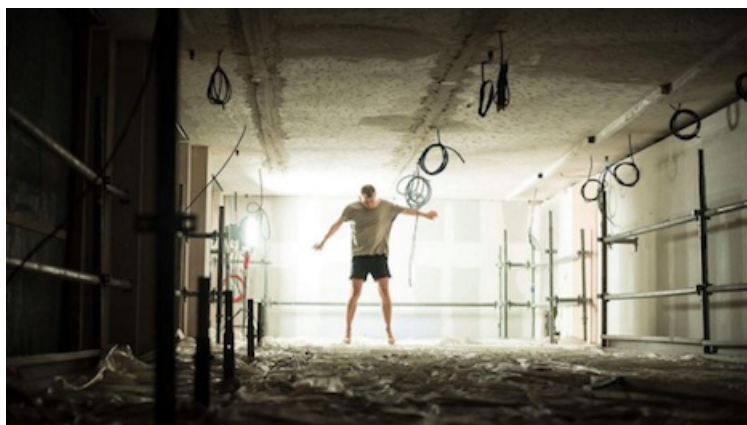


ARTS AND ENTERTAINMENT

Galleries Lafayette brings its arts foundation to bricks-and-mortar

July 24, 2017



Lafayette Anticipations partners with artists like Jan Martens. Image credit: Galleries Lafayette

By BRIELLE JAEKEL

French department store chain Galleries Lafayette is hoping to foster innovation and new ideas of creators and artists through architecture and events by opening its foundation in a public space.

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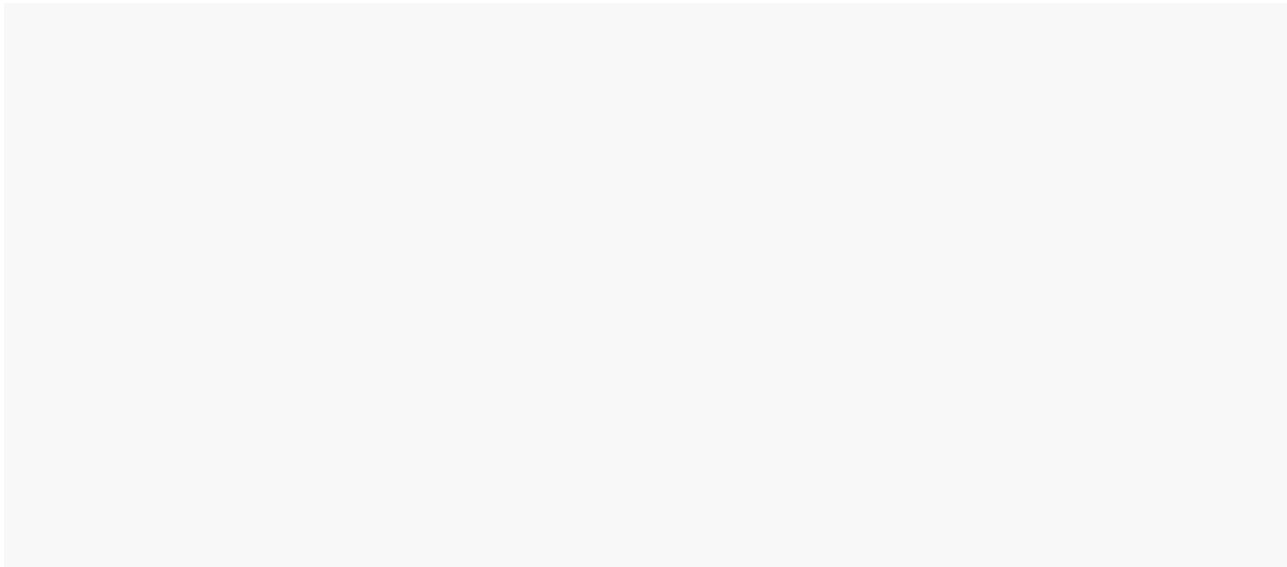
Galleries Lafayette's Lafayette Anticipations will open in March of 2018 to allow artists of all kinds to be a part of new exhibits, performances, workshops, debates, public outreach and more. Located in a 19th century industrial building in France, the space will create a physical presence for the retailer's Fondation d'entreprise Galleries Lafayette.

Architectural space

Established in 2013, Fondation d'entreprise Galleries Lafayette's home will be at 9 rue du Plâtre in Paris. The foundation's Lafayette Anticipation building will be open to the public.

Piloted by its president Guillaume Houz, the Fondation works to provide a hub for artists of all kinds including contemporary art, design and fashion. Galleries Lafayette hopes to harbor their passion and provide resources as well as a community to make progress.

Galleries Lafayette claims it is the first multidisciplinary center of its kind located in France.



