

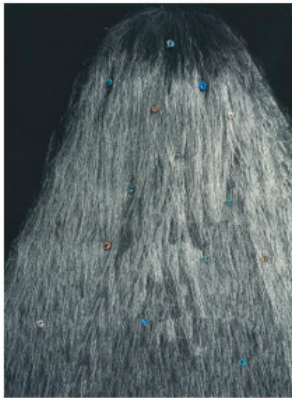
### BLESS N°53 Contenttenders

BLESS is a conceptual brand, thinking of new solutions for the everyday life. Here, for mfc-michèle didier, the duo thinks of the daily use of the artist's book and the multiple, by creating quite surprising objects, the new BLESS N°53 Contenttenders.

MFC - MICHÈLE DIDIER Follow



May 22nd – Aug. 1st  
Paris, 66 rue Notre-Dame de Nazareth Map



Hannah Collins  
*Hair Shawl*, 1997  
mfc - michèle didier



Braco Dimitrijevic  
*Paris Events / P.P. Rubens - Gerda Bollen*, 1992  
mfc - michèle didier



Liam Gillick  
*Underground (Fragments of Future Histories)*, 2004  
mfc - michèle didier



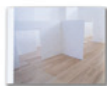
On Kawara  
*One Million Years*. Produced and published in 1999 by ...  
mfc - michèle didier



Christian Marclay  
*Ephemera*, 2009  
mfc - michèle didier



Annette Messager  
*Mes desins secrets*, 1972-2011  
mfc - michèle didier



Jim Shaw  
*Dream Objets Book*, 2011  
mfc - michèle didier



Leigh Ledare  
*Double Bind*, 2012  
mfc - michèle didier



BLESS, Liam Gillick  
*BLESS N°53 Contenttenders hosts Liam Gillick*, 2015  
mfc - michèle didier



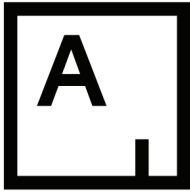
BLESS  
*BLESS N°53 Contenttenders hosts Leigh Ledare*  
mfc - michèle didier



BLESS  
*BLESS N°53 Contenttenders hosts Annette Messager*, 2015  
mfc - michèle didier



BLESS  
*BLESS N°53 Contenttenders hosts On Kawara*, 2015  
mfc - michèle didier



## Press Release

Made to measure by the creator BLESS for the publisher mfc-michèle didier.

Halfway between fashion, design, architecture and art, BLESS is a collaborative evolving project founded in 1997 by the stylists and designers Desiree Heiss and Ines Kaag, who define, in their frame of work a new, personalized profession, of the spontaneous creator, always reacting to his personal life. Generating singular products of fashion, design or art — from a fur wig to a disposable T-shirt, — BLESS plays with the fashion world's mechanisms of seduction, while developing formal, esthetic, economical, and press strategies, which radically put this world into question.

BLESS is a conceptual brand, thinking of new solutions for the everyday life. Here, for mfc-michèle didier, the duo thinks of the daily use of the artist's book and the multiple, by creating quite surprising objects, the new BLESS N°53 Contenttenders. Playing with the double meaning of "tender content", — in the sense of a "fragile content", but also based on the sense of the verb "to tender, to offer", they have imagined a sort of welcoming place, offered to a selection of artworks from mfc-michèle didier catalog. What's softer than a pillow, in order to protect the publisher's productions? BLESS proposes pillows that are not supposed to lie under one's head, but under an artwork which is therefore included in the intimate sphere.

The same way BLESS re-thinks all its objects, the pillow doesn't remain this familiar tool, consisting of a form and a matter that everyone knows. BLESS accessorizes it, redirects its use, transforms it, so that it can host the book or the multiple the best possible way.

BLESS takes over Mes dessins secrets by Annette Messenger and Underground (Fragments of Future Histories) by Liam Gillick, in order to place them into secret holes: the pillow becomes hollow, or gets pockets where the work can settle in. A black pillow, marked with a blood red line will receive the dreams of the Dream Object Book by Jim Shaw. BLESS thinks of a pillow-blanket to envelop Braco Dimitrijevic's box, but here it's not a question of softness and smoothness, as the blanket is really sculpted in wood. Parc Event / P.P. Rubens – Gerda Bollen is here securely hidden. The pillow becomes also a bed tray, where you can discover Muntadas' triptych Close Up. Or it becomes a bank revealing this time Hannah Collins' work, Hair Shawl. Or it can even be a couple of sound pillows, male and female, in order to listen to the formulation of time in On Kawara's One Million Years, or a page marker for Double Bind by Leigh Ledare.

For the exhibition, N°45 Soundperfume Melodized Pillow Hammock, a giant hammock, will also be installed in the gallery. As its name suggests, it contains melodized pillows, and will serve as a comfortable seat for the sound pillows of the work Ephemera by Christian Marclay, to listen to the concert given by Irene Schweizer. This concert, held on June 12, 2009 by mfc-michèle didier at the Bahnhof für Neue Musik in Basel was the very first interpretation of the music score of Ephemera by Christian Marclay.

BLESS fits every style! BLESS imagines an ideal and unique solution for each and every artwork.

## Follow Artists In This Show

**BLESS**  Follow

**HANNAH COLLINS**  Follow

**BRACO DIMITRIJEVIC**  Follow

**LIAM GILLICK**  Follow

**ON KAWARA**  Follow

**LEIGH LEDARE**  Follow

**CHRISTIAN MARCLAY**  Follow

**ANNETTE MESSENGER**  Follow

**JIM SHAW**  Follow