

BARDULA  
for MONCLER



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*From New York to Moscow, via Stockholm and Mexico City, the artist duo Bardula has created for Moncler, from 2016 to 2021, four luminous artworks, all permanently installed in their stores. At the request of Parisian interior designers Gilles & Boissier, who design the Moncler stores and regularly call on the intervention of artists in their projects, these four luminokinetic sculptures complement each other and reinforce the identity of the artistic concept created by Bardula for Moncler.*

*This concept is expressed in the progression of curves made of golden aluminum blades reflecting the light they contain, and which evolves according to the perspective.*

*These artworks make an ensemble through a similar formal principle, but where each one is declined according to the place's own configuration.*





Photo © Eric Laignel



3D rendering image



Photo © Moncler

## NEW YORK

The first artwork created for Moncler in 2016 in New York is located in the entrance of their largest US flagship, at the prestigious 650 Madison Avenue address at 59th Street.

This monumental luminokinetic installation, named « *Solaris* » is a symmetrical artwork made of twenty-four golden metal blades thirteen feet tall that face each other, embedded on each side in an alcove of black *Negro Marquina* Spanish marble. The blades progress geometrically to create together a spherical deformation, and generate a magnetic and solar space in which one enters.

Each blade is illuminated by LEDs, programmed in a choreography of luminous scenarios in shades of white whose undulatory movements, following the geometrical progression of the blades, are reflected in the metal, propagating from amber gold to champagne, and dance endlessly within each other, thus modifying the perception of the whole at every moment.

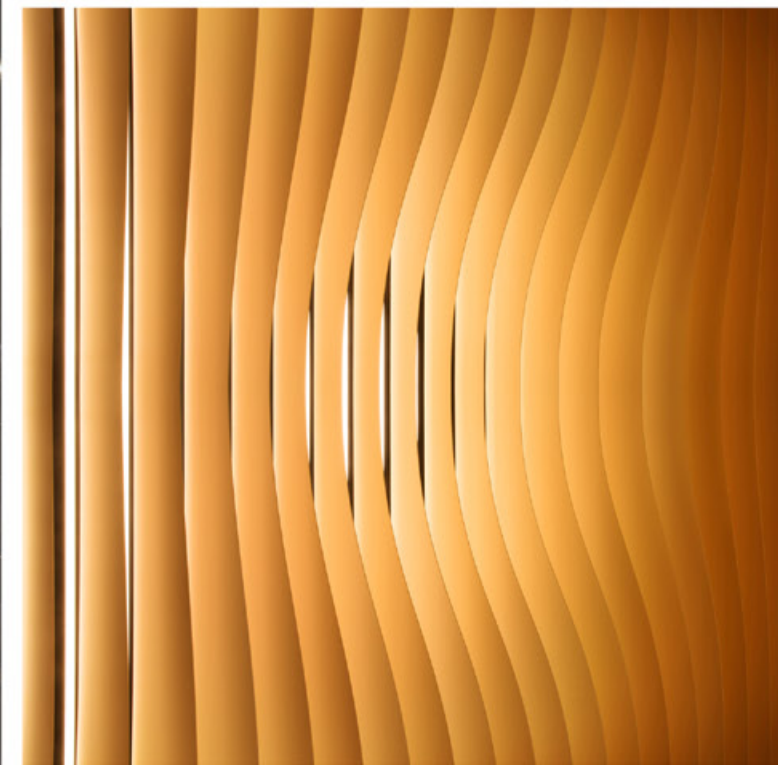
With Patrick Gilles from Gilles & Boissier Photo Joe Schildhorn © BFA







Photo © Christophe von Hohenberg



« The succession of layers of gold and light produces an astral effect of motion that follows the viewer. This volume represents the center of our immediate universe - the solar system - and takes the visitor to the heart of the absolute star, the sun. One enters the center of the world which radiates with golden light. The space opens in deference to the visitor, immersing him or her in a volume deformed by a mysterious force - his or her own. »

B A R D U L A



Photo M.Delarassee



## THE PRODUCTION PROCESS

The making of the artworks, including technical research, development and manufacturing, has been done for all Moncler projects in collaboration with Michel Delarasse, metal specialist, craftsman, engineer, and art restorer, whose experience and resources have been invaluable in the manufacturing of these complex artworks, from the development of each technical detail and the coordination of the production of the numerous pieces that compose them, to their transportation and installation all over the world.

Since 1972, Michel Delarasse has been representing the great French craftsmanship, in the fabrication of works for Julio Le Parc, François Morellet or Joseph Beuys. He restores artworks by Arman, Calder, Soto and Vasarely for museums, including the Centre Pompidou, as well as for the Klein Archives and the Giacometti Foundation.

The creation and manufacturing of an artwork goes through multiple phases, the first of which, the imagining of the aesthetic and technical concept, is done by Bardula, and is expressed through 3D modeling and renderings, allowing to share this idea with Gilles & Boissier and Moncler, meeting the artistic and architectural directives of each space.

Bardula's aesthetic concept is a basic geometric shape that progresses mathematically in symbiosis with light ; the technical concept, a steel structure on which golden anodized aluminum blades are suspended and tensioned, integrating a system of LEDs programmed in luminous motions to create a luminokinetic artwork.

The various parts of the 3D model are next completely decomposed and analyzed, then remodeled in great detail, for the elaboration of the blueprints and digital files intended for the manufacturing of the components.

