

**PALAIS
DE
TOKYO /**

Hotel Everland

★ ★ ★ ★

PARIS



EVERLAND: THE HIGHEST HOTEL IN THE WORLD

DESIGNED AND BUILT BY THE ARTIST DUO L/B, THE EVERLAND HOTEL IS NOW INSTALLED ON THE ROOF OF THE PALAIS DE TOKYO, WHERE IT WILL REMAIN FOR AN ENTIRE YEAR.

TOKYO HOTEL

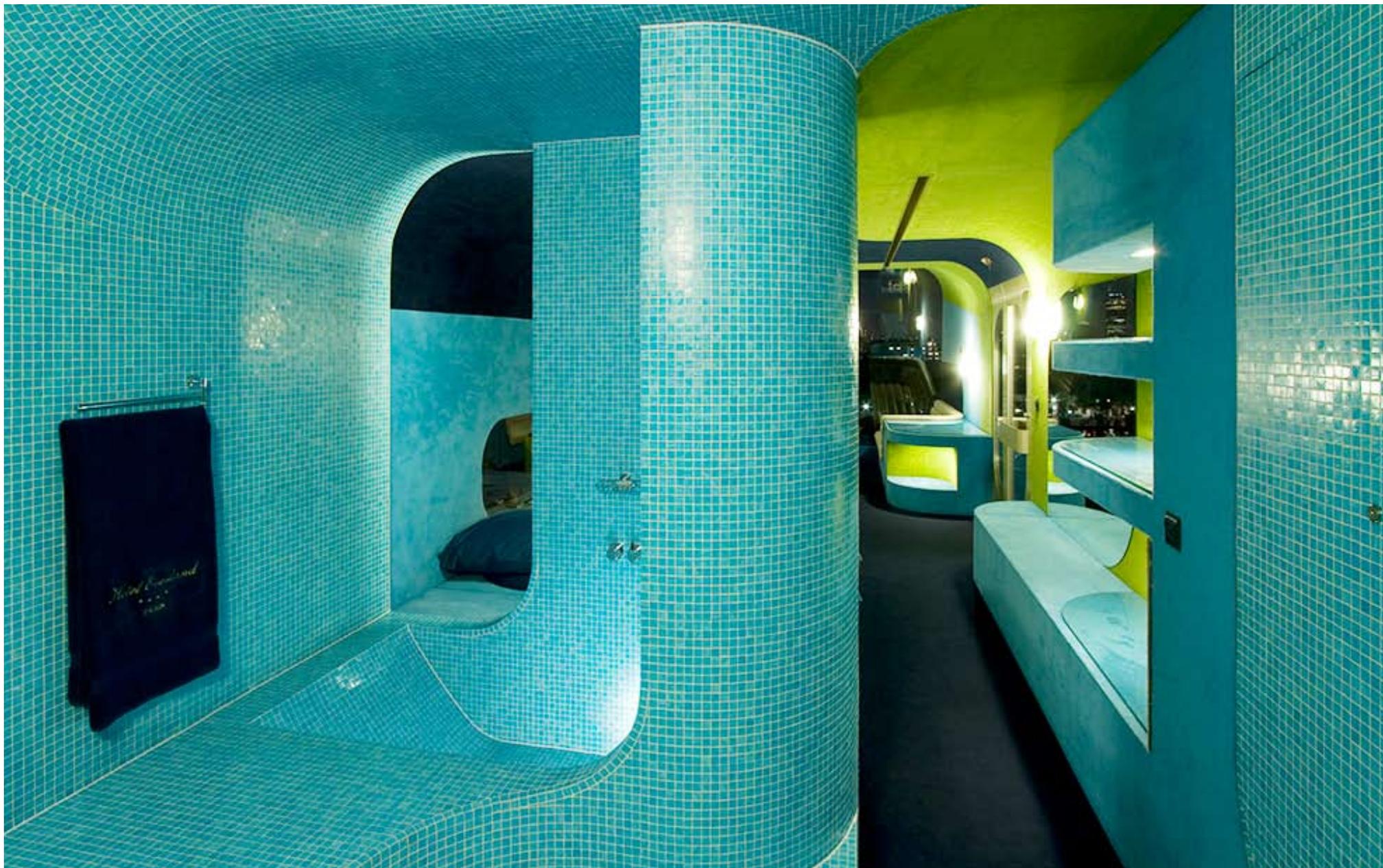
The artists Sabina Lang and Daniel Baumann (L/B) are not new to the Palais de Tokyo, having contributed a piece to the CINQ MILLIARDS D'ANNEES (Five Billion Years) exhibition. Now they have created a novel installation on the Palais's roof. A work of art AND a hotel, the Everland project offers each visitor a unique opportunity to experience a piece of art from within, in the same way one spends a night in a hotel.

