

## In Transit

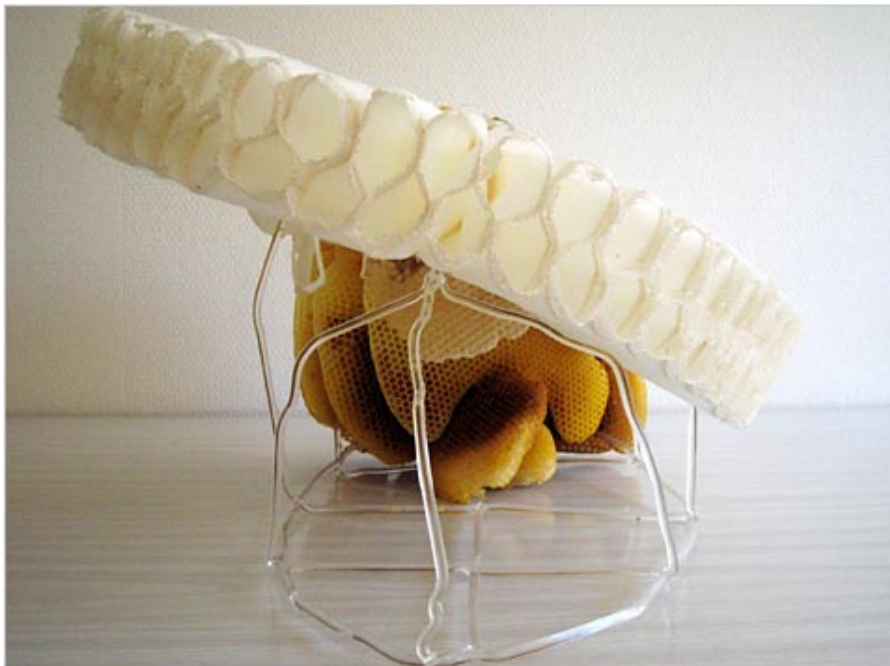


### A Guide to Intelligent Travel

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## Paris Art Show Gives ‘Buzz’ a New Meaning

By CLAUDIA BARBIERI



Céline Cléron

Céline Cléron's 2005 multimedia assemblage "The Regent," part of the "Bee Natural" show at Guerlain in Paris.

The [FIAC contemporary art fair](#) at the Grand Palais is now one of the biggest such events in the world — about 80,000 visitors are expected this year. Visitors looking to avoid the crowds, but retain the buzz of “now” art, can try a satellite show at the flagship perfume store of the Guerlain chain, on the Champs Elysées, just down the road from FIAC.

The show, called “Bee Natural,” a nod to the emblematic insect of Guerlain’s logo, opens tomorrow and runs through Nov. 9. It brings together work by a dozen artists around themes of pollination and cross-fertilization — not to mention honey. Included is an eclectic group, ranging from the Japanese photographer Nobuyoshi Araki and the vibrant young German-Brazilian Janaina Tschape to the Swiss Surrealist Meret Oppenheim, and even Picasso, represented — in a bit of an entomological stretch — by his 1941 engraving series, “Wasp.”

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The show is set in a highly decorated, Art Deco-style gallery area at Guerlain (68, avenue des Champs Elysées; 33-1-45-62-52-57; [www.guerlain.com](http://www.guerlain.com)) conceived by the architect Andrée Putman — a far cry from the usual white cube minimalist space typically used for contemporary art.

“It is always a challenge to create a show in this totally atypical space with its own strong identity,” said Caroline Messensee, a co-curator of the show. “It is like a treasure hunt to find works that dialogue with the theme and the space.”

Among other pieces on show: Wolfgang Laib’s contribution, “untitled, 1990,” composed of a couple of jars of dandelion and pine pollen in an open cabinet, a classic example of the German Land Art movement; emerging French talent is represented by Céline Cléron’s 2005 multimedia assemblage “The Regent,” in cloth, beeswax, honey and acrylic tubes.

“The bee is the ambassador for the vegetal world — it has a magical connotation,” said Lorraine Audric, who co-curated the show.

Guerlain started using the bee as its symbol after being appointed to supply perfumes to the court of the emperor Napoleon III, she noted. “It was the imperial emblem and is also a symbol of socialism — which is an interesting contradiction.”

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