The blades of all the artworks for Moncler, made in a particular aluminum of 3mm thick that allows the most beautiful anodizations, come from the aluminum producer Aleris in Belgium. They are previously cut by water jet so as not to alter their surface, at Eauridis in the Paris area, then the golden anodization is done at the only anodizer in France with sufficiently large tanks to hold the 13 feet long blades, Francano Industries, in the Bourgogne area.

Researches for the light sources, complementary parts of the artworks, are done during the overall conception.

Bardula chose KKDC's high-end LEDs with variable white temperatures for New York, Stockholm and Mexico City, while Artemide's *Circle of Light* was used for *Alter Ego* in Moscow, its shape and dimensions being exactly what was sought.

The technical part of the lighting program for *Solaris* in New York was done in collaboration with the London-based lighting designers Light IQ, and the French company Otomis implemented the programs for the *Renaissance* installations of Stockholm and Mexico.

The programming of the lighting scenarios, which must respond precisely to the desired aesthetic composition, is done under the artistic direction of the Bardula duo, and constitutes the ultimate phase in the completion of the work.

In New York, the mounting of the *Solaris* artwork was done directly on site without prior assembly in France, by the Italian team of craftsmen from Arredoquattro, which makes the Moncler boutiques, under the direction of Michel Delarasse and Bardula.



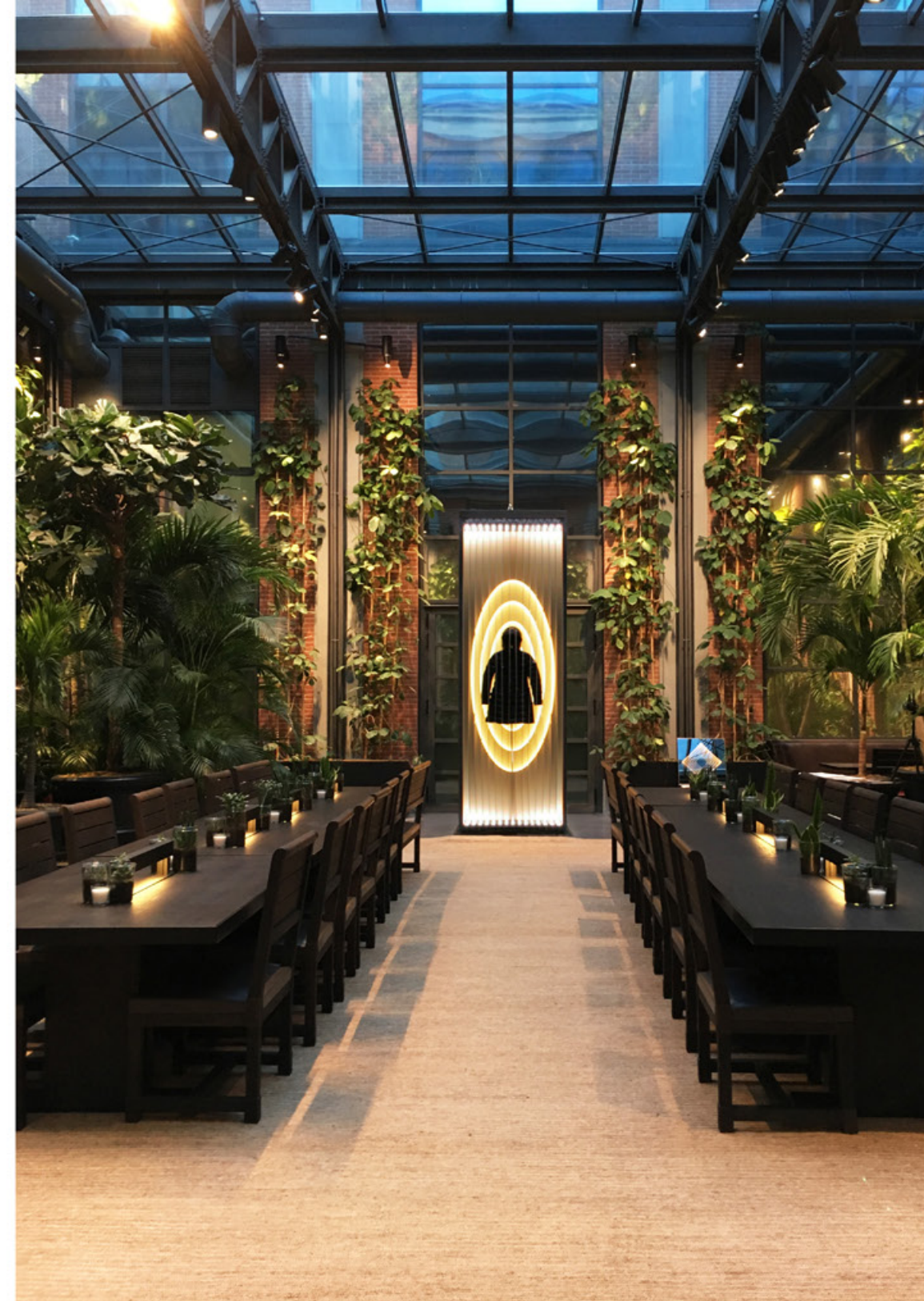


## MILAN

A few months after the inauguration of the New York flagship in 2016, Moncler requested a new installation based on a concept already developed by Bardula, for Gilles & Boissier, in a previous project in 2015 : the Baccarat Hotel in New York, with the integration of an iconic object in a sculpture made of metallic progressions magnified by light.

A first project was commissioned for their Stockholm store, which Moncler wanted to see presented first at their Milan headquarters. It was during the presentation of this artwork in January 2018, in the presence of Patrick Gilles, that the projects for Stockholm, Moscow and Mexico City were validated.

