

STASH!

WHEN AD MEETS ART...

22TH SEPTEMBER - 22TH DÉCEMBER 2007
FREE ENTRANCE



NICKTOONS for NICKTOONS NETWORKS / Director and Animation/ Design: ADOLESCENT

And if, for one time, we make you want to see advertising? The exposition "Stash!" which conciliates Art and Advertisement, takes up a bet while presenting creative films and artistic objects, which cannot in the least be compared with to everyday commercials. Whether funny or sober, baroque or radical, complex or minimal, each film selected for this event has to looked at as an artistic creation, a work, in which we forget easy the product that it's supposed to praise...



NIKE "METAL 7" for NIKE Asia Pacific / Agency: WIEDEN+KENNEDY, Tokyo/
 Director: Paul HWANG/Animation: NANOSPHERE

The relation between advertising and art has always been a source of debate, for cross-over, but also for conflict. Often criticized or even rejected (notably by the anti-Ad movements who are very active for 10 years) because originally it was conceived under the sign of mercantilism, nevertheless publicity stays an art of transience, which feeds itself with artistic trends and sociologic currents of society. Trademarks appeal since long time artists of all discipline in order to imagine, most of the time, masterpiece. Andy Warhol, Roy Lichtenstein, Arman or fashion designer John Galliano are some examples of artists have been working for famous brands. Also many filmmakers like Ridley Scott, Wim Wenders, Jean-Pierre Jeunet, Woody Allen, Michel Gondry or Spike Jonze are applied themselves in this particular domain. "Stash!" exhibition invites you to discover the best commercials (television or viral) and broadcastings realized during the past few years. The film selection was made in association with Stash DVD Magazine, the only monthly window of the world, which presents a selection of animation films, VFX and motion graphics for design and publicity.

STASH DVD MAGAZINE

Every year, Stash delivers 12 DVDs of quality, the most recent and most innovative commercials for TV and cinema : the best of design for TV, of branded content, of viral marketing, of clips, of game cinematics and short movies, plus extras about making-off. The Stash DVD box also includes a notebook of 40 pages with colored images and features articles. Stash is without any doubt the reference for advertising agencies, commercial entertainers, animation and VFX studios, designers, publishers and schools.

Exhibition is realized in partnership with Stash DVD Magazine:
Greg Robins (Publication), Steven Price (Publishing) and Thomas Pilicer (Marketing)
Contact : info@stash.fr / www.stash.fr



"ONCE" - Agency : DELVICO MADRID - Director: Carl Erich RIINSCH
 Production: TESAURO/ Animation/ VFX:FURIA DIGITAL

PRESS Contact : RÉMY HOCHÉ

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