

For Immediate Release

July 13, 2009

# PUREPURYGRAPHY

SIMON de PURY HAS TAKEN THE PICTURE

October 21 - December 31

# PUREPURYPOP

SIMON de PURY ON THE TURNTABLES

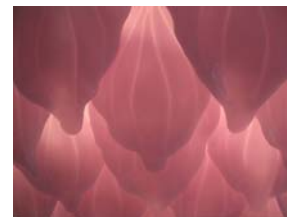
October 21 at 19.00 sharp



*At the core of it.*  
Los Angeles, Dec 2008



*Stavros.*  
Los Angeles, Dec 2008



*You really turn me on!*  
Miami Beach, May 2009

**Berlin** – On Wednesday October 21, **PUREPURYGRAPHY** will open at The Corner Berlin, presenting a selection of nearly forty large-scale single-print photographs taken by **Simon de Pury** and curated by **Chris Rehberger**, founder of Double Standards in Berlin. That same evening, The Corner Berlin will also be the setting for **PUREPURYPOP**, a glitzy and fun party DJ'ed by de Pury himself. All photographs, including an additional 400 which will be featured in a mammoth catalogue, designed by Double Standards, will be available for sale. The exhibition will close on Thursday December 31.

**PUREPURYGRAPHY** is synopsis and extension, allurement and coolness, bewilderment and calm – a myriad of paradoxes through

which Simon de Pury establishes yet another of his many personifications; that of a passionate and widely-off-the-beaten-track photographer. The selection of images which will be exhibited at The Corner Berlin – one of Berlin’s most sophisticated addresses for the style-sensitive – offers an intriguing view on the life and through the eyes of one of the art world’s leading figures. They reflect the same sensitivity and curiosity which have shaped de Pury’s many-faceted life and are an open invitation to journey along and let the eye and mind wander, pause, take in and move on. The photographs are a kaleidoscope of a nomadic existence as they show intricate foliage, flashes of light, open skies and dense geometrical patterns, streets, smoke, waves of colour and bathroom tiles and only one hint of a human presence – each of them an entire world in one snapshot, a brief moment in a larger-than-life life. The exhibited images, all unique versions in a 170 x 125cm format and framed, will be available for €6,000 each. The catalogue complements the exhibited group with another 400 images which can be also be purchased through [www.purepurygraphy.com](http://www.purepurygraphy.com)

**PUREPURYPOP**, the swanky party which will kick off the exhibit, highlights de Pury’s passion for music as he will be given the podium *and* the turntables on Wednesday October 21. As much driven by sound as he is by images, de Pury will set the rhythm and swing to it, sensing the audience’s mood and feeding back into it. A keen alertness to what vibrates around him – the foremost *raison d’être* of the photographs – will again manifest itself as the crowd dances the evening away.

**PUREPURYGRAPHY:**

Wednesday October 21 through Thursday December 31 from 10.30 to 19.30 – closed on Sundays and closed on the 31<sup>st</sup> of December at 13.00

**PUREPURYPOP:**

Wednesday October 21 from 19.00 sharp until 22.00

**Venue:**

The Corner Berlin, Französische Strasse 40, 10117 Berlin, tel. +49 30 20 670 940

**Catalogue:**

PUREPURYGRAPHY, concept and designed by Double Standards, 864 pages and 424 full colour images  
For sale at The Corner Berlin or on [www.purepurygraphy.com](http://www.purepurygraphy.com), for €70

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## **Notes to the Editors**

### **Simon de Pury**

Simon de Pury is one of the art world's leading figures, renowned for his legendary performance on the auction podium and for his deep and long-standing knowledge of the global marketplace.

He is Chairman and Chief Auctioneer of Phillips de Pury & Company, the leading global auction house for Contemporary Art, Design and Photography and still owns a significant share in the business after having sold the majority in October 2008 to the Mercury Group, Russia's largest luxury retail company.

