

FONDATION
D'ENTREPRISE
MARTELL



Let's meet in Cognac (France) in June 2018!

We will be opening the ground floor of the Fondation d'entreprise Martell – a 900 sqm space set aside entirely for immersive installations, as well as a 5th floor terrace bar.

The inaugural installation by the company Adrien M & Claire B
L'ombre de la vapeur
open to the public from June 30th 2018.

The interdisciplinary programme of local craftspeople and partnerships in the field of the performing arts will run alongside in the *Pavillon Martell de SelgasCano*.

The Fondation d'entreprise Martell, launched in Cognac in 2016 and directed by Nathalie Viot, will open its building's ground floor and rooftop terrace to the public on June 30th 2018.

The Foundation's first floor will include a large space of around 900 sqm devoted to displaying immersive installations and innovative artistic projects specially designed for the site. The rooftop terrace will house a panoramic seasonal bar, the interior design and furnishing of which is to be left to a team of designers and craftsmen.

Practical details

June 30th 2018 - May 2019

16 Avenue Paul Firino Martell
16100 Cognac

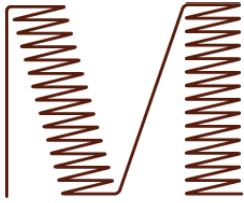
Thursday to Sunday
12:00 to 19:00
Open late on Thursdays
until 21:00
Open on Wednesdays
upon reservation

These opening times may
change in the future.

The inaugural installation has been entrusted to the company Adrien M & Claire B, which is set to unveil an innovative, original piece called: *L'ombre de la vapeur*. This immersive insight into their poetic, digital world seeks to pay tribute both to the memory of the Foundation's building as well as to the black fungus *Baudoinia compniacensis*, also named *Torula*.

During the aging process that eaux-de-vie undergo, something known as "the angels' share" is created as a by-product of the alcohol's natural evaporation. The *Torula* feeds on these volatile organic compounds and covers the ceiling, turning it black. Before the Foundation completed its renovation work, the building was plastered with this fungus.

Inspired by an animist fiction, Claire Bardainne and Adrien Mondot's piece uses digital technology to reveal "the shadow of the vapor". It is a work of art, a space, an immersive experiment and an encounter with a magical and expressive organic entity. Visitors will wander around and interact amid a wide variety of shapes made of thin metal veil, clouds hanging overhead onto which white moving particles will be projected. The piece is a living, thinking creature that adjusts to the rhythm of the visitors' walking pace, gestures and pauses on floating furniture.



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The company Adrien M & Claire B

The work of the French company Adrien M & Claire B creates digital and living art forms, ranging from stage performances to installations. It is co-directed jointly by Claire Bardainne and Adrien Mondot, whose approach places the human experience at the centre of technological issues, with a strong visual focus on the body and unique bespoke technologies created in-house. They strive to create living digital art: mobile, hand-crafted, short-lived and responsive.

Since he was discovered at Jeunes Talents Cirque in 2004 with his *Convergence 1.0* project, multidisciplinary artist, computer scientist and juggler Adrien Mondot creates stage performances based on responsive interactions between digital art forms, juggling, dance and music. In June 2009, he received the Grand Jury Prize for *Cinématique* at the Dance and New Technologies international competition of the Bains Numériques Festival (Enghien-les-Bains). In 2010, he meets visual artist, graphic designer and scenographer Claire Bardainne. A graduate from the École Estienne and École nationale supérieure des Arts Décoratifs, her approach focuses on the imaginary spaces conveyed by pictures and graphics. She works at the BW Studio she co-founds in 2004, and with the research teams in sociology of the imaginary of the CEAQ (Sorbonne, Paris).

In 2011, they join forces and restructure their company as Adrien M & Claire B. Transcending the spatial boundaries of stage and the time limits of performance is pivotal to this transformation. Together, they first create the *XYZT Abstract Landscapes* interactive exhibit. In 2015, they won the SACD Digital Creation award of the year. In 2016, *Snow does not make sense* is published with Editions Subjectiles. This is Adrien M & Claire B's first monograph book; it includes six drawings in augmented reality. 2017 sees the making and the première of a new series of installations, entitled *Mirages & miracles*.

The company is based in Lyon (France), where it runs its research and creation workshop. It is supported by the DRAC Auvergne-Rhône-Alpes (the Auvergne-Rhône-Alpes board of cultural affairs) and Auvergne-Rhône-Alpes Regional Authority, and also receives funding from the City of Lyon.

For any further information www.am-cb.net

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The Fondation d'entreprise Martell

Embodied by the uniquely modern-looking Gâtébourse Building located at the heart of Cognac, the Fondation d'entreprise Martell will soon cover an area of almost 5,000 sqm, incorporating different spaces which it will gradually open to the public in phases. The entirety of this area is expected to open by 2020/2021. The Foundation encourages curiosity and openness across a variety of different fields and provides people with the opportunity to experience new kinds of artistic production and ground-breaking research, while facilitating exchange between a diverse range of disciplines (crafts, design, architecture, artisan trades, olfaction, digital, dance, literature, music, etc.), by organising exhibitions and workshops, through a Living Lab, and via its various events and residencies, etc.

The *Pavillon Martell de SelgasCano* was established in the Foundation's gardens in the summer of 2017 and has since been invested by contributions from numerous craftspeople invited for public events and initiatives fostering the coming together and exchange of knowledge. Truly representative of the Foundation's four key areas of focus (transmission, exploration, senses and materials), this programme's aim is to breathe new life into local crafts that blend skilled trades and contemporary design, while simultaneously providing a platform for regional performing arts organisations (theatre, music, performance art). In the spring of 2018, visitors will be able to come and enjoy the work of ceramic artist Manon Clouzeau and the glass art of Andrighetto & Miot. They will also have the opportunity to experience a series of unique events planned in conjunction with L'Avant-Scène Théâtre de Cognac, Les Abattoirs/Westrock and Le Festival Chahuts in Bordeaux.

The Fondation d'entreprise Martell has strong roots in the area and hopes it can be a driver of growth and development locally, creating value for the town of Cognac and the Nouvelle-Aquitaine Region at large.

A press kit will be available in April 2018.