

Kreëmart NEWS

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LAUNCH OF MARINA ABRAMOVIC PASTRY PORTRAIT®

- London Launch during Frieze: 3-10 October 2017 – Ladurée London Harrods, 87-135 Brompton Road, Ground Floor, Hans Road
- London in-store presentation to the press by invitation only on 3 October from 18:00-21:00
- Paris Launch: 16-22 October 2017 – Ladurée Paris Le Macaron, 14 rue de Castiglione, and at FIAC! International Art Fair (18-22 October) Grand Palais

Ladurée and Raphaël Castoriano are proud to present **Marina Abramovic's Taste** as the first subject of the *Pastry Portrait*®, a collection embodying identities in the form of taste.

The concept of taste evokes two experiences: the sensation of flavor and autonomous choice. More than just the flavor of the thing you put in your mouth, taste can refer to the accumulation of choices you make in every aspect of your life that eventually determine your individuality within the expansive world around you. Taste always goes back to choice.

“When I said I wanted to have my own taste, they asked me so many questions... what I like, the colors, the smells, the landscapes in nature, the memories of childhood... all of this went into the *Pastry Portrait*® of me.

My work is most of the time immaterial because performance art is immaterial, it is conceptual and limited by time. Kreëmart's work in the medium of sugar is completely immaterial too, because you consume it, you eat it and its gone. What is left behind is the memory of what you eat. What is unique about *the Taste* is the memory that stays in your mouth, the intense experience.”

Marina Abramovic, July 2017

Three Prussian Blue macarons are stamped with **Abramovic's** “Coat of Honor,” her father's family crest which represents the delicate balance between fragility and strength. The particular shade of blue of the macarons is tied to **Abramovic's** memory of her parents who were war heroes. The macarons, one of which is wrapped in gold leaf, are nestled inside a pyramid-shaped box, a shape whose origin lies in freemasonry, a symbol of energy and power. **Abramovic's** crest is embossed in gold on the front with her signature below; more than just a box of macarons, it is an object that represents a conceptual artwork, emphasizing the performative experience of tasting the artist.

For this unprecedented and unique undertaking, **Ladurée** and **Castoriano** worked closely with the artist to curate every aspect of the Taste and the pastry. This process begins with the *Papillae Questionnaire*, a series of questions developed by **Castoriano**; the answers given by the individual are used to determine the concepts that should be in turn translated to flavors. **Abramovic's** responses provide insight to the way the artist thinks about herself, as well as her values, her cherished memories, even her relationship with sugar.

Castoriano chose **Marina Abramovic** as the first subject to introduce the concept of the *Pastry Portrait*[®] **Collection** because of her affinity for the intangible and the immaterial. Working with top pastry and macaron maker **Ladurée**, the *Pastry Portrait*[®] opens the possibility for **Abramovic** to enter into a new mode of representation, capturing her history and who she is from the perspective of taste. Her body is her medium, the physical tool of her work; working together, **Ladurée** and **Castoriano** have conceived a new way of understanding what it is to experience **Marina Abramovic**.

ABOUT MARINA ABRAMOVIC

Since the beginning of her career in Belgrade during the early 1970s, Marina Abramovic has pioneered performance art, creating some of the form's most important early works. The body has always been both her subject and medium. Exploring her physical and mental limits, she has withstood pain, exhaustion, and danger in her quest for emotional and spiritual transformation. Abramovic was awarded the Golden Lion for Best Artist at the 1997 Venice Biennale. In 2008, she was decorated with the Austrian Commander Cross for her contribution to art history. In 2010, Abramovic had her first major U.S. retrospective and simultaneously performed for over 700 hours in “The Artist is Present” at the Museum of Modern Art in New York. In 2014, she completed the three-month performance “512 Hours” at the Serpentine Gallery in London. Abramovic founded the Marina Abramovic Institute (MAI), a platform for immaterial and long durational work to create new possibilities for collaboration among thinkers of all fields. The institute inhabited its most complete form to date in 2016 in collaboration with NEON in “As One” Benaki Museum, Athens. Her retrospective, *The Cleaner* opened at Moderna Museet, Stockholm in February 2017 and will tour to the Louisiana Museum of Modern Art in Denmark, Henie Onstad Kunstsenter in Oslo, Bundeskunsthalle in Bonn, and Palazzo Strozzi in Florence.

ABOUT LADURÉE

Ladurée is the world's preeminent luxury baker and maker of sweets. Founded in 1862, it is known around the globe as the premier purveyor of macarons. Ladurée is a global brand with more than 85 shops in 27 countries on 5 continents. The story of the Ladurée macaron starts in the middle of the 20th century with Pierre Desfontaines, who first thought of taking two macaron shells and joining them with a delicious ganache filling. The recipe has not changed since. Ladurée is a veritable song to sweets and pastry innovation.

ABOUT RAPHAËL CASTORIANO

Raphaël Castoriano has been working in contemporary art for over 20 years. He has a long history of cultivating relationships with artists and collectors and has a keen ability to anticipate the trends of the art world. In 2009, Castoriano founded Kreëmart, a collaborative artistic entity that takes contemporary artists out of their typical creative process by providing the medium of sugar as their ultimate provocation. Past

collaborators include projects Maurizio Cattelan, Rirkrit Tiravanija, Vik Muniz, Terence Koh, Kalup Linzy, Anselm Reyle, and Richard Tuttle, among many other established and emerging artists.

ABOUT PASTRY PORTRAIT®

The *Pastry Portrait*® is the most innovative endeavor of Kreëmart's Raphaël Castoriano to give a form to the immaterial, a form that is physical yet ephemeral: the transformation of identity into a taste. Kreëmart works closely with Ladurée's top pastry chefs and parfumeurs to develop the individual's Taste, each of which is uniquely tailored to the subject's identity; a portrait captured in the form of a pastry. The subject receives a number of macarons with the Taste for their own private use. The *Pastry Portrait*® seeks to provoke the thought that identity can be translated into taste; it can be a means of knowing someone by consuming their taste, understanding the pastry as an extension of the individual. Private *Pastry Portraits*® from Kreëmart and Ladurée can be commissioned.

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PRODUCT NOTES

Marina Abramovic's Taste is a special limited edition sold in a bespoke three-corner box and shopping bag.

Only 250 boxes are available at the launch at Ladurée London Harrods. The product will only be available for purchase during the launch period, October 3-10.

Only 250 boxes are available at the launch at Ladurée Paris Le Macaron store or at the FIAC! International Art Fair. The product will only be available for purchase during the launch period, October 16-22.

Additional launch dates and cities, including Milan, New York, Miami, Los Angeles, and Tokyo will be announced shortly.

For high-resolution images please contact info@kreemart.com

Raphaël Castoriano

LADURÉE
Paris



Kreëmart