

# Web Design

*Final Project 2015*



Laurie Perniola IMHI 2015



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## CONCEPTION

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### 1.1 WHAT DO YOU WANT TO BUILD? AND WHAT PROBLEM DO YOU WANT TO SOLVE?

The objective is to create an online showroom of the work of the artist: Adèle Jallet. After studying at “Les Beaux Arts” Adèle Jallet began a career into theater decoration. All those years in parallel she continues to work on contemporary art installation and painting. Her work was very little exposure, mainly in response of demand from home designers all around the world (Germany, New York ...) those interior designer are indeed in search of unique and contemporary piece of art to decorate the interior of their very demanding upmarket clientele.

But now a Parisian Art Gallery is interested into her work and want to promote her in her gallery. That is why she need now to think more about her communication strategy. The first question people ask her was: Do you have an online portfolio allowing potential customers that will come into our gallery to know more about your work and have more visuals? And the answer was NO. When looking at the market penetration of the internet it is clearly a force that drive change in today's world. Indeed Internet has become more than ever a key tool in the communication system of the XXI century. Every year platforms evolve in order to enable internet accessibility at the most remote places. In 2013, more than 4, 3 billions of people had access to internet (ITU). Creating a website is a powerful tool of communication. Indeed The website is a unique way of communicating with the world.

This website will be a way to create a site and this will allow you to present your works and photos and so promote your achievements. Whether your photos or pictures, you can create a photo album of your latest creations. Your visitors will be able to see all the extent of your talent at a glance. A bit like a work of art it must modify or interact with the feelings that can evoke and so everything is in the head.

So, choose to create a website to share an artistic work and promote your work to galleries or simply experience the atmosphere of the artist is a basic in a communication strategy for an artist. It will ne be an e-commerce website as there is exclusivity contract with art gallery.

For now we will not create an interactive website but basic elements to contact the artist, the main purpose will be go give a little more information and an overview of the artist work and introduce through texts, photos and videos to bring the audience into your world.

You could said that we can have use only Facebook or any social media for this purpose, however we have to remind few things with social media : First you are not in total control of the content, second the Adèle Jallet audience is not necessarily on social network platform. Build a website is

still a key component in a digital marketing strategy. For the Adèle Jallet website the design has been realized based on the book paper that artist gave to me and I spend 3 hours with her to really understand her expectations. In the following part you will discover more information regarding the construction of the website.



## 1.2 INITIATION

- What are your goal and objectives?

The use that Adèle Jallet want for his website was mainly marketing meaning promoting what she does and so support her business in this goal to enter the art gallery Parisian market by providing support information for final customers and other art gallery. The final goal was to promote her work by providing further visuals materials mainly (*Work*) and an introduction on what is the artist atmosphere and personality (*About*). The website should also be a way for people to contact the artist should they require more information (*Contact*). The website is critical part of the digital marketing strategy that Adèle Jallet wants to have for her work. Objectives are to gain visibility in the first time and then it would be to keep track of her work. To conclude the objective of the Artist was to have kind of digital art gallery of her work. Indeed she used to promote her work only with her book paper, but also to have a digital visit card.

- What are your success criterias (some are listed down below)?

Success criteria:

Regarding criteria of success, the first thing would be to respect the artist atmosphere and have her positive feedback. It will be also to success to code according what I want for the Adèle Jallet Website. Then thanks to Google Analytic the other criteria of success we will look at once the website will be online the number of visit of the website. However to have a qualitative analysis of this criteria we would add the following criteria success: bounce rate. Meaning that we don't want to drive a lot of traffic to drive traffic but have people really interested by the Adèle Jallet Work. Another success of criteria will be positive feedbacks of final user of their experience on the website.

Quality criteria:

- Useful
- Accessible for everyone (Disabled People)
- Reliable

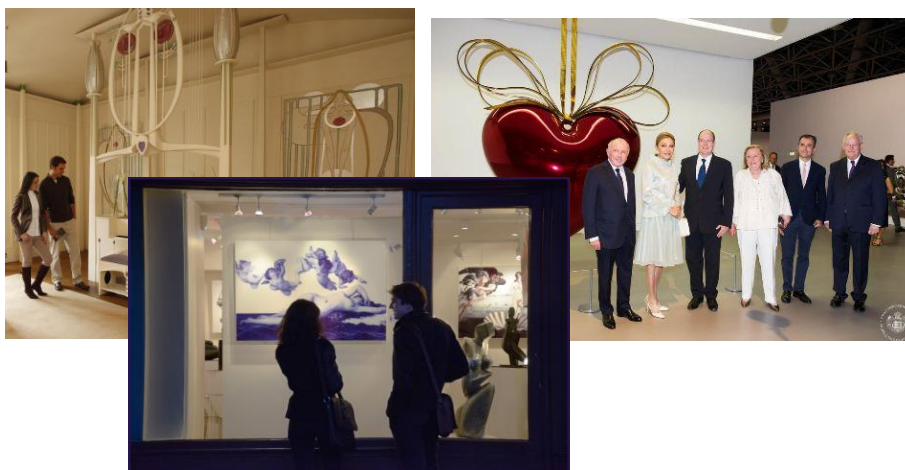
- Responsive meaning the ability possessed by the site to be practical, functional regardless of the capabilities of the Internet, computer equipment, its mode of consultation.
- Visible, meaning the Google Robot will be able to track it and push in top according several key word, SEO adapted.
- Updated
- Attractive, nice graphic aspect

### 1.3 ANALYSIS

- Who is your audience?

The audience is the set of people who will be exposed to our website. In a way it is our target market. Better understand their expectation and characteristic is key to design a platform that attract them and what might please them. In our case for the Adèle Jallet Website, our audience would be any interested by the Adèle Jallet work and looking for more visuals and information. It will be mainly art professionals, people from specialized magazine, art lover, and trendy people and sophisticated. It can be people from students in contemporary art or design to very wealthy contemporary art collector. They tend to be highly connected, but like authenticity. They are highly educated and like to go behind evidence and have their own vision. We can say that on the Maslow pyramid they are on the self-esteem stage. Four categories have been identified: The courted collector, the one looking for the emotion whatever the artist rating is. Warned neophyte, buy art for the emotion but take care of the investment also and has a fixe budget. The third is reasonable collector. All those people are buying art for themselves. Then you have the prescriber category which is buying art for him but also on the behalf of his big art collector customers. Finally the gallerist is our last category in our audience.

