



Traqueur de Lumières
Newsletter

Brussels, March 11th 2014

Dear friends,

As from now on, the newsletters of « Traqueur de Lumières» will be written by Muriel de Crayencour, journalist and art critic for 5 years in the pages dedicated to culture in the L'Echo newspaper and currently columnist at Marianne Belgique and blogger (mu-inthecity.wordpress.com).

Yves

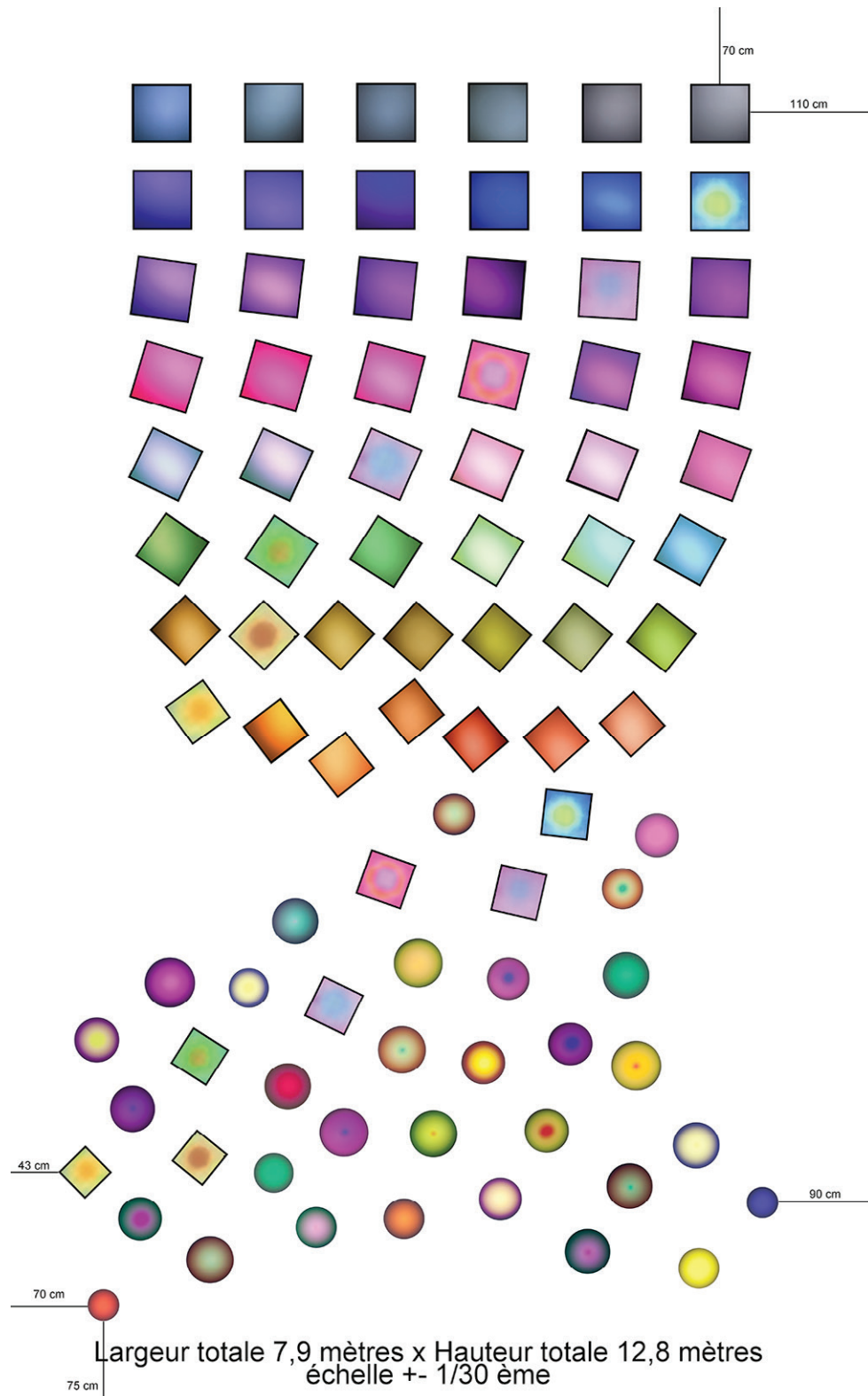
Eight columns in the spotlight

It is on 24 February that *Crescend'O*, the installation created by Yves Ullens for the Brussels headquarters of Beobank, was officially inaugurated. It is a masterpiece of 8 deep red and purple blue columns that the photographer has installed in the luminous atrium of the bank.