The installation of the artwork in Milan required a crane and the removal of an interior wall to bring the crates into the Moncler building.







## THE ASSEMBLY IN THE WORKSHOP

The artworks of Stockholm, Mexico and Moscow were each previously assembled in France integrally, with lights and programming, in order to finalize them to the smallest details and to repeat the mounting that must be done in the Moncler boutiques over a very short time, without error. The reassembly after Milan, in the Paris area, was carried out in a workshop of monumental dimensions, at Big Bang, specialized in museum lighting. Equipped with a hydraulic bridge to easily maneuver the art pieces weighing more than 1300 pounds during the weeks of preparations and adjustments before dismantling for shipping, specialized tools, and an experienced staff to assist the Bardula duo and Michel Delarasse during the complex stages, this place made it possible to achieve these challenging projects. The installations of the artworks *in situ* in Stockholm, Mexico City and Moscow were done by the Bardula duo and Michel Delarasse, with the help of the local Moncler teams.





## STOCKHOLM

The Moncler store is located on the corner of Master Samuelsgatan and Birger Jarlsgatan, within the most famous and luxurious shopping area of the city.

The artwork created after the one in New York was installed in Stockholm in 2018. It stands directly in front of the store's entrance and illuminates the street from the inside : it is an invitation to discover the place through its magnetic effect of changing lights. The art piece is nestled in an alcove of beige *Monte Cristo* marble, which extends the two-tone chevron floor of lighter *Monte Cristo* and darker *Saint Laurent* marble.







### *The symbol of the Vitruvian Man*

The artistic concept of this light installation is envisioned as a narrative reinterpretation of the Renaissance, based on an anthropomorphic form - the Moncler garment - centered in a sphere inscribed in a cube, both stretched.

This artwork is therefore named «*Renaissance*», because it represents the position of mankind centered in its environment, in homage to the humanists ideas of this period of history: the Moncler jacket, circumscribed in a succession of ellipses, is magnified, and is reborn within the artwork with each new collection.

The golden aluminum blades, that rise from floor to ceiling, form an oval space suspended within a rectangular volume, formally linking this artwork to the one in Moscow. The arithmetic progression of the blades follows an exponential movement, which sublimates the object centered in it, enhanced by the waving light scenario of white LED lights of different temperatures that shine through a succession of oval shapes at the back and along the blades.

This concept of light variation, derived from the one in New York, follows the geometry of the metallic shapes in a movement of shimmering expansion in constant transformation, intensifying the kinetic effect. The reflection of light in the metal reveals shades of gold, from silvery champagne to deep amber.







## MEXICO CITY

The Moncler store is located in an exceptional place, the Artz Pedregal shopping mall in Mexico City, inaugurated at the same time. This new temple of luxury is a fully urbanized park on three levels, with abundant vegetation designed in gardens and terraces, fountains and sculptures by Daniel Buren and Ai Weiwei, which creates a sense of separation from the city and tranquility outside.

The artwork created for Moncler in Mexico City, *Renaissance II*, was also installed in 2018, a few months after the one in Stockholm. Although these two works are formally similar, the dimensions, LED white temperature and light programming are not identical, and they decline the space differently.

In Mexico City, the entrance opens onto a theatrical perspective directed toward the artwork, symmetrically opposed to the entrance, and whose effect of depth is accentuated by the black and white chevron pattern of the *Carnico* and *Calacatta* marble floor.







### *The effervescence of the construction site*

In Mexico City and New York, the artworks were installed during the overall construction of the stores for their inauguration, with the American, Italian, Mexican and Bardula teams working together day and night as the countdown to the opening intensified.







### *The artwork as focus point*

This strategically positioned light installation is the focal point of the space, adding to the interest of the setting and the refinement of the whole, complementing the details of the interior design and the custom furniture in marble, leather, patinated brass and textured black wood.

Bardula's artwork is set in a niche of brushed black spruce, surrounded by white Italian *Calacatta* marble from Carrara. The woodwork moldings around the artwork, distinctive to Gilles & Boissier, are also present around the *Alter Ego* alcove in Moscow, facing the Red Square and towards the store's interior.

As in Moscow, the artistic concept of the *Renaissance* light installations in Mexico City and Stockholm is based on the Vitruvian Man symbol, which magnifies the Moncler jacket, illuminated within an oval shape inscribed in a rectangle.







*MOSCOW : The luminous artwork created by Bardula for Moncler shines on the Red Square*

Bardula's most recent artwork for Moncler, installed in 2019 but finalized in 2021 in a dedicated window, is on the Red Square, located in the historic GUM building facing the Kremlin and Lenin's Mausoleum. It is visible both from inside the Moncler store and from the Red Square, whose colossal dimensions allow a spectacular view of this emblematic place.





Photo © Alexey Narodizkiy



*The Kremlin's surrounding wall is reflected in the GUM windows at sunset*

In the Moncler window on the Red Square, Bardula's artwork is in a smoked oak alcove, whose characteristic Gilles & Boissier moldings are enhanced by an arch of light.



*The Moscow GUM, acronym of Glavny Ouniversalny Magazin, «Universal Main Store», located on the Red Square, is the most famous department store in Russia*







## THE GUM (GYM)

The GUM was opened in 1893, becoming the most prestigious shopping mall in Europe and the symbol of the new Moscow. The most luxurious stores in Moscow are located on three floors connected by bridges in a spectacular architectural monument.

