

ONLINE AUCTION
GUERLAIN



DROUOT.com



WHEN
MATERIAL
BECOMES **ART**
BY
GUERLAIN
PARIS



LIU BOLIN

LAUREN MOFFATT

SABRINA RATTÉ

CONSTANCE VALERO

DISCOVER THE AUCTION



IN AID OF THE CREATION OF A LABORATORY GARDEN IN REGENERATIVE AGRICULTURE BY YANN ARTHUS-BERTRAND
UNIQUE COPIES ACCOMPANIED BY THEIR SIGNED CERTIFICATES OF AUTHENTICITY

UNTIL NOV. 15TH
4 ORIGINAL NFT-CERTIFIED
ARTWORKS

Press release
October 2021

**ONLINE AUCTION FOR THE BENEFIT OF A
LABORATORY GARDEN IN REGENERATIVE AGRICULTURE
CREATED BY YANN ARTHUS-BERTRAND**

**As part of the FIAC* Parcours Privé (private pathway), Guerlain
is offering 4 original NFT-certified digital works for auction**

For the first time, Guerlain is organizing an online auction of four original digital works certified NFT (non-fungible token), unique copies, with their certificates of authenticity signed by the artists, in collaboration with the auction house ADER E&P and with the support of the Groupe Drouot:
Liu BOLIN, Lauren MOFFATT, Sabrina RATTE,
Constance VALERO

Where :

On the **DROUOT.com** platform and on our website **ader-ep.com**

When :

Until November 15th, 3pm

How :

By simply bidding online!

**QUAND
LA MATIÈRE
DEVIENT ART**
BY
GUERLAIN
PARIS

For the fourteenth consecutive year, Guerlain presents its new exhibition, part of the FIAC Private Pathway "When Matter Becomes Art", from October 21 to November 14, 2021, at 68 Champs-Élysées. Since its creation, Guerlain has encouraged new forms of avant-garde and artistic innovation and this year invites the public to a new exhibition that explores the question of materiality in art.

From raw material to virtual material, the exhibition, which brings together sculptural works, paintings, photographs, installations, as well as NFT-certified digital works specially created for the occasion, proposes to take a look at the potential of these creative territories, through an itinerary that extends over the three levels of the Maison Guerlain.

What is an NFT ?

NFTs are non-fungible tokens, i.e. unique digital objects, which appeared in 2014. The creation of NFTs has a very specific purpose: to allow artists to create unique, non-duplicable digital works. By creating an NFT work, the artist obtains a unique token of his or her original work, indicating that he or she is the sole owner. NFT technology therefore has the advantage of creating unique, tamper-proof tokens, with foolproof security and traceability. NFTs exist on a blockchain: in line with its commitment to the planet «In the name of Beauty», Guerlain has chosen the Tezos blockchain, a more responsible blockchain technology.

The artists

- **Liu BOLIN, «The last warrior»:** Born in 1973, in the province of Shandong, in the East of China. Lives and works in Beijing.

For the exhibition, Liu Bolin has developed a novel device: he creates a digital tunnel through which the original image will be transformed and give rise to a new image.

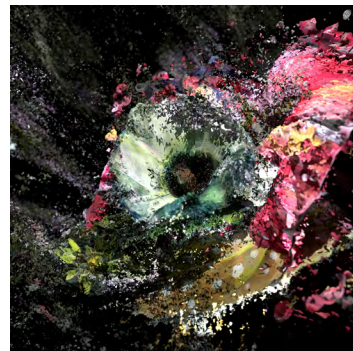
At the end of the experiment, the two images appear different, although they retain the same colours, pixels and metadata. With this process of transformation, Liu Bolin wishes to question our relationship to reality.

This sale marks Liu Bolin's entry into the NFT world, as it is his first NFT-certified work.



The last warrior
Photography

To see lot n°4, [click here](#)



Compost VIII
4K video

To see lot n°3, [click here](#)

- **Lauren MOFFATT, «Compost VIII»:** Born in 1982 in Australia. Lives and works between Valencia (Spain) and Berlin (Germany).

