

THE VALÉRIE JOUVE EXHIBITION IN KLOVIĆEVI DVORI IN 2013

COMMISSIONED BY:

Marina Viculin, curator of Klovićevi dvori Gallery

Marina Viculin, curator of Klovićevi dvori Gallery, commissioned, within the framework of the project *What I bear*, an exhibition of French photographer Valérie Jouve in Klovićevi dvori Gallery for 2013.

The commission turned out to be a chance for me while talking about the exhibition and Marina's offer for her to exhibit on about one thousand square metres to propose a micro-action in the form of a photographic installation that would take place in the MCA's Extension immediately on my return to Zagreb.

Valérie at once agreed to this unexpected proposal and we decided to improvise. We chose some photos, works that I knew. In the spirit of the project, without any great preparations, and in restricted conditions, we agreed that I should make a concept in the Extension for her works that, ad hoc, I put into my suitcase and brought to Zagreb. I put eleven small-format series on in the Extension in what were new circumstances for the artist: for the first time, Valérie had let someone else oversee the final phase of her work.

Selected photos from the cycles: *Landscapes, Situations, Persons, Figures, Anomalies, Façades, Passers-By*, all created between 1993 and 2004

june 2011

ValérieJouve was born in 1964 in Saint Etienne. She lives and works in Paris. Sensitively occupied with topics of alienation, migration and cultural prejudices, ValérieJouve found photographs at the beginning of the nineties becoming both investigative and artistic forms.

Active on the French art scene, to date she has taken part in a number of collective shows and film festivals, as well as holding her own individual exhibitions. Her works are to be found in numerous museum and private collections. She has made the films *Grand Littoral* (2004) and *Time is Working Around Rotterdam* (2006).

TITLE OF THE WORK:

VALÉRIE JOUVE, FIRST TIME

June 17 – July 3, 2011, Extension, Museum of Contemporary Art



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PHOTO: Amela Frankl

March 13, 2011

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 Document: email
 From: Amela Frankl
 To: Marina Viculin

Dear Marina,
 The last time we saw each other, in AZ, we spoke very briefly about my project *What I Bear*.
 Now the time has come for you to think over your commission and the reason for my journey to Paris. Your commission is the third in line, and I plan to put it on in the Museum of Contemporary Art before the summer break.
 Perhaps you would like to evoke some memory of Paris of yours, or for me to be your extended arm that will carry out something in Paris for you. The order doesn't have to be of a personal nature. Maybe you'll be excited by the idea of some commission for the good of the community. Think it over.
 Before you decide, we could meet and talk about it.
 I'm happy for us to be working together on this project.
 Bisous,
 Amela

A few days after that, Marina and I met. We talked about the project and how it works. During our encounter and talk she offered me several possibilities, themes for the commission. At the end she decided that she would like me to try to meet French photographer Valérie Jouve and negotiate an exhibition of her work in Klovićevi dvori in 2013, and then for her to have a residency in Zagreb. The commission was clear and intelligible, but still, I asked Marina to write me a short piece about what was motivating her choice.

May 16, 2011

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 Document: email
 From: Amela Frankl
 To: Valérie Jouve

Bonjour,
 .Je m'appelle Amela Frankl. Artiste visuel, je réalise avec le Musée d'Art contemporain de Zagreb (MSU) un projet intitulé Štonosim (Ce que j'porte) qui durera toute l'année 2011 et dont je souhaiterais vous entretenir.
 Ce projet est constitué de quatorze interventions, situations ou micro événements artistiques organisés au MSU et utilisant le matériel, la

documentation et les expériences accumulées à Paris à l'occasion de missions commandées par des critiques, artistes, collectifs ou activistes culturels de Croatie.

Ce que j'porte créera des situations inattendues, des postures artistiques improvisées, sous contraintes de respect strict des instructions que me donneront mes commanditaires et des moyens dont je dispose.

Marina Viculin est mon troisième commanditaire.

