

PRESS RELEASE - **MONA LISA TO BE AUCTIONED IN PARIS!**
AUCTION - **23 FEBRUARY 2020, IN PARIS**

Mona Lisa to be auctioned in Paris! As Paris celebrates Leonardo da Vinci at the Louvre Museum, Artcurial has unveiled the star lot in its Urban Art sale to be held on 23 February 2020. *Rubik Mona Lisa* (2005) is a major work by prominent street artist Invader, offering a modern take on the world's most famous painting. This contemporary Mona Lisa is constructed from almost 330 Rubik's Cubes, those iconic little 3D puzzles from the 80s, and is coming to the market for the first time (estimate: €120,000 – 150,000).



PRESS RELEASE - MONA LISA TO BE AUCTIONED IN PARIS!

PARIS - Artcurial will present a selection of iconic Urban Art works by the genre's leading artists for sale at its Urban Art auction on 23 February 2020. The famous and mysterious street artist Invader returns to Artcurial, after the Parisian auction house set a world record last May with his mosaic *Vienna*, which sold for €356,200.

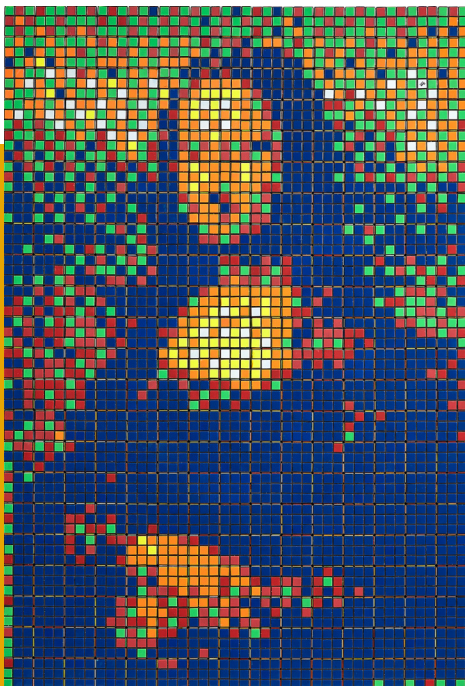
As Paris celebrates Leonardo da Vinci at the Louvre Museum, Artcurial has unveiled *Rubik Mona Lisa* (2005), a major work by the prominent street artist Invader, offering a modern take on the world's most famous painting. This Mona Lisa is made up of 330 Rubik's Cubes, those iconic little puzzles from the 80s, and is estimated at between €120,000 and €150,000. Invader rose to prominence with his viral invasions, which have infiltrated the streets of more than 65 cities in 33 countries around the world. The French artist signed off on 2019 by staging his largest urban installation to date, a 70m² mosaic Space Invader very close to the Pompidou Centre in Paris.

Invader and "Rubikcubism"

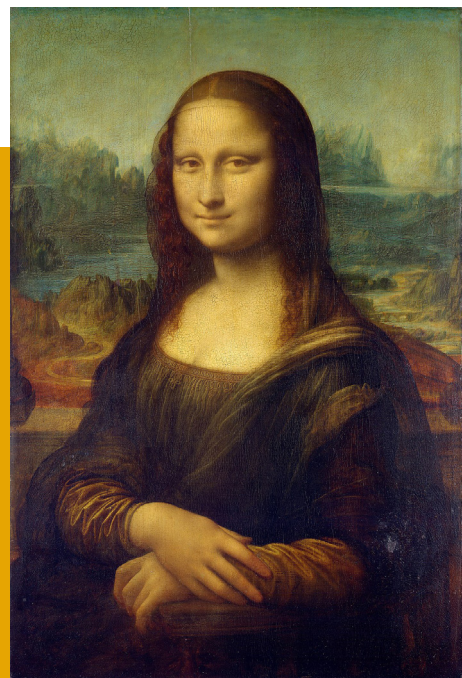
Fascinated by the endless possibilities presented by mosaics and pixels, in 2004 Invader began exploring a new creative medium for his art: Rubik's Cubes. It was the first time that the magic little 3D cubes, one of the best-selling toys in the world, had been used to make art. And so the artist started the so-called "Rubikcubism" and "object-paintings" movements, as he calls them.

During an experimental phase, Invader reinterpreted da Vinci's *Mona Lisa*, creating *Rubik Mona Lisa*, which became the first in a series of artworks called "Rubik Master Pieces", revisiting the greatest paintings in the history of art. Amongst the most stand-out pieces are *Rubik Jacquet* which represents *Déjeuner sur l'Herbe* by Alain Jacquet, created in 2007, and *Rubik Origine* (2007), which depicts Gustave Courbet's *L'Origine du Monde*. Since 2005, numerous exhibitions have been dedicated to Invader's Rubik's Cube works in France.

