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Press Release

L'appart
renoma

**CORPS POP, ESPRIT DADA
[POP BODY, DADA SOUL]**

From Dadaism to Popism

OCTOBER 23, 2024 - MARCH 23, 2025

In his next exhibition, **Maurice Renoma** launches his own manifesto, a poetic, joyful and anarchist movement which is an invitation to spontaneity and rebellion. **From October 23, 2024, to March 23, 2025**, this artist of singular objects takes over **the Appart Renoma and the Souplex** at 129bis rue de la Pompe (Paris 16th) with ***CORPS POP, ESPRIT DADA*** [POP BODY, DADA SOUL], his new artistic experiment: an ode to freedom which celebrates the art of revolutions through the prism of Dadaism, Pop Art and ecological discourse.

BY HIS HISTORY,

Maurice is POP

Inspired by the Pop Art movement which emerged in England at the very beginning of the 1950s, Maurice Renoma became the first fashion designer to establish the ready-made as a creative model. His collections appealed to the most famous artists, including Andy Warhol who adopted the multi-pocket and the Renoma blazer.

For this exhibition, the Appart Renoma turns into a *factory*, where the public can discover the artist's studio and where the creative techniques multiply. Warhol becomes an *alter ego* with whom Maurice Renoma begins an artistic dialogue: their relationship is built around principles guiding their creative activities, such as the popularization of art and fashion, the criticism of the society of consumption and pollution, the use of a unique and recognizable icon like the banana and the goldfish.

This game of mirrors materializes in a *mise en abyme* of the two artists together in large canvases mixing painting, photography and raw material: an experiment which allows Maurice Renoma to try his hand at painting for the first time, in collaboration with the young Chinese painter Yuan Chen.

A room in the Appart hosts the work of Mauro Corda, a contemporary French sculptor who questions the notion of identity and the human body. Batman, Wonder Woman, Superman,... his small superheroes embody and subvert pop representations, questioning the universality of narratives and mythologies.

Corps Pop, Esprit Dada offers the opportunity to discover Pop Art, its languages and its influences through the eyes of Maurice Renoma, this artist who knows how to reconcile the singularity of his installations with the contemporary spirit.



THROUGH HIS LANGUAGE, **Maurice is DADA**

If Dada is a state of mind, Maurice Renoma completely embodies its essence: since the beginning of his career, his artistic production has been characterized by the rejection of traditional models of expression and their aesthetic and social values. His works create new meanings by reversing the order of things, particularly in terms of form and content. If we add the naive and iconoclastic instinct of his creative impulse, his artistic language reveals an intrinsically Dada character.

For Maurice Renoma, as for the Dada, the artistic idea is worth more than the objects: on the occasion of this exhibition he claims the power of free and poetic creative action, at a time when brutality shows itself as wars and climate emergency.

The exhibition is designed as a scenario allowing to discover Dadaism according to Maurice Renoma: at Souplex, the artistic dialogue is constructed with Tristan Tzara and Marcel Duchamp in a game of semantic correspondences, which revolve (of course) around toilets, cabinets of curiosities and Dada experiences. A crazy stroll made up of narrative options in the form of photographs, collages, musical installations, surreal videos animated by an ecological concern, offbeat ready-mades reinterpreted in the light of contemporaneity, personal objects of the artist on his recurring themes reproducing the chaos that is specific to him: no instructions or interpretation, but the desire to create astonishment and provocation within an audience invited to be free to seek what they want to find.

At the center of the exhibition, a child playing the violin: this Dada portrait of the artist is the story of his childhood, but also of the expectations and hopes that make us human beings.

Always with a touch of humor and irony, Maurice Renoma's work invites us to think about the nature of art and its place in society.



CORPS POP ESPRIT DADA

du dadaïsme au popisme

Maurice Renoma

23.10.24 > 23.03.25

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