#### REF APPENDIX 1



- What does your user like? Look for? Is concerned with?

The user of the Adèle Jallet like of course design, contemporary art. They like to discover and have emotion. They like the story telling things and like conceptual things. They spend time in gallery and museum looking at the new exhibitions. They are looking for add new piece in their portfolio of art collection. They also like discover new artist. They are concerned by the esthetics and like creative stuff.

- What are the context in which your site/app will be used?

The website will be used when an art professional want to have more information about the artist, it will be also a way to get the information to contact the artist. It will be also a way to show the evolution in the work of the artist and inform them in case of an exhibition even if it is not the primary desire of the artist.

- Run objective and subjective researches about your users

Based on my research it appears that, they like read tend to have intellectual profession (Appendix 2), they like luxurious environment, for example hotels such as L'Hôtel, W Hotels, The Cosmopolitan Las Vegas, but also like traditional revisited place such as Le Royal Monceau Paris Hotel ..., the like trendy restaurants with concepts for example "La petite Nicole" at le Fouquet's Hôtel. The go to art event such as "La Fiac" .... The like also hand-made, know-how. They like travel, live emotion. They are looking website such as Artension, they read specialized magazine.



## 2 DESIGN

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For the design the first thing that was driving me was to let the work of the artist be at the Center of attraction. I wanted also to respect the atmosphere and the vision the artist has.

First Adèle Jallet is working with mainly 3 materials: ink, Kraft paper and white paint. She is working on the footprint, imprint, everything that leave trace. Her goals is to keep track of an environment... our environment. She works on the mystery of those footprint, digital print, mark, impression...the atmosphere of the artist is dark but vibrant and dynamic. It is a story of our story, of the humanity story. The work mainly on verticality and transparency. The base of the color work is a gradient monochrome from black to white punctuated by Kraft paper insert and then color that give the tonality and identity of each piece of art.

Description of the Artist Work write by Nathalie Gass, from the Roma Art University:

« Empreinte: Archéologie imaginaire ou empreinte pour le futur. Beaucoup de choses sont oubliées, mais tout est mémorisé dans les strates de notre ère, de notre être. N'éprouve-t-on pas toujours une émotion particulière devant une marque laissée ? N'est-elle pas le souvenir d'un passage, d'une histoire ? Adèle Jallet a choisi l'empreinte comme base de son travail. Phénomène à la fois primitif, contemporain et universel ; lien entre le passé et le présent, l'empreinte s'inscrit aussi dans le futur. L'empreinte stimule l'imagination, la génère d'un noir vers un blanc réunissant l'ensemble d'une palette de couleur, de vie, d'environnements. Une empreinte qui laisse toute liberté à l'interprétation, l'expression artistique n'est-elle pas la marque distinctive de l'espèce humaine? Adèle Jallet puise son inspiration dans des souvenirs pas exclusivement personnels, mais aussi liés à la mémoire collective, à la mémoire des lieux .... L'artiste travaille sur le mystère des traces, le refus de l'oubli d'une autre existence, une réflexion sur la permanence des empreintes, entraînant vers un travail de l'archéologie imaginaire, tel un support d'écriture. Naissent alors des images recomposées, des silhouettes humaines issues d'empreintes réalisées à partir de matériaux : L'encre, le kraft et la base blanche. Ces éléments marquent le processus de création. Puis devenues comme indispensables les couleurs entrent, renforcent et fixent comme naturellement le sujet.

Symbole du temps qui passe, qui nous marque les œuvres d'Adèle Jallet n'ont qu'un but celui de mettre en évidence la vie. »

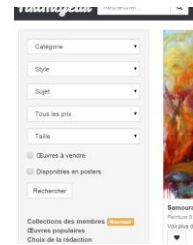
Benchmark:

Then, after understanding the artist ambiance the next step was to look outside to learn from others and be kind of aligned with market and look what "competitors" are doing in this case a benchmark of other artist portfolio has been conducted to check what functionalities and content they are offering.

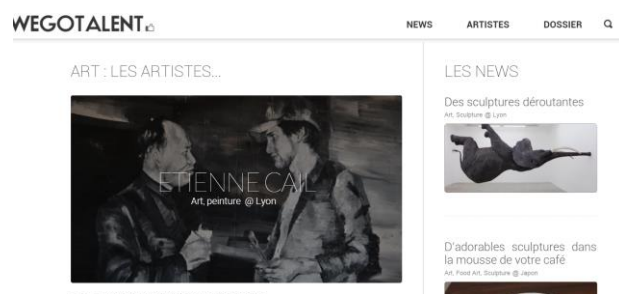
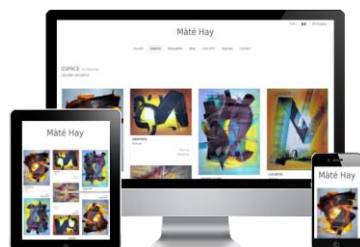


What I don't want:

It appears that some artistic portfolio add possibility to check price and rank piece of art by category ... First it is not the purpose of the Adèle Jaillet website to be an e-commerce website. We don't want people go directly look for a particular piece of art because we want the user to be guided and enter the artist ambiance which is mystery and dark so don't give them too much control but leave them follow the flow of the Adèle Jaillet atmosphere.



What I want for the Web Site:



Moreover as the website is designed to provide more information to his French customers. The website will be in French.