ROOM WITH A VIEW

Installed right on the Palais de Tokyo's roof, more than 30 meters above the Seine, the Everland Hotel features an exceptional point of view on Paris and the Eiffel Tower. Peering through the hotel's large curtainless round window overlooking the "salon-lounge" area, settled on one of the comfortable sofas, visitors will find themselves seemingly suspended on the edge of the sky. Double bed, minibar, embroidered bath linens, wifi connection and breakfast served in the room—the Everland offers of course all the comfort of a luxury hotel thanks to a partnership with the Sezz Hotel (www.hotelsezz.com). The care taken and the many choices made by the artists can be seen everywhere, from the retro-futurist design of the site to the little "surprises" like the collection of LPs and their turntable or the playful way reservations are made, along with lots of other details waiting to be discovered on site.







A NIGHT AT THE PALAIS

A MAD AND MAGIC PROJECT, EVERLAND IS A PERFECT CONTINUATION OF THE PROGRAM OF SHOWS AND EVENTS THAT MARC-OLIVIER WAHLER HAS PUT TOGETHER FOR THE PALAIS DE TOKYO.

ONE NIGHT

By Marc-Olivier Wahler

“When I was little, I dreamed of having myself locked up inside a large sports store. I dreamed of having a whole night to try on all the sports shoes, hit soccer, rugby, tennis and basket balls, zigzag at breakneck speed between the rows of shelves by putting on the latest generation of roller skates, fall asleep beneath a pile of fifty alpine sleeping bags and wake up in an inflatable swimming pool. Dreams evolve, assume all kinds of variations, but they don’t change fundamentally. I dreamed of spending a night at the Metropolitan Museum but, well, I remain a realist. One thing I do know, it is now possible to sleep at the Palais de Tokyo. OK, it’s not the Prado or the Ermitage, but still! And we are not talking about a sleepless night endlessly wandering around with a flashlight in hand and eventually nodding off on a wooden bench. This is a unique experience, comfortably settled in, the Eiffel Tower rising up right before you in Cinemascope splendor, the Palais de Tokyo and all of Paris at your feet. And you can fall comfortably asleep, a deep deep sleep. Nowadays art is exhibited, transfigured, displayed in venues that get outside the museum, gallery or art center. Duchamp brought the ordinary object into the sanctuary of the museum, thus laying bare the ontological conditions of what constitutes the work of art; at the same time others took care of moving the work of art outside the museum. I won’t go back over that long history here, from the Dada show held among the urinals of the Winter brasserie to the zero-gravity works of art featured in a space station. The fact remains that what can be called an “art venue” has become a vague notion; it is flourishing in a kitchen, by the sea, in a crater, a train, a farm, or a space station, on an answering machine or a soccer field, at the bottom of the ocean, in a hotel...

“The Everland Hotel is a schizophrenic object. It is a hotel and a work of art at one and the same time. The two entities do not fuse into one; each keeps its autonomy. Now is not the time for utopias joining the different fields of knowledge in one grand unifying principle. Now is not the time for the utopia of an ecumenical theory offering us surefire formulas for serenely grasping our daily existence. Artists provide no answers, they propose transitional objects whose value lies in the energy they generate oscillating simultaneously between different domains and different timeframes. Hotel and work of art, Everland avoids every attempt at categorization and provides a night to think about the impact of contemporary art in our system of thought.”



EVERLAND: AN INHABITED WORK OF ART

SABINA LANG / DANIEL BAUMANN

The duo Sabina Lang and Daniel Baumann (L/B), are especially known for their installations inviting the viewer to actively participate in the piece sometimes to the point of his or her becoming one of its components. Sabina Lang is born in 1972 in Berne (Switzerland) and Daniel Baumann in 1967 in San Francisco. They work together since the beginning of the 90's and they live in Burgdorf and Zürich. Everland was designed and build by L/B and a craftsmen's team in Burgdorf.

www.langbaumann.com/

Both a work of art and a hotel, the Everland project represents a unique chance for each visitor to be at the heart of a work of art in the same way that one spends a night in a hotel. Created for the Swiss National Exhibition, Expo. 02, the Everland Hotel was originally set up in Yverdon on Lake Neuchâtel, before being installed on the roof of Leipzig's Museum of Contemporary Art. Drawing its inspiration from Joe Colombo's retro-futurist design and the experiments in residential architecture carried out in the 1960s in Finland around the Futuro houses, the Everland Hotel was conceived as a modifiable architecture. An interactive sculpture meant to be experienced from the inside in order to discover exceptional sites from an always surprising point of view, Everland is accessible to visitors during the day just like all the other works of art on display at the Palais de Tokyo, before being turned over at 6 P.M. to those who have booked a night in the hotel.





