



REGIONE PIEMONTE BANCA CRT FIAT GRUPPO GFT  
**CASTELLO DI RIVOLI**

PRESS RELEASE

EXHIBITION

ANTEPRIMA 4: GUILLAUME BIJL

CURATORS

Ida Gianelli and Giorgio Verzotti

PRESS OFFICE

Massimo Melotti

OPENING

THURSDAY OCTOBER 1st, 1992, 7 pm

For the press  
Opening at 11 am  
Visit with the curators  
and the artist at 5 pm

EXHIBITION DATES

October 2nd - November 22th, 1992

MUSEUM HOURS

10 am - 7 pm  
Closed on Mondays

Castello di Rivoli  
Museo d'Arte Contemporanea  
Piazza del Castello  
10098 Rivoli TO



REGIONE PIEMONTE BANCA CRT FIAT GRUPPO GFT  
**CASTELLO DI RIVOLI**

#### THE EXHIBITION AND THE ARTIST

Guillaume Bijl will present a new installation at the Castello di Rivoli, as part of the cycle of exhibitions entitled "Anteprima". After Giulio Paolini, Wim Delvoye and Marco Bagnoli, the Belgian artist, too, has created a work especially designed for the Castello di Rivoli. Bijl's installations make the spectator feel he is out of his element: invited to a place devoted to art, he finds himself in a place which, at least apparently, has nothing to do with art.

Indeed, the artist, whose work has followed this tendency since 1979, has transformed art galleries, museums, exhibition spaces in general, into so many spaces absolutely typical of day-to-day life: laundries, gymnasiums, shops of all types, supermarkets, stock-broker's offices, and so on. Each of these places is reconstructed in the smallest detail, achieving an almost hyper-realistic effect.

The artist's intention behind these operations is to use places of value (artistic, cultural, intellectual) as devices for the exhibition of non-value, that is of the commonest, most banal, kitsch objects.

Guillaume Bijl wants his operations to be seen as ever-differing episodes of a single performance, as the mise-en-scene of the most usual collective rites, of which we spectators ourselves are an integral and active part.

Guillaume Bijl's installation will be shown in a room on the third floor of the Castle until November 22nd.

Guillaume Bijl was born at Anversa, where he still lives and works, in 1946.

He stands out among the ranks of recent international trends as one of the protagonists of the new Belgian artistic scene (which by rights includes artists like Wim Delvoye and Jan Vercruyse, who have already exhibited at Rivoli, Thierry De Cordier and Lily Du Jourie).

According to Jan Hoet, Curator of the Museum van Hedendaagse Kunst in Gent, who has followed the artist's work since the beginning, "Guillaume Bijl's strength lies in the veracity with which he probes the material presence of things and represents them despoiled of all aesthetics".