De Pury joined Phillips in 2001 when his art advisory firm – the Geneva-based de Pury & Luxembourg Art, which he had started in 1997 with Daniella Luxembourg – merged with them.

A spirited and highly successful career at Sotheby's preceded this chapter. Simon de Pury was appointed Chairman of Sotheby's Switzerland in 1986 and later became Chairman of Sotheby's Europe. This function, which he performed with his inimitable zeal and enthusiasm coupled with sharp business acumen, saw him conduct important sales all over the world, including the Thurn und Taxis sales in Geneva and Regensburg, the Margrave of Baden sales in Baden-Baden, the Palazzo Corsini sales in Florence, part of the Jacqueline Onassis Kennedy sales in New York and all major Impressionist and Modern Art evening sales in both New York and London since 1994. He was also the initiator and auctioneer for the historical and first ever international auction to be held in 1988 by Sotheby's in Moscow.

From 1979 to 1986 Simon de Pury was curator of the Thyssen-Bornemisza Collection and organized numerous exhibitions not only in the Villa Favorita in Lugano, Switzerland, but also in major museums around the world. He was also responsible for the coordination of four key exchanges between Baron H.H. Thyssen-Bornemisza – then the most important collector of his time – and the State Hermitage, the Pushkin Museum, the Russian Museum, the Tretyakov Gallery and the Kremlin Museum in Russia.

Prior to this, de Pury had started his career at Sotheby's in 1974 and was active in their London and Monte Carlo offices before opening the Sotheby's office and auction venue in Geneva.

Simon de Pury studied the Japanese painting techniques of 'Sumie' and 'Nihonga' at the Tokyo Academy of Arts. He was born in Basel and is the father of four grown up children. He lives between London and New York.

In 2002, he organized the first exhibition of his photographic work at the Geneva-based Art + Public gallery which was prefaced by Paolo Colombo. Art + Public also showed a selection of de Pury's work at Art Basel the same year.

## THE CORNER BERLIN

**The Corner Berlin** is a destination for those in search of the singular, the personal, the cosmopolitan.

The assortment reads like a who's who for those in the know but in an out-of-the-ordinary way as it offers a customized mix of men's and women's fashion, accessories, beauty, electronics, books, music, film, art and 20th century vintage design and furniture.

**The Corner Berlin** opened in Berlin Mitte in February 2006 at the splendidly restored Gendarmenmarkt. The store, covering a sprawling 750 square meter, is an open and flowing expanse featuring shifting elevations interconnected by ramps and stairs. A second location was added in Charlottenburg in the fall of 2007. The stores were conceived and are being operated by Josef Voelk and Emmanuel de Bayser who both come with a long experience in international fashion retail and communications.

[www.thecornerberlin.de](http://www.thecornerberlin.de) or [mail@thecornerberlin.de](mailto:mail@thecornerberlin.de)

## DOUBLE STANDARDS

DOUBLE STANDARDS was founded in 2001 in Berlin by Chris Rehberger who moved back to Germany from London U.K. in 2000 with an aim to create outstanding work in the cultural field of the design business. With a team of eleven designers from all fields, Double Standards create primarily corporate design for museums, art galleries and theatres. Among their clients feature the Fondazione Prada, Milan, Italy with Tobias Rehberger's *On Otto* and Nathalie Djurberg's *Turn Into Me* exhibitions; Tate Modern, London, U.K with Olafur Eliasson's *Weather Project*; Solomon Guggenheim Museum, New York, U.S.A with Rirkrit Tiravanija's documentary film *Chew The Fat* as part of the exhibition *theanyspacewhatever* ; Neue Nationalgalerie Berlin, Berlin, Germany with the *Melancholie* exhibition and the Berlinale, International Filmfestival Berlin, Berlin, Germany.

DOUBLE STANDARDS Print and Object projects

<http://www.doublestandards.net>

DOUBLE STANDARDS Video projects

<http://www.video-unit.doublestandards.net>