

60 YEARS . renoma .  
anniversary

Maurice Renoma



« Camouflage ethnique » © Maurice Renoma

## Cristobal au Faubourg

**exhibition**

November 16 | December 16, 2023



galerie nichido

61 Faubourg Saint-Honoré, 75008 Paris  
[www.nichido-garo.co.jp/paris/](http://www.nichido-garo.co.jp/paris/)  
tuesday | saturday: 10:30 a.m. - 1 p.m. | 2 p.m. - 7 p.m.

# Cristobal au Faubourg

Galerie Nichido

from November 16 to December 16, 2023

From November 16 to December 16, 2023, Cristobal the goldfish is lounging at the Faubourg Saint-Honoré at the **Galerie Nichido**, in the 8<sup>th</sup> arrondissement of Paris.

Protagonist of his latest exhibitions and artistic experiments (*Mythologies du Poisson Rouge, Scène Symphonique, Anamorphose,...*), Cristobal is the symbol of Maurice Renoma's ecological and humanist reflection, presented in the form of fables and mythologies. Since their meeting in 2017, Maurice Renoma has taken this artistic *alter ego* on a journey around the world and through time to denounce the ravages of pollution linked to overconsumption and the degradation of collective memory.

Cristobal, born of polymers, fed mainly on the 15 million tons of plastic dumped each year in the oceans, without fear of being one of the countless victims discovered dead on the shores.

He swims through spectacular, comical and poetic stagings, pointing his fin at ecological but also societal issues. We dive into the dystopian world of the goldfish: the visitor lets himself be guided during a "dialogue" which puts him face to face with his responsibilities in the destruction of the planet.

The series presented at the Galerie Nichido retrace the artistic history of this ecological muse:

## MYTHOLOGIES DU POISSON ROUGE

Very large portraits, such as family portraits, of Cristobal in the company of strangers who appropriated him, finding him amusing, pretty, quirky, ugly, false, or giving them the audacity to stage, in this mirror of the absurd.

## NATURES MORTES [STILL LIFE]

Cristobal and the cosmonaut artist (statue : Jorge Luis Miranda Carracedo) set out to explore a near future in

search of the beauty that has fled our time. The two adventurers then become modern romantic heroes, embodying the role of protagonists from a visionary series where the places are abandoned and the human is absent. Will they be able to find beauty and bring it back to the present?

## MARGES [MARGINS]

The present is not enough for Cristobal. He decides to invent his own reality and to create a universe where he can change his appearance through light. He plays with the invisible: through a system of optical illusions, the goldfish enjoys hiding and swimming in the chaotic and overflowing whole of our current representations. He finds his truth hidden in the dark, in the margins. In the spaces left empty. Where things are transformed and purity is shown, creativity (will) save mankind.



© Maurice RENOMA, Le poisson fétiche

## press contacts

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# Maurice Renoma

## artist and style icon, celebrates 60 years of creation and counterculture

Maurice Renoma is an unclassifiable visionary who has created, from fashion to image, an instinctive aesthetic giving life to a transgressive and abundant universe.

In 1963, the White House Renoma boutique opened its doors: considering fashion as an art form in its own right, Maurice Renoma began to express through clothing an original vision freed from any aesthetic prejudice. Renoma shakes up the codes and marks a real turning point in fashion's history: an entire generation bears his name, the «Renoma Generation».

In the early 1990s, Maurice Renoma developed a passion for a new means of expression: the image. It is life itself that becomes the main subject of his creations. His career is presented as a continuous series of experiments and visual productions on different media: he goes from film to digital, from black and white to color, from nude to landscape and still life.

In art as in fashion, he is self-taught. He experiments with patchwork, reuse and the reappropriation in freedom and without taboo: images and materials become shapes to be modeled and mixed to create bold, original associations.

### Maurice Renoma and Japan

Since the late 1960s, he has forged a deep relationship with Japan that continues to this day. After the country's reconstruction efforts, the post-war generation demanded the right to loosen their tie and started to become



© Maurice RENOMA, La mer rouge

passionate about European fashion and lifestyle: Maurice Renoma is the symbol of this association of talent and freedom, of success and counterculture. He embarked in this market and asked his friends Serge Gainsbourg and Jane Birkin to follow him into this adventure as ambassadors of the brand: for ten years, they would represent Renoma in Japan through the shots of renowned fashion photographers such as David Bailey and Helmut Newton.

Maurice Renoma multiplied his trips to Japan, first for business but above all he brought to this country his free and audacious aesthetic, his way of conceiving art and life. At the same time, he immersed himself into this thousand-year-old culture, including special encounters from the prolific Japanese artistic milieu at the time: he forged notably a deep friendship with the painter Toshimitsu Imaï. From his Japanese experience, he nourished his artistic career, his subjects and his creations by freezing moments of daily life, testimony of his love for this country.

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