



PRESS KIT



SEQUENCE #3 :
CREATING ON SOCIAL MEDIA 
FROM 28 JANUARY TO 5 JUNE 2022



VERNISSAGE : THURSDAY 27 JANUARY AT 6 PM

The Lavoir Numérique is a cultural institution focusing on audio-visual practices and creation operated by the
Établissement Public Territorial Grand-Orly Seine Bièvre.
Lieu dédié à la création et la pratique audiovisuelles
lavoirnumerique.fr

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Le Lavoir Numérique started out as the “Lavoir-Bains-douches municipal”, in other words the public baths in Gentilly, a town on the outskirts of Paris. In 2020, they were given a new lease of life when they were completely transformed to fulfil a new function. Today, the Lavoir Numérique is truly one of a kind, a unique cultural institution focusing on audio-visual creation.

Both a venue (exhibitions, screenings, debates, concerts, shows) and a place to work (workshops, courses, residences), its events programme organised into “Sequences” addresses a broad spectrum of digital practices considered from the point of view of images and sounds.

You could say that the Lavoir Numérique encourages you to keep both your eyes and your ears wide open!

SEQUENCE #3 : CREATING ON SOCIAL MEDIA ☺ FROM 28 JANUARY TO 5 JUNE 2022



THE @ANNEHOREL EXHIBITION

Rétrospective de l'œuvre d'Anne Horel de 2009 à aujourd'hui (vidéos, installations, performances)
A retrospective of the work of Anne Horel from 2009 to the present day (video, installation, performance). Curated by: Anne Horel.

Vernissage: Thursday 27 January 2022 at 6 pm. Free entry.

Guided tour: Thursday 24 March at 7 pm.

Free entry (reservation required). Contact: federico.rodriquezjimenez@grandorlyseinebievre.fr

CINÉMA

#teenmovies #annehorel #contreculture #standup #sorcières #DIY

A film cycle devised by Benoît Dechaumont (La Tournelle cinema, l'Hay-les-Roses) including films selected by Anne Horel.

RENCONTRES DU LAVOIR IS SOCIAL MEDIA A BOUNDLESS CREATIVE FIELD?


Thursday 31 March at 8 pm

Each rencontre (get-together) is filmed and can be watched online at a later date, or as a podcast! These multifaceted get-togethers are both broadcasts and events in their own right that provide moments of exchange during which the audience can meet artists, authors, researchers and journalists (to name but a few) during a themed evening. Visitors and guests alike wander around the Lavoir's different spaces discovering ephemeral installations, attending screenings and taking part in debates in which anyone is free to take the floor.


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THE SEQUENCE

 Long before social media was invented, people would fall in love, follow, share, discuss and even hate other people.

Social networks – but let's call them social media as the term is better suited to a global perspective of digital culture - alter and amplify the individual experience to a previously unseen extent. IRL (in real life) and the unreal world merge: a bar becomes as big as an arena and virtual word of mouth echoes endlessly as one's circle of friends grows into a community that extends to the four corners of the globe. In short, you can find the digital counterparts of everything that exists in real life.

 Like any other tool, there is a dark side to social media and it therefore gives rise to both enthusiasm and controversy. It has made a place for itself as a tool for relaying information. It is somewhere you can interact and collaborate amongst a multitude of other possibilities.

 The web is like an artist's canvas, a pencil is also an AR (augmented reality) filter, writing is also an emoji, narration is a form of navigation and a film is also a story. The starting point for Sequence #3 was a PM (private message) sent to @annehorel on Instagram.

The question was how can artists best integrate social media into their creative practice and share works created especially for this medium.

And all of this led to the @annehorel exhibition, the "Rencontres du Lavoir" get-togethers, an atypical firm cycle and practical workshops – and that's only part of what's on offer.

Šejla Duke.

DISCOVER THE COMPLETE EVENTS PROGRAMME:
LAVOIRNUMERIQUE.FR

The Lavoir Numérique provides an ensemble of cultural and educational actions for a wide and diverse audience. Thanks to an approach that focuses on discussion and developing a critical eye, these actions promote a better understanding of images. From Monday to Friday, guided tours in English or French are organised for groups (also available on request), in addition to children's workshops.