Perfect #2 (Palais de Tokyo, Paris 2006)



Perfect #4 (2006)



Everland à Leipzig



Everland sur le lac de Neuchâtel à Yverdon

EVERLAND PRACTICAL INFO

A FEW NUMBERS

Everland is :

1 capsule measuring 35 m²

designed by 2 artists

10.5 tons (fiberglass-covered wooden structure; interior carpeting and blue tiles for the bathroom).

A 350 ton crane was needed to hoist Everland to the roof of the Palais de Tokyo.

Everland spent 159 nights in Yverdon on Lake Neuchâtel for Expo. 02 (June through October 2002) and, following a pause on the roof of the artists' home, an additional 400 nights in Leipzig on the roof of the city's Museum of Contemporary Art (June 2006 to September 2007).

Everland arrived in Paris on 16 October 2007 and will remain there until December 2008.

OPENING

Free admission and open to one and all on Thursday 15 November from 2 to 10 P.M.

GUIDED VISITS OPEN TO THE PUBLIC

From the november 16th, each day, a guided tour takes place at 4 P.M , only by reservation on Palais de Tokyo's web site.

For further informations :

<http://www.palaisdetokyo.com>

RESERVATIONS

Reservations can only be made on line. Every day at a random hour, a new room is opened for reservations. However, Everland's success means that the hotel is booked up for two months in advance. In other words, sometime each day a new room is open for booking two months later. For example, sometime on 28 October a room will be available for booking for 28 December.

