



**Le Bon Marche Rive Gauche Announces Exhibition On Los Angeles, Curated By  
Liz Goldwyn  
*Paris Store to Celebrate LA from August 27-October 12, 2009***

*Paris, France - June 15, 2009* - The next major cultural exhibition to be held at the landmark Paris store Le Bon Marché Rive Gauche will highlight and evoke the city of Los Angeles, as seen through the eyes of guest curator, filmmaker, fashion historian and native Angeleno, Liz Goldwyn. The exhibition will open August 27th, 2009 and be open to the public until October 12th, 2009.

In conceptualizing this multi-media exhibition Goldwyn, has been inspired to capture the spirit of Los Angeles and its outdoor culture. The exhibition creates a fresh paradigm for interpreting the culturally rich city.

Ten of the stores' large display windows situated in Saint-Germain-des-Près will be designed by Goldwyn, and will feature striking images of the iconic palm trees of LA, with a secondary theme of sound juxtaposed against them. A fitting tribute, as Los Angeles has been the cradle of modern American music since the early sixties.

**“The viewer will begin to experience the culture of Los Angeles from the very outside of Le Bon Marché,” says Liz Goldwyn of her concept. “The windows will feature giant images of rows of Palm Trees. These will be printed to emulate The Los Angeles Times color saturated newsprint. A superimposed musical staff will contain handwritten musical notations of an original melody. The viewer can walk side by side with the music, which will play on a synchronized sound track. I call this ‘Palm Tree Music’.”**

Composing the score for the windows is noted musician, composer and producer, Money Mark, aka Mark Ramos-Nishita.

Inside Le Bon Marché, Goldwyn's homage to her native city is interpreted through a 5,000 square foot purpose designed gallery that encapsulates LA at Night through a unique projection of original night footage. Goldwyn's recent endeavor, the short film “Underwater Ballet,” is currently displayed on eighty-six digital LED billboards throughout Los Angeles, which is the first purely artistic partnership of this nature. These billboards will be filmed and integrated into the film as part of the experience.

**Describing the concept, Goldwyn states. “I am creating original media (film) to construct an “LA at Night” installation. The footage will include images of my Underwater Ballet billboards in Los Angeles at night, in context within the LA landscape. These will be inter-cut with abstract shots of traffic and car headlights. This represents the nighttime landscape of Los Angeles; a sky lit by the artificial lights beaming from advertisements**

**and car culture. Multiple edited film clips will be projected inside of a specially created room with hard geometric angles and mirrors. Entering the room, the viewer feels disoriented, as if they are standing in the center of a million billboards and traffic lights, cars streaming past them at every angle. “**

LA based fine art and fashion photographer Todd Cole will photograph Liz Goldwyn for the exhibition campaign.

Supporting this exhibition will be a separate retail component featuring Los Angeles sportswear and accessory designers, all which were selected by Le Bon Marché buyers exclusively.

Previous destination themed exhibitions at Le Bon Marché include Hong Kong in 2002, New York, with guest of honor Marc Jacobs in 2005 and Tokyo in 2007.

The Los Angeles exhibition will open August 27th 2009 and be open to the public until October 12th, 2009. Le Bon Marche Rive Gauche is located at 24 rue de Sèvres, 75007.

[www.treeslbm.com](http://www.treeslbm.com)

#### **About Le Bon Marché Rive Gauche**

Le Bon Marché Rive Gauche has a special aura in the restricted club of the most upscale specialty stores in the world. Driven by its chairman, Philippe de Beauvoir since the takeover by the LVMH group in 1984, Le Bon Marché is a prestigious concept store offering high-end fashion and design and providing visitors an unforgettable shopping experience. Several times a year, Le Bon Marché Rive Gauche organizes exhibitions, which bring art and fashion closer together. Some of Previous cultural exhibitions at Le Bon Marché include Karl Face to Lagerfeld in 2003, Belles en Vogue with French Vogue in 2004 and Fashion Magazine by Martin Parr in 2005. Founded in 1852, Le Bon Marché Rive Gauche is today the only Parisian concept store to offer a genuine cultural dimension.

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