SEQUENCE #3 : CREATING ON SOCIAL MEDIA

FROM 28 JANUARY TO 5 JUNE 2022



EXHIBITION

@annehorel

A retrospective of the work of Anne Horel from 2009 to the present day (video, installation, performance). Curated by: Anne Horel.

“My name is Anne Horel and I am a Polymorphic Digital Artist. I mainly work on social media which for the last 10 years has provided me with an endless source of inspiration. MySpace, Facebook, Snapchat, Vine, Instagram, YouTube and Twitter are my various creative playgrounds. The Web is both my place of work and a subject of observation. It gives me food for thought and provides the raw materials that I transform into collages of all sorts. Everywhere that culture is undergoing transformation, from screenshots to animated GIFs, from music videos to documentaries and from selfies to Instagram filters, you will find me sampling, reflecting upon the nature of these changes and making transformations.

@annehorel takes you on a visit to my web-based practice. It considers the web and notably social media (which has always been a personal favourite in terms of creativity and collaboration) as a tool, a source of inspiration, a platform for distributing creations and a place to meet.

@annehorel is an archaeological visit and is my contribution to social media art.”

Anne Horel.

(Extract from the text to be found on pages 6-7 of the exhibition catalogue)

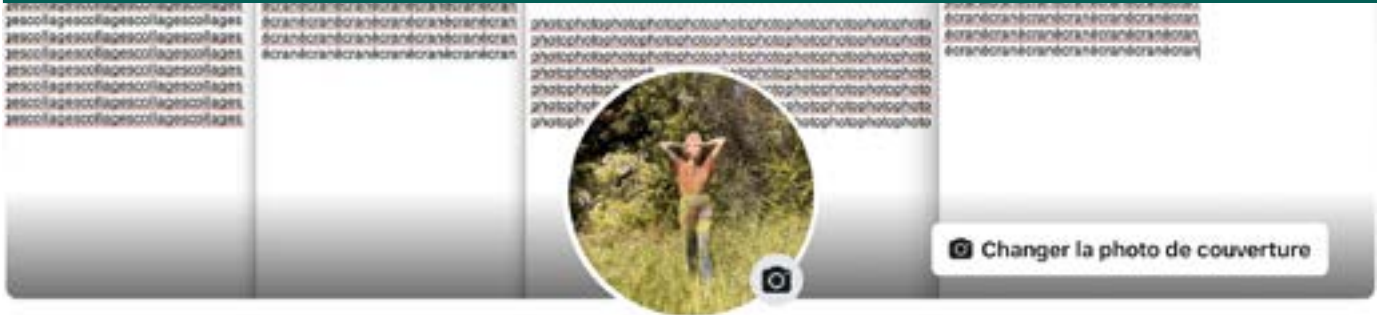


**AN INTERACTIVE
PORTFOLIO IS AVAILABLE
ON OUR WEBSITE**





Anne Horel



Anne Horel

annehorel.com

FOLLOW ME ON Instagram: @annehorel

annehorel@gmail.com

Modifier

Changer la photo de couverture

Intro

- Film director, à Partizan
- Travaille chez Anne Horel
- A travaillé à La chatte d'Anne Horel
- A travaillé à L'Oeil de Links
- A travaillé à RADIOMARAIS
- annehorel.com



Que voulez-vous dire ?

