

Private Choice 2019 in 6 questions

Answers by Nadia Candet, Founder of Private Choice.

How did you come up with the idea of launching Private Choice?

Nadia Candet: Everything came from the initial idea of a private collection. During the preparation of the book “Collections particulières”, as Project Director for Flammarion between 2006 and 2008, I wanted to show the diversity and specific approaches of the collections in France, to give an insight into these collections through the pages of a book. Today, I invite visitors to discover the Private Choice selection by offering them the possibility to acquire works in an historic apartment setting during October.

What is the intended audience for Private Choice?

NC : A public that is responsive to art, design, to the trends of tomorrow, and the art of living.

We have just as many highly specialized collectors as young art lovers, museum directors, art critics, directors of styling agencies, trends, interior architects on the hunt for innovations for their clients, art advisers, or even gallery owners who pay great attention to our selection.

All come to discover a designer or to acquire items from our yearly selection in art, design and fashion. We also want to share our tastes in other areas, such as gastronomy with for example **Maison du Chocolat** who will offer us a taste of their latest cocoa creations. **Alain Milliat** will also give us a selection of their juices.

The Private Choice audience is open, refined and in search of an original and personalized touch.

What is Private Choice?

NC : In Private Choice, you have the sensation of being invited into a collector's cabinet of curiosities. The goal is to create an ephemeral and imaginary collection.

This year, for our eight edition we are taking over not one but two Haussmann apartments situated just a stone's throw from the Grand Palais. The realm of this exceptional space offers a unique experience for discovering and acquiring art and design items.

The originality of Private Choice is finding established artists and to show them next to artists who have just left Art School. Every year we present 50 artists and designers of more than 15 nationalities. Private Choice is also more than 10 galleries and brand partners as well as a highly qualified and hands on team.

Whilst giving careful consideration to the works, it is important for us to make sure our visitors feel genuinely welcome. From the moment you arrive, we provide a guidance that allows you to roam the space at your own pace, with a team of Art History specialists on hand to answer your questions. This year, the visitor will be accompanied throughout by the delicate scent of “Rosa”, a collaboration between **Jean-Michel Othoniel** and **diptyque**, a partner from the very beginning. The floral compositions of Thierry Feret and his Flowerlab will also decorate the apartments.

Our event is only accessible via registration on our website: privatechoice.fr. The visitor can choose their day to visit, and we then communicate to them the exact address.

Is Private Choice also a talent incubator?

We are happy with the journey that the artists who have been involved in Private Choice are continuing.

- **Katinka Bock**, exhibited in 2014 and 2019 at Private Choice, courtesy Jocelyn Wolff gallery.
Nominated for the Marcel Duchamp Prize 2019. Exhibition of the four selected artists at the Centre Pompidou, from October 9 to January 6, 2020, Paris

- **Charbel-joseph H. Boutros**, exhibited in 2015 at Private Choice.
Exhibition *Luogo e Segni*, Punta della Dogana (Pinault Foundation), Venice, from March 24 to December 15, 2019
- **Gonçalo Mabunda**, exhibited in 2013 at Private Choice, courtesy Magnin-A gallery.
Venice Biennale, Mozambique's (Republic of) Pavilion, from May 11 to November 24, 2019
- **Gabriel Rico**, exhibited in 2017 at Private Choice, courtesy Perrotin.
Venice Biennale, Central Pavilion/Arsenale, from May 11 to November 24, 2019
- **Jeanne Susplugas**, exhibited since 2014 at Private Choice, also in the 2019 selection.
Exhibition *Cent artistes dans la ville* from June 8 to July 28, 2019. MO.CO, Montpellier

The list is long ...

What is the main theme of Private Choice 2017?

NC : This year, we are strengthening our Affinities with artists, so edition N° 8 is called **Affinities/Affinities**. There are also cross affinities such as that of Jean-Michel Othoniel and diptyque with the creation of a candle that will perfume Private Choice.

Also, we have convened an expert committee composed of Marc Donnadieu, Chief Curator of the Musée de l'Elysée, Lausanne - Oscar Duboy, Journalist - Josée Gensollen, Collector - Laurent Goumarre, Journalist - Gilbert Kann, Specialist in furniture, decorative arts of the 20th and 21st century - René-Jacques Mayer, Director of Ecole Camondo - Paul Mougnot, Collector and member of ADIAF - Cécile Ritzenthaler, Million's expert.

These are personalities with whom we have had affinities for a long time, who are loyal to Private Choice. They will give us their favorites among the 2019's selection.

What are Private Choice's objectives for years to come?

NC : As a platform for discovering young talents, which we exhibit alongside established artists, we develop a mix of art, design and lifestyle with a strong curatorial spirit in order to remain at the service of art and its artists. In the future, we would like to develop more collaborations with galleries. This goes hand in hand with the participative spirit of the artistic committee, which makes its own special contribution every year.

Finally, we want to continue to develop the Private Choice label as a talent incubator and increase cross-collaboration with foundations or online galleries, as it is the case this year with LOEIL Gallery.

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Private Choice takes place from October 14th to 20th: 7 Avenue Franklin D Roosevelt, Paris 8th. Do not publish the exact address in your article. Please mention: Visit by invitation after registration on the website: www.privatechoice.fr