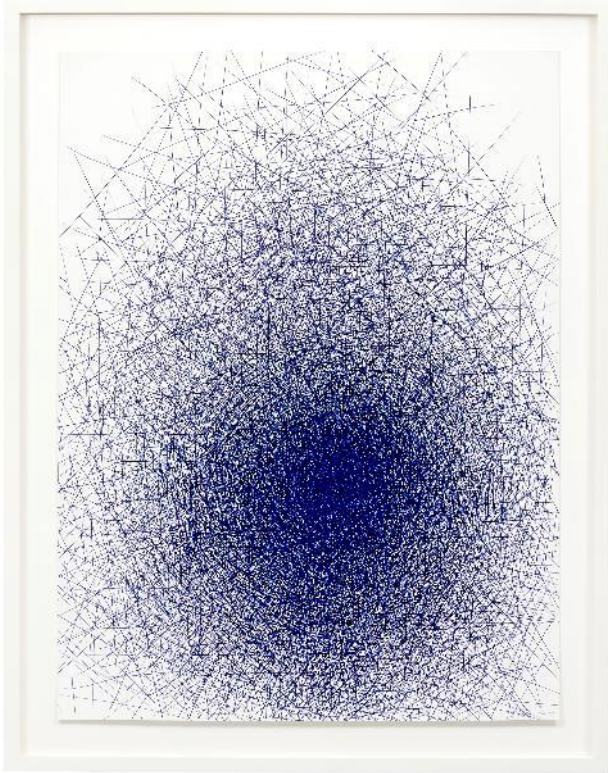




BIC GROUP
PRESS RELEASE
JANUARY, 30 2018



IL LEE, *MBL-1302*, 2013 – 84,5 x 63,5 cm; ballpoint ink on paper.
©Charly Gosp. Courtesy of artist and Art Projects International, New York and Collection BIC

THE BIC COLLECTION EXHIBITED AT THE CENTQUATRE-PARIS FROM APRIL 14 TO MAY 13, 2018

An unprecedented exhibition of more than 140 works will be unveiled at the CENTQUATRE- exhibition center in PARIS, bringing together artists from all over the world who have been inspired by BIC®.

BIC®, a renowned brand, family company and world leader in the fields of stationery, lighters and razors, unveils its contemporary art collection for the first time.

This collection, which started in the late nineties at an exhibition in Italy devoted to the life story of Marcel Bich, today consists of more than 250 works by internationally recognized or upcoming artists. The works of art all have a point in common: they have been created with or inspired by BIC® products.

Inspiring everyone

The exhibition of the BIC Collection is a way to share previously unseen works where drawing is mixed with writing and where installation, sculptures and videos are displayed alongside design and fashion.

A new kind of artistic and cultural venue, the CENTQUATRE-PARIS, welcomes the public and artists from around the world, which naturally made it the perfect choice for BIC to display its Collection.

The CENTQUATRE-PARIS and BIC share a common vision: touching and inspiring the largest number of people possible. Entirely free, the exhibition is intended for anyone who would like to enjoy a clear, simple and immersive display.

BIC®: an iconic brand and a source of inspiration

Since the launch of the BIC® Cristal® at the beginning of the fifties, many international artists have used the pen to create not only portraits and designs, but also sculptures and art installations. These artists have also been inspired by BIC® lighters and razors.

More than 140 exceptional and diverse works have been selected for this exhibition which will present pieces from more than 80 illustrious artists such as Alberto Giacometti or René Magritte, Fernand Léger, Alighiero Boetti and contemporary artists such as Martin Parr, Claude Closky, Philippe Favier, Angiola Gatti, Mamadou Cissé, etc. Not forgetting the younger generation, with THE KID and Anne Flore Cabanis represented.

For Bruno Bich, CEO of the BIC Group, *“This collection allows us to show how artists from all over the world can use BIC® products, as tools for creation or a source of inspiration... We are thrilled to share these works with the public for the first time.”*

A unique collection of previously unseen works

The exhibition will take place at the CENTQUATRE, a unique setting whose architectural design is divided into four sections. This allows visitors to admire the collection across four themes: historic artists, a portrait gallery, design and fashion, and imaginary architecture.

The exhibition space opens onto a unique installation by the Austrian artist Herbert Hinteregger, which was created from 15,000 BIC® Cristal® pens. Among the commissioned works created for the exhibition, the Brazilian artist Janaina Mello Landini designed a piece using a boat’s rigging ropes for an exterior passageway. The Franco-Moroccan artist Hicham Berrada has worked as a chemist and highlighted the various components of BIC® ink in fantastic works.

The exhibition also has a special section devoted to the themes of Claude Closky, Alighiero Boetti and Jan Fabre whose use of the BIC® Cristal® was fundamental to their craft.