Critique d'art à la Galerie nationale du Klovičevi dvori de Zagreb, Marina s'intéresse à la photographie et suit votre travail depuis longtemps. Dans le cadre du projet *Što nosim*, elle me commande de me rendre à Paris pour y effectuer une démarche auprès de vous visant l'organisation, en 2013, d'une exposition au Klovičevi dvori.

Je pense que cette invitation pourrait aussi être l'élément de départ d'un projet modifié – il s'agirait là de ma contribution- associant en deux temps le Musée d'art contemporain de Zagreb et le Klovičevi dvori.

Je souhaiterais pouvoir vous en parler et vous rencontrer à Paris.

Seriez-vous disponible cette semaine par exemple ?

Cordialement,

AmelaFrankl

Hello,

My name is Amela Frankl and I'm a visual artist. In association with the Museum of Contemporary Art in Zagreb I am putting on a project entitled *What I Bear* (Ce que je porte), which will take place during 2011, and I would like to be able to discuss I with you.

The project comprises fourteen interventions, artistic situations or micro events in the Museum of Contemporary Art based on the material, documentation and experiences acquired during the accomplishment of the tasks that have been set me by critics, artists, collectives or cultural activists of Croatia.

Strictly respecting the instructions of the client and making use of all the resources I have at my disposal, *What I Bear* will lead to some unexpected situations and improvised artistic views.

Marina Viculin is my third client.

This curator of the Klovičevi dvori Gallery is particularly interested in photography, and has long kept up with your work. For the project, she asked me to go to Paris, to contact you and to discuss an exhibition of your work in Klovičevi dvori for 2013. I think that this invite to take part in my project would enable the Museum of Contemporary Art in Zagreb and Klovičevi dvori to combine and would enable the joint production of an exhibition of your work.

I would be very glad to get to know you and to talk with you about the project. Would you be free this week?

Sincerely,

Amela Frankl

Unexpectedly, considering she is such a well-known and busy French photographer and artist, she at once sent me a positive answer and a suggestion that we meet in her studio before she went off for a two-month residency in Jericho. It was agreed that we meet on May 24.

May 18, 2011

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 Document: email
 From: Amela Frankl
 To: Marina Viculin

Dear Marina,

You asked me, as part of the *What I Bear* project, to get in touch with Valérie Jouve and to start off the procedure for the production of an exhibition of her work in Klovičevi dvori Gallery in 2013.

Valérie Jouve is interested in the project, and I am going to meet her very soon. Before that, I need from you a short text or statement about your motivation. I would like to talk with you about preparations for the conversation; date, size of the show and so on. I'll be in touch during the next few days.

Cheers,
 Amela.

Zagreb, May 19, 2011

What would my motivation be?

The work of Valérie Jouve explores that segment of visibility that in my experience is particular to the medium of photography. For some ten years now most of my practice as curator has had to do with photography. And of course I have wondered what makes some photographs so extremely exciting in my eyes. What is it I am looking for?

I have found a number of answers to these questions. Some of them concern the corporeality that is more strongly and clearly woven into the visual registration made with the photographic print. Some concern the fictitious or imaginary that has imperceptibly crept into what should have been a reflected image of the real world. But perhaps the only thing I can say about it is that a photograph records more than what is there in the frame. Never mind how much one tries, what is there in the images cannot be

accommodated well in words. Something always leaks out between the letters. And it seems that it is precisely "that something from the pictures." The photographs of Valérie Jouve have a great deal of something that can be preserved only in pictures. I saw her work for the first time in 2004 in the Vitry Museum. And couldn't not want to show what I had seen.

Every subsequent work that I met with at various exhibitions over the years had no less of that meaning hidden in entirely insignificant scenes. That is the reason it seemed important and interesting to me to attempt to organise an exhibition for her in Zagreb.

It would be actually ideal to invite Valérie to shoot in Zagreb, but I don't think this is possible. So let's attempt to talk about the possibilities of an exhibition on one floor of the Klovičevi dvori Gallery (about a thousand square metres of floor space) in 2013.



The meeting with Valérie. I arrive at the studio at 10. I was met by a tiny little woman full of energy. She was interested in what I was doing. I described her the concept of the project, based on commissions from curators, and told her about the material that I used in the work, my own motivation... that I was currently preparing the BLOK commission for a repeat performance of *Lady Godiva*. She was taken aback by this kind of commission by the curators and said she would never agree to such a task. She even asked how she could encourage and help me.