Since its opening in the imperial era of the Tsars, despite attempts to demolish it, the succession of different communist governments, the Cold War, Perestroika or the Coronavirus, the GUM remains at the heart of Russia and shines with its worldwide attraction. It is one of the symbols of Moscow's identity.







### *Transparency*

The GUM imposes a ratio of 70% transparency for its windows overlooking the Red Square in order to allow a view of the interior of the stores. This requirement was a key factor in the development of the concept. It also allows customers to see the Kremlin and Lenin's Mausoleum from certain angles.

Here, as in Mexico City, the artwork is the focus point of the store. Seen from the entrance, only the Moncler jacket, encircled by an aura of light, appears in the artwork where the blades are almost invisible due to the distance and the alignment in the axis. The closer one gets, the more the sculpture reveals itself.







Photo © Alexey Narodizkiy







*A kinetic artwork, full of symbols, at the crossing of art, fashion and architecture*

An ovoid volume within a stretched cube made of golden aluminum blades progressively reveals the object it contains like a jewel : this geometric succession creates a kinetic volume built by ellipses and defines a space for the icon it is surrounding.  
The artwork evolves and reveals its content following the movement of the viewer : from the front, it is open and allows to distinguish the Kremlin in the background, while its profile is closed and presents a gold bubble.

A circle of light gives the Moncler garment it surrounds a mystical aura, symbolizing the energy that emanates from it and integrates it into the golden structure to create a work of art in its own right, an expression of the symbiosis between art, fashion, and interior design, dear to Gilles & Boissier and Moncler, made by the very relationship between the ellipses, the light and the object.

The artistic concept of the artwork is a reinterpretation of the Vitruvian Man symbol, as in Stockholm and Mexico City.  
This *renaissance* (rebirth) symbol is also expressed in the shape of the artwork itself, which is reminiscent of a gestation, bearing at its heart a Moncler jacket that is renewed with each generation of collection by new designers.

The curvature of the golden blades, drawing feminine curves, whose matrix symbolizes the perpetual rebirth of new creations, evokes the universal concept of fertility.

The artwork, named « *Alter Ego* », has the particularity of containing two Moncler jackets back to back, one turned towards the interior of the store and the other towards the Red Square. This work therefore also symbolizes the duality, the complementarity of the couple, and the strength generated by this union and the richness of its dynamics.







Photo © Alexey Narodizkiy





*Baccarat*  
HOTEL  
NEW YORK

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## THE ORIGIN OF THE CONCEPT

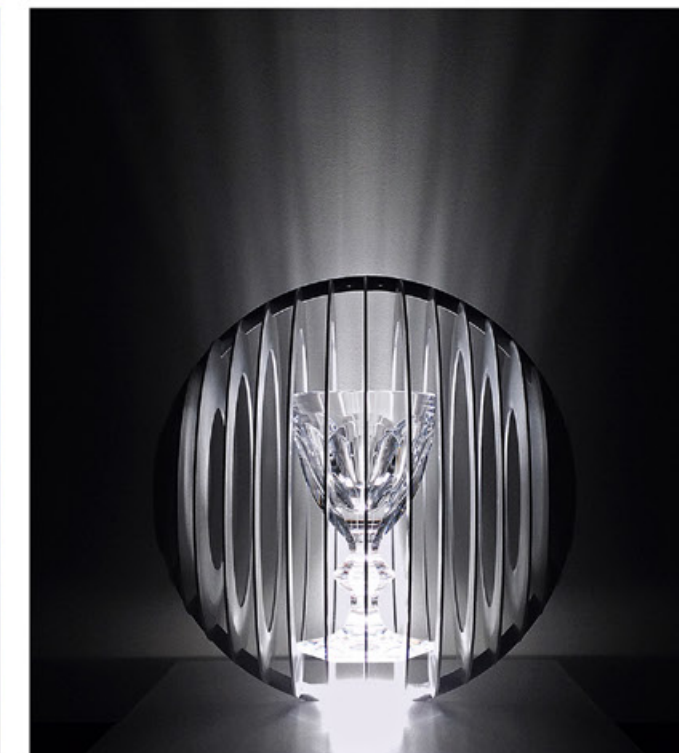
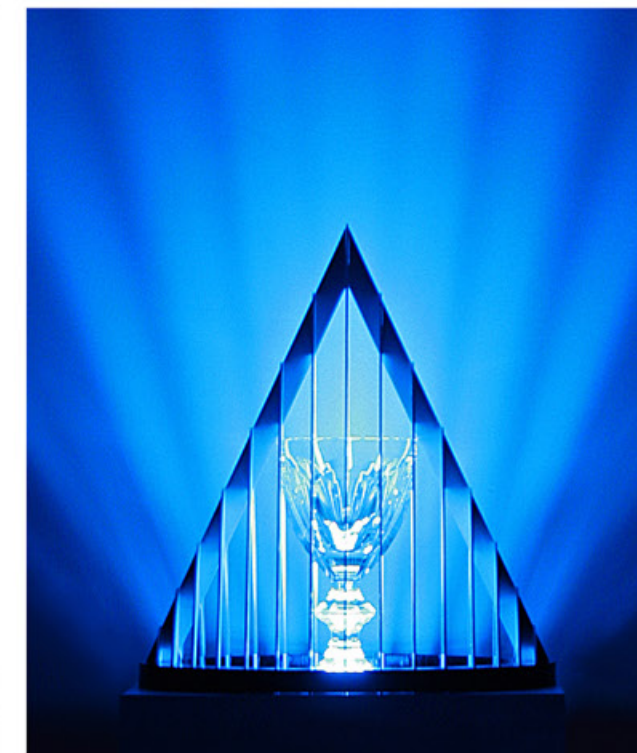
All projects for Moncler, solicited by their interior designers Gilles & Boissier, originate in an initial collaboration with Bardula on a series of luminokinetic installations for the Baccarat Hotel in New York City opened in 2015, on 53rd Street across from MoMA, a project in which Baccarat wanted artworks surrounding their iconic creation, the Harcourt Glass.