- List your pages and define your site architecture:

Has the website will be like a story about the artist and to come into her atmosphere I want to have the following Menu:

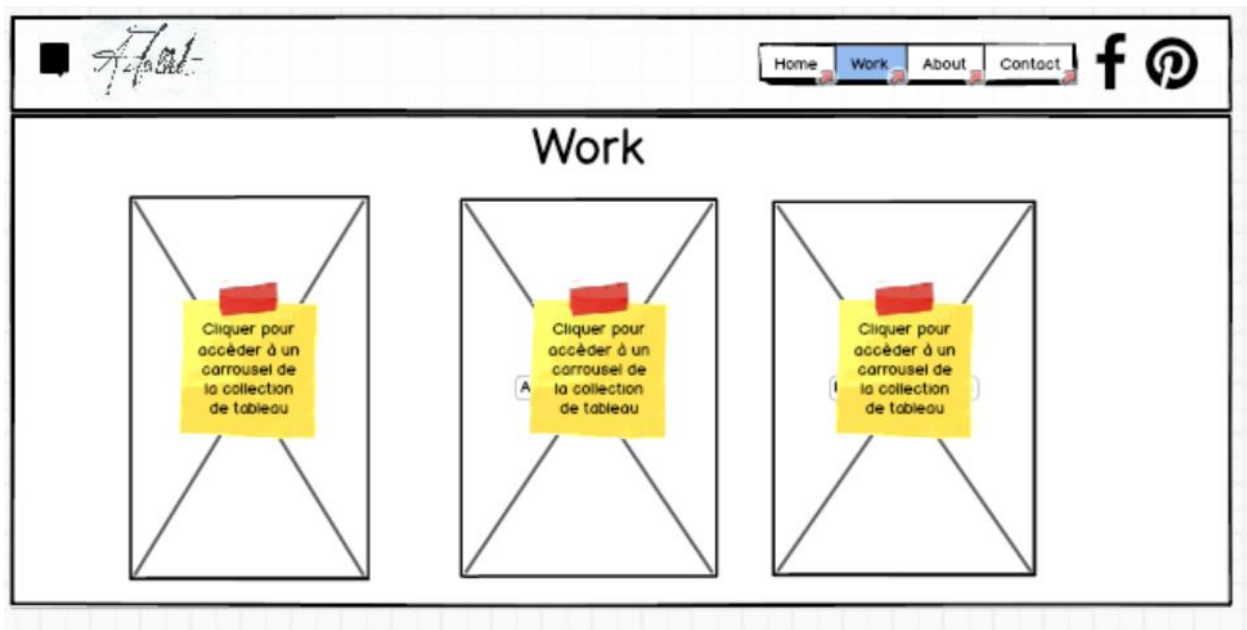
- ➔ Home
- ➔ About – Adèle Jallet
- ➔ Work
- ➔ Contact

For the Home page, what people are looking for is to put a face on who has realized a piece of art. That is why it has been decided to put the Logo of the Artist with a picture of Adèle Jallet. You can say that people are also looking to see pictures of the work but I wanted to have the mystery which is a key component of the work of the artist and that is why the work and portfolio will come next. I choose a black background in reference to the artist work indeed the black is the base of the color used by the artist, it is a reference to the ink that help her write the print.

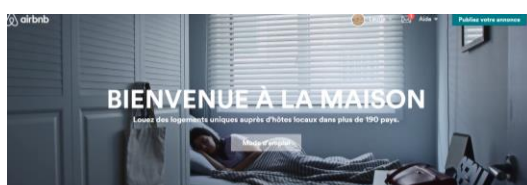
I used a minimalist style. The black is also a reference to a famous process called the “dark elevator”, exposed for example in the Louis Vuitton art center. It an elevator completely black to allow people to focus and rest their eyes and mind before entering the exhibition.