Lauren Moffatt has been working for many years on image spaces and volume images. With the Compost series, the artist explores forms of slowing down and regeneration, using technologies from video games.

The creation of the images thus takes side roads and follows a process of accidents and dialogues with the machines.

- **Sabrina RATTÉ, «Florescendi»:** Born in 1982 in Canada. Lives and works between Montreal and Marseille.

The artist plunges us into a speculative future, where samples of then-extinct plant species are preserved and exhibited in a virtual archive room. Through editing and visual strategies, this archive room sporadically transforms under the effect of the interference caused by the memory emanating from the listed plants, revealing the traces of a past that continues to haunt the place.



Florescendi
4K video

To see lot n°2, [click here](#)



De Nectar et d'Ambroisie
Interactive augmented
reality experience

To see lot n°1, [click here](#)

- **Constance VALERO, «De Nectar et d'Ambroisie»:** Born on 20 December 1997. Lives and works in Paris.

De Nectar et d'Ambroisie is a tribute to life and its tenacity. With the constant desire to create aesthetic and marvellous spaces, the work was built with the will to represent the supremacy of organic functioning; a grandiose place, symbolised by the dazzling orchestration of its insects.

Auction for Good

All profits are donated to the creation of a laboratory garden for regenerative agriculture, supervised by Yann Arthus-Bertrand.

Inspired by the agro-ecology and permaculture movements, regenerative agriculture is defined as agriculture capable of regenerating the functions of ecosystems, promoting biodiversity, ensuring quality of life for stakeholders - farmers and communities - within the framework of the production of quality raw materials and natural ingredients.

It proposes a global approach and brings together all the agricultural practices that make it possible to regenerate the ecosystems impacted by agricultural activity by acting on five pillars that are essential to sustainable agricultural production: soil, biodiversity, water, the social aspect and health.



Exhibition of works :

The works can be seen as part of the exhibition «When Material becomes Art» at the Maison Guerlain, 68 avenue des Champs-Élysées, from Thursday 21 October to Sunday 14 November, at the following times :

- Monday to Saturday: 11am - 8pm
- Sunday: 12 noon - 7pm

Collection of the lots sold will take place by appointment at Maison Guerlain, 68 Avenue des Champs-Élysées, 75008 Paris.

All lots will be collected by appointment, and the NFTs will be transferred to the winning bidder's wallet with, if necessary, the help of the technical consultant Ader E&P.



ADER Entreprises & Patrimoine (ader-ep.com) is the first auction house dedicated to the valuation of corporate and institutional assets. Elsa Joly-Malhomme joined forces in October 2019 with David Nordmann and Xavier Dominique, auctioneers from Ader Nordmann & Dominique, to create this auction house specialising in corporate heritage. All three share a passion for the history of French industries and the design masterpieces they often house.

The aim of this Ader subsidiary is to put its expertise at the service of companies, by promoting the practice of "**Auction for Good**", with the funds raised going to an association chosen by the company.

Auctioneer :

Ader E&P

Elsa Joly-Malhomme

+33 (0)6 84 52 72 77

elsa.joly-malhomme@ader-ep.com



Contacts Presse :

Guerlain

Sarah Benkemoun

+33 (0)1 41 87 86 83

sbenkemoun@guerlain.fr

GUERLAIN
PARIS

Communic'Art Agency

Alexandra Couzin Prada

+33 (0)6 25 06 26 84

acouzin.prada@communicart.fr



Groupe Drouot

Mathilde Fennebresque

+33 (0)1 48 00 20 42

mfennebresque@drouot.com

DROUOT.com

Fisheye Agency

Sylvie Rubio

+33 6 40 45 85 01

sylvie@fisheyelagence.com



Monstre Agency

Simon Méchali

Directeur associé

+33 (0)7 88 69 49 95

s.mechali@mnstr.com



Since its creation in 2010, the agency has focused its expertise on storytelling approaches to help brands connect with their audiences. Thus, through integrated campaigns, mixing digital, experiential and advertising, the agency exploits every touch point to help brands express more strongly the transformation they offer to all.