

PRESS CONTACT

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FOR IMMEDIATE RELEASE

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Helwaser Gallery presents: *Veronique Cauchefer : Parisian Girls*

Exhibition Dates: **January 5, 2023 - March 3, 2023**

Helwaser Gallery is pleased to present the New York debut of French painter Veronique Cauchefer in a solo exhibition titled *Parisian Girls*, the show will open on January 5th and remain on view through March 3rd, 2023.

Veronique Cauchefer's paintings are modes of storytelling as dreamlike as they are timeless. The subject matter evolves through elements that appear singular at first glance, but whose association on the canvas builds the narrative. Sensuality and stylistic details mix openness within each work's decorations, plants, and lush details. This dive into the scenography of daily life is imbued with masterful theatricality, bohemian spirit, and whimsy. Like these fantasies that transport us to an unsuspecting elsewhere, the artist literally offers us the intimate and striking settings of a sublimated emotion. Patterns in tangy colors swarm and bubble creating richly decorative interiors, encapsulations of mysterious, complex feminine narratives. The artist's imagination is an available reality accessible to inhabit. Familiar objects sit enthroned on a table, the weather is mild, the interior invites you to settle in. The artist thus offers different scenes of daily life, some of which are more playful than others, or are enhanced by a touch of humor conveyed in the titles.

The Parisian Girls (2021), which inspires the exhibition's title, captures the moods of women and their ability to confront one's torments or enthusiasms in everyday life: in a city well known for its beautiful streets and accomplished women, the spirit of freedom and feminine camaraderie seem to dominate. Cauchefer most explicitly turns her eye towards rituals of haircare in the painting *Beautys* (2021). Produced during a moment still inflected by restrictions on public space due to the lasting pandemic, this piece peers into the domestic living room turned hair salon as a family of sisters or cousins join forces to persevere in support each others beauty regimen. Cleverly the artist signs within the label of an eau d'parfum, reflecting her personal relationship to the scene. Cauchefer's reflection on the familiar and the everyday provide the artist with a rich trove of inspiration that is palpable in paintings like

Pack Up (2022). Exploring the body language of packing a suitcase becomes a fanciful yet familiar moment celebrating the optimistic frisson of youthful apartment life.

About the Artist:

Veronique Cauchefer (b. 1958, Paris, France) lives and maintains her studio practice in Paris, France. Cauchefer grew up in an environment encouraging creativity, and developed a masterful eye for patterning in her mother's interior design atelier. During her formal studies painting at the École des Beaux-Arts in Paris, the neighborhood and creative happenings of the Left Bank encouraged a youthful return to the source of the imagination as a guiding concept in the artist's practice. Cauchefer's work has been exhibited extensively in Parisian galleries and prominent expositions including the Salon D'Art ContemporAIN on the Rue du Rivoli in 2019, and most recently in Art Capital in the Grand Palais Ephemere in 2022. The artist's work has been exhibited internationally in the Caribbean and at Art Miami 2022 in the United States with Helwaser Gallery.

About the Gallery:

Based along Madison Avenue, Helwaser Gallery presents mid-career and established artists, including Anton Ginzburg, Boedi Widjaja, Christina Kruse, and Lin Yan. It also specializes in the work of post-war masters, such as Tom Wesselmann, Alexander Calder, Adolph Gottlieb, and Helen Frankenthaler, among others. Founded in Paris in 1986, the gallery has initiated significant exhibitions, including a retrospective on Jean Dubuffet (1996), and presentations on French cubist masters, notably Georges Braque, Jean Metzinger, and Pablo Picasso. In 2008, Helwaser Gallery marked its inaugural relocation to New York with the group exhibition *Red*, which presented works by Hans Hofmann, Andy Warhol, and Jean-Michel Basquiat. In 2019, Helwaser Gallery reopened its present space with a public exhibition program, presenting internationally recognized artists. The gallery program emphasizes a dialogue between contemporary art, and modern art historical movements and contexts.

For all inquiries, please email info@helwasergallery.com.

The gallery will be open from 12nn-5pm from Tuesday through Thursday, and 12nn-4:00pm on Friday. Advance appointments can be made via e-mail, and are encouraged for all visitors.

Helwaser
Gallery

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