
SYLVIE FLEURY

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PARIS DEBELLEYME

12 Saturday - 19 Tuesday



Sylvie Fleury's exhibition occupies both of the two exhibition spaces of the gallery, bringing together very recent pieces, some of which made especially for the occasion. This exhibition comes after the recent one held at the Magasin, in Grenoble. These two events could, eventually, be considered as complementary.

Sylvie Fleury borrows and crosses references, objects, images and aesthetics that come from the world of fashion, girl club's, car-racing, etc . She belongs to the generation of artists who appropriate elements that come from the non-artistic universe and at the same time ruptures with the likes of Marcel Duchamp whose manufactured bottle-holders placed in the museum setting became work of art. Until the 80s many artists, Jeff Koons for example, used elements heterogeneous to art to reformulate essential questions regarding the status of the art object, its presentation (the exhibition) and the institutional discourse that surrounds it. Sylvie Fleury's attitude, qualified by art critics as " post-appropriationist", stages the coupling and juxtaposition of separate systems, scrutinises the tension created between them (conceptual leaps) and the cultural modality's and lifestyles of their users.

Her main way of intervening is by customising. She often uses the world of fashion which feeds off this tension and her "customising" by playing with terms that are contradictory : the dictatorship of collective taste and the desire to personalise objects. The question revealed by fashion allows her to voice a post feminist stance that endeavours to destabilise stereotypes by feminising objects or that reflects the masculine system of symbols.