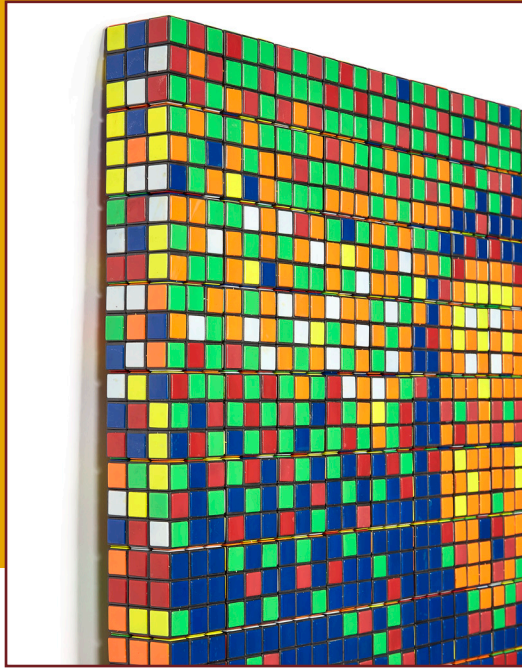
Now, Artcurial is set to bring the artist's representation of the *Mona Lisa* to auction, on 23 February. Amongst his works on this theme, which he has explored in a variety of forms, this rubikcubist Mona Lisa is actually the representation that is most faithful to the original. Coming to auction for the very first time, the piece has been estimated at €120,000 - 150,000.



INVADER, *Rubik Mona Lisa* - 2005
RubikCubism - "Rubik Masterpiece" series
Assemblage of Rubik's cubes forming a pixelated transposition of "La Joconde/ Mona Lisa" by Leonardo da Vinci, held at the Louvre Museum
137cm x 94cm x 5cm
Estimate: €120,000 - 150,000



LEONARDO DA VINCI, *Mona Lisa*
1503-1506
77cm x 53cm
Held at the Louvre Museum
in Paris, France



INVADER, *Rubik Mona Lisa* (detail) - 2005
RubikCubism - "Rubik Masterpiece" series
Assemblage of Rubik's Cubes
137cm x 94cm x 5cm
Estimate: €120,000 - 150,000

"Rubikcubism is similar to Op Art. To view a piece, you have to stand back from it. Close up, the image is nothing but a mass of cubes and colours, it's only when you stand back that the face emerges. The further away you stand, the clearer it becomes. Two years ago, I displayed a Mona Lisa in the window of a gallery in Lyon. From the gallery entrance, the image was invisible. Overly pixelated. It was only when you stood on the pavement opposite that Mona Lisa's features appeared. Faces become recognisable or amorphous, depending on the position of the viewer."

Space Invader for Paris Art, 2007

The year of Da Vinci

This special auction coincides with celebrations in Paris marking the 500th anniversary of Leonardo da Vinci's death. At the Louvre Museum, an exhibition dedicated to the artist, which opened in October 2019 and will run until the end of February 2020, looks back at da Vinci's work, showcasing several of the Italian painter's iconic paintings including his timeless Mona Lisa, the most famous painting in the world.

Urban Art is also celebrating Mona Lisa's creator. An exhibition entitled "Veni, Vidi, Vinci" is currently being held at Fluctuart, the new floating centre for urban art, with some twenty urban artists brought together on the Parisian barge. Visitors to the exhibition rediscover the different aspects of Vincian art through the contemporary eyes of these street artists.

A fitting way to complete this retrospective tribute to the Italian master featuring Invader's *Rubik Mona Lisa* at Artcurial, right in the heart of the city of light that is home to the original.

*"Creating bridges between the most contemporary art and ancient art!
What better example than this Mona Lisa by Invader, presented in Paris,
which is a major urban art scene internationally. "*

Arnaud Oliveux, Associate Director
Urban Art department, Artcurial



PRESS CONTACT

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USEFUL INFORMATION

Auction Sunday 23 February 2020 at 7pm

Exhibition from 20 to 22 February 2020

Artcurial - 7, rond-point des Champs-Élysées - 75008 Paris

HD visuals available on request
Catalogue available online at www.artcurial.com

UPCOMING EVENTS AT ARTCURIAL

7 -8 February 2020: *Rétromobile 2020 by Artcurial Motorcars auction*

ABOUT ARTCURIAL

Paris-based multidisciplinary auction house Artcurial, founded in 2002, strengthened its position as leader on the international art market in 2018. With 2 sales venues located in Paris and Monaco, the House totalled 195.3 million euros revenue in 2018. It caters for the whole spectrum of major specialities: Fine Arts to Decorative Arts, Collectors' Cars, Fine Jewellery, Fine Watches, Fine Wines and Spirits... With a firm focus on the international market, Artcurial is able to leverage its international network, with offices in Brussels, Milan, Monte-Carlo, Munich and Vienna as well as a presence in Beijing and Tel Aviv, and biannual exhibitions in New York. In October 2015, Artcurial organised its first sales in Hong Kong and Morocco.

www.artcurial.com

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