It was during the development of this concept of integrating an object into a sculpture that this kinetic approach to the work was created, whose geometric succession of blades progressively reveals the object it contains according to perspective : the Harcourt Glass for Baccarat, the jacket for Moncler.

The concepts of geometric metallic progressions magnified by light draw from Bardula's artistic identity.

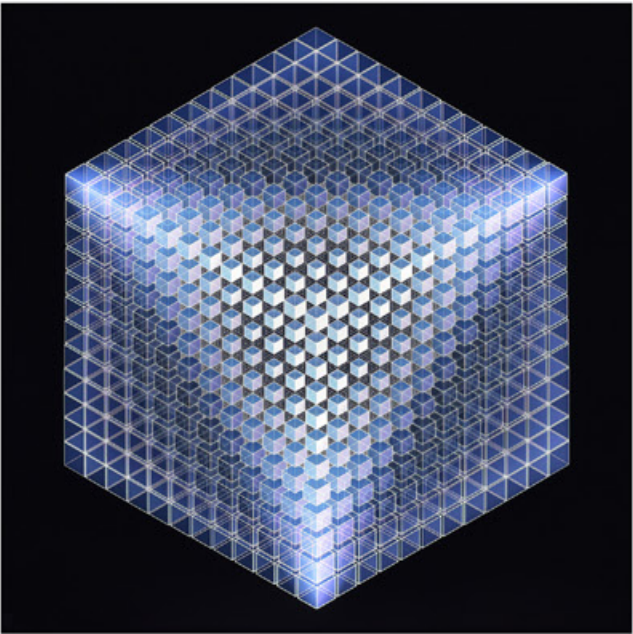
Bardula's project for Baccarat consists of five brushed aluminum installations forming a kinetic geometric ensemble, sublimated by the light that shines through them.

These installations, reinterpreting the theme of the four primary elements - Fire, Air, Water, Earth, and the fifth element that links them together, the Quintessence - symbolize each one of the elements, whose metal strata create simple geometric figures that follow a logical progression : starting with a triangle, then a square, a hexagon, a circle, and finally a circle inscribed in a square.

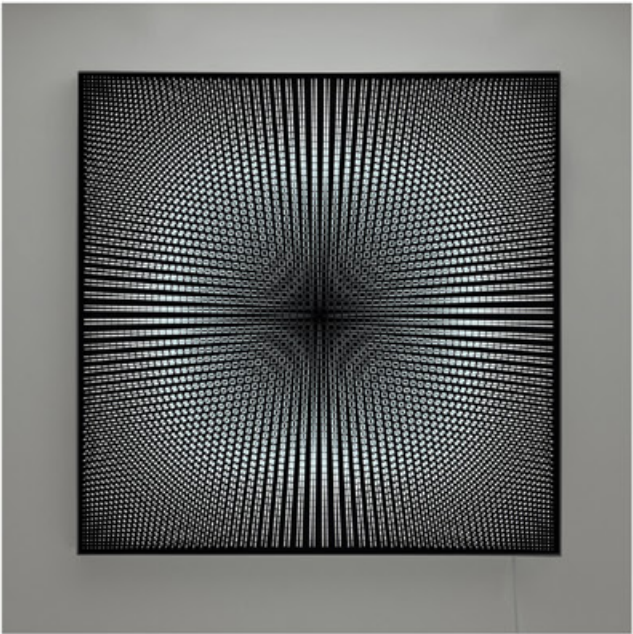




Sélection d'œuvres



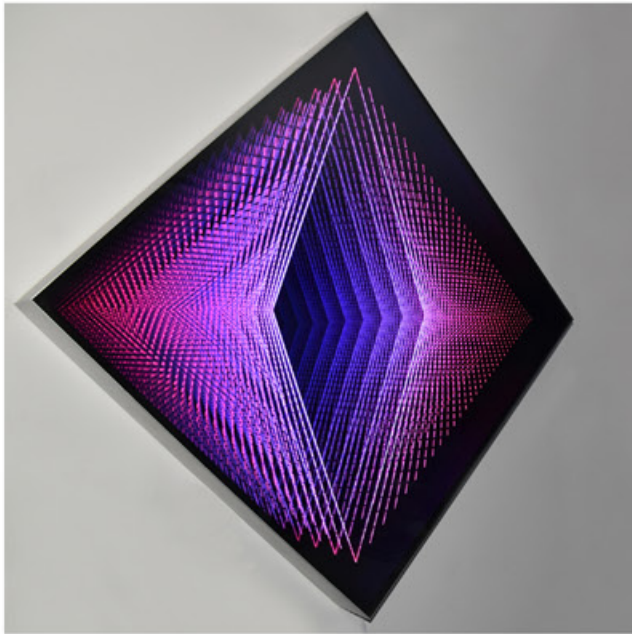
Cubic Mirage / Women & Abstraction, 2020, Galerie Denise René