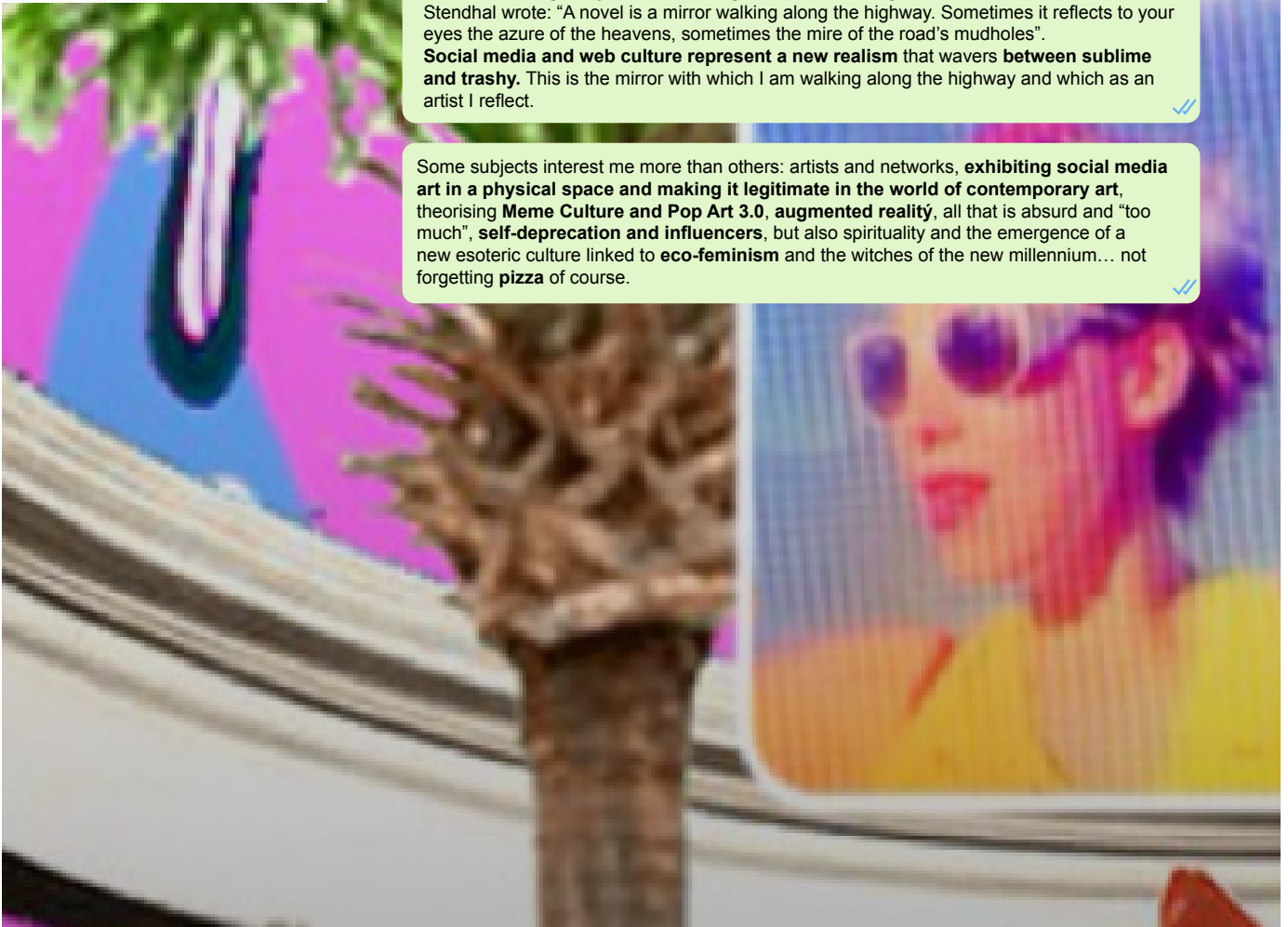
My name is Anne Horel and I am a **Polymorphic Digital Artist**. I mainly work on **social media which for the last 10 years** has provided me with an endless source of inspiration. MySpace, Facebook, Snapchat, Vine, Instagram, YouTube and Twitter have been my various creative playgrounds.

The Web is both my place of work and a subject of observation. It gives me food for thought and provides the **raw materials** that I transform into **collages of all sorts**. Everywhere that **culture is undergoing transformation**, from screenshots to animated GIFs, from music videos to documentaries and from selfies to Instagram filters, **you will find me making it my own, sampling and transforming it some more.**

Stendhal wrote: "A novel is a mirror walking along the highway. Sometimes it reflects to your eyes the azure of the heavens, sometimes the mire of the road's mudholes".

Social media and web culture represent a new realism that wavers **between sublime and trashy**. This is the mirror with which I am walking along the highway and which as an artist I reflect.

Some subjects interest me more than others: artists and networks, **exhibiting social media art in a physical space and making it legitimate in the world of contemporary art**, theorising **Meme Culture and Pop Art 3.0, augmented reality**, all that is absurd and "too much", **self-deprecation and influencers**, but also spirituality and the emergence of a new esoteric culture linked to **eco-feminism** and the witches of the new millennium... not forgetting **pizza** of course.



