

Josquin Gouilly Frossard uses the shop window to present the visual strategy and structure of a business. A semi-public space, where we don't have to enter to see what's going on. A constructed space that entices the eye. It's a shop, a hubbub of things, a jar reminiscent of empty shopping centres. Whether you look at it or not, you recognise things, it's an infinite flow of passages, a coming and going of ideas, printed images and creatures. There are humans, frozen in the form of mannequins, there's an insect, there's blue, the colour used in comics to indicate a window, a colour in any case. It's an in-between, "reflective" space, from which we project ourselves inside while positioning ourselves outside.

Josquin Gouilly Frossard is an artist at any time of day, wherever his travels take him. His studio is not fixed and his practice is permanent, because for him, art can be made anywhere. The exhibition acts as a gateway, giving us access, for a limited time, to a sample of his latest investigations. The venue influences each of his exhibitions; here, the space integrates the work.

Although the image, mainly photographic, is at the heart of his practice, his universe overflows with objects, paintings, installations, collaborations and artist's books. Images, often accumulated and juxtaposed, are organised like a collage, drawing us towards a confused sense of the familiar, nostalgia or mystery. It's a generous, multi-faceted approach that reflects as much on the brutality and absurdity of the world as on the social and aesthetic context of visual creation.

Quai n°4, 5, 7 and 8 is a mise en abyme of visual strategies. A mise en scène in which the artist shows us that we are watching, while leaving us free to interpret, a formula that is both intimate and invasive, a brief encounter between the human and its representation.

SOPHIE DELHASSE