MUTANT STAGE 9 Le film est le rsultat de cette interaction physique et nergtique entre un chantier, un danseur, un batteur et une camra. - @lukasdhont et @janmartensss Laissez vous emporter par le rythme palpitant du neuvieme pisode de la srie #MutantStage ralis par Lukas Dhont, accompagn par la danse haletante de Jan Martens sur la musique convulsive. La srie est produite par @lafayetteanticipations Dcouvrez le film sur lafayetteanticipations.com "The film is the result of this physical and dynamic interaction between a construction site, a dancer, a drummer and a camera." - @lukasdhont and @janmartensss Let yourself be entranced by the exciting rhythm of this ninth episode of the Mutant Stage series directed by Lukas Dhont and accompanied by Jan Martens' breathtaking dance to convulsive music. The series is produced by @lafayetteanticipations Discover Mutant Stage 9 on lafayetteanticipations.com Photo : Stphane Perche. Casoar / Lafayette Anticipations #mutantstage #mutantstage9 #lafayetteanticipations #fondationgalerieslafayette

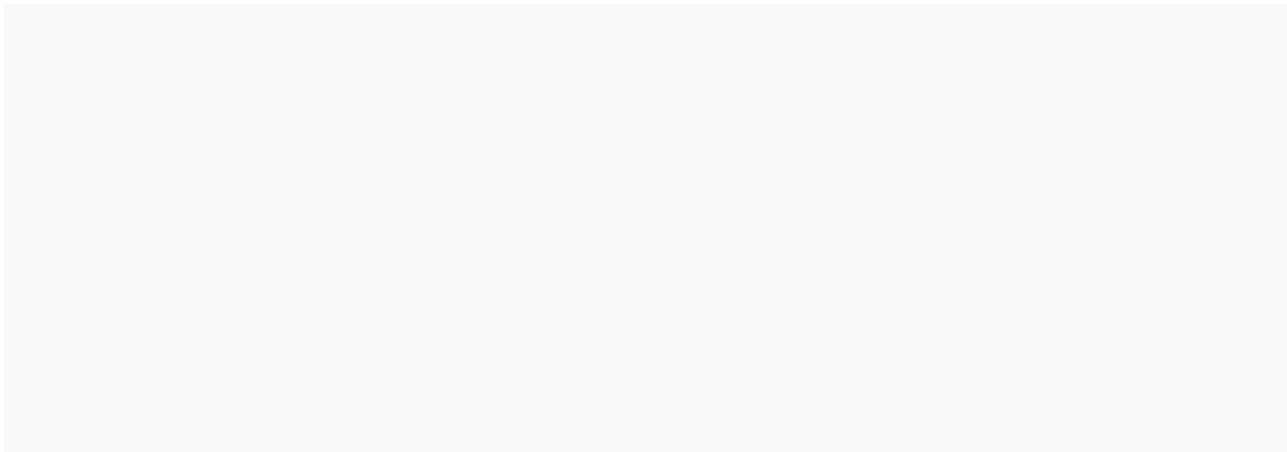
A post shared by Fondation Galeries Lafayette (@lafayetteanticipations) on Jul 3, 2017 at 6:07am PDT

