

# GALERIE DA-END

## About

The Galerie Da-End (« Oval » in Japanese) has opened its doors during the summer of 2010, in the area of Saint-Germain-des-Prés. Conceived as a frank alternative to the traditional « white cube », it is a timeless abode traversed by four dim-litted rooms, decorated with beams and trims, offering a singular experience in today's artistic landscape.

The gallery sees itself as an experimental and hybrid place, both inspiring for the exhibiting artists and surprising for the visitors who venture there. Key points in the gallery's artistic project, the scenography and curation – somewhere between initiatory trip and room of wonders, invite to a nearly immersive stroll as well as an active reading of the artworks.

Since its inauguration, the Galerie Da-End has been supporting the work of international emerging or confirmed artists. Virtuoso technicians each in their field, sometimes self-taught or in break with their time, all of them share a visually unclassifiable world, even subversive, with a strong power of expression. The dialogue initiated between the gallery space, the artist and the visitor is lead from precise thematics that reveal or interrogate the troubled beauties of the world.

Aside from solo exhibitions, two cycles of collective exhibitions give its tempo to the artistic season : in the spring, the Galerie revisits the traditional cabinet of curiosities by presenting a selection of contemporary artworks, confronted to genuine ancient or tribal art. And in the fall photography, and more particularly Japanese photography, is given pride of place.

Eschewing the conceptual museographic apparatus in vogue, the Galerie Da-End intends to offer singular events in which emotions and visual poetry take precedence over every other discourse. From exhibition to exhibition, the main objective is to awaken sensitive areas and to suppress the frontiers, both mental and geographic, between the genres.