

CIRCLE OF ZOIA

THE MELOY ART

Galerie MeLOY Art
29 Allée de Belfrage 75005 Paris France

VERNISSAGE
19 OCTOBER 2022
19-21h

FINISSAGE
24 OCTOBER 2022
10-12h



99.9

FLASH EXHIBITION

20-24 OCTOBER 2022

10-19h

ZOIA SKOROPADENKO
FRANÇOISE GILOT
ANTOINE FOJFEL
KAN RAY
BENJAMIN LEE
SNORRI ASMUNDSON
KEITH HARING
OLEM CHAMBERS
PHILIPPE DAURIO'S
EVA DMITRENKO

DANIEL LEIGHTON
LOUIS ARQUETIN
Toulouse-Lautrec
HEATHER LOWE
CECIL BEATON
BERNARD VITOUR
Marie Laurencin

SPECIAL GUESTS

EVA KESTNER (Japan) &
Kevin BOWERS (USA)

Press-release: October 30 2022 Paris, France

ICELANDIC ART LEGEND JOINED EXHIBITION "99.9" DURING MIAMI BASEL PARIS + ART FAIR

There is a cost-of-living crisis. Prices for food, energy, the basics of life have exploded. To some however these necessities come second in their priorities. They live for art. They go hungry for art.

For those who art is life, the problem is the same. Art prices are incredibly high. Who can afford 10,000 euros for a contemporary piece, let alone 20,000 Euro, 50,000 euro and lets not even mention the million of Euro some pieces sell for at auction.

So on the 20 October 2022 during a week of Grand Art Fairs including Miami Basel Paris+, 'The Circle of Zoia' an underground group of well known artists launched an exhibition called "99.9", an experimental sale of original work for just 99.9 Euro. These were no nebulous NFTs, or limited prints of 100000, or signed posters, these were original pieces by known artists wishing to break down the wall of ownership to art lovers most of which simply can't afford the prices the system demands.

While normally these artists sell their art for thousands, they set aside pieces for this exhibition for sale at 99.9 Euro allowing real people to own their work. Every morning of the exhibition there was a selection of work from the exhibiting artists at the 99.9 Euro.

And it worked! The first 2 mornings half of show was sold and many young people bought their first original pieces.

“Morning is a quiet time for any gallery, people are usually visit exhibitions later in the afternoon or in the evening, so with the concept of 99.9 Euros in the morning from 10 to 12am we let committed art lovers to get to the gallery early to be first to pick up art pieces before the usual late crowd - says Skoropadenko, the artist and organiser of this exhibition.

Snorri Asmundsson sold his ink drawing of Eiffel Tower in a first hour of a first day. This drawing was created at the grand opening of Miami Basel Paris+ Art Fair in VIP champagne lounge in Grand Palais Ephemere which has a view on Parisian landmark. It was a transfer from an elite venue most art lovers will never see to the streets of the Rive Gauche.

Snorri also presented his recent pop art paintings he created in Vienna during his stay in Austrian Art residency as well as series “The Boots” he painted in Los Angeles few years ago.

The major part of exhibition took a fluorescent 2.5m painting “Freija” which became a showstopper and a meeting point for Icelandic community in Paris.

Exhibition also included a masterpieces from private collections of such art geniuses like Man Ray, original drawing and painting by Keith Haring, pencil sketch by Henri Toulouse-Lautrec and artworks by Francoise Gilot, Louis Anquetin and Marie Laurencin. The idea of mixing contemporary art and works by old masters on the same wall is to show to art collectors that even if you collect only Rembrandt or Da Vinci, they will look great with Snorri Asmundsson’s piece on the wall of your bedroom

“This #99Point9Exhibition was created in the hope of reminding everyone it can be fun to collect art and not necessarily a prohibitively expensive hobby for the super-rich” said Skoropadenko.

Exhibition was organised in partnership with New York Art Magazine Vellum, which is a media sponsor of Miami Basel Art Fair.