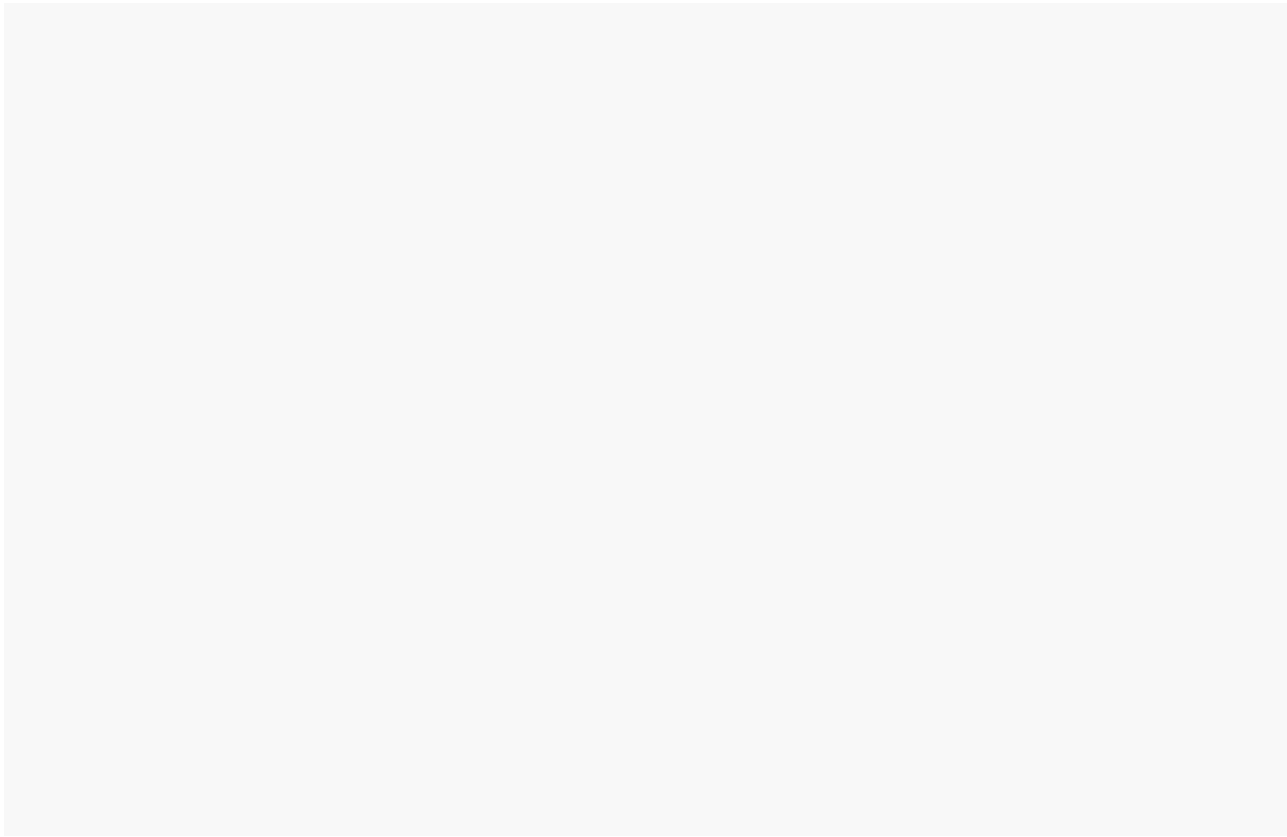
Architect Rem Koolhaas is spearheading the project with his firm OMA. The space will be more than 20,000 square feet and featuring what Galeries Lafayette is calling the "Exhibition Tower."

The courtyard will feature the glass tower, which is comprised of four mobile platforms. Each new exhibit that makes Lafayette Anticipations its limited-time home will be able to reconfigure the tower in a different way.

Exhibition Tower will be able to be redesigned in 40 varying ways, hoping to create a space that is inherently flexible.

Lafayette Anticipations will also feature a restaurant and store along with a section for young audiences, space for production workshops and 800 square feet of exhibition space.





FRDRIC LEBAIN ET GRGOIRE PDRON Frdric Lebain, réalisateur et photographe, et Grgoire Pdron, co-réalisateur et monteur ont connu ensemble Mutant Stage 6. Ils collaborent depuis plusieurs années pour des films publicitaires et de mode (Hermès, Lacoste, Faliero Sarti, John Galiano) dans une direction qu'ils souhaitent artisanale et d'cale. Frdric Lebain, photographer and director, and Grgoire Pdron, co-director and editor co-directed Mutant Stage 6. They have collaborated over numerous years, working on commercial and fashion films (Hermès, Lacoste, Faliero Sarti, John Galiano) with an artisanal and off-beat spirit. Photo : Stéphane Perche. Casoar / Lafayette Anticipations
#mutantstage #lafayetteanticipations #fondationgalerieslafayette

A post shared by Fondation Galeries Lafayette (@lafayetteanticipations) on Jun 30, 2017 at 7:45am PDT

When it is complete, Lafayette Anticipations will have taken three years to finish.

There will be three to four exhibitions each year as well as performances and a workshop series.

Bricks-and-mortar importance

Fondation d'entreprise Galeries Lafayette managing director François Quintin will take the position of selecting each artist, as well as a curatorial collective that will be renewed every three years.

The French department store chain has often innovated in the bricks-and-mortar space beyond only its Fondation. For instance, Galeries Lafayette recently upped its global presence with a new bricks-and-mortar location in Istanbul.

Galeries Lafayette opened its first Turkish flagship through a partnership with the DEMSA Group, a local player that assists brands entering the market. DEMSA Group also works with a slew of luxury players, including Tom Ford, Gucci, Lanvin and British retailer Harvey Nichols, to establish their brands in Turkey ([see more](#)).

The department store also recently dispensed its fashion and lifestyle expertise with a shopping experience geared toward tourists.

Paris is an especially popular shopping destination for foreign visitors, but a drop in tourists has plagued the City of Light after concerns of continued terror attacks post-November 2015. Department stores such as Galeries Lafayette have been hit hard due to the fewer number of visitors as their bricks-and-mortar locations are frequent tourist spots ([see more](#)).

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