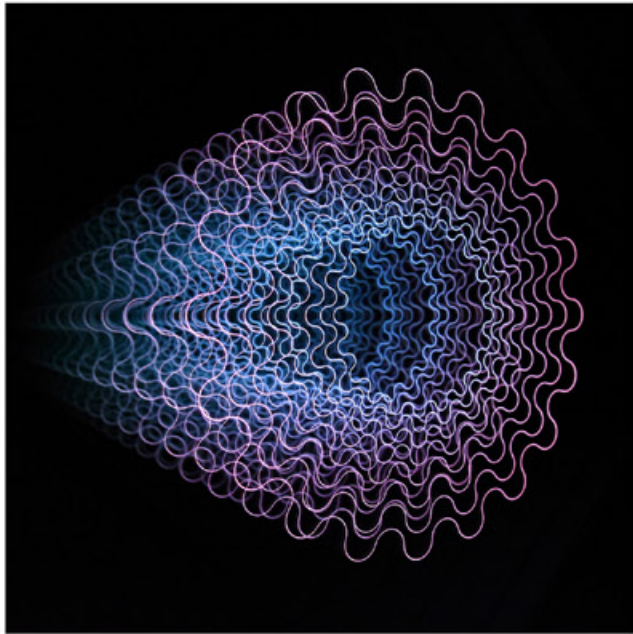
To Victor / Visual Dynamics, 2020, Valmore Studio d'Arte, Venice



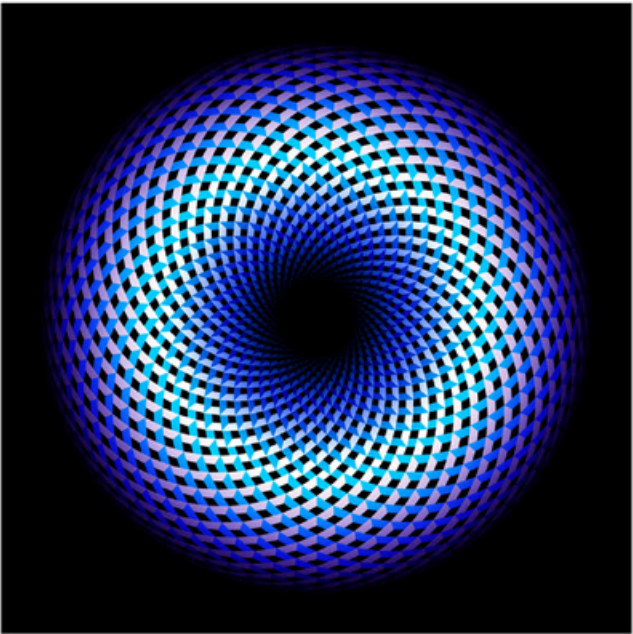
Utrecht / Art Paris Art Fair, 2021, Galerie La Ligne



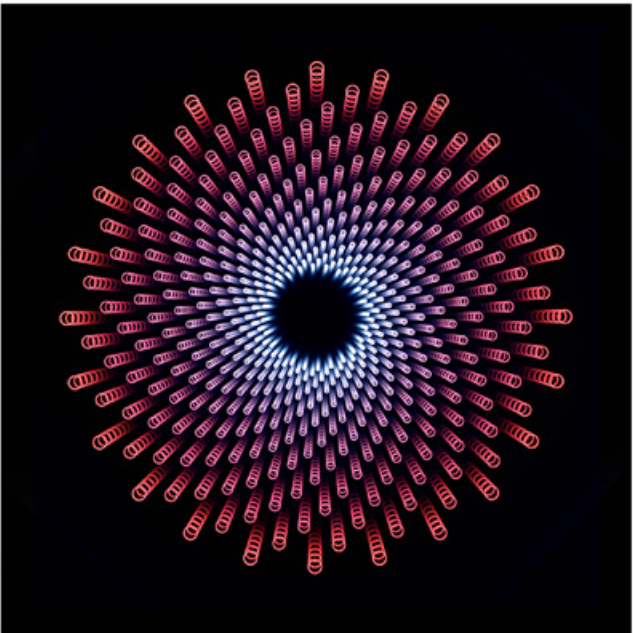
Diamond Dust / 2020, Galerie Denise René, Paris



Swell / 2021, Galerie Denise René, Paris



Blue Interferences / Art Paris Art Fair 2017, Galerie La Ligne



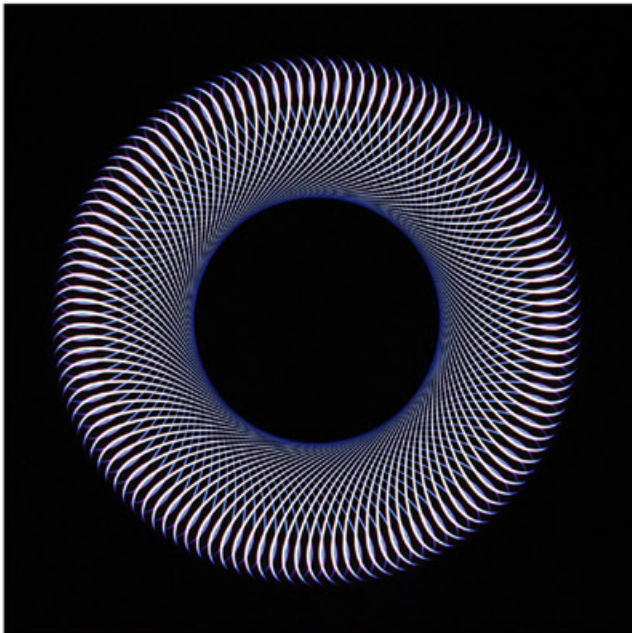
Fibonacci's Bubbles / 2021, Galerie Denise René, Paris