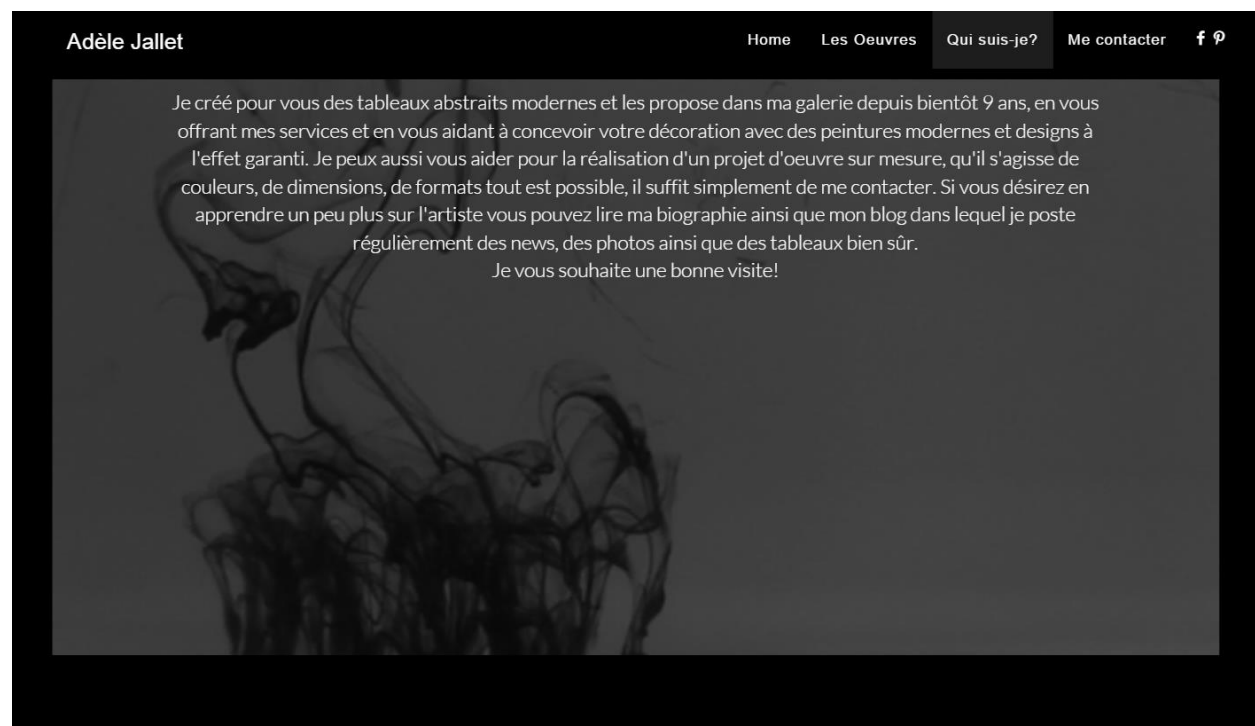


The second page will be a gallery of the main theme of the artist work: “Empreintes”, “Objets Trouvés”, “Au nom du corps”. To let the work have all the attention I will put the background white, very used in gallery because the white is color which represents purity, peace, serenity, freshness, and innocence, light but also balance. White is considered the color of the support. The white color is obtained by mixing all the colors in additive synthesis (light). It will be perfect so to shed lights on the work of the artist. White is the other key element in the work of the artist it allow to other colors to be more visible. Each picture will lead to a pop up with a carousel of pictures of each main theme. The carousel is a bootstrap features, but it has been customized according the website needs especially glyphicon have replaced by Font-Awesome features which provide more icons such as arrow lighter ... Each picture of the main them will have king of transparent vail as hover because once again it for work around transparency and to have this black allowing to focus on what I will discover next.



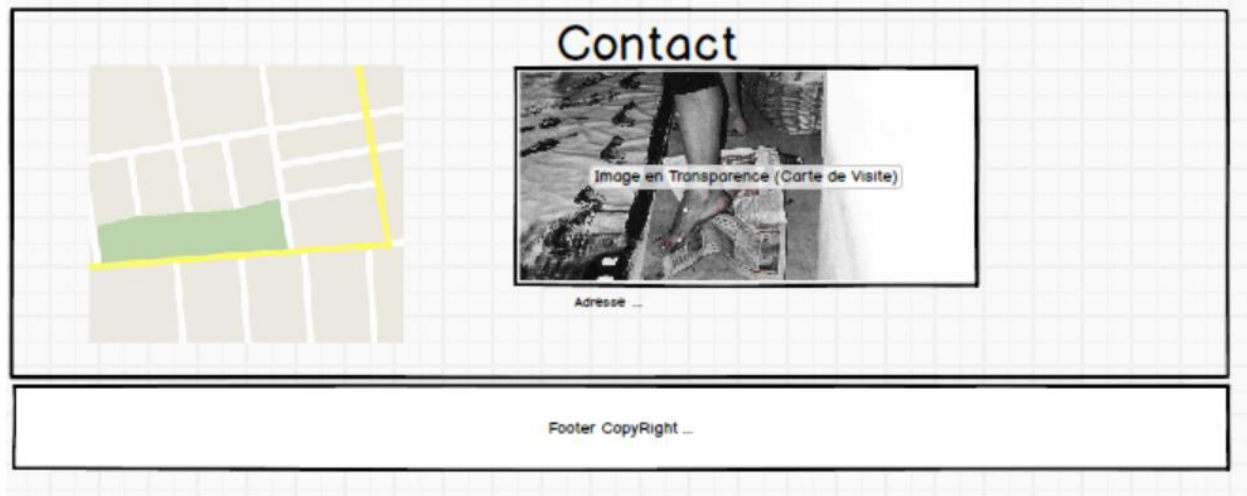
The About page, will be a presentation of the work of the artist written by Nathalie Gass in a laudatory ton that will enhance the purpose of the text to make appear the reader 's admiration . It is often used in descriptions or portraits. For that it will come back to a background in black. I could have keep the same background but it was to kind of establish chapter in story and also because Adèle Jallet plays a lot with the interaction between white and black. The text is over a video. With this video I wanted to bring life into the website in the model of the Airbnb website which a video of real life scene that give the impression that you are into the page. I make my research and find a Mazwai video on Black Ink which was really perfect according the Adèle Jallet work. I leave a margin around the video to have the impression that the black from the background move to write the text.





The About page will be a way to the audience to have access to artist details which our second main goal with this website.

The background will be white and the objective is to have a page as if paintings were on the walls. That is why we use again the white to let focus on the information. The pictures here will be the image presents on the Adèle Jallet visit cards.



- **Build your content strategy mobile-first:**

Communication in the XXIst century has suffered a major behavioral change. More than one-third of regular PCs are being replaced by tablets and smartphones and it is expected that this technology surpass traditional desktop usage.

In a less impacting way, mobile communication account in better connectivity among the population. The number of mobile-cellular subscriptions worldwide is approaching the number of people on earth (almost 7 billion in 2014 or a penetration rate of 96%). More than half comes from the Asia-Pacific region. This market arrives to maturity with the lowest growth rate in the decade (2.6% coming mostly from developing countries).

