

FRÉDÉRIQUE HUTTER

ART CONCEPT

FRANÇOIS BERTHOUD

Octopus

08 October - 03 November 2021

Opening 07 October 18 - 21 h (by invitation only).

"Meet The Artist" October 9, 2 - 6 pm

MODISSA, 5th Floor | Bahnhofstrasse 74 | 8001 Zurich

FRÉDÉRIQUE HUTTER art concept is pleased to announce a collaboration with the fashion house MODISSA in the form of a temporary gallery on the 5th floor at Bahnhofstrasse 74. The artist and fashion illustrator François Berthoud (*1961 in le Locle, Switzerland, lives and works in Zurich/Milan) has been invited and will exhibit two new series under the exhibition title "OCOTPUS". In addition to unique pieces, prints from the edition "SUPERILLUMAN" 2003, (Edition Dino Simonett) will be exhibited and offered for sale.

François Bertoud is one of the rare, but certainly one of the most original fashion illustrators of the late 20th and early 21st century. After graduating from the School of Graphic Design in Lausanne in 1982, he went to Paris and from there to Milan. In 1985, at the suggestion of Anna Piaggi, he produced his first fashion illustrations for Vanity, which brought him immediate recognition. His work soon appeared in La Mode en Peinture, Per Lui, The New Yorker, Vogue Italia, Interview, Visionaire, The New York Times Magazine, Purple, Dazed and Confused, etc. More and more avant-garde fashion designers are commissioning him to design their corporate images.

Pen and pencil are less his thing, however; he prefers to dig, scratch, or scrape his drawings into wood, linoleum, pressed paper, or celluloid. Like a woodcutter or goldsmith, he thus makes matrices onto which he then transfers the figures previously sketched on paper, also with the help of the computer. Having grown up with the visual heritage of Concept Art, he developed his own aesthetic, which also nobilizes seemingly marginal things - such as a glove, a scarf, high heels, the toe of a boot - by turning them into archetypes. Reduction to the essence of things and a keen sense of cool elegance, enriched with irony and latent eroticism, are the secrets of Berthoud's international success.

In the current exhibition we show two new series. The series "Octopus" consisting of 29 handmade original prints in the 50 x 35 cm format. These were made from sheets of paper collected by the artist, first painted large areas, from mixtures of leftover paint after a printing process. The often very carefully mixed colour remnants are too good to be disposed of. The artwork, a hand-carved octopus arm in linoleum, was also reused, originally serving as a motif for an illustration for the reopening of the Diamond Horse Shoe, the nightclub at the

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Paramount New York. The motif ink used was a transparent ink to which metallic powder in gold and silver adheres. The second series "Seins", which will be shown, are small bas-reliefs of colours and collages.

On the occasion of the 20th anniversary of STUDIOS François Berthoud, Edition Dino Simonett in collaboration with the artist, has published a portfolio "SUPERILLUMAN". This includes 97 of his most remarkable works from 1986 to 2003. The large format reproductions, printed in 7-color offset and limited to 50 signed copies, are presented in a custom metal case that makes this object a sought-after collector's item for lovers of special editions and fashion. Frédérique Hutter has opened a portfolio for the first time and offers the works to lovers:inside individually. The hand-signed lithographs will be shown and sold at DAS STUDIO, on the 2nd floor at MODISSA, Zurich. Exactly here, where the fashion labels of the hour hang on the clothes rails - Proenza Schouler, 3.1 Phillip Lim, Soeur, Kenzo or MM6 are just a few of them.

In 2011, he had his first comprehensive exhibition at the Museum für Gestaltung in Zurich, Switzerland.

An extensive new publication from the publishing house Rizzoli, New York, will be released soon.

Opening hours MODISSA | Bahnhofstrasse 74 | 8001 Zurich:
Mon - Fri 10 am - 7 pm | Sat 09.30 am - 6.30 pm | and by appointment

Save the date

"Meet the artist" Sat 09 Oct 2 - 6 pm
(5th Floor Modissa Zurich)

The gallerist will be present on:
Sat 09/16 & 30 Oct, and on Thu 21 Oct, both from 2 - 6 pm.
(5th Floor Modissa Zurich)

For images and further information, please contact:
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