

OH LA LA LAND

11 - 28 SEPTEMBER 2016

Curated by Ruiz Stephinson

with artists Robert Montgomery, Thomas Lélou, Nicolas Milhé, Rckay, Jean-Charles de Castelbajac, Ruiz Stephinson, Alizé Meurisse, David West, Ann Grim, François Mangeol.

"All that once was directly lived has become mere representation."

— Guy Debord



Thomas Lélou, *Untitled*, 2016

OH LA LA LAND at Mannerheim Gallery, a project initiated by Flaunt magazine, is celebrating the cultural crossover between Los Angeles and Paris, and the theme of Situationist philosophy.

OHLALALAND is a utopia, inspired by a perceived need in the zeitgeist for connectivity and community, as espoused in the anti-capitalist ethos of French philosopher Guy Debord. Created with an eye to engage would-be digital consumers in a dialogue that ponders the phenomenology of existence in the contemporary consumer paradigm via exposure to groundbreaking art and sentiment. *The Society of the Spectacle*, an ode to humanity itself, describes the development of modern society and its concurrent degradation of human life. The quote by the German philosopher Feuerbach in the introduction to *The Society of the Spectacle* sheds a lot of light on the era we live in: "But for the present age, which prefers the sign to the thing signified, the copy to the original, representation to reality, appearance to essence... truth is considered profane, and only illusion is sacred."

The works are both traditional and modern. Based on a duality of sorts they stand as a reflection of modern society's paradox: there is a sense of a perfect confluence between the new-world grandiosity of Los Angeles — arguably the natural home of *The Spectacle*— Hollywood being at the epicenter of the concept of success; and the city considered the more traditional birthplace of art, fashion and sophistication that is Paris. From the profane to the sacred, OH LA LA LAND is an exhibition all about creating a positive, spiritually rich reaction to the consumer capitalist machine's air-conditioned nightmare; it's about a reconnection to the soul, and ultimately the purpose of art in society.

It's via a shared love of unfettered cultural intervention that Mannerheim Gallery, Flaunt magazine and Each x Other have come together to create a series of Oh La La Land interventions designed to inspire. An exclusive line of t-shirts and sloganeering posters, all of which will premiere at Mannerheim gallery before going on to retail.

About Flaunt Magazine

Flaunt is an American satirical fashion and culture magazine based in Hollywood, Los Angeles with an office in New York. The magazine was founded in November 1998 by the current C.E.O. Luis Barajas, and Creative Director Jim Turner, as well as Long Nguyen the magazine's Style Director. The Editor in Chief is Matthew Bedard. Instead of treading the path most taken, Flaunt Magazine has made it a point to consistently break new ground, earning itself a reputation as an engine of the avant-garde and an outlet for outsider culture. Published 10 times a year for the last 9 years, Flaunt takes pride in re-inventing itself continuously while consistently representing a hybrid of all that is interesting in entertainment, fashion, music, design, film, art, and literature. John-Paul Pryor is the recent Editor at large.

www.flaunt.com

About Each x Other

Created by Jenny Mannerheim, founder of Mannerheim Gallery and fashion designer Ilan Delouis back in 2012, they were inspired by a perceived need in the zeitgeist for connectivity and community, as espoused in the anti-capitalist ethos of French philosopher Guy Debord. Each x Other has in its relatively short life, pushed a radical alternative agenda all of its own, one that seeks to re-energize fashion both as a platform for artistic discourse and as a potential new form of poetic intervention. Each x Other T-shirts collection will be in-store in January 2017

www.each-other.com

About Ruiz Stephinson

Ruiz Stephinson is an art collective based in Paris. For the past four years, they have been building an artistic practice filled with both physical objects and virtual images. Their research finds form in a diverse body of work, where each piece - from object and installation to digital media is presented as one part of an ever-growing whole. The works enrich this totality, which is constantly undergoing a myriad of evolutions and partial revelations. Often using the work as a platform for collaboration and exchange, with the viewer, and other artists, they utilise the space as a primary material for manipulation.

www.ruizstephinson.com

Partners:

FLAUNT EACH × OTHER

The gallery is open Wednesday until Saturday, 2pm - 7pm, and by appointment.
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