

PRESS RELEASE

FROM PRINT TO PRESENCE

March 14 – May 11, 2024
Rue des Vieux-Grenadiers 2
1205 Geneva

March 15 – May 11, 2024
Avenue Louis-Ruchonnet 6
1003 Lausanne

Since its opening in 2019, Fabienne Levy Gallery has been dedicated to showcasing cutting-edge contemporary art, partnering with the award-winning Lausanne-based graphic design studio Balmer Hählen to produce a remarkable series of posters that blur the lines between art and design. The inaugural poster of this collaboration has a special significance, announcing the inauguration of the gallery with a bold declaration of artistic intent. Adorned with the powerful statement “Showing artists with inspiring works that will raise questions about our society, our system, our time”, this poster served as both an invitation and a manifesto. With its clean design and striking typography, it symbolizes a collaboration that would come to define the gallery’s visual identity and its future exhibitions.



In “From Print to Presence”, we present a unique exhibition format by showing posters next to original artworks that served as an inspiration for them. This approach offers visitors a rare opportunity to witness the evolution of creative concepts and a singular relationship between graphic design and contemporary art.

At the genesis of each poster lies a conversation between the designers and the gallerist, a pivotal moment aimed at grasping the artist's vision with absolute clarity. The creation process unfolds as a daring exploration, where every boundary - be it colors, shapes, lines, letters, papers, or effects – is pushed back. The true essence of the designers' talent lies in their ability to make choices that are not only original, but also uniquely tailored to the essence of each project.

In addition to the show posters featuring artworks, the gallery created a series of “statement” posters featuring thought-provoking quotes from various sources, including renowned figures such as George Carlin: “I like it when a flower or a little tuft of grass grows through a crack in the concrete, it’s so f*ing heroic”, as well as Fabienne Levy: “Exist on your own terms, that is all”, or the artists themselves. Adding layers of meaning and context to the exhibitions, each statement contributes to the overall narrative of the show.

This exhibition showcases the evolution of this dynamic partnership, fostering a deeper understanding of the creative process and the power of collaboration.

FABIENNE LEVY
Rue des Vieux-Grenadiers 2
1205 Geneva, Switzerland
+41 22 320 10 85

Avenue Louis-Ruchonnet 6
1003 Lausanne, Switzerland
+41 21 711 43 20

www.fabiennelevy.com
@fabiennelevygallery