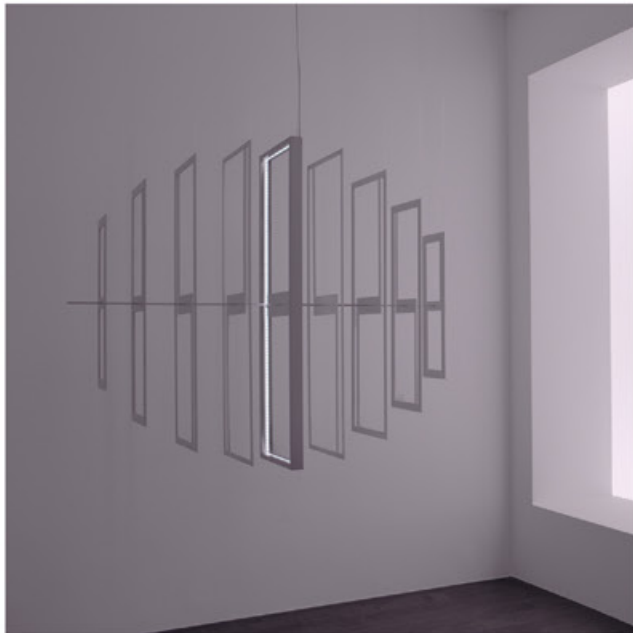
Solo show / 2017, Galerie La Ligne, Zürich



Kanagawa / Summer 20, 2020, Galerie Kellermann, Düsseldorf



Bluest Waterdrop / Solo show 2019, Valmore Studio d'Arte



XCube / Solo show 2015, Galerie KKDC, Paris



Endless Loop / Summer 20, 2020, Galerie Kellermann, Düsseldorf





*Bardula is an artist's name, whose luminokinetic work is made by a couple, a goldsmith and an architect, at their studio in the south of Paris*



Private collection

Since 2014, the year of Bardula's first collaboration with Parisian interior designers Gilles & Boissier, on a series of luminokinetic sculptures for the Baccarat Hotel in New York, the artist's career has accelerated. In 2015, a solo exhibition at the KKDC gallery on rue Dauphine in Paris, followed by an exhibition of kinetic art with historical artists of this movement for an auction at Piasa on rue du Faubourg St Honoré, was followed by the artist's first representation by Galerie La Ligne, Zurich, for an exhibition at Art Paris at the Grand Palais. Since then, Bardula has had more than 30 exhibitions and is represented today in 5 galleries, all of which specialize in geometric abstraction, Concrete Art and optico-kinetic art, including recently Galerie Denise René in Paris, which over the decades has become an institution and a reference for these artistic movements, and has marked the art history of its time since 1944. In addition to Bardula's gallery exhibitions, the artist develops collaborations through prestigious projects, with architects, luxury brands or museums.



