



Press release
29 September 2016

BRITISH ARTIST JONATHAN MONK CHOSEN TO DESIGN THE 3RD COLLECTOR'S EDITION BOX FOR THE LAUGHING COW®

Following Hans-Peter Feldmann in 2014 and Thomas Bayrle in 2015, it's British artist Jonathan Monk's turn to create the 3rd *Collector's Edition Box* for *The Laughing Cow*® in 2016.

THE COLLECTOR'S EDITION BOX PROJECT

The *Laughing Cow*® logo was designed by famous French illustrator Benjamin Rabier (1864 - 1939). Since then, the brand has continued to enjoy a special relationship with artists, who have made use of the iconic image both on their own and as part of corporate initiatives. In preparation for brand's 100th anniversary in 2021, Lab'Bel, the art fund of the Bel Group, is building on this tradition with the *Collector's Edition Box* project. Since 2014, leading contemporary artists have been invited to reinterpret the iconic logo in a series of prestigious collaborations. Bringing contemporary art to the broadest audience possible, each *Collector's Edition Box* retails for the same price as the classic 24-portion box. After Hans-Peter Feldmann (2014) and Thomas Bayrle (2015), Jonathan Monk will design the 2016 box.

JONATHAN MONK – ART THAT'S WITTY, BITING, AND IRONIC

Sometimes we forget the obvious. It's practically impossible to be original. What counts is what's inside. — Jonathan Monk

Born in Leicester in 1969, Jonathan Monk lives and works in Berlin. In his art, he revisits and "replays" iconic 20th century artworks with a touch of wit and irony.

Solo exhibitions include the Kunsthau Baseland in Basel (2016), the Irish Museum of Modern Art (IMMA), Dublin, Ireland (2014), the Centro De Arte Contemporáneo (CAC) Málaga (2013), Kunstraum Dornbirn, Austria (2013), Palais de Tokyo and the Musée d'Art Moderne, Paris (2008), the Kunstverein Hannover (2006), the Institute of Contemporary Art, London (2005) and the Museum Kunstpalast, Dusseldorf (2003). His work has been included in many group exhibitions, including the Whitney Biennial (2006), the 50th and 53rd Venice Biennales (2003, 2009), the Berlin Biennale (2001) and the Taipei Biennial (2000). He was awarded the Prix du Quartier Des Bains, Geneva in 2012. Jonathan Monk is represented in London by the Lisson Gallery, in Saint-Ouen by Untilthen, and in Brussels and Tel Aviv by the Dvir Gallery.

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A MINI-SUPERMARKET AT THE FIAC

During the 2016 edition of the FIAC in Paris (20 - 23 October), Lab'Bel will unveil Jonathan Monk's *Collector's Edition Box* in a space designed in collaboration with the artist to resemble a mini-supermarket. There, collectors and contemporary art lovers will be able to acquire one of the least expensive artworks at the fair.

To mark the occasion Lab'Bel will present a new film portrait of Jonathan Monk directed by François Prodromidès, following the first two devoted to Hans-Peter Feldmann and Thomas Bayrle*. A meeting focusing on the *Collector's Edition Box* will also take place in the presence of the artist and curator Michael Staab on 20 October at 1:00 pm, as part of the fair's VIP program.

THE COLLECTOR'S EDITION BOX AT LAFAYETTE GOURMET / GALERIES LAFAYETTE

As with the previous edition, the *Collector's Edition Box* will go on sale in October across France in select stores from the Lafayette Gourmet / Galeries Lafayette network.

***Watch the films on Lab'Bel's website: www.lab-bel.com.**

**Lab'Bel is led by Director Laurent Fiévet and Artistic Director Silvia Guerra.
The *Collector's Edition Box* project is curated by German artist Michael Staab.**

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