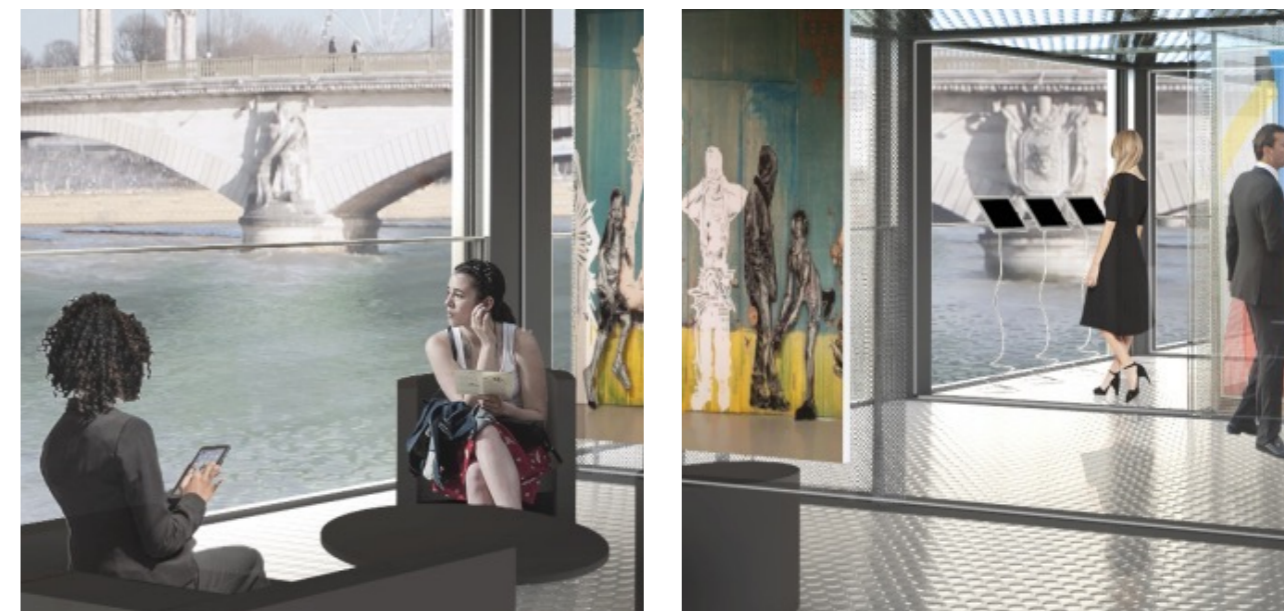


**C215**, urban artist | **CLET**, urban artist | **Magda Danysz**, art curator and gallery director | **Sylvie Girardet**, founder, Musée en Herbe | **Stéphanie Lemoine**, journalist and art critic | **Stéphanie Pioda**, writer and journalist at *Beaux-Arts Magazine* | **Sophie Pujas**, writer and journalist at the *Point* | **Arnaud Oliveux**, auctioneer at Artcurial

## PERMANENT EXHIBITION

The permanent exhibition will settle at the crossroads of various techniques and visions of urban art, through iconic works of the movement. This exhibition will be visible on the main desk, and comprised of original works from the greatest artists. This historic, themed tour will be the opportunity for the public to learn more about urban art, and for the most informed of us, to have all the very best gathered into one space. The permanent exhibition will be made of pieces lent by private collectors.

**More news about the programming will be announced in January !**



## TEMPORARY EXHIBITIONS

Three great temporary exhibitions will be held every year, allowing us to follow every trend of the movement. It will either be a personal or a collective display, complementary to the permanent exhibition. Each season will be the occasion to give the visitors a brand new artistic selection to enjoy.

## MONOGRAPHIC EXHIBITION

Fluctuart aims to regularly highlight an artist through a themed, personal exhibition, to help visitors have a better comprehension of the research process, and artistic creation.

## COLLECTIVE EXHIBITION

Collective exhibitions will be the opportunity to present the public the many facets of urban art, gathered around a common theme, or a specific artist trend.

## ITINERANT EXHIBITION

By producing, co-producing exhibition hand in hand with reference places of the movement, Fluctuart offers roaming exhibitions, an opportunity to ensure maximal visibility for urban artists. By welcoming such international exhibitions, Fluctuart becomes an actor and a relay for the movement, in France and abroad. Fluctuart aims to work closely with institutions already dedicated to the movement to help the artists and their work radiate in the whole world, by being a key location for their exhibitions.

## CULTURAL PROGRAMMING

All year round, Fluctuart, as a true place of liveliness, will host many artistic events. Partners will be given the opportunity to temporarily operate the site for fairs and festivals related to urban cultures, hence punctuating the building's life.

