



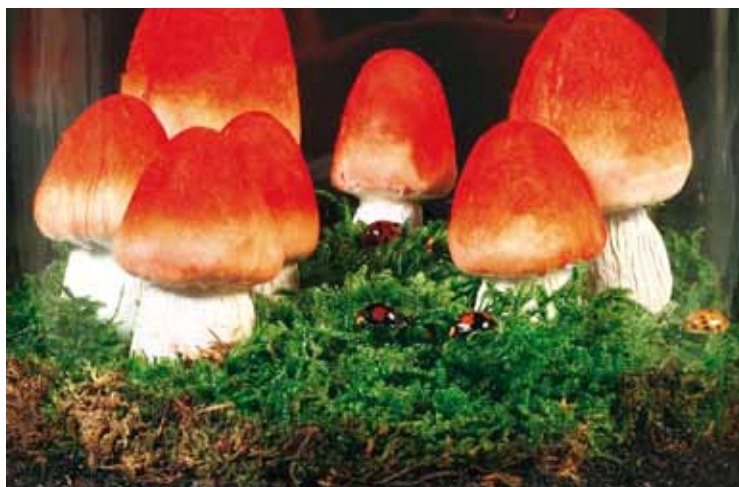
ZELDA GEORDEL

spontanés

**spontaneus*

Performance of Julien ROUCHETEAU,
chef of a Michelin starred restaurant.

Opening Saturday December 4th 2010,
2pm to 7pm.



Spontaneus II, 2010 © Z.GEORDEL

www.zeldageorgel.com

For its opening, LA DECOUPE is pleased to announce an exhibition of the new works by Zelda Georgel.

Conversation with Zelda Georgel and Julien Roucheteau. (*Samples.*)

ZG : Through my photographs and installations, I try to create all kinds of sensations for the audience, not only engaging the visual. The first installation I made indoors, *Naissance (Birth)* was an appeal to several senses... there was grass on the floor and you could smell the soil.

There was also sound, noises of water, a flowing river and at the same time song extracts giving the impression of people whispering things throughout the room.

I had never worked with taste and I found it interesting to go further and work with this sense. To seek it.

JR : I was interested to compare metaphorically cuisine and photography. In the culinary world we consider first the visual aspect and then the taste. That's missing in photography.

So I tried to recreate with flavors, the emotion I felt soaking in the work of Zelda Georgel. The idea of our collaboration was to adapt myself to her world. You're walking in a forest through her work, so I wanted to recreate that through the taste.

ZG : During days and days, I immersed myself in forests. I like their smell, their atmosphere, that they are simultaneously oppressive and a bit magical. Slightly frightening also. There, the soil is very present and pretty black. The water is often dark. With Julien Roucheteau's performance you get that visual weirdness. As in my work, you must have an inquisitive approach. You will not necessarily want to eat his « canapés », but when you taste them, you will be surprised. It's pretty amazing and exciting to create that experience with taste.

JR : At first, merging into another world could have been a barrier, but if you cross this barrier it becomes something else : a stimulation. My culinary identity is very linked to taste. In a plate you first have to identify the flavours. (...)