



PARÉIDOLIE

INTERNATIONAL CONTEMPORARY DRAWING FAIR

MARSEILLE / 30 & 31 AUGUST 2014

PREVIEW SATURDAY 30 AUGUST / 9 AM – 11 AM
PRIVATE VIEW, SATURDAY 30 AUGUST / 11 AM

OPEN TO THE PUBLIC (FREE ENTRY)
SATURDAY 30 AUGUST / 11 AM - 7 PM
SUNDAY 31 AUGUST / 11 AM - 8 PM

PRESS RELEASE
Marseille, july 2014

PAREIDOLIE* the 1st international contemporary drawing fair, will take place on 30 – 31 August 2014, in the 350m² gallery space of the Château de Servières, 19. Boulevard Boisson, 13004 Marseille.

Continuing in the dynamic created by Marseille-Provence European Cultural Capital and at the same time as Art-O-Rama, Marseille's contemporary art event, PAREIDOLIE will focus specifically on the art of drawing by inviting 10 international galleries, which have been selected by a committee including art collectors, artists and institution directors, under the patronage of Mr Bernard Blistene, Director of the National Museum of Modern Art – Centre Pompidou in Paris.

For this first edition the galleries selected are:

ALARCÓN CRIADO GALERIA, SEVILLE- ESPAGNE
GALERIE ALBERTA PANE, PARIS - FRANCE
ALICE GALLERY, BRUXELLES - BELGIQUE
GALERIE ANALIX FOREVER, GENEVE - SUISSE
ÀNGELS BARCELONA, BARCELONA - ESPAGNE
ATELIER KSR, BERLIN - ALLEMAGNE
GALERIE BERTRAND BARAUDOU, PARIS - FRANCE
GALERIE CHANTIERS BOÎTE NOIRE, MONTPELLIER - PARIS
GALERIE CHRISTOPHER GERBER, LAUSANNE -SUISSE
GALERIE EVA MEYER, PARIS - FRANCE

* A pareidolie [from para meaning "next to" and eidos, "appearance, form"] consists of associating a formless visual stimulus with an identifiable element. Passing clouds give rise to a variety of possible identifications – some people will see a face or an animal in them, whereas others might see nothing at all. Perception makes things visible to us, revealing recognizable forms in what is apparently formless