**What we might see :** workshops with urban artists for kids to tackle the artistic practices and problematics, and talks, conferences, debates, readings and meetings...The ship will also be equipped for screenings about urban art, in partnership with the Urban Film Festival.



### III. ACCESS FOR FREE, FOR ALL, ALL YEAR ROUND

**At the very heart of current events**, Fluctuart puts in perspective the history of urban art in a vibrant way, from its first steps to its contemporary achievements, especially through digital supports mediums and innovative technologies. Fluctuart, thanks to a team of passionate and specialised cultural mediators, will **facilitate access to all publics** with the help of digital tools. Visitors will be granted a peek **into the genesis of the movement**, thanks to well-documented archives about the biggest projects and exhibitions to date.



### MEDIATION

Guided (or solo) tours of the exhibition are one of Fluctuart's cornerstones, on the main desk through the permanent exhibition, or in the hold with the temporary ones. Those tours tend to reach out to all publics : children, adults, youngsters, scholars or tourists. The Fluctuart staff wish to remain accessible to everyone and adapt their language thanks to mediation, to include any audience.

ICART

L'école du management  
de la culture et du marché de l'art

**Mediation actions will be developed in partnership with ICART. A chance for students to reflect on a smart way to talk to different audiences, thanks to digital tools. For more than 55 years, ICART has established itself as a reference school of art and cultural management, with the vocation of shaping, educating the next generations of art and culture professionals.**

The world of arts and culture is currently subject to unprecedented changes : growing globalization of artistic exchange, new cultural practices, growth of the entertainment industry, opening to new technologies...