Taper message





Anne Horel



We are living in a period in which **networks and social media are omnipresent** both from an **organic and a digital standpoint**.

Everything is a network. Everything is media. Everything is social.

In 2020, the physical world was forced to come to a standstill. A **new vocabulary was developed** and digital communication became the principle vector of professional, cultural and personal exchange in the widest possible sense of the term - to the extent that describing the fact of actually being present led to the creation of a new word. **We see each other, meet, exchange, discuss, learn, create, and consume via the intermediary of our keyboards, touchscreens, webcams and hands-free kits.**

More than ever before, everything in the web is teeming and in a state of effervescence. The digital world has become an integral part of day-to-day life. ✓

The Internet is like an **augmented double of ourselves**. It is a projection. An avatar. It combines the **aesthetic experiences we live and share on a daily basis**. ✓

For several years now, **so called amateur tools** - which are often considered trivial - have actually been **revealing artistic vocations** and above all have led to the emergence of a **new art movement in its own right: Social Media Art**.

Digital art is part of the history of contemporary art, but the **recent explosion in popularity of NFTs** has finally acknowledged its importance.

Art is within everyone's grasp. It can be consumed and distributed from one's own home or one's pocket at any time of the day. For artists who want to improve their visibility, not being on the Internet is unthinkable. ✓

Instagram in particular plays a key role in enabling artists to share portfolios of their work in progress. It can be personalised to one's heart's content - to the extent that it has become a **media in its own**. Each Instagram page profile is literally a **channel of content** in which administrators are totally in control of their image. **We become media**. We become potential advertising space. We become products. **Instagram is the apology of self-media**.

Social media have become a job and the more followers you have, the more influence you acquire because you are given more credit. Having a lot of followers on social media really can change your life. ✓

The visibility and quality of what people present on the web is as rich as it is random. This fact is proven on **the Internet on a daily basis as content is produced non-stop in a continuous flow** that I find incredibly exciting and inspirational. It is however essential to pay close attention if you want to **understand what is at stake in this changing world**. This **worldwide social-cultural phenomenon** is relatively recent, but it is evolving at an incredible speed. In just 10 years, the world has created an online alias and smartphones put everything within our grasp at anytime and from anywhere: information, one's community, sources of inspiration, education etc.

Given the rapidity with which all sorts of information are shared, different fashions first see the light of day in **virtual reality before gradually becoming social phenomena**. Unless that is you manage to set yourself apart from this flow of information... but even then. ✓

@annehorel takes you on a visit to my web-based practice. It considers the web and notably social media (which has always been a personal favourite in terms of creativity and collaboration in my artistic practice) as a **tool, a source of inspiration, a platform for distributing creations and a place to meet**. ✓

@annehorel is an archaeological visit and it is **my contribution to social media art**. ✓

Taper message



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Visuals from the @annehorel exhibition at the Lavoir Numérique - 2022
© Anne Horel



KIM by Pauline Croze – 2020
© Anne Horel



Contemporary divinities
2015 - 2021
© Anne Horel



Face Filters
© Anne Horel



Tarot deck inspiré par
The Met Gala - 2018
© Anne Horel



Digital collage - Opulence
© Anne Horel



The original facade of the Lavoir Numérique © Arteo architectures - Cécile Septet
The modern facade of the Lavoir Numérique © Arteo architectures - Cécile Septet



Unfollowed
© Anne Horel

The Lavoir Numérique and the Maison de la Photographie Robert Doisneau are cultural institutions operated by the Établissement Public Territorial Grand-Orly Seine Bièvre that share the same mission and which are run by the same team.

Le Lavoir Numérique

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Exhibition opening times

Free entry : WEDNESDAY TO FRIDAY 1.30 PM - 6.30 PM. / SATURDAY AND SUNDAY 1.30 PM - 7 PM.
CLOSED ON PUBLIC HOLIDAYS.