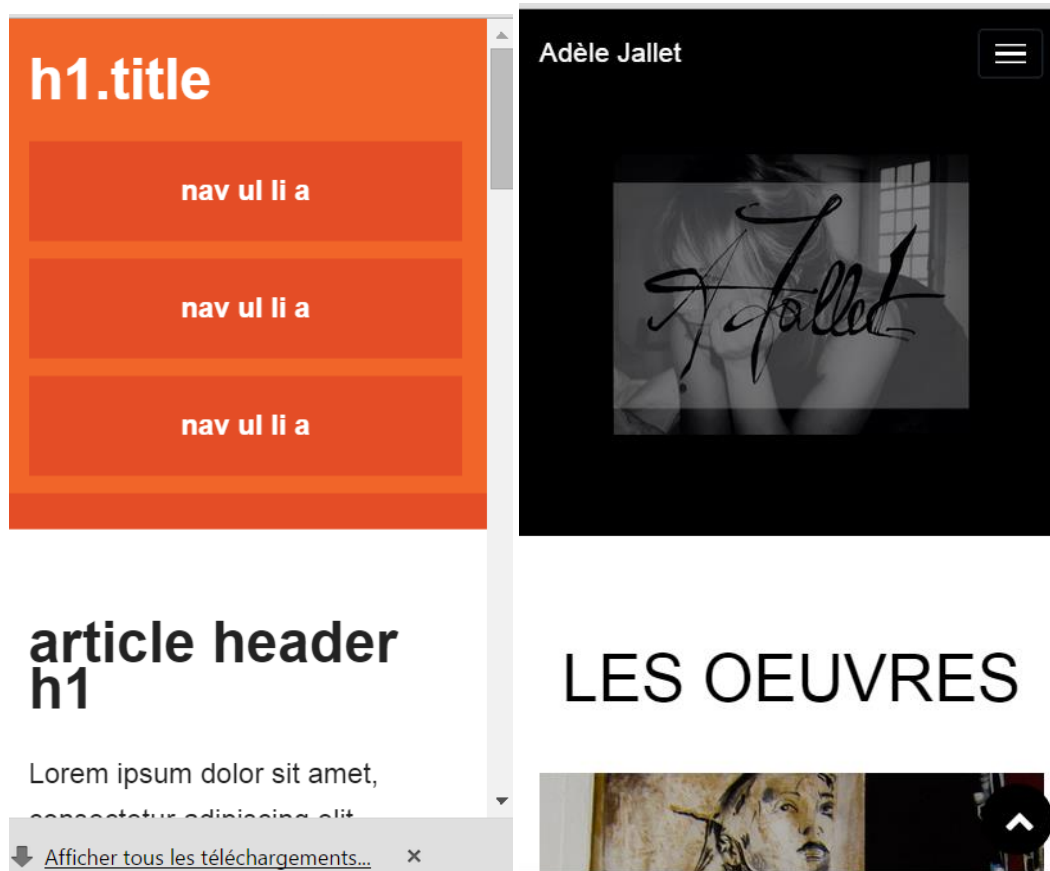
Build the flat design for mobile version is easier to decline then to the desktop version. Indeed today Mobile is the most used device to have access to the internet. When looking on a mobile device the end user is spending less time on the device, what he wants or look for need to be quickly accessible. And also it need to be user friendly and answer the KISS rule: Keep it short and simple. It is important to always think finger association and the small touch screen! Similarly, clickable areas must be large enough (a square centimeter aside about) and well-spaced from each other.

All the "objects" present on the screen must be of a significant size to be visible, that is why for the About part we will just leave the video and remove the text. Indeed people are more looking for pictures on the mobile version. Moreover it enhance the mystery atmosphere.

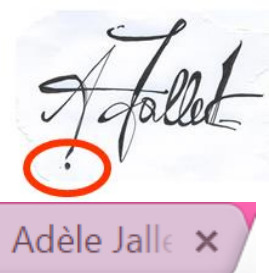
Also playing on the ease or difficulty of access depending on the area of the screen. Where will you use the thumb, where are we going to use another finger? Do not put the final or destructive actions too readily available to avoid mishandling. To navigate the most common gesture is to scroll down with the finger that is why I choose the possibility to scroll down page by page instead of having to click necessarily on a tab to change the page.

Moreover I wanted the menu bar kind of hidden. The inializr version was not convenient for what I wanted to do. Because I don't wanted to have the Menu first on the mobile version I want

to focus on the visuals they need to be at the heart of the version because it will be what people will look for on the mobile version something that will be accessible quickly and not too much to read.



On the mobile version it was very important for me to add a feature in reference to the logo of the Artist, a point in bottom right to access easily to the top the page. Indeed in the Logo there a small dot in bottom right of the A of Adèle Jallet. In the same idea a Favicon has been added and I choose a black dot like the Photoshop brush, like if an artist would have do a dot with its brush. The circle is in a white square to remind like a paintings frame, but also remind the duality on the work of Adèle Jallet between black and white.



- Define your tone and design for emotions

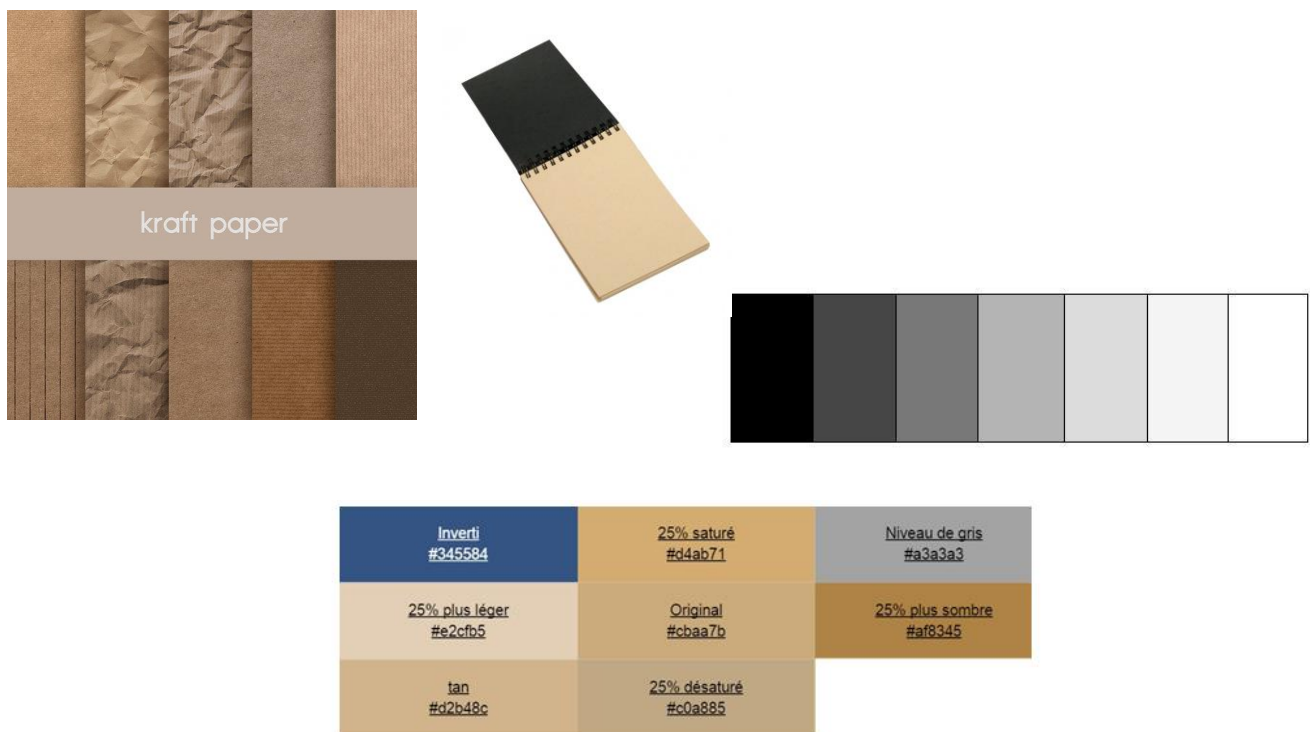
The atmosphere will be minimalist, it will be contrasted as the work of Adèle Jallet, and refined to let the work of the artist in first foreground. We will play with transparency.

