

BEYOND THE BALLS

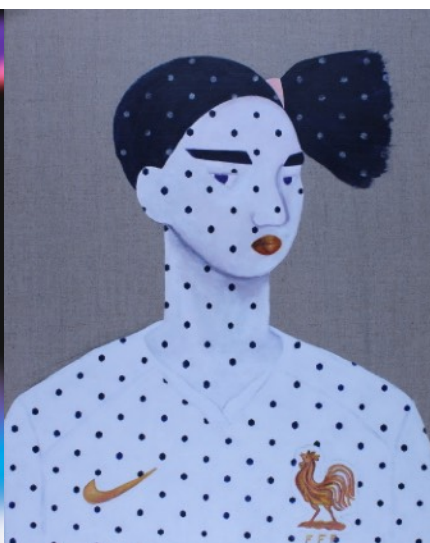
BEYOND THE BALLS
WOMEN EXHIBITION
DURING THE 20TH OF JUNE UNTIL THE 5TH OF JULY
30, RUE BEAUREGARD PARIS 2

PRESS RELEASE

LET'S PLAY BEYOND THE BALLS !



Chloé Wary « Beyond the balls » 2019



Ruth Davis
« All Hexadot Everything/Tout
Hexadot »



Cécile Di Giovanni
« Helmet #1, 2013 »

For the first time, the FIFA Women's World Cup is in France and wins an international reputation with the recent craze of equipment manufacturers (Nike at Palais Brogniart ...) and media (broadcast games ...). For the first time, women are represented in sport on a global scale. An international audience will be in France in honor of its players.

Let's play BEYOND THE BALLS !

BEYOND THE BALLS is an exhibition about women, femininity, the round shape, the gestures, the body, the equipment, the ball ... A way of going beyond the 'ground' and the 'masculine attributes' on many means of expression.

Painting, ceramics, textile, design, volume, installation, sculpture, video, photography ...

The artists of the exhibition explore the femininity with different mediums.

Contact : ines@madameilma.com - +33 6 24 51 64 77

BEYOND THE BALLS showcases 9 young European artists:

IO BURGARD @ioburgard (Paris, France) Between abstraction and figuration of the body. She was recently in residence at the Hermès Foundation and the result of this residency program was exhibited at the Palais de Tokyo and the Forum in Tokyo in 2018.

RUTH DAVIS @missruth (Brighton, UK) Born in Liverpool, one of Europe's football capitals, Ruth studied in London. Her work focuses primarily on drawings and paintings that explore the tension, beauty and brutality of the game, examining gender, obsession and motive.

CECILE DI GIOVANNI @ceciledigiovanni (Paris, France) Known among others for her collaborations with Virgil Abloh, Mathilde Fernandez or Mohamed Bourouissa, CdG is staging an outlet, a cathartic way to overcome his fears, his obsessions to transform what exists in what is not yet. She transforms the sport into armor.

MIRIAM JACOBI @miriamjcb (Wiesbaden, Germany) Graphic designer and illustrator, she develops augmented reality devices.

LENA KISS @lena__kiss (Berlin, Germany) After graduating from the State University of Fine Arts in Stuttgart and FHNW Basel, Lena specializes in drawing on paper and textiles.

IRIS MARCHAND @iriscopyright (Arles, France) Iris has exhibited at Tom Greyhound in Paris last month. She works drawing, texts and sculpture about femininity. She is also part of the Cacahuètes Sluts (Parisian independent soccer team)

CHLOÉ ROYER @chloé_royer (Paris, France) A graduate of the Ecole Nationale Supérieure des Beaux-Arts in Paris in 2015, pastel meets transparency, it is a repertoire of personal and hybrid forms.

SOM @chantapitch (Paris, France) Young photographer and portraitist. Som recently worked for Andrea Crews. She explores the question of identity, through the garment, the body gesture and also the language. She will present beyond the balls a series on the gestures of women's football in close-up.