There was no doubt about the exhibition and residency in Zagreb, and Valérie told me to inform Marina that she could start to organise the show in Klovičevi.

But most of all we talked about the work I wanted to do. She paid close attention. At once understood my proposal to exhibit her works in my own small space in the Museum of Contemporary Art Extension. How I had always wanted to carry works in my suitcase, the ease of collaboration, about how distances and red-tape could always be overcome in a simple manner – put everything in your case and take it with you. She enthusiastically drew me to the shelves on which there were prints of photographs. She pulled out several bundles of pictures and told me to choose what I wanted. I was excited and thrilled. Together we opened several folders and spread the prints out on the floor. I at once recognised familiar series exhibited at her very important show in Paris's MAC. I stood in front of the prints. What should I choose? I noticed a photograph of a youngster with dyed hair, which particularly impressed me. I took it. After one hour, I had chosen some sixty prints. At the end Valérie told me this would be the first time anyone else had set up her work.

May 29, 2011

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Document: email

From: Amela Frankl

To: Valérie Jouve
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Bonjour Valérie,

J'espère que tu es bien arrivée à Jéricho.

Merci pour ton chaleureux accueil de mardi dernier alors tu étais en pleine préparation de ton voyage en Palestine et un grand merci aussi pour avoir si simplement accepté de participer au projet Sto nosim. J'ai déjà préparé onze groupes de photos que je veux exposer sans tarder à Ekstenzija, Musée d'art contemporain de Zagreb. La date est fixée au 16 juin prochain. Cette composition m'a procuré grand plaisir. Je t'envoie quelques photos de l'installation comme promis. J'espère que cela va te plaire.

Tihomir Milovac, critique d'art au Musée avec qui je collabore, est enchanté par ce petit événement. Marina Viculin va bientôt apprendre

que son souhait d'organiser une exposition de tes travaux en 2013 au KD est exaucé et que tu es prête à venir travailler à Zagreb. Je vais lui transmettre tes coordonnées.

Je t'informe de la suite et te souhaite un bon séjour à Jericho,
A bientôt,
Amela

Dear Valérie,

I hope you arrived safely in Jericho.

Thank you for having received me so warmly, although you were engaged with preparing your trip to Palestine, and particular thanks for having agreed to take part in the *What I Bear* project.

I have already prepared eleven series of photographs that I shall soon display in the venue of the Extension in the Museum of Contemporary Art in Zagreb. The opening will be on June 16. I am very pleased with the selection. I shall send you several photographs of the display, as I promised. I hope you will like it.

Tihomir Milovac, curator of the Museum of Contemporary Art with whom I am working, is delighted with this little event. Marina Viculin will soon learn that her wish will be fulfilled, that she can put on a show of your works in 2013 and that you are ready to come and work in Zagreb. I shall give her your contact details. I will get in touch with you about how things are unfolding and hope you have a successful stay in Jericho.

Talk soon,
Amela

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Document: email

From: Valérie Jouve

To: Amela Frankl
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bonjour Amela,

le plaisir était partagé, je fais très attention à moi mais lorsque j'aime quelqu'un et c'était le cas !!! je deviens très gentille !!!! mais ce n'est pas toujours le cas car beaucoup de gens ne m'intéressent pas...

c'est dit très directement et tu es la bienvenue...

Je suis très heureuse que tu ais eu du plaisir, car c'était le but, j'attends avec impatience les vues de l'installation.

je t'embrasse fort
valerie

Hello Amela,

The pleasure was two-way, I am very cautious with everything that concerns me, but if I like someone, and this was the case, I can become very kind. This doesn't happen all that often, for many people don't interest me.

That is put rather bluntly, but you are welcome
 I am very pleased that you are satisfied, for that was actually the
 purpose, and I can hardly wait to see the shots of the set-up.
 Hugs,
 Valérie

May 30, 2011

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Document: email
 From: Amela Frankl
 To: Marina Viculin

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Dear Marina,

I am happy to be able to give you some good news.