Bardula’s work is represented by

Galerie La Ligne in Zurich

Valmore Studio d’Arte in Vicenza and Venice

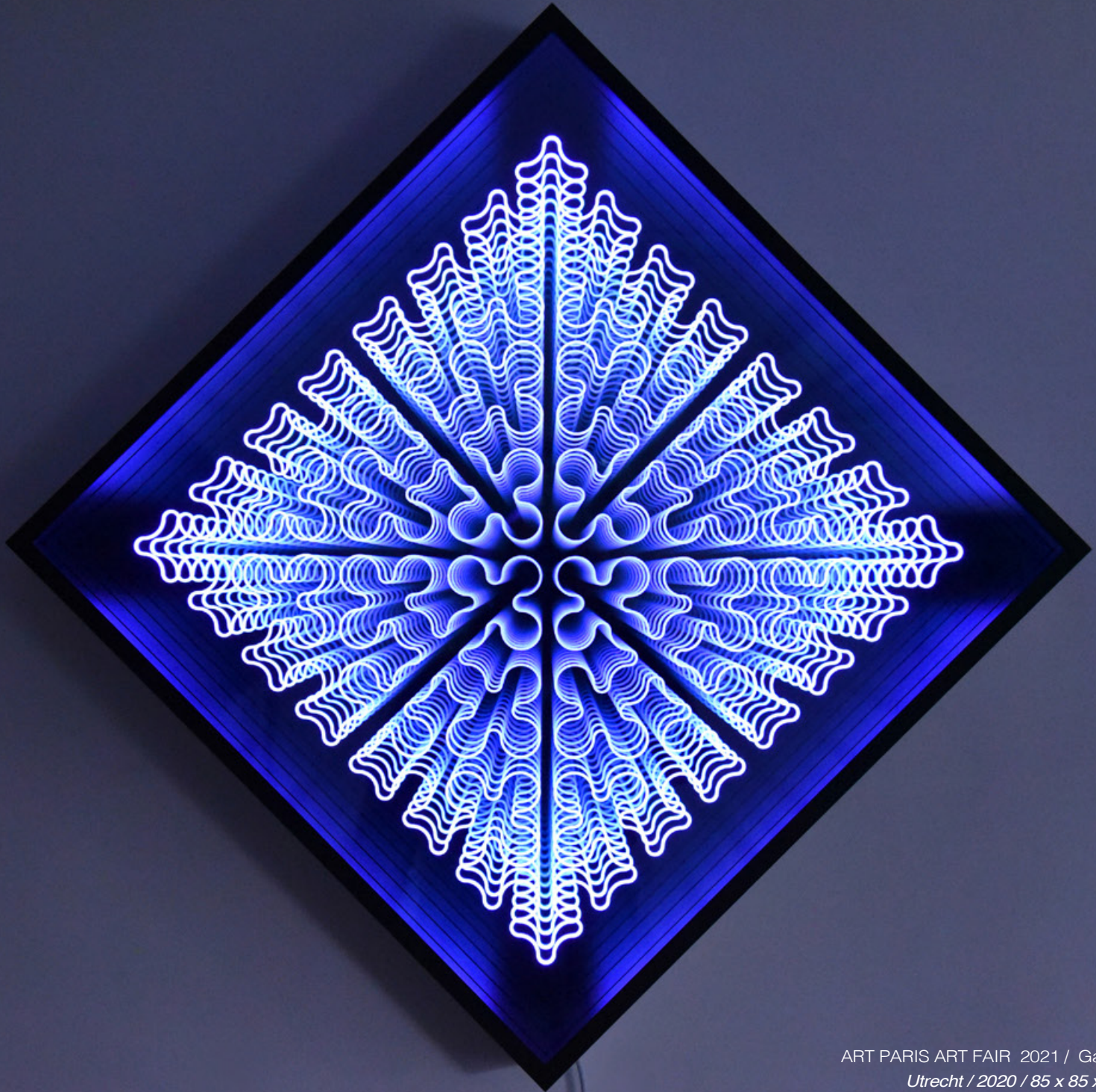
Galerie Kellermann in Düsseldorf

Galerie Denise René in Paris

Galerie Nery Marino in Paris



- 2022 Solo show - Galerie La Ligne, Zurich  
Art Paris Art Fair 2022, Galerie La Ligne, Grand Palais Éphémère, Champ de Mars, Paris  
Solo show - Galerie Nery Marino, Paris  
*Winter Show*, Galerie La Ligne, Zurich
- 2021 ArtVerona 2021 Fiera d’Arte 16th edition, Valmore Studio d’Arte, Verona  
Cologne Fine Arts & Design - COFA 2021, Galerie Kellermann, Cologne  
Art Paris Art Fair 2021, Galerie La Ligne, Grand Palais Éphémère, Champ de Mars, Paris  
*Structure du silence*, Galerie Denise René, Paris  
*Alter Ego*, kinetic light installation (permanent work), Moncler, Red Square, Moscow
- 2020 ArtVerona 2020 Fiera d’Arte, digital edition, Valmore Studio d’Arte, Verona  
*Winter Exhibition*, Galerie Kellermann, Düsseldorf  
Cologne Fine Arts & Design - COFA 2020, Galerie Kellermann, Cologne, on Artsy and Artnet  
*Women & Abstraction*, Galerie Denise René, Paris, on Artsy and Artnet  
*Visual Dynamics*, duo show, Bardula and Dario Perez Flores, Valmore Studio d’Arte, Venice  
*Summer 20*, Galerie Kellermann, Düsseldorf  
*Arte e Luce*, Valmore Studio d’Arte, Vicenza  
Art Paris Art Fair 2020, Galerie La Ligne, Paris, on Artsy  
*Artists in Quarantine*, digital edition, Valmore Studio d’Arte, Vicenza
- 2019 *Art and Light*, duo show, Bardula and Jacques Toussaint, Valmore Studio d’Arte, Vicenza  
*Zero-New Zero*, Galerie Kellermann, Düsseldorf  
Cologne Fine Arts & Design - COFA 2019, Galerie Kellermann, Cologne  
ArtVerona 2019 Fiera d’Arte 15th edition, Valmore Studio d’Arte, Verona  
*La Geometria Della Luce*, solo show, Valmore Studio d’Arte, Vicenza  
Art Paris Art Fair 2019, Galerie La Ligne, Grand Palais, Paris  
*100%*, Galerie La Ligne, Zurich
- 2018 *Renaissance II*, kinetic light installation (permanent work), Moncler, Mexico City  
ArtVerona 2018 Fiera d’Arte 14th edition, Valmore Studio d’Arte, Verona  
*Renaissance I*, kinetic light installation (permanent work), Moncler, Stockholm  
*Invisible Realm*, a Kinetica curated exhibition, Lauren Baker Contemporary, London  
Art Paris Art Fair 2018, Galerie La Ligne, Grand Palais, Paris
- 2017 Solo show - Galerie La Ligne, Zurich  
Art Paris Art Fair 2017, Galerie La Ligne, Grand Palais, Paris
- 2016 *Light, Motion, Space*, Galerie La Ligne, Zurich  
*Solaris*, monumental kinetic light installation (permanent work), Moncler flagship store,  
650 Madison Avenue at 59th Street, New York  
Art Paris Art Fair 2016, Galerie La Ligne, Grand Palais, Paris
- 2015 Solo show - KKDC gallery, Passage Dauphine, Paris  
*Art Cinétique/Light Show*, Piasa, rue du Faubourg St Honoré, Paris
- 2014 *5 Elements*, a series of kinetic light installations (permanent works),  
Baccarat Hotel New York, 28 W 53rd St, New York
- 2013 Research and development of Propagations  
Realisation of installations X Cube and Narrows
- 2012 Foundation of the Bardula duo collaboration



ART PARIS ART FAIR 2021 / Galerie LA LIGNE

Utrecht / 2020 / 85 x 85 x 10 cm

Light sculpture / Mirrors / interactive RGBW LED, aluminum



WITH OUR SPECIAL THANKS TO

Moncler and Gilles & Boissier

also to

Delarasse Entreprises  
Big Bang  
Otomis  
Light IQ  
KKDC - Flos  
Arredoquattro

Alexey Narodizkiy, Moscow photographer  
Anne Charlotte Guinot, Mexico photographer  
Christophe von Hohenberg, New York photographer