CLOSKY Claude, *Avant/Après (4 couleurs)*, 2004 - 29,5 x 39,5 cm ; BIC® ball pen on paper. ©Charly Gosp. Courtesy: artist and Collection BIC

The artists and their themes

Introduction around BIC histories: Felix Aublet, Philippe Favier, Lucile Lesueur, Mad Meg, Pixa! Parasit, Raymond Savignac.

* **The historic artists of the collection:** Alighiero Boetti, César, Giorgio Colombo, Lucio Fontana, Alberto Giacometti, Fernand Léger, René Magritte.

* **The portrait gallery by:** Enam Bosokah, Carine Brancowitz, Juan Francisco Casas, Calixte Dakpogan, Fumatto, Lei Lei, Aurore Marette, Martin Parr, Frédéric Poincelet, THE KID, Giuseppe Stampone, Raymond Tsham.

* **Design and fashion items:** Oscar Carvallo, Eddie Clemens, Juliette Clovis, Gigi Conti, enPieza!, Riccardo Gusmaroli, Sophie Hardeman, Kate Lennard, Proêmes de Paris, Tsé & Tsé, Paolo Ulian.

* **Imaginary architectures:** Sara Abdu, Lena Andonova, Noviadi Angkasapura, Carlo Benvenuto, Hicham Berrada, Irma Blank, Jonathan Bréchnignac, Anne-Flore Cabanis, Rebecca Chamberlain, Petros Chrisostomou, Mamadou Cissé, Claude Closky, Geoffroy Crespel, Amie Dicke, Jean Dupuy, Jan Fabre, Michel François, Angiola Gatti, Ghazel, Dalila Gonçalves, Herbert Hinteregger, Thomas Hirschhorn, Liu Kai, Kai & Sunny, Frédéric Khodja, Charles Laib Bitton, Eric Lambé, Janaina Mello Landini, Il Lee, Kevin Lucbert, Olivier Michel, Andrei Molodkin, Teresa Poester, Haleh Redjaian, Laurent Reypens, Stephen Schultz, Vincent Servoz, Ingénieur Vancy, Dominique Vangilbergen, Shony Wijaya, Tatiana Wolska.

Practical information

Curators : Hervé Mikaeloff and Ingrid Pux

Exhibition from April 14 to May 13, 2018.
Free entry

Opening:

- **during school holidays** : from Tuesday to Friday between 2:00 and 7:00 pm and on week-ends from 12:00 am to 7:00 pm.
- **outside of school holidays** : On Wednesdays, Thursdays and Fridays from 2:00 to 7:00 pm, and from 12:00 am to 7:00 pm on Saturdays and Sundays.

The exhibition catalog will be sold in the bookstore.

Guided visits to the exhibition can be organized for school groups and adults.

Website: www.104.fr/en/

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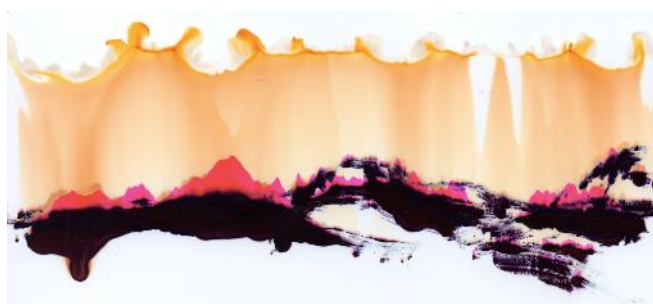
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The BIC Collection will be unveiled to the public and exhibited at the CENTQUATRE-PARIS for 4 weeks, starting Saturday, April 14.



LAIB BITTON Charles, *Malcomportement dans la Prairie*, 2012 – 152 ; ball pen on paper.
©Charly Gosp. Courtesy: artist and Collection BIC



BERRADA Hicham, *Chromatographie #3*, 2017 - 90x200 cm; printed on cotton paper. ©Hicham Berrada. Courtesy: artist and Collection BIC



THE KID, *Timmy*, 2014 - 70 x 49 cm ; BIC® black ball pen on paper. ©Charly Gosp. Courtesy: artist and Collection BIC

About BIC

BIC is a world leader in stationery, lighters, shavers and promotional products. For more than 60 years, BIC has honored the tradition of providing high-quality, affordable products to consumers everywhere. Through this unwavering dedication and thanks to everyday efforts and investments, BIC has become one of the most recognized brands and is a trademark registered worldwide for identifying BIC products which are sold in more than 160 countries around the world. In 2016, BIC recorded Net Sales of 2,025.8 million euros. The Company is listed on "Euronext Paris" and is part of the SBF120 and CAC Mid 60 indexes. BIC is also part of the following Socially Responsible Investment indexes: CDP's Climate A List, CDP's Supplier Climate A List, CDP Supplier Engagement Leader Board, FTSE4Good indexes, Ethibel Sustainability Index (ESI) Excellence Europe, Euronext Vigeo – Eurozone 120, Euronext Vigeo – Europe 120, Stoxx Global ESG Leaders Index.