On Tuesday I met Valérie Jouve in her studio. She liked the idea a lot
 and the proposal for a show in Klovičevi, including the timeline of 2013.
 Also during the conversation I mentioned your ideal option, that she
 should come and take pictures in Zagreb, which she also agreed to. She
 would be interested in coming to Zagreb and thinks that it would be
 possible to shoot and prepare material on a number of occasions. But
 you will be able to agree on everything with her.

At the moment, she's on a month-long working trip. It would be a good
 idea if you could contact her ASAP. Here's her email: mmm@mmm

My work for the *What I Bear* project is an exhibition of Valérie Jouve in
 the Extension. I have imagined it as a micro event based on the idea of
 improvisation and rapid action. Valérie liked this and immediately in
 the studio we selected some sixty pics that would fit into my suitcase.
 She left the grouping of the photos to me, the first time she has done
 such a thing, and is looking forward eagerly to seeing how I am going to
 organise the sequences of her works.

I'll let you know when we put the show up, so come along.

See you, cheers,
 Amela

June 25, 2011

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Document: email
 From: Amela Frankl
 To: Valérie Jouve

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Bonjour Valérie,

J'espère que tu vas bien et que tu reviens toi aussi à Paris avec un sac
 plein de matériel.

Voici des photos de l'exposition réalisée à Ekstenzija. Comme tu vois,
 l'espace et le format des photos ont déterminé la dynamique et la



succession des photos mais cela ne m'a pas empêché de raconter 11 petites histoires avec tes photos. J'ai trouvé dans le matériel photographique d'infimes variations et décalages que j'ai cherché à mettre en valeur en regroupant les photos en séries et proposé un point de vue sur ton travail.

Je t'embrasse,
Amela

Hello Valérie

I hope you are well and have come back to Paris with a bagful of material.

I send you photographs from the exhibition in the Extension. As you can see, the space and format determined the dynamics and order of the photographs. But this did not stop me telling 11 little stories with your photographs. In the photographic material I found some very minor variations and differences, which I attempted to bring out by grouping them into series and in this manner propose a certain view of you work.

Hugs,
Amela.

August 18, 2011

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Document: email

From: Valérie Jouve

To: Amela Frankl
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chère Amela,

je viens juste de voir tes images de l'expo (cela a du passer entre les mailles !!!) et comme la rentrée approche je regarde tout...

Et franchement, je suis très contente de voir le parti pris, et l'espace est étrange mais du coup très intéressant !!!

j'aime bien les petites narrations que tu as organisées. Tu es dans mon travail avec une vraie compréhension ...

au plaisir de te revoir bientôt

amicalement,

valerie Jouve

Dear Amela,

I have just seen the photos from the exhibition (it seems they got lost in my mail somehow) and as autumn is approaching I am reviewing everything carefully.

To be frank, I was very happy to see the point of view, the space is strange, but then very interesting.

I like the little narratives you have arranged. You have got into my work with a lot of understanding.

Looking forward to meeting soon, with best wishes

Valérie Jouve

August 29, 2011

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Document: email

From: Amela Frankl

To: Marina Viculin
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Dear Marina,

I am glad we met and talked today. I was curious to find out the reasons for your not getting in touch before and after the Valérie exhibition, and it was interesting to go over together with you how we had worked together. Well, that's part of the work too.

As I said, next week I'll meet Valérie in Paris, and she is sure to ask me when you'll write to her.

Please let me know your decision, whether you're intending to do a show with her, are you going to write her in this connection, and when, what shall I tell her?

Cheers

Amela

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 Document: email
 From: Marina Viculin
 To: Amela Frankl

Dear Amela,
 I shall certainly get in touch with her before you see her, this week.
 Thanks for having come for coffee and to go over the events with me.
 Cheers,
 Marina.