- Wireframe mobile-first & Wireframe for larger screens: Balsamiq Flat Design file
- Define your style : colors, typography/font, mood, atmosphere, icons

The color used will be based on the work of the artist: Black, white and Kraft paper. As explained before the dark is in reference to the ink used by the artist it also a way to attract the attention of the user.

Regarding fonts: I will use Lato because it is a recent created family font (Created in 2010), so it can be great for a contemporary art work. Moreover the semi-rounded details of the letters give Lato a feeling of warmth, while the strong structure provides stability and seriousness. As it is requested to add a second type I wanted to add something very similar to not lose the user into different type and to keep the unique type of the Logo. It appears in my research that the Open Sans is frequently used with Lato, however it was not as elegant as Lato. That is why I decided to add the Arial Typo. I will use it on the Adèle Jallet title in top left, it is a common familiar type and regular often used in advertising campaign to not take over the message.

I could have used something very stylized but I think it is not very good to put emphasis on the Logo which is very strong and unique.



This paragraph text uses Open Sans, which is frequently spotted on the web with Lato. Try them out together on your website!

This paragraph text uses Lato, which is frequently spotted on the web with Open Sans. Harmonizing different fonts together can make your website beautiful!

Regarding my menu:

It will be black and have an anchor point on the Logo Adèle Jallet on top left. This menu bar will be accessible from every page and the social network link will be on top right. For social link I used a classic white and used font awesome items as the one I found in bootstrap was not really nice.

- **Website Persona:**

Presentation paper will be given to the teacher in class.

Adèle Jallet Website is a representation of the atmosphere of the artist, it is mysterious, a link between traditional convention (Arial type) and new way of doing things (Lato Type). It is a showroom for the Adèle Jallet portfolio. It is a much contrasted website black and white. A little reference to the Kraft used by the artist has been added to in the contact page at the end like final point to close the website. It is a minimalist website.



### 3 CONSTRUCTION

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Pick up a front-end framework if you wish:

After deep research I found the perfect framework to answer what I wanted to do in term of navigation and pages.

<http://ironsummitmedia.github.io/startbootstrap-freelancer/>

I then start to work on it to build the website according my design desire for the Adèle Jallet website.

To understand and work on the code I used the platform code beauty it helps me a lot to understand and get things organized.

### 4 TECHNICAL REQUIREMENTS

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- Present several pages linked together : home / resume / contact / map and create a main navigation menu



- The main navigation menu should be optimized for its context → The first the Home page to put a face on the artist, then what interest users is to have more visuals, then to know a little more about who the artist is and finally get the contact details.

- embed at least one image and embed at least one image gallery

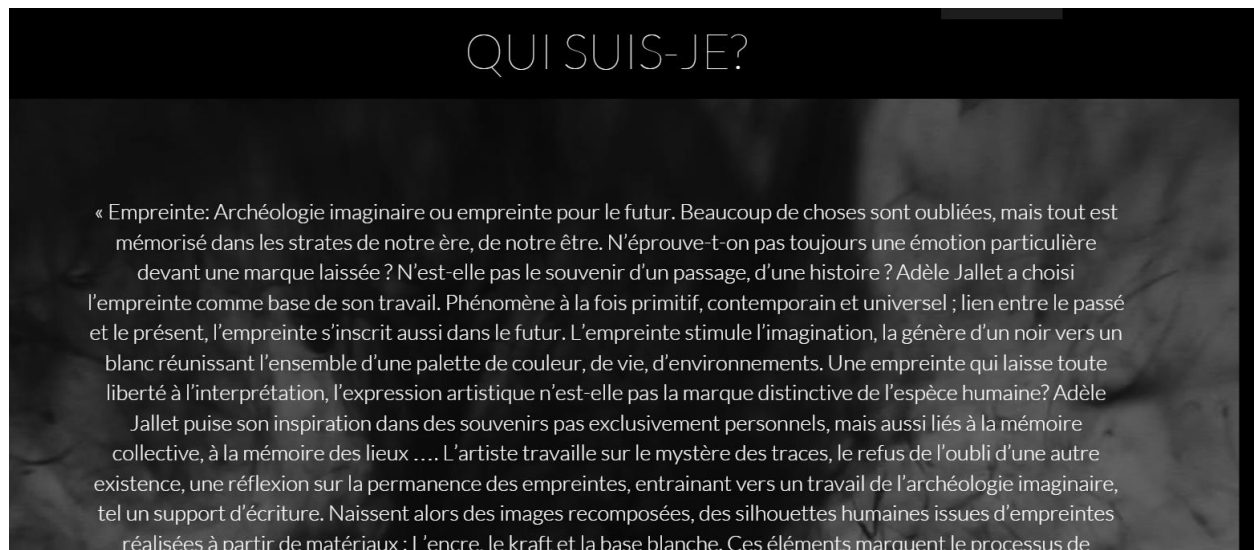
Based on my research for an artist portfolio according to specialist it better to have maximum of 10 to 15 pictures that sum up the artist work to not lose the audience and get them boring. That is why I add only two picture per gallery. In the future I will add two more pictures and remove the oldest one to keep the website updated.

#### LES OEUVRES



- Embed at least one YouTube video

YouTube video was not answering my desire of creating a page where the text will be in front of a video. After my research I found the Mazwai video which was perfect for my topic.



- embed a contact form (name/mail/object/message)

My Contact form was that push me to choose the framework I choose, it was as I wanted for the website very minimalist.