CHLOÉ WARY @Chloewary (Paris, France) Illustrator and comic drawer, she launches 'the season of the roses' first comic devoted to the feminine football.

BEYOND THE BALLS is curated by Ines Renaudin (MADAME ILMA). Ines has a dual expertise in fashion and contemporary art, she's now a consultant for concepts stores, brands, agencies, and cultural institutions on their strategies and talent research. In 2016, she also curated 'La galerie du Balon' during the Euro in Paris.

The exhibition BEYOND THE BALLS is accompanied by products and multiples with an exclusive selection and events not to be missed.

Booballs Collection by MAISON ROUSSELET

A parsley house founded in 1920, the Rousselet workshops have been designing and creating jewels for haute couture and fashion brands for four generations. Caroline Depommier DA of the house has imagined a capsule collection of six jewels. Cabochons or glass beads, proudly worn in rosary or around the wrist, the breast is never quite the same thanks to the hand of the craftsman who made it. This collection echoes the diversity of the female body and its power. It becomes a talisman that Louise Bourgeois or Elsa Schiaparelli would have probably liked to wear.

'The Rose Season' by CHLOÉ WARY - ÉDITIONS FLBLB

Olivier Babinet's documentary film, Swagger, makes Chloé Wary want to talk about her suburbs, with these young women both hyper virile and exacerbated femininity. The story and the characters of Saison des Roses come from these moments spent on the ground, but also memories of high school life in Chilly-Mazarin, at a time in life when one learns to assume his choices. > <https://content.flblb.com/uploads/2019/04/DP-Saison.pdf>

Chloé will dedicate his comic book during a pre-match on Sunday, June 23 at 6PM

Presentation of the Permanent collection and multiple KITS

Kits was born in New York from the idea of dealing with items that are commonly found in a stylist kit and developed to deal with generic basic clothing. The group will present during a special evening its Permanent collection, accompanied by a short film directed by Fanny Truchi. They imagined for Beyond the balls a pair of balls of nylon.

Presentation Permanent film collection by Fanny Truchi - short film screening Sunday, June 30 .

CACAHUETES SLUTS X WEARE415 capsule collection

Since 2012, the 'Cacahuètes Sluts' founded by Fati Rouina are a Paris-based women's football team with a creative, inclusive and street style, pushing boundaries. For the occasion of the 2019 Women's World Cup, 'Cacahuètes Sluts' team up with WEARE415 (a French brand inspired by football culture) for their first clothing collection. This collaboration will carry the colors of France and women, combining screen printing and embroidery on pieces such as t-shirts, hoodie tie and dye, city socks.

CACAHUETES SLUTS evening - FRANCE team match screening Sunday 23 June 9 PM

Contact : ines@madameilma.com - +33 6 24 51 64 77

BEYOND THE BALLS



BEYOND THE BALLS T-shirt

As part of the exhibition Beyond the balls edited an original t-shirt.

The t-shirt takes up the identity of the exhibition, reflecting the curation around women, the femininity of the round shape, the balloon and the game. Silkscreen chest 'beyond the balls' on white t-shirt.

For more information and visuals (artists and brands), please send your requests to Ines
ines@madameilma.com +33 6 24 51 64 77

AGENDA

BEYOND THE BALLS

30, RUE BEAUREGARD PARIS 2 / M -Bonne Nouvelle

OPENING 20TH JUNE - 8PM

SUNDAY 23TH JUNE - 6PM CHLOÉ WILL DEDICATE HIS COMIC BOOK DURING A PRE-MATCH

8PM GAME SCREENING FOR FRENCH TEAM - PARTY HOST BY LES CACAHUETES SLUTS

SUNDAY 30TH JUNE - PERMANENT COLLECTION FILM BY FANNY TRUCHI FOR KITS

FRIDAY 5TH JULY - ENDING OF THE EXHIBITION

Contact : ines@madameilma.com - +33 6 24 51 64 77