September 6, 2011

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Document: email
 From: Amela Frankl
 To: Marina Viculin

Dear Marina,
 in your last message you wrote that you would get in touch with Valérie Jouve. Did you contact her?
 Cheers,
 Amela

September 9, 2011

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Document: email
 From: Marina Viculin
 To: Valérie Jouve

Chère Valérie Jouve,
 Je suis très heureuse que Amela Frankl vous a contactée comme partie de son projet artistique, et vous a transmis mon désir d'organiser votre exposition à Zagreb. Elle m'a transmis votre réaction positive, et la possibilité de considérer le projet comme partie de nos plans pour l'an 2013.

Je préférerais si vous pouviez séparer un certain temps pendant l'an 2013, et venir à Zagreb pour y faire des photographies, mais toutes les autres options sont ouvertes aussi. J'imagine votre exposition sur un étage de la Galerie Klovičevi dvori, ce qui veut dire cca. 1000 mètres carrés d'espace d'exhibition. Si nous exposerions des photographies faites à Zagreb, j'aimerais qu'elles fassent une partie de l'exposition, pendant que l'autre partie serait un choix de votre oeuvre, ce qui introduirait notre public dans la spécificité de votre approche créative. En effet, j'ai déjà fait une série des expositions photographiques, des photographes croates (Marija Braut, Ivan Posavec, Mio Vesović, Josip Klarica, Nenad Gattin, Petar Dabac) et étrangers (Dora Maar, Henri

Chartier-Bresson / Tošo Dabac, Werner Bischof) en concepte d'une exposition monographique avec une petite introduction rétrospective qui explique la poésie de l'auteur.

Si vous pourriez venir au travail résidentiel à Zagreb, je voudrais savoir combien de temps vous croyez pouvoir passer avec nous, pour que je puisse commencer de construire le budget de votre séjour et de l'exposition. Je serai très contente de commencer le développement de notre projet en ce stage.

Avec mes sentiments les plus distingués,

Marina Viculin

Dear Valérie Jouve,

I am very glad indeed that Amela Frankl contacted you in the context of her art project and told you of my wish to put on an exhibition of your work in Zagreb. She related to me your positive answer and the possibility that the project could be a part of our exhibition programme in 2013.

I would be very happy also if during 2013 you could spare the time to come to Zagreb to take pictures, but every other option is also on the table. For your show, I have earmarked one floor of Klovićevic dvori Gallery, which means about 1000 square metres of exhibition space. If we showed photographs taken in Zagreb, I would like them to be just one part of the show, and the other part would be a cross section of your work so as to present to our public the specific features of your creative approach. I have already put on a series of exhibitions of both Croatian (Marija Braut, Ivan Posavec, Mio Vesović, Josip Klarica, Nenad Gattin, Petar Dabac) and foreign photographers (Dora Maar, Henri Cartier-Bresson / Tošo Dabac, Werner Bischof) which were conceived as monographic exhibitions with a short retrospective introduction about the poetics of the artists presented.

If you were to have an artistic residency in Zagreb, I would like to ask how long you might spend with us so as to be able to prepare the budget for your stay and exhibition. I am so pleased to start working on our project.

Sincerely,

Marina Viculin

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 Document: email
 From: Amela Frankl
 To: Marina Viculin

OK, please also let me know, for when I meet Valérie, what you have decided about the exhibition in Klovićevic dvori, are you going to put on an exhibition of Valérie Jouve in 2013 or not.

September 10, 2011

Document: email
 From: Marina Viculin
 To: Amela Frankl

Dear Amela,
 This is just the beginning of the planning of the project, and as you know very well, there are lots of factors it depends on. So your question about yes or no sounds a bit unusual. What do you mean?
 Cheers

September 12, 2011

Document: email
 From: Amela Frankl
 To: Marina Viculin

Dear Marina,
 Why do I ask? Of course I am curious to find out whether my efforts are going to take shape in a nice exhibition... I would be happy.
 This week I'm meeting Valérie and she is bound to tell me what you have agreed on.
 Best wishes from Paris
 Amela



Several times from August 29 I sent Marina mails asking what I should say to Valérie. Only on September 12 did she send me a message with the letter for Valérie Jouve that she had already sent on September 9.

The Valérie Jouve collaboration project and exhibition in Klovićevi dvori never came off.