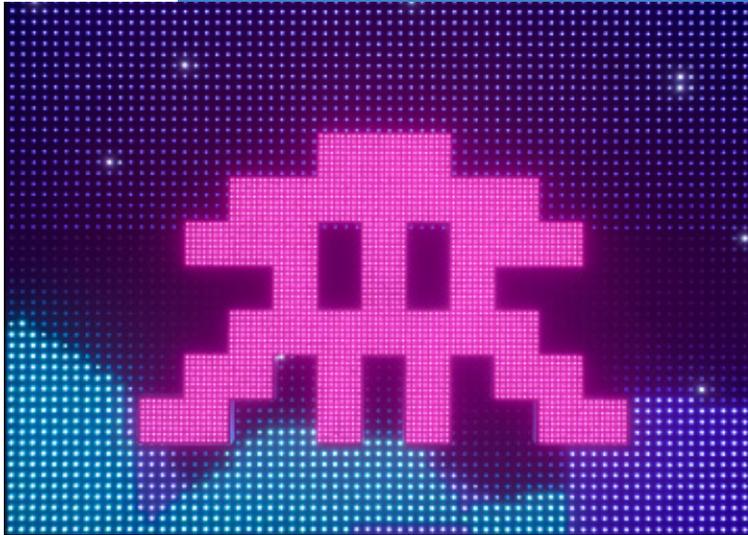


ARTCURIAL

Press release



FLY ME TO THE MOON!

Preview exhibition
Sale, 30 November 2021

To close the year, Arcurial will present a new Urban & Pop Contemporary sale on 30 November. One of the star pieces in this sale, INVADER, Moon – 2015, estimated at 400 000 to 600 000 €, will be on display in a preview exhibition during the week of FIAC, available to view from 19 to 23 October 2021 at the Hôtel Dassault.

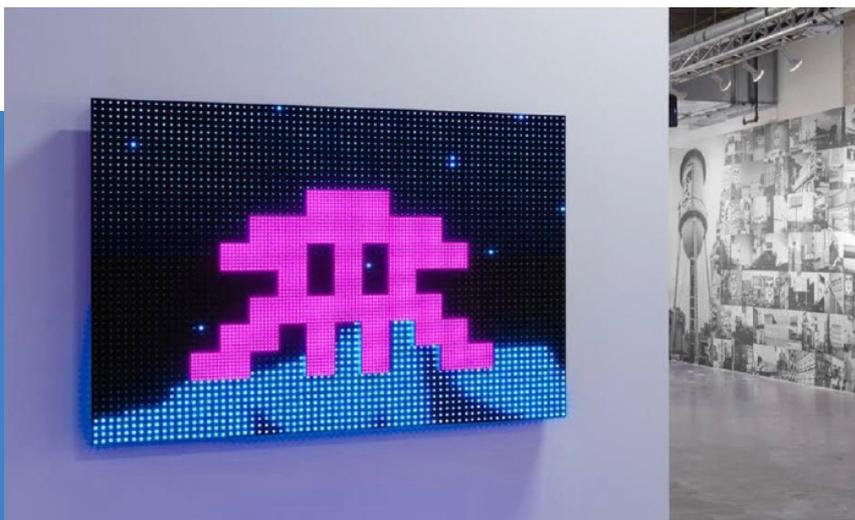
PARIS –INVADER MOON, 2015, will be on display in a preview exhibition during the upcoming edition of FIAC taking place on 21 to 24 October at the Grand Palais. This iconic piece served as a model for the LED silkscreen edition published by Lazarides in 2017.

« We are delighted to hold a preview of this impressive work by Invader that takes us on a lunar journey and poses questions about our society. »

Arnaud Oliveux –
Associate Director Artcurial - Urban Art & Contemporary

« I work on earth, not just in the street. The idea is to invade the planet which is not short of places and resources. I wanted to try something different, push my limits. And then set myself the challenge of being the first artist to go this high into space. To find other places to invade, to conquer new territories, to advance the history of art. It's going to be difficult to go even further and carry out projects as extraordinary. I started in the stratosphere, now I am in the ISS. Perhaps the next invasion will be on the moon. Who knows? »

Invader,
Interview with François Chevalier Télérama, 12 March 2015



INVADER MOON – 2015
Beyond the Street Exhibition,
New-York Brooklyn 2019
Copyright : INVADER DR

Estimate: 400 000 - 600 000 €

SPACE 2 2014
in 1' ISS

Copyright :INVADER DR



INVADER MOON 2015
LEDs, steel paint, electrical
system
Estimate :
400 000 - 600 000 €



The history of this iconic work

This piece was originally shown at the HOCA Foundation in Hong Kong in 2015, during the Wipe Out exhibition.

« *I love the idea of confrontation, of collaboration between art and science* » Invader.

After a first step into space in 2012 in Miami when he sent a Space Invader (Space1) over 40 km above the earth with the aid of a weather balloon, in 2014 – 2015 Invader invaded space in collaboration with the ESA (European Space Agency) when he incorporated a Space Invader mosaic into the Columbus module of the ISS (International Space Station).

After several months spent floating at zero gravity in the ISS (which left in July 2014), it was the Italian astronaut Samantha Cristoforetti who put a spot of life-saving glue on the "Space 2" mosaic on Thursday 12 March 2015.

« *Perhaps the next invasion will be on the moon. Who knows?* »

This hint by Invader in his interview with François Chevalier is aptly illustrated in the work to be sold on 30 November during the next Urban & Pop Contemporary sale. It is entitled Moon and shows, on an LED panel, a Space Invader moving about on the moon it has just invaded. Space Invaders are certainly programmed to invade the planet but the area they cover is not limited.

As Jean-Marc Avrila points out :

« *Invader does more than illustrate this overwhelming culture with his murals; he also critiques it by a material*

distancing of technology. He takes us on a poetic tour of our cities, weaving his art into a highly effective network. »

Invader is passionate about technology, what it brings to our society as well as how society can fall victim to it, manipulated by its endless potential. To create this piece, Invader has used a medium evoking the contemporary urban advertising environment of illuminated signs that have invaded our minds and everyday landscapes.

« *If there weren't artists like me creating in the street, we'd be surrounded by nothing but adverts. Advertising, it's like Big Brother...it's not about trying to make people happy or simply showing beautiful pictures. That's why I don't see myself as a vandal. What I do is in the interest of people* » Invader.

In Moon, Invader succeeds in this double objective, substituting the adverts normally displayed on these screens with an oneiric image which is projected like a dream.

But who really is Space Invader and what is this most advanced technological being dreaming of? Looking at this Space Invader frolicking on the moon, does it not bring to mind the haunting voice of HAL in 2001...?

USEFUL INFORMATION

Preview exhibition from 19 to 23
October, during the FIAC

Sale :
30 November 2021

7 Rond-Point
des Champs-Élysées
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PRESS MATERIAL

HD images available
on request

The entire catalogue
available on artcurial.com

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About Artcurial

Founded in 2002, multidisciplinary Paris based auction house Artcurial confirmed its leading position on the international art market scene in 2020. With three sale venues in Paris, Monaco and Marrakech, the auction house achieved an overall sales total of 149,2 million euros in 2020.

Artcurial covers all the major specialist fields including Fine Arts, Decorative Arts, Collectors' Cars, Jewellery, Watches, Fine Wines and Spirits...

With a strong international bias, Artcurial maintains its presence abroad with offices in Brussels, Milan, Monte-Carlo, Munich, Vienna and Spain
In October 2015, Artcurial held its first sale in Hong Kong and Morocco.

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