ME CONTACTER

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Name

---

Email Address

---

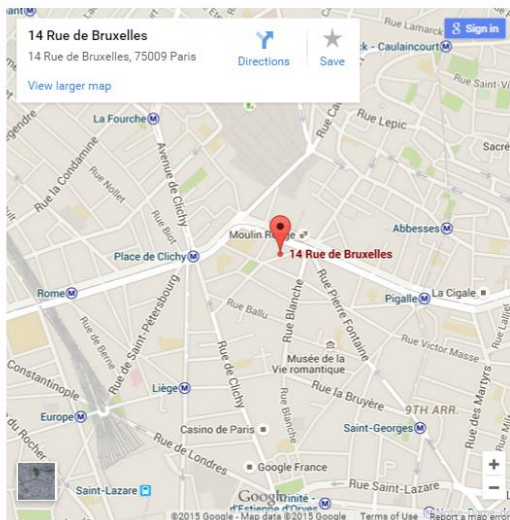
Message

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Envoyer

- embed a google map

The “Atelier” address has been add to the website:



14 rue de Bruxelles - 75009 Paris  
06 43 17 86 27



- Contact details should be available from anywhere

Contact page is in the Menu anchor.

- use at least 2 web fonts with proper pairing

I used Lato mainly and as it was requested I used Arial but if it would have been only according to my choice I would use only one font. I used two font kind of similar but completely opposite because one is very recent the other one is a traditional font.

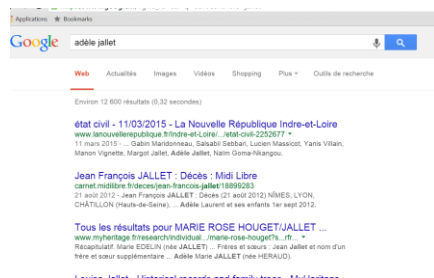
- (some of) your social networks should be available from anywhere

On the Menu Bar

- social network buttons should ideally display relative icon and color

I kept them white without adding the blue or red of Pinterest because it was not in my chart to add color. I checked the rules regarding social network buttons and using white is allowed.

- Website should leave within a single repository (with proper subfolders). OK
- your site should be trackable using Google Analytics



```
302
303 <!-- Google Analytics -->
304 <script>
305 (function(i,s,o,g,r,a,m){i['GoogleAnalyticsObject']=r;i[r]=i[r]||function(){
306 (i[r].q=i[r].q||[]).push(arguments)},i[r].l=1*new Date();a=s.createElement(o),
307 m=s.getElementsByTagName(o)[0];a.async=1;a.src=g;m.parentNode.insertBefore(a,m)
308 })(window,document,'script','//www.google-analytics.com/analytics.js','ga');
309
310 ga('create', 'UA-XXXX-Y', 'auto');
311 ga('send', 'pageview');
312
313 </script>
314 <!-- End Google Analytics -->
315
```

- your site will have to display well in a 320px screen and larger



- your site should use HTML5 elements as much as possible  
In order to add as much as HTML 5 elements and to rearrange the existing code I follow several tutorials on YouTube (Please find link in Bibliography), but I also work based on the recommendation of the W3C school. ➔  
[http://www.w3schools.com/html/html5\\_new\\_elements.asp](http://www.w3schools.com/html/html5_new_elements.asp)
- Your site should be optimized for robots and your site should leverage on Open Graph Protocol: An image of Adèle Jallet Logo has been added.  
Language has been updated and the description will be there.

```
<html lang="fr">

<head>

  <meta charset="utf-8">
  <meta http-equiv="X-UA-Compatible" content="IE=edge">
  <meta name="viewport" content="width=device-width, initial-scale=1">
  <meta name="description" content="Adèle Jallet - Archéologie imaginaire ou empreinte pour le futur.">
  <meta name="author" content="Laurie Perniola">
  <meta property="og:image" content="img/logo+moi2.jpg" />

  <link rel="shortcut icon" type="image/png" href="img/favicon.ico"/>
```

- Accessible to your site should be optimized for people with visual impairment  
Alt after image with a full description of the image.
  - Your CSS will have to include at least two media queries

```
@media(max-width:767px) {  
  section {  
    padding: 75px 0;  
  }  
  
  section.first {  
    padding-top: 75px;  
  }  
  .p-description{  
    color: blue;  
  }  
}
```

```
82  
83 @media(min-width:767px) {  
84   #portfolio .portfolio-item {  
85     margin: 0 0 30px;  
86   }  
87 }  
88
```

## 5 TESTING

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- Test by yourself
- Watch some others using it
- Ask them to accomplish specific tasks
- Make the site/app available to others
- Gather feedback, refine and refactor  
Text on the Qui suis je part was too long that is why I decided to remove the text on the Mobile version, indeed people are going into the mobile just to see more picture and get contact, and they don't read as much because of the size of the screen.

## 6 PRODUCTION/IMPLEMENTATION

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- Install filezilla
- Get your server FTP credentials
- What can you do on your domain before going live?
- Go live
  - ⇒ For now the website will not be implemented

## 7 MAINTENANCE

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- Will you?
- Your report should show your maintenance concerns
- What maintenance cost could you foresee?

Build an English version

By a domain name and access (Around 3 euros per months)

Create all social media link with the social media page created for Adèle Jallet.

Create an Event page when exhibition will be planned.

Add more pictures day by day for increase my position on google as the google robot take into account update in the Quality note.

