

FRAGRANCE AND PERSONAL CARE

Guerlain pushes contemporary exhibition, Paris+ par Art Basel partnership

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Using flowers for symbolism, French art consultant Herv Mikaeloff curated the showcase, taking place at Maison Guerlain through Nov. 13, 2023. Image credit: LVMH/ARR

By LUXURY DAILY NEWS SERVICE

French beauty brand Guerlain is continuing a company tradition of collaboration with artists.

The brand has organized high-profile contemporary art showcases since 2006, this year presenting “The Flowers of Evil.” The exhibition features works from 26 creatives and takes place at Maison Guerlain, the label’s flagship through Nov. 13, 2023.

“Guerlain’s choice of this theme underscores the deep affinity the maison has always had with the natural world,” said Ann Caroline Prazan, director of art, culture and heritage at [Guerlain](#), in a statement.

“Often the queen, the flower segues in this colorful labyrinth from delectable and charming to intriguing, poisonous or mysterious.”

Floral framing

Opened Oct. 18, 2023, live dates for “The Flowers of Evil” briefly aligned with the second edition of Paris+ par Art Basel.

Guerlain served as one of three host partners for the two-day affair, hosted from Oct. 20-22, 2023, the fragrance leader’s own activation paralleling efforts from international market players to uplift the country’s thriving art scene.

Guerlain debuted “Les Fleurs du Mal” in partnership with Art Basel’s “Paris+” fair

France’s oldest perfume house has long worked closely with the avant-garde, the partnerships helping carve Guerlain’s path since 1828.

Today, “The Flowers of Evil” marks the 16th chapter of the company’s mainstay, its contents inspired by the words of French poet Charles Baudelaire, and the power of floral arrangements, now live in Paris.

Staged across three levels of the 68 Avenue des Champs-lyses establishment, French curator and art consultant Herv Mikaeloff ordered the layout of creations of 26 professionals ranging in backgrounds and generations, 10 of which were specifically commissioned for “The Flowers of Evil.”



The array includes photographs, videos, installations and, of course, paintings. Image credit: LVMH/ARR

According to a statement, pieces “express the fragility and beauty of the planet, humankind’s relationship with the natural world, decadence and debauchery, and love and passion.” The group’s mediums involve photography, video, paintings and other installations.

The exhibition includes artists Anna Aagaard Jensen; Pauline d’Andign; Jol Andrianomearisoa; Jean-Marie Appriou; Nobuyoshi Araki; Marcella Barcel; Alvaro Barrington; Alina Blumis; Francesco Clemente; Johan Creten; Jean-Philippe Delhomme; Mimosa Echard; Laurent Grasso; Oda Jaune; Anselm Kiefer; Roni Landa; Robert Mapplethorpe; Thandiwe Muriu; Duy Anh Nhan Duc; Not Vital; Ghizlane Sahli; Jennifer Steinkamp; Lise Stoufflet; Mykola Tolmachev; Yan Pei-Ming and Jiang Zhi.

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