



Anne-Sophie COCHEVELOU, *Indiens vs Cowboys*, 2016
Neckpiece and headdress
© Anthony Lycett

Anne-Sophie COCHEVELOU

Unplanned Obsolescence

April 30 - May 28, 2016

Opening on April 30 2016, from 4pm to 9pm

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The Isabelle Gounod Gallery is pleased to present the first exhibition of Anne-Sophie Cochevelou. French artist based in London, Anne-Sophie Cochevelou offers a reflection on the cultural appropriation within an “unplanned obsolescence” - through a *maximalism* that is dear to her, thus celebrating the richness and variety of different cultures through reclaimed material.

As a visual artist and performer she develops an everyday aesthetics of the ornament, of the accumulation that gives shape to exuberant and improbable creations, which explore the concept of wearable art and uphold a “hyper-femininity feminism”.

The artist questions the female body within the post-modern society and particularly the paradoxes of feminism through a costume-based performance. The dress, made of a crinoline on which are sewn hundreds of trouser-dressed Barbie legs, is conceived as both an installation and a performance medium. The public is invited to add or remove elements from the installation, in order to customise it. The performance plays on the ambiguity of a striptease between unveiling and preserving. The final work, which is suspended within the exhibition space, has become the meeting point of two practices: that of the artist and that of the audience, who can create their own design works through the possibility of this interaction.

Anne-Sophie Cochevelou prepares her work using a series of elements she recuperates from bargain hunting at flea markets or at car boots sale. These are then assembled to give shape to creations and theatrical enactments, which are inspired by a baroque imagination. At the gallery, the artist has captured Japanese, Chinese, American-Indian and also Moris cultural symbols, which she changes into fashionable objects celebrating a cultural eclecticism. And thus is how she pins a kimono to the wall, which is quite literally “something that one wears themselves” - *kiru* and *mono* in Japanese - onto which she embroiders some Moshi's Monsters, an emblem of contemporary Japanese culture kawaii and Manga. This kimono becomes a narrative garment, complete with revisited symbols. A series of ornaments that have been turned into headdresses and neckpieces are in position, to be critically analysed by our society. An American-Indian headdress denounces the genocide perpetrated by the settlers at the time of conquering America, whilst a breastplate, representing the four ages of the woman, reminds us of the ineluctable of our fate.

Anne-Sophie Cochevelou conceives the world as a vast stage and has this very singular gift to dramatize the objects that surround it.

Anne-Sophie Cochevelou was born in 1990 in Toulon. She lives and works in London.

After a three years of literature and humanities studies in Paris (2008-2011), Anne-Sophie Cochevelou took a Master's Degree in “Performance Design and Practice” in Central Saint Martins in London from 2011 to 2013, where she wrote and directed two theatrical productions at the Platform Theatre, and she created the performance duo “Luxuriousnacks” with Simon Dodi.

Since then, Anne Sophie Cochevelou has conceived her very own performances. She has performed at the “Barbican Centre”, at the “Battersea Art Centre”, the “Fringe Festival in Brighton” and also in “Camden's People Theatre”. Most recently she has performed in Paris at the Isabelle Gounod Gallery, as part of an exhibition dedicated to the photographer Anthony Lycett.



Anne-Sophie COCHEVELOU, *Lego Dress*, 2013
Performance *Lego Dress*, Januar 2016, Isabelle Gounod Gallery, Paris
© Jean Picon



Anne-Sophie COCHEVELOU, *Hairdress*, 2014
Performance *Hairdress*, October 2014, Butcher hairdresser shop window, London
© Sylwia Grzegórzko



Anne-Sophie COCHEVELOU, *Hairdress et My Little Pony*, 2015
Dress and Headdress
Performance in a field, July 2015, Warwickshire
© Anthony Lycett



Anne-Sophie COCHEVELOU, *Magic Balls Kinetic Dress*, 2015
Crinoline, toys ; dress (Ø 2 m)
Performance *Magic Balls Kinetic Dress*, July 2015, Colombia Road
© Anthony Lycett



