

OLYMPICS x ART

FASTER? HIGHER? STRONGER?

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RAJA'A KHALID, NONFOOD, LOU PARISOT, PAMELA ROSENKRANZ,
MELIKA SHAFABI, URL FIGHTERS, ANNIE VAN NOORTWIJK**

September 26 - October 10, 2020. Opening & performance: September 25, from 6pm

curated by Alexis Loisel-Montambaux, conceived by Victor Le de Doisy & Jonathan Schurdevin



This group show explores the aesthetic and mentalities related to sports and more broadly around the body. It digs into the desire of going beyond your limits, feeling part of a community, being tied to a territory and trying to take care of it as we are taking care of ourselves.

Marketing and major brands such as Olympics sponsors induce us to think sports are also a way of life: *adapt your style, improve your fitness, optimize your performance, transform your body.*

In times of mass circulation of images which are often standardized, these injunctions influence our canons of beauty and our behaviour, leading to an obsession with self-optimization, driving us to always be more competitive and more productive.

Yet, this year the Olympics have been postponed. There is no competition; it is a time out. Thus, Faster? Higher? Stronger?*

* "Faster - Higher - Stronger", the motto of the Olympic Games

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