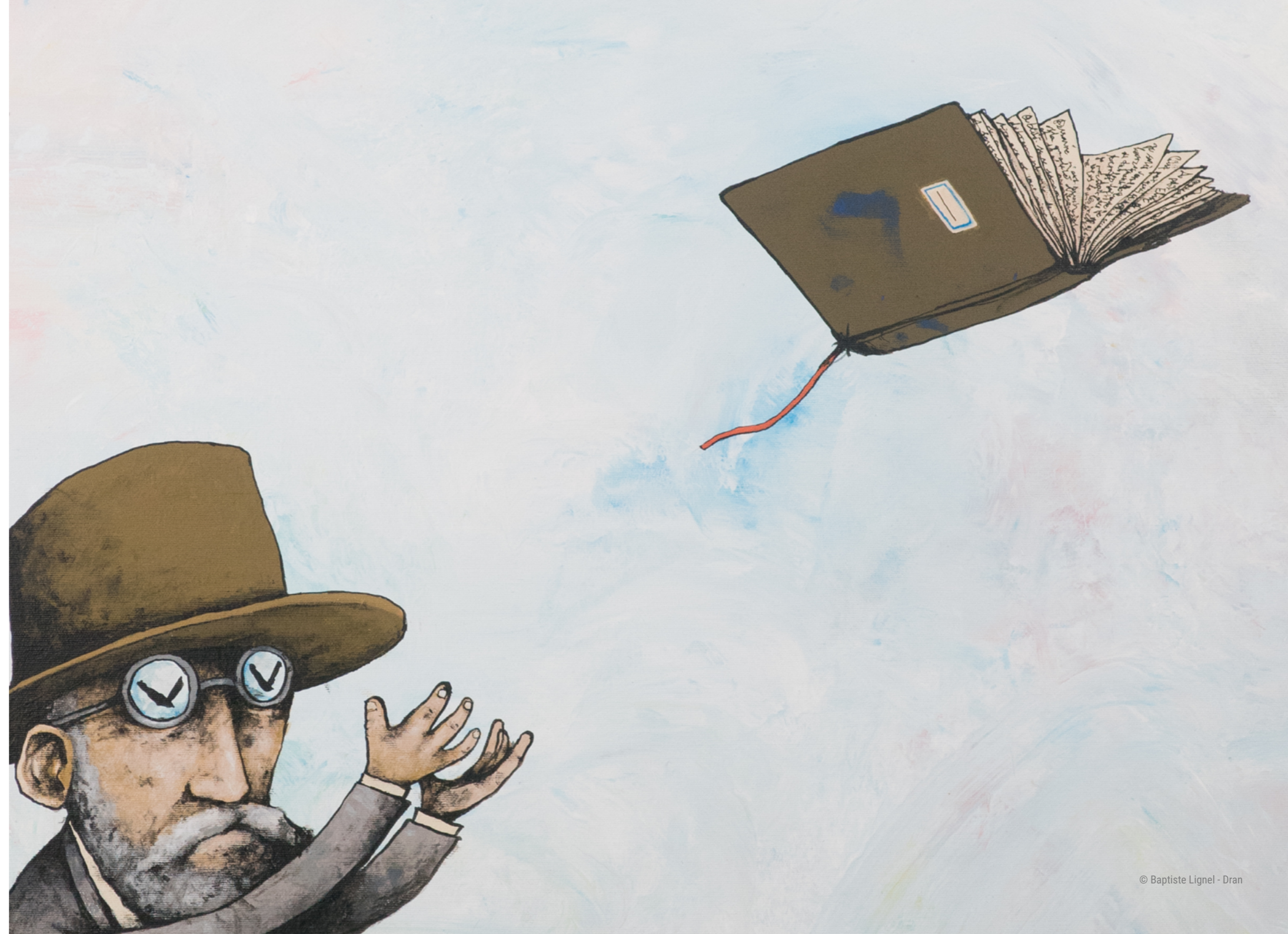
## IV. THE BOOKSTORE

At the heart of the ship, on the main desk, a space will be allotted to a bookstore fully dedicated to urban cultures. Alongside international or national publications, you will find printings related to the current exhibitions.

### LE GRANDJEU

Created in 2012, the Grand Jeu is a Parisian agency and bookshop developing numerous projects and events around urban art, for collectivities, institutions and private companies. They soon gained the trust of Europe's most influential institutionals.

In 2015, the Grand Jeu launches its own online shop. The place has become a key spot to finding the most ancient, rare or newest magazines and publications about urban cultures as a whole.





## I. BAR / COCKTAIL & FOODING

**Fluctuart, a place for living : an evolving place of creation, of exhibitions, meeting and exchange, of inspiration...and celebrating.**

### **THE BAR**

Not only is it a place for exhibitions, Fluctuart has the ambition of becoming the freshest spot for celebrating on the Seine river. By the main desk, the public will find a 9m long bar offering affordable drinking and great cocktails. A surprising for afterwork, trendy parties, in a place of wonder surrounded by frescos and art works by the greatest artists.

### **FOODING**

Be it day or night, visitors will enjoy a wide range of small catering. One motto : fresh, tasty and healthy food. Fluctuart appropriates street food while revisiting the container itself. In the shape of an easily transportable bento (弁当), visitors will be able to walk through the exhibitions while enjoying a lunch, appetizer or dinner at the heart of urban art.

### **BRUNCH**

Every Sunday, Fluctuart proposes families or friends to fully enjoy the centre. Have a brunch in the middle of the permanent exhibition and discover a space entirely made for kids, with a workshop for artistic initiation. A team of professional hosts will take care of young people so that parents are free to contemplate the art, or the water gently rippling around the ship. A variety of activities will be proposed, such as pasting, coloring, games, painting...

**A FESTIVE SPOT  
ON THE BANKS  
OF SEINE**

## II. ROOFTOP

Fluctuart is to be the new not-to-be-missed Parisian rooftop. Dressed up by urban artists, the terrace will offer a panoramic view on the Seine river, between the Invalides, Alma bridges, the Eiffel Tower and the Grand Palais.

The artistic programming will pace nights at the centre, with concerts, screenings, conferences and performances. The perfect opportunity for rooftop lovers to even organize their own private parties.

This new rooftop will have its own bar. The canopy attached to the terrace will be a shelter to adverse weather, for any season.

# #ARTROOF PARIS



## I. THE ASSOCIATES

### **Géraud Boursin**

Founder associate of the Marcounet barge in 2013, Géraud Boursin is also the founder-manager of a successful family business in open air hospitality (5M€ turnover). Graduate from the Polytechnique school, he brings to Fluctuart his experience of more than 20 years in project management and business development to big groups, and as an entrepreneur.

### **Nicolas Laugero Lasserre**

Head of ICART (cultural and art market management school), commissioner and curator focused on urban art, he has, to this date, organized more than 50 exhibitions about the movement these last ten years, with private or public institutions. A passionate collector, he inaugurates ART42 in 2016, an urban art museum in a school, where he exposes his own collection. Nicolas Laugero Lasserre is also the founder and chairman of Artistik Rezo (medium, club and gallery).

### **Éric Philippon**

Investor in non-quoted businesses, he has been participating for 18 years in more than 2 billion Euro of investments in more than 200 companies, notably in tourism. Graduate of the Polytechnique school, he managed 123Venture (renamed 123IM), specialized in business investment, particularly active in service (restaurants, hostels, distribution...). He sat at the board of dozens of companies, including the Folie Douce, and Neris Group.

USEFUL  
INFORMATION



## A PROJECT MADE POSSIBLE WITH THE SUPPORT OF BPIFRANCE AND APICAP



Bpifrance is the French national investment bank: it finances businesses – at every stage of their development – through loans, guarantees, equity investments and export insurances. Bpifrance also provides extrafinancial services (training, consultancy..). to help entrepreneurs meet their challenges (innovation, export...).