<http://www.palaisdetokyo.com/everland>

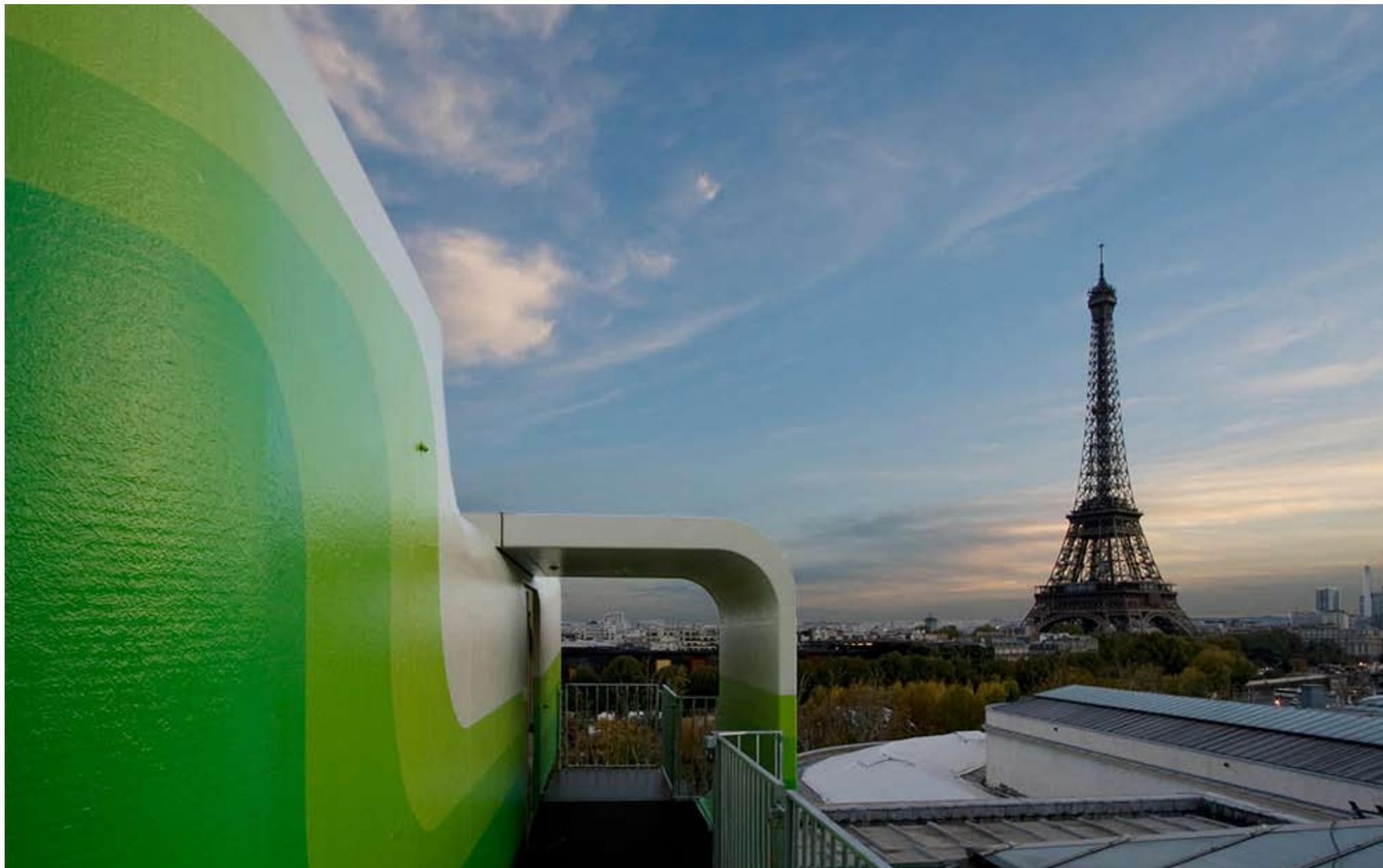
RATES

333 euros/night: Tuesday through Thursday

444 euros/night: Friday through Sunday

To preserve the exceptional nature of this event, guests can book only one night.





About the partners of the Everland Hotel



With nearly a thousand employees in Europe and North America, Prosodie designs and hosts on-line applications facilitating the exchange of information between large public or private firms and their users or clients. Prosodie's skills include the following services: multichannel client relations, infomanagement of IP information systems, IP telephony, Xnet and e-commerce solutions, and prepayment solutions. For over 20 years Prosodie has focused on designing innovative, effective services that are perfectly secure and available 24/7, in order to put innovation at the very heart of its service users' daily life. Prosodie, immediately won over by the approach of these two designers, who are looking to abolish the borders between contemporary art and daily life, wanted to have a hand in their project by supporting the Everland Hotel throughout its display on the roof of the Palais de Tokyo.

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The Sezz Hotel, a neighbor of the Palais de Tokyo, presents a harmonious fusion of design, technology and personalized service. Shahé Kalaidjian, the hotel's director, has succeeded in creating a place with character whose Zen-inflected design is the work of Christophe Pillet. Thanks to the Sezz Hotel, which has supplied all its know-how and organizational flair, Everland was able to become the Everland Hotel Paris. Champagne is provided by Veuve Clicquot Ponsardin, founded in 1772.
The Sezz Hotel – 6, avenue Frémiet – 75016 Paris.

CONTACT :

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THE PARIS ILE-DE-FRANCE REGIONAL COMMITTEE FOR TOURISM PARTNERSHIP WITH THE “EVERLAND HOTEL” PROJECT AT THE PALAIS DE TOKYO

The Everland Hotel is an innovative, altogether novel project that stands at the crossroads of contemporary art and tourism. For the Paris Ile-de-France Regional Committee for Tourism, this undertaking represents an exceptional opportunity to highlight the creative vitality of Paris Ile-de-France as a tourist destination. The mission of the Regional Committee for Tourism (or CRT in French) is to raise awareness of and promote, in France and abroad, the city of Paris and the Ile-de-France as a tourist destination. The area is indeed a destination that boasts both an exceptional natural and historical heritage and a calendar of major cultural and festive events that bear witness to its vitality. These represent some of the advantages that place Paris and the Ile-de-France at the head of the most visited tourist sites in the world, with on average 36 million visitors per year. This is why the CRT is focused on emphasizing the authenticity, diversity, creativity and dynamism of the French capital and its surrounding region.

The collaboration with the Palais de Tokyo for the Everland project is clearly part of this dynamic. The Palais de Tokyo is indeed a signal venue for French and international contemporary art while the Everland Hotel, perched on its roof, affords a unique view of Paris: the Eiffel Tower, the museum along the quai Branly, the Trocadéro, and so much more. The piece by the two Swiss artists Sabina Lang and Daniel Baumann, moreover, conveys the modern image of a creative destination in touch with the latest trends, in keeping with the CRT's strategy for renewing the image of Paris and the Ile-de-France.

After contemporary art and architecture, the Paris Ile-de-France Regional Committee for Tourism is intent on honoring design, notably with the publication this fall of a guide devoted to current trends in the field. The start of 2008 will showcase French creativity by highlighting the worlds of fashion and shopping.

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fondation suisse pour la culture

prohelvetia

In Switzerland and abroad, Pro Helvetia supports Swiss artists and contemporary art activities.





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www.palaisdetokyo.com

Partenaires de l'hotel Everland

Avec l'aimable participation de la Maison Veuve Clicquot Ponsardin, maison fondée en 1772

Partenaires du Palais de Tokyo pour l'année 2007

gettyimages

