

Press release
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THE 4TH LAUGHING COW® COLLECTORS' EDITION BOX TO BE DESIGNED BY BELGIAN ARTIST WIM DELVOYE AND PRESENTED AT FIAC 2017

After Hans-Peter Feldmann, Thomas Bayrle and Jonathan Monk, Lab'Bel, the Artistic Laboratory of the Bel Group, has chosen Belgian artist Wim Delvoye (b. 1965) to design the fourth *Collector's Edition Box* for **The Laughing Cow®**. Delvoye, a long-time admirer of the iconic image of **The Laughing Cow®**, owns one of the world's largest collections of labels depicting the famous cow. It is because of this strong and lasting relationship between Delvoye and **The Laughing Cow®** brand that the artist has been invited to participate in the *Collectors' Edition Box* project.

Presentation at FIAC 2017

Just as in 2016, the fourth *Collectors' Edition Box* will be unveiled at the **Laughing Cow®** stand at FIAC in Paris from October 19–22, 2017. And just as in 2016, at the price of 5 euros it is expected to be one of the most affordable works of contemporary art available to fairgoers. Jonathan Monk's *Collectors' Edition Box*, presented for the first time at last year's FIAC, was acquired by nearly 2,000 admirers.

Collectors' Edition Boxes: Contemporary Art to Share

In 2014, in preparation for the 100th anniversary of **The Laughing Cow®** in 2021, Lab'Bel, the Artistic Laboratory of the Bel Group, launched an intriguing series of collaborations with important contemporary artists for the creation of its exceptional *Collectors' Edition Box* series. These original projects both fulfill and continue the relationship that has existed between artists and **The Laughing Cow®** since the brand's inception. The *Collectors' Edition Boxes* are considered by their creators to be veritable works of art. They offer purchasers two choices: to consume the contents, or to keep them intact as collectible objects.

This original and exceptional offering of contemporary art to the public has been a defining characteristic of Lab'Bel since its creation in 2010. After the editions by Hans-Peter Feldmann in 2014, Thomas Bayrle in 2015 and Jonathan Monk in 2016, and in continued collaboration with project commissioner Michael Stabb, the Wim Delvoye box completes this collection.

Wim Delvoye

Internationally renowned artist Wim Delvoye was born in Wervik, Belgium in 1965. He lives and works in Ghent and is represented by the Galerie Perrotin (Paris, New York, Hong Kong, Seoul, Tokyo).

Delvoye's work combines history and art, Flemish tradition and industry in an often-extravagant fashion that is both unsettling and alluring in its inventive richness and indifference to cultural norms. In his juggling of science and popular culture, Wim Delvoye mixes impertinence with formal research through artistic creations that parody both artisanal savoir-faire and scientific research.