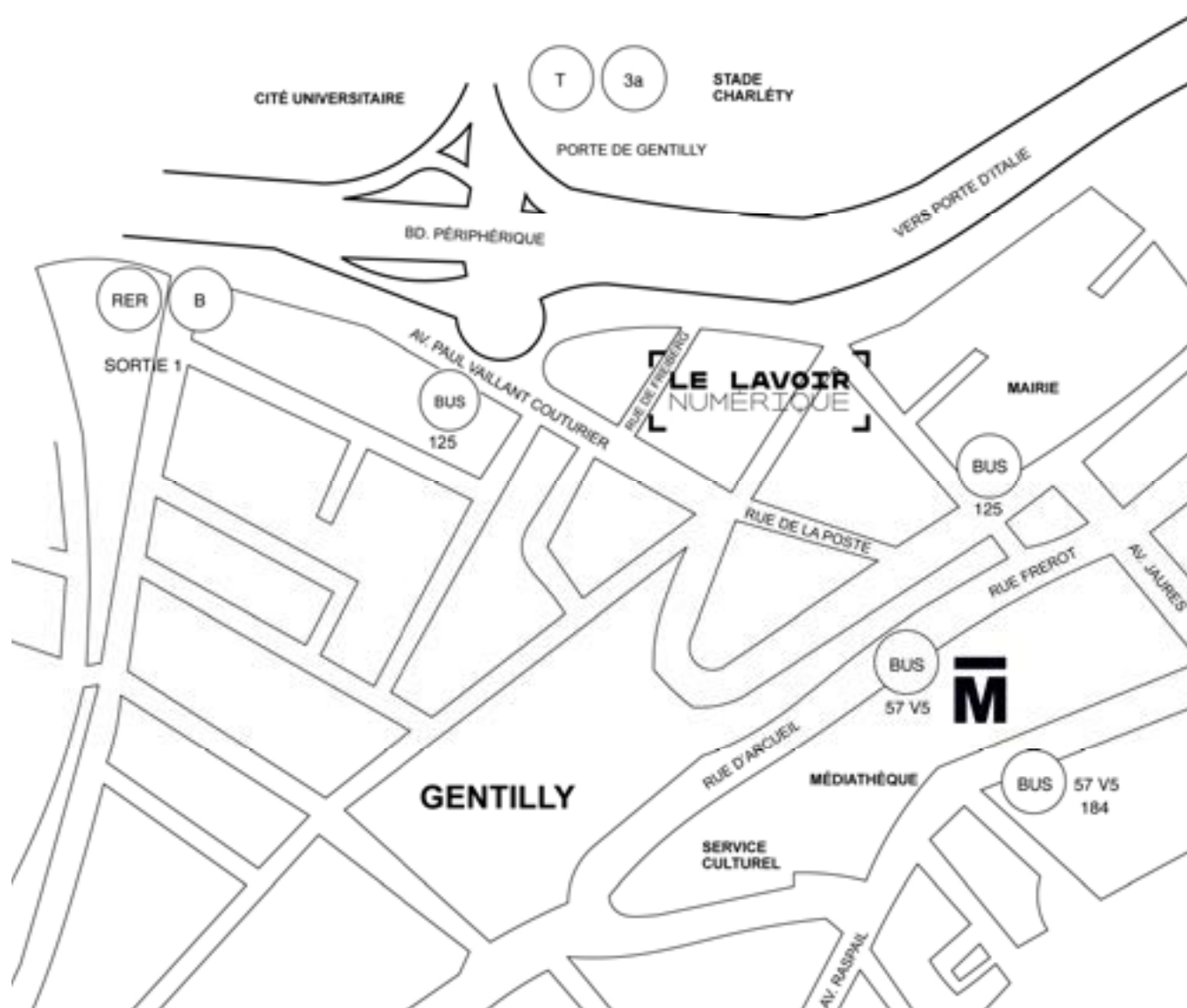
Cinema times and prices / Rencontres du Lavoir

lavoirnumerique.fr

Accès

RER B Gentilly (20 min. depuis Châtelet)
BUS 57 Division Leclerc – Médiathèque (10 min. depuis Place d'Italie)
BUS 125 Gautherot - Carrefour Mazagran
T3a Stade Charléty
Vélib n°13027 - n°42504

FIND THE LAVOIR NUMÉRIQUE AND THE MAISON DOISNEAU ON:



LE LAVOIR NUMÉRIQUE

The Lavoir Numérique is a cultural institution operated by the Établissement Public Territorial Grand-Orly Seine Bièvre.



The Lavoir Numérique is supported by Gentilly municipality.



The Lavoir Numérique is a member of