THE ARTISTS: Exhibition features pop up paintings by Icelandic contemporary artist **Snorri Asmundsson**, who is world famous for his performance “Dance with dead” and “Best pianist in the world”. Prolific Los Angeles-based contemporary artist who is a pioneer in iPad painting and Augmented Reality art **Daniel Leighton** presents his visceral, heavily archetypal art research which emanate from resurrected and persistent visions. A lenticular Art master **Heather Lowe** exhibited her recent work from California including series “Money”.

Parisian photographic legend **Antoine Poupel** presented his photo collages dedicated to nature. Poupel is famous for his 30 year old collaboration with Crazy Horse and Zingaro.

The photographer to French State **Philippe Daurios** brought to the historical gallery his surrealistic photography of oyster boxes.

Mathematical Art will be represented by paintings of English-Monaco based artist **Clem Chambers** who will show his long time series based on mathematical theory of his friend late professor Benoit Mandelbrot "Fractals".

The ceramist who joined the exhibition was **Bernard Vitour** from Sable sur Sarthe. Before becoming a farmer 60 years ago, Bernard was trained as a butcher and his tactile knowledge of animal forms unfolds in the clay. Vitour doesn't use a wheel, all his pieces are moulded by hand.

The young generation of artists represented during this exhibition was Monaco artist **Eva Dmitrenko** whos installation "Rose de vent" around Monaco gardens and parks had a great success and recently was sold by Artcurial Auction House. At the 99.9 Exhibition Eva presented her other floral works she is working on right now.

The artist group was joint by Brazilian young artist **Bianca Caloi Di Grassi** who presented her geometrical abstract works.

Monaco based **Zoia Skoropadenko** who is not only link between all these multidisciplinary artists around the world but also an art curator and person behind this exhibition. She premiered her renown series of "Notre Dame Brule" - the development of reconstruction of the Cathedral from her studio window.

"If you want to start your art collection - 99.9 Exhibition is great start." says Skoropadenko.

Exhibition is one of the series of pop up exhibitions created by Circle fo Zoia and The Meloy Art.

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All visuals in HD, biographies and press release are available and downloadable at www.themeloy.art and all photos are downloadable from cloud: https://1drv.ms/u/s!Ap461FHW92jVhoFj_julPQ8TzSBGZA?e=5lWorm



Snorri Asmundsson in front of his recent work "Freija" with two fellow Icelanders from Parisian Iceland expats community. October 2022. Paris
Photo by The Meloy Art

ABOUT THE ARTIST, CURATOR, GALLERIST,

Zoia SKOROPADENKO is a multidisciplinary artist, curator, art collector who lives and works in Monaco.

Her TORSO series are highly regarded and adored by art professionals and art collectors around the world. The series were exhibited in Council of Europe, London Stock exchange, Toronto and Tokyo Art Fair as a special guest. Her sculpture "The Hope" was inaugurated in Fukushima (Japan) and in Chernobyl National Museum in Kiev.



For last 20 years of her life in Monaco she integrated into the artistic world of the Côte d'Azur, where she met leading artists such as Armand, Ernst Fuchs, Emma de Sigaldi, Jean-Michel Follon, Robert Rauschenberg, Sasha Sosno and others. She then worked in the studio of the American mosaicist Nall Hollis.

In 2009, Skoropadenko launched La Vitrine, a contemporary art micro-gallery in Monaco, where she exhibits her work and provides a platform for young talents as well as established artists. Zoia Skoropadenko is now a member of the National Arts Council of the Principality of Monaco, where she enjoys the status of professional painter.

Since 2021 together with virtual art gallery The Meloy Art she organises series of exhibitions in Paris which gathering famous artists from around the world together with private art collectors who show the art pieces by grand masters from the past from their collections.

Since 2021 The Circle of Zoia hold in Paris such exhibitions as: "Monaco VS Vallauris", "The Best Ukrainian Art" in time fo FIAC, "The Great Shots" in time of Paris Photo Art Fair, "Oh ceramics" in time of Deco OFF 2022, "Extraordinary Drawings" during Salon de dessin and "Zoia's Ark"

More about Zoia: www.zoiaskoropadenko.com
Google Search: zoia skoropadenko