Crescend'O installed in the headquarters of Beobank in 2013.

Having already won the competition organized by BKCP to animate a wall of 25 meters long and 13.5 meters high in their buildings, Ullens keeps contact with Jacques Favillier, who became chairman of the Board of Direction at Beobank and asked Yves Ullens to create an installation for the atrium of the bank.



Metamorphosis installed in the headquarters of BKCP in 2011.

Measuring 27 meters wide on the side, 12 meters deep and 25 meters high, the atrium is a very luminous passage. It just lacked a monumental masterpiece to be completely decorated. Therefore, the goal was to occupy the space, bring color and hide the cafeteria situated on the side while letting light go through at the same time.



View of the atrium of more than 8000 m³ of Beobank from the top floor

When seeing fake columns at his coach (Florence Blaimont-Callens) office, Yves got the bright idea of these totems symbolizing columns of numbers. The perfect image for a bank!

This 3D graphic reminder is «painted» with the two symbolizing colors of Beobank, red and purple blue. In order to get the highly pigmented effect and the deep colors, an abstract picture was retouched by injecting to saturation the two corporate colors. Work on the brightness has also been done in order to increase the areas of color towards their center.

Pictures were printed on ChromaLuxe. It a new medium used by artists in the USA for more than ten years and recently launched in Europe by J.J. Micheli laboratory. The coloring agents are infused directly onto the specially treated surface of the metal. This way, the images receive a magical and luminous appearance, while colors are vibrating and deep with exceptional details.

Consisting of different heights, the columns are all 60 x 60 cm wide, the tallest reaching a height of 3.2 meters. This monumental use of ChromaLuxe volume is a world premiere.

It is thanks to a 3D movie presented to the Board of Directors of Beobank that Yves sold his project. It took not less than 8 different versions of the composition, as well as plans, and resistance calculations to carry it out. The project took one year and a half to be achieved.



Jacques Favillier, President of the Board of Directors of Beobank and Yves Ullens.

London calling!

It was the first participation for the photographer at the fair of London ART14, thanks to Pascal Janssens, a gallery owner from Ghent, who represents Yves Ullens since 2010. Before having his art gallery opened, Pascal Janssens had already contacted Yves in 2009, on the occasion of the annual charity sale organized for the “Accueil” association.

ART14 is the second edition of this international fair sponsored by Citi Private Bank. The 2014 edition welcomed more than 31,000 visitors (+22% increase). It is a very important and global visibility platform for the artists. Together with NK Gallery, the Janssens gallery was the only one representing Belgium. Pascal Janssens specializes in kinetic art. Therefore, you can find in his exhibitors the sculptor J sus Rafael Soto, Victor Vasarely and many others.

www.artfairslondon.com



From left to right, works from : P. Dombis, R. Ugart , C. Cruz-Diez, R. Barrios and Y. Ullens

... and Paris also!

Again with Pascal Janssens, the gallery owner from Ghent, Yves Ullens will participate to the Art Paris fair in March. This year, the exhibition fair taking place at Grand Palais, puts China in the place of honor. Maybe is this an allusion to Yves' father, founder of the Ullens Center for Contemporary Art of Beijing?

The Art Paris exhibition fair exists since 1999, but thanks to the new direction, it has known a new revival. The stress is put on discovery, and this is why you can find a lot of galleries from emerging countries. From 27 to 30 March, Art Paris will gather under the nave of the Grand Palais some 140 international galleries from 20 countries, presenting a modern and contemporary art panorama including also photography, design and art publishing. Even though it is going more international, Art Paris claims to support European and French creations, which is the main objective of this fair.

This is the second participation of Yves Ullens. Already in 2013, his gallery owner had presented his large abstract photographs in black and white, as well as in color. The printed photographs are very often at the number of 5 + 2 artist's proofs. The format of the photography is initially defined and remains unchanged. « I am very keen on keeping the originally selected formats », explains the photographer. « Actually, a small piece of art, one should be able to come close to it, it is intimate, and this look in the eye has to go through it. A large format will attract the visitor and aspire him to some extent. This year like last year, I will present several series, all formats and mediums combined”.

www.artparis.fr



Stand of the 2013 edition.

From left to right, works from : R. Barrios, Y. Ullens, R. Soto and C. Cruz Diez