For more information, please visit: [www.bpifrance.fr](http://www.bpifrance.fr) and [presse.bpifrance.fr](http://presse.bpifrance.fr) - Follow us on Twitter: @Bpifrance - @BpifrancePresse



APICAP's expertise is about funding French businesses by supporting them at every stage and key point of their development. The associates at APICAP, former CEOs themselves, have top-notch knowledge of the problematics at stake for those businesses (growth, transmission, etc.) and bring their know-how to investors and CEOs. With 480 million Euro invested over a decade, APICAP has funded more than 100 businesses and assisted 550 business leaders through its entrepreneur club.

## AND ALSO BNP & BPRI

The Banque Populaire Rives de Paris and BNP Paribas also contributed to Fluctuart's funding.





## II. ACCESS & CONTACT

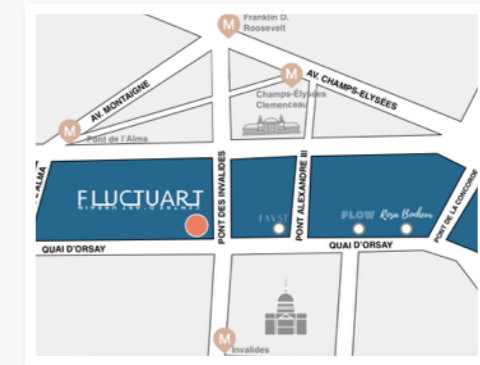
**FLUCTUART : INVALIDES BRIDGE | PORT DU GROS CAILLOU | PARIS VII<sup>E</sup>**  
On the left bank of the Seine river, under the Invalides bridges

**METRO :** Invalides (lines 8 and 13)  
Champs-Élysées - Clémenceau (lines 1 and 13)  
Franklin D. Roosevelt (lines 1 and 9)

 [www.fluctuart.fr](http://www.fluctuart.fr)

 /fluctuart

 @fluctuart



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**NEXT DATE : JANUARY 2019 FOR MORE INFO ABOUT THE ARTISTIC LINE-UP !**



Non loin du pont du Bienheureux  
Aux nus pieds des Invalides  
À quatre coudées du Faust  
Six peut-être du Bonheur

À dix-sept cordages des Poètes  
Moins d'une demi-lieue des Impressionnistes  
Trois arches à peine de la Belle Eiffel  
Quelques enjambées des Champs-Élysées  
À tribord d'un Tombeau illustre  
Bâbord d'un Grand Palais

Le spectre en pointillé se profile  
D'un bateau fraîchement amarré  
Vaste et beau  
Long de quarante-trois mètres  
Haut de trois ponts

À même d'accueillir de sa cale à son deck  
Cinq-cents âmes ivres d'art, de mouvement, de nouveautés  
De rencontres insolites, de beauté  
Brute  
Éclectique  
Un bateau tout en subtile transparence  
Unique en sa charpente et son anse :  
En son bassin les eaux de la Seine  
En son centre une autre scène

Plus large encore et dense  
Ouvverte sur le monde via l'artère coronaire  
D'un art qui danse et qui prospère  
Parmi nous  
Depuis des millénaires

Street art  
Oyez, oyez  
Passants, pêcheurs  
Oyez, oyez  
Badauds, joggeurs  
Oyez enfants  
Oyez rêveurs  
Hissons les toiles, levons l'ancre  
L'art de la rue s'expose  
Sur les quais de la rive gauche  
L'art urbain prend ses quartiers d'avenir et s'échauffe  
Ici, sous vos yeux  
Au Fluctuart  
Mille mètres carrés d'un lieu phare  
Tout entier consacré à ceux qui font de l'art  
Un art à vivre  
Un art du partage engagé  
Un art mouvant, libre, léger

Fluctuat nec mergitur  
Que vive l'art de la Cité !

Sophie Mayer  
Docteure en littérature américaine / Sorbonne-Nouvelle

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**FLUCTUART**  
PONT DES INVALIDES | PARIS VII<sup>E</sup>

**ICI | ART**  
Centre de programmation  
de la culture et de spectacle de Paris

**bpi**france

APICAP

MAIRIE DE PARIS

PORTS de PARIS  
L'AUTRE VOIE EN ÎLE-DE-FRANCE

BNP PARIBAS

**+X**  
BANQUE POPULAIRE  
SPÉCIALISÉE EN ÎLE-DE-FRANCE

artistik  
rezo

urban | art fair

sisso

URBANI  
PARIS FESTIVAL

LE GRAND JEU

M | U | C | a  
HOUSE OF URBAN AND CONTEMPORARY ART