



Exhibition
 from December 15, 2007
 to February 17, 2008

SOCIÉTÉ RÉALISTE **TRANSITIONERS: Le Producteur**

OPENING
 ON FRIDAY, DECEMBER 14, 2007 AT 6PM.

La Synagogue de Delme welcomes Société Réaliste for their first personal show in an art center in France.

*Société Réaliste is an artistic cooperative, created by Ferenc Gróf and Jean-Baptiste Naudy in 2004. Their activity consists in developing various research enterprises, successively dealing with territorial ergonomics, experimental economy, counter-strategy, or political design, as is the case of the project **Transitioners**, initiated in 2006, and for which they have been invited to Delme.*

Transitioners is a trend design agency, specialized in political transitions. Transposing the principles of prospective design, generally used by professionals in the field of fashion, to the field of politics, Société Réaliste questions the revolution (transition?) as a central category for contemporary Western society. How can a "democratic transition" be produced? What is the role of design in the permanent conversion of political flux into mythology? How can the effect of an event on citizens be transformed into a controlled affect?

Depending on present atmosphere, **Transitioners** defines the general climate, in which future social transformation movements will take place, in order to maximize their efficiency. By examining the evolution of revolution as a form, the project offers visual and semantic tools ready to be used by whoever wishes to: logotypes, color charts, lexical fields, etc.

For each new step in the project, Société Réaliste conceives a new trend collection, originated by a precise historical event. In 2007, the inspiration for *Bastille Days* was the French Revolution. The 2008 collection, entitled *Le Producteur* and inaugurated at la Synagogue de Delme, is based on the utopias developed during the first three decades of the 19th century, by thinkers such as Fourier, Enfantin, Rodrigues, Cabet, Owen, or Saint-Simon. A wide panorama and three dioramas (pictorial and theatrical devices inherited from that time) will be inscribed in the architecture of the art center, allowing the visitors to discover the latest research of **Transitioners**.

The central question of the 2008 collection is related to the progressive separation of liberalism and socialism. While they have a common origin and were not differentiated by major utopian thinkers, the events of 1830 and 1848 progressively opposed them. This binary confrontation between liberalism and socialism still constitutes the basis of our common representations. For **Transitioners**, the interrogation of this ideological chasm, of its accuracy and its contradictions, is central. The stake of the collection *Le Producteur* consists in knowing how these movements share a common ideological base, and how the later can nourish the design of future transitions.

For further information about projects by the Société Réaliste cooperative:
www.societerealiste.net ; www.cac-synagoguedelme.org

SOCIÉTÉ RÉALISTE

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www.societerealiste.net

Ferenc Gróf is born in 1972 in Pécs, Hungary.

Jean-Baptiste Naudy is born in 1982 in Paris, France.

They work and live in Paris.

The artistic cooperative Société Réaliste is researcher at Jan van Eyck Academie (Maastricht) and is represented by Galerie Martine Aboucaya (Paris).

EVENTS RELATED TO THE EXHIBITION:

SUNDAY, DECEMBER 16, 2007 AT 3PM :

VISIT OF THE EXHIBITION WITH MARIE COZETTE, DIRECTOR OF LA SYNAGOGUE DE DELME

SUNDAY, JANUARY 13, 2008 AT 3PM :

VISIT OF THE EXHIBITION WITH ALICE CORNIER, IN CHARGE OF PUBLICS

SATURDAY, FEBRUARY 16, 2008 AT 11AM :

DISCUSSION WITH THE ARTISTS AT LA SYNAGOGUE DE DELME

PRACTICAL INFORMATION:

OPENING HOURS:

WEDNESDAY TO SATURDAY FROM 2 TO 6 PM,

SUNDAY FROM 11 AM TO 6 PM

ADMISSION FREE

ACCESS:

FROM PARIS TO METZ OR NANCY : 1 HOUR 1/2 BY TRAIN

FROM METZ (30 MIN), DIRECTION CHÂTEAU SALINS (FORMER ROAD TO STRASBOURG), D955

FROM NANCY (30 MIN), TO CHÂTEAU SALINS, THEN DIRECTION METZ

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