

Press release

March 2019

Rubis Mécénat cultural fund supports Joël Andrianomearisoa Artist invited to represent Madagascar's first pavilion at the Venice Biennale 2019

11 MAY – 24 NOVEMBER 2019

Rubis Mécénat cultural fund supports Malagasy artist Joël Andrianomearisoa for the Madagascar Pavilion at the Venice Biennale 2019, through a production and publishing aid. This support takes place in the context of Rubis Mécénat cultural fund's new socio-cultural project initiated in Antananarivo, Madagascar, *Ndao Hanavao*.

For the first time in its history Madagascar will take part in the 58th edition of the Venice Biennale, from 11 May to 24 November 2019.

Joël Andrianomearisoa was chosen to represent his country alongside curators Rina Ralay Ranaivo and Emmanuel Daydé, due to the invention and maturity of his work and his international reputation.

This first participation in the Venice Biennale is a historic event for Madagascar. It is a sign of dynamism and modernity for the Malagasy nation. It reflects a positive image of the country at national and international levels. It is a message of hope and willingness to put the creative forces of Madagascar in the mainstream of the world.

Entitled "I have forgotten the night", the Madagascar Pavilion exhibition will "develop around a non-explicit, often abstract, narration, which everyone perceives yet cannot put a name to. It is likely that the drama will hide in the folds of a black paper cascade, ultimately enveloping each of the visitors in the cloak of a light-filled spirit", as said by curators Rina Ralay Ranaivo and Emmanuel Daydé. In drawing up his project, Joël Andrianomearisoa explored references associated with life, the night, architecture, literature and folk legends from Madagascar and elsewhere.

The Madagascar Pavilion, a project of Madagascar's Ministry of Culture, is produced by the Kantoko and Revue Noire associations.

Artist



Born in 1977 in Antananarivo, Madagascar, Joël Andrianomearisoa lives and works between Paris and Antananarivo. He is a graduate from the École Spéciale d'Architecture in Paris, and his work explores many disciplines; from fashion to design, video to photography, scenography to architecture, installations to visual arts. Andrianomearisoa's work has been shown, among others, at the Maxxi in Roma,

the Hamburger Bahnhof in Berlin, the Smithsonian in Washington and the Centre Pompidou in Paris. He is represented by galleries Sabrina Amrani (Madrid), Primo Marella (Milan) and Rx (Paris).

NDAO HANAVALO INNOVATION AND CREATION LABORATORY FOR SOCIAL DESIGN IN ANTANANARIVO, MADAGASCAR

Ndao Hanavao (Let's innovate), the third socio-cultural project undertaken by Rubis Mécénat cultural fund, is a local initiative launched by the fund in association with Vitogaz Madagascar in Antananarivo, Madagascar. *Ndao Hanavao*, an innovation and creation laboratory set up by guest designers and young Malagasy vocational trainees with artisans, engineers and local stakeholders, strives to find viable long-term solutions focused on object design to the social problems facing the population in Madagascar.

For its first edition, *Ndao Hanavao* invited the Polyfloss Factory, represented by French designers Christophe Mchet and Émile de Visscher, to establish and develop their Polyfloss machine concept in Antananarivo, in order to set up an ongoing incubation, experimentation and training laboratory aimed at the transformation of plastic waste, a major local issue.

As part of the collaborations developed with artists, Joël Andrianomearisoa will create a work made entirely from Polyfloss wool for his solo show at the Frac Réunion in September 2019.

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