

HAUSER & WIRTH

Press Release

HAUSER & WIRTH INVITE(S)

A new program for hosting fellow artists, galleries and writers in our Paris space, offering wider visibility of their work and ideas and engaging with the city's vibrant creative community.

HANNA ROCHEREAU

With a text by Salomé Burstein
In collaboration with Shmorévaz

Hauser & Wirth Paris
20 February – 12 March 2025



Introducing Hauser & Wirth Invite(s)

This new initiative reflects Hauser & Wirth's longstanding commitment to building a sense of connection in the places where it works, collaborating with artists early in their careers, galleries of different scale and writers addressing new audiences, all in support of a sustainable art ecosystem.

By hosting fellow artists, galleries and writers in our Paris space, we offer wider visibility of their work and ideas to engage with the city's vibrant creative community.

Organized with Olivier Renaud-Clement, the first projects of Hauser & Wirth Invite(s) will be hosted on the second floor of our Paris location and complement our ongoing series of exhibitions by gallery artists on the ground and first floors.

About the inaugural exhibition

Using the idea of the 'shop' as a departure point, Hanna Rochereau's solo exhibition at Hauser & Wirth Paris is the first iteration of a dialogue between the French artist and Shmorévaz, an independent exhibition space housed in a former shoe shop in Paris.

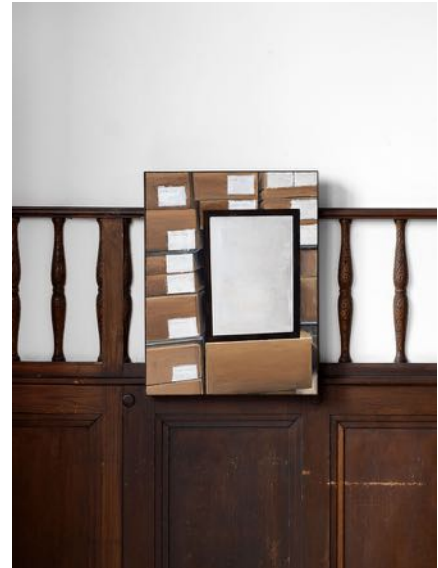
Rochereau views the notion of the shop as an opportunity to formally question the tools, uses and ideas that certain goods and objects conjure up during their life cycle. The staging of the exhibition is rooted in Rochereau's practice as a painter and installation artist, exploring ideas around categorization, ornamentation, the glamorous and the ghostly. This show at Hauser & Wirth will be accompanied by a text by Salomé Burstein and will be followed by a second chapter at Shmorévaz, in Spring 2025.

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About Hanna Rochereau

Hanna Rochereau (1995) is a French artist based in Marseille. Her painting and installation practice is rooted in an observation of the spaces, tactics and gestures associated with the commodification of desire. Focusing on staging and display, she observes how temptation, frustration and absence circulate and materialize. The showcase or storage, the archive or packaging then serve as starting points for a formal questioning of the affects crystallized by certain objects. Involved in Marseille's contemporary art scene since 2020, she has been a resident at Ateliers de la Ville de Marseille.

Among other exhibitions, she has been invited to exhibit at Tonus (Paris), La Friche Belle de Mai (Triangle Astérides, Marseille), Collection Lambert (Avignon), La Traverse (Marseille), Palazzina (Basel), The Community (Paris), Lokal-int (Biel), 13 Vitrine, Sentiment (Paris – Zurich), SET (London), Galerie Grèvecoeur (Paris), Alienze, and La Fonda (Biarritz). Hanna is currently preparing an upcoming exhibition at Shmorévaz (Paris) and was a resident at La Becque in September.



About Shmorévaz

Shmorévaz is an independent art space located in a former shoe store in Paris. Affects, archive, the political and erotic imaginaries are at the center of its programming, through artistic and publishing projects coming mostly from feminist, queer and DIY cultures. In parallel to its exhibition programme, the space also hosts readings, book launches and research residencies. In September 2024, it launched its publishing platform: Shmooks (Shmorévaz books). Shmorévaz also takes part in outside events such as the Paris Ass Book Fair (Paris, 2023-24), the Salon d'Été (Bazoches-sur-Guyonne, 2023), or Systema (Marseille, 2024).

About Salomé Burstein

Salomé Burstein (she/her) is a Paris-based independent curator and writer whose practice focuses on affects, eroticism, attentional and transactional dynamics. Alongside research in theater and visual studies (ENS Lyon, EHESS Paris, Columbia New York) and investigations around collective practices (Royal Institute of Art, Stockholm), she has collaborated with several artistic structures and institutions (Council, Lafayette Anticipations, Haus N Athen) and publications (JRP, AOC, Texte Zur Kunst, Mousse) through exhibitions, texts, interviews and translations. She is also the founder and director of Shmorévaz an independent space for art & research located in a former shoe-store in Paris.

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Opening hours:
Tuesday to Saturday
10am – 6pm

www.hauserwirth.com

Caption and Courtesy

Hanna Rochereau in the studio, 2025.
Photo: Tiphaine Caro

Hanna Rochereau, Behind the scenes (2024), acrylique sur
toile, 230 x 150 cm

Hanna Rochereau, Forever (2024), acrylique sur toile, 160 x
70 cm

Hanna Rochereau, Untitled (2024), acrylique sur toile, 66 x
50