Anne-Sophie COCHEVELOU, *Madone à la poupée*, 2015
 Assembly and embroideries
 Circus headdress (20 x 30 cm), doll (50 cm)
 © Anthony Lycett



Anne-Sophie COCHEVELOU, *The last Judgement*(detail), 2015
 Sculpture, 50 x 25 x 15 cm
 © Anthony Lycett



© Sylwia Grzegórko

ANNE-SOPHIE COCHEVELOU

Born in 1990 in Toulon (FR). Lives and works in London (UK).

cycleinheels.blogspot.co.uk

www.sophiecochevelou.com

EDUCATION

2008-11 Litterature preparatory, Paris
2013 Master "Performance Design & Practice",
Central Saint Martins, Londres

EXHIBITIONS / PERFORMANCES

2016 *Lego dress performance*, exhibition "Anthony Lycett Self-Styled", Isabelle Gounod Gallery, Paris
2015 *Performance of the present dress*, with Future Us Creative Company, Islington Square Festival of Culture
The world of Diane Goldie, performance anti-catwalk the Vaults, London
Halloween Barbican Ball, costume designer & performer with Future Us Creative Company, Guild hall Crypt, London
Catwalk show Brighthon Fashion Week, Showreal Competition
Time Traveller show, House of Fairy Tales, Iron Bridge
Performance Window & Magic Ring, Secret RDV with designer Mei Hui Lui, Columbia road, London
Performance Candy dress, Bar 90, Hackney Wick
Loudest Whisper, Saint Pancras gallery, Camdem, London
2014 *Live Christmas tree performance*, with the organism "House of fairy tales", Winterville, Victoria Park, London
Uncooked culture, at Tabernacle Gallery, Notting Hill, London

Hair dresses, Installation and performance, Butcher Haidress window shop, Shoreditch, London

Performance Flower dress, exhibition "Chromophilia"

Saint Pancras Hospital Gallery, London

Costume based performance "Bed dress", Maison de la Litterie, Paris

Performance Lego dress, Pink Fringe Festival, Brighton
Crystal Mette and the fiction par Mette Sterre, Platform theatre, Central Saint Martins, London

Performance Lego dress, Battersea Art Centre, London
White dress project, Restaurant Bar 90, Hackney Wick, London

Performance d'un Bingo alternatif, Hackney Wick Restaurant 90, London

Loudest Whisper, Saint Pancras Hospital Gallery, London

2013 *Costume based performance "ODD"*, opening of Circus Terminal Worldwide, West Bank Gallery, London
Exposition de la Lego Dress, London fashion week, photographed for Vogue

2012 Co-founder of the performance duo "Luxuriouxsnaaks" with Simon Dodi. Performer for the show *Ma Petite follie*, Hiway Festival, Royal Vauxhall Tavern, Cult Moutain, Camdem people, Bethnal workingmens club.

STAGING / SCENOGRAPHIES / COSTUM DESIGNER

2013 *Fernand*, Platform-theatre Central Saint Martins, London
Vaccum cleaner, company Ferodo Bridges, International Platform for artistic collaboration, Victoria Embankment, London

2012 *Lost/found face*, Studio theatre Central Saint Martins, London
We believe in Unicorns, Compagnie, "Wizards present", Studio Theatre, Central Saint Martins, London
It all came out of an Eggs, directing by Andrea Cusumano, Sangeetha Nataka Academy Kerala, India

ARTISTES REPRESENTED BY THE GALLERY

Glen BAXTER (UK), Martin BRUNEAU (FR), Anne-Sophie COCHEVELOU (UK/FR), Lucie DUVAL (Québec), Martin FERNIOT (UK/FR), Luke HENG (SG), Florent LAMOUROUX (FR), Jérémy LIRON (FR), Anthony LYCETT (UK), Maude MARIS (FR), Catherine MELIN (FR), Aurore PALLET (FR), Slimane RAÏS (DZ), Lenny RÉBÉRÉ (FR), Pierre-Alexandre RÉMY (FR), Eric RONDEPIERRE (FR), Bertrand RIGAU (FR), Michaële-Andréa SCHAT (FR), Jalal SEPEHR (Iran), Wilson TROUVÉ (FR)

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