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<http://encycolorpedia.fr/cbaa7b>

<Http://www.code-couleur.com/signification/blanc.html>

<http://www.imagesource.com/C.aspx?VP3=SearchResult&VBID=2FAESQ5IMBT1A&SMLS=1&RW=1280&RH=554#/SearchResult&VBID=2FAESQ5IMBAWC&SMLS=1&RW=1280&RH=554&PN=1>

<http://www.whatfontis.com/>

<http://www.loisirsetcreation.com/>

<http://www.wegotalent.com/artiste/etienne-cail>

<http://www.amylee.fr/2013/08/le-book-dartiste-peintre-en-10-questionsreponses/>

<http://www.michelserraz.com/accueil.html>

<http://www.itu.int/en/Pages/default.aspx>

[http://www.w3schools.com/html/html5\\_new\\_elements.asp](http://www.w3schools.com/html/html5_new_elements.asp)

<http://galerie-des-ocres.fr/>

<http://www.artension.fr/>

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Tools and software used:

Code Beauty

W3c permet de checker mon code

Woorank

MAWAI



## APPENDIX

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### APPENDIX 1: CATEGORY OF ART COLLECTOR – LE NOUVEL OBS

#### **Le collectionneur courtisé**

**CV :** Bernard Magrez, 78 ans, propriétaire de vignobles surnommé "l'homme aux 40 châteaux". Il collectionne l'art contemporain depuis quelques années et a fondé un institut culturel à Bordeaux, où il expose ses acquisitions

"J'achète à l'émotion", affirme l'homme d'affaires qui prétend ne pas se soucier de la cote des artistes ni des avantages fiscaux, "d'ailleurs je n'ai jamais rien revendu".

**Panier :** "Tous les ans, j'achète deux ou trois œuvres à la FIAC, où l'on retrouve les meilleures galeries internationales. Souvent, les galeristes me contactent avant le début de la Foire pour me proposer des oeuvres."

Bernard Magrez refuse pourtant de dévoiler "aux journalistes" ses coups de coeur de l'année. Pour éviter la surenchère ?



#### **La néophyte avertie**

**CV :** Maya, 28 ans. Elle vit en Grèce des rentes du commerce familial avec son époux dans l'export. Fan de Taeuber-Arp ou Franz West, la jolie brune s'offre des pièces d'artistes contemporains depuis trois ans

Quand je vivais aux Etats-Unis, j'allais à la foire Art Basel de Miami et petit à petit j'ai commencé à acheter des œuvres que j'aimais bien avoir chez moi", explique-t-elle.

Elle a fait le tour des foires européennes d'art à la recherche d'un coup de coeur.

**Panier :** "Je me fixe un budget à l'année pour l'art que j'essaie de respecter. Je cherche une oeuvre qui me rend heureuse quand je la regarde, même si c'est un artiste inconnu. Alors que mon mari fait plus attention à l'investissement."

A la FIAC, elle a craqué sur un petit format de Martial Raysse, découvert lors de l'exposition consacrée à l'artiste au Centre Pompidou. Tarif : 480.000 euros. Maya hésite.



#### **La collectionneuse raisonnable**

**CV :** Françoise, 75 ans. Cette ancienne antiquaire est venue de Nice. Elle cite Arman, César et les artistes de la côte d'Azur comme référence. Ses acquisitions décorent les murs de sa maison.

Quand je me lasse d'une oeuvre au bout de 15 ans, je la revends pour acheter plus actuel."



Elle s'intéresse aussi aux formes d'art moins conventionnelles comme l'art vidéo et les installations, sans aller jusqu'à se les offrir.

**Panier** : "J'ai eu des coups de cœur mais qui dépassent largement mon budget, entre 10 et 20.000 euros maximum." Françoise lorgne sur une petite pièce de Dubuffet, "accessible, à partir de 45.000 euros", mais déjà au dessus de la limite qu'elle s'est fixée.

"A partir d'un certain âge, quand on collectionne pour la pérennité ou pour ses enfants, on aime bien acheter des valeurs sûres." D'ailleurs, elle préfère les salles des ventes aux foires, où les prix s'envolent.

### Le prescripteur

**CV** : Sébastien Ricou, 30 ans. Ancien galeriste, il travaille aujourd'hui à son compte comme conseiller ou courtier. Il vient à la FIAC pour rencontrer les galeristes car "ce n'est pas ici qu'on fait des découvertes. On retrouve les œuvres vues en galerie pendant l'année, et les pièces sont souvent déjà vendues."

Il apprécie particulièrement les formes d'art novatrices, "nouveaux médias", "post-internet", "comme l'art numérique qui s'inspire d'Instagram", ou abstraites comme sa dernière acquisition de l'américain Keith J. Varadi.

**Panier** : Sébastien commande pour sa collection personnelle ou comme intermédiaire pour des gros collectionneurs .

J'ai un budget réduit alors j'achète souvent les œuvres avec des amis. Ca se fait de plus en plus chez les petits collectionneurs. C'est convivial et on peut s'échanger les pièces."

Mais la bonne affaire est rarement à la FIAC : "Le jeu, c'est d'avoir de l'intuition et d'acheter avant que la cote de l'artiste explose et qu'il se retrouve ici."



### Le galeriste

**CV** : Pierre Ravelle-Chapuis, 32 ans. Artiste "retraité", il travaille pour la galerie new-yorkaise "Van de Weghe" depuis six ans. A la FIAC, il est l'un des 190 vendeurs.

Sur son stand, dédié aux œuvres "de seconde main", entre un Warhol et un Basquiat, une sculpture de l'artiste polémique Paul McCarthy attire l'œil du visiteur. Le petit "Santa", père-noël en silicone flanqué d'un sextoy, est affiché à 600.000 euros.

**Panier** : "Dans le monde de l'art, l'affaire McCarthy est un non-événement car son œuvre est entièrement basée sur la



provocation". Sa dernière création, un "plug anal" de 24 mètres de haut installé place Vendôme a été démontée par des détracteurs choqués. Coup de pub pour l'artiste ?

Non, ça n'a aucun impact sur la cote de l'artiste et ça n'attire pas de nouveaux acheteurs".

D'ailleurs le "Santa" n'a toujours pas trouvé preneur, "quelques collectionneurs se sont montrés intéressés mais pas plus que d'habitude."

## APPENDIX 2

### **Internet comme outil de démocratisation de l'art**

La surprise vient d'Internet. Le sondage révèle que le web est perçu comme un outil de démocratisation de l'art par 51 % des personnes interrogées. 50 % d'entre elles affirment consulter un magazine d'art, écouter ou regarder une émission dédiée au moins une fois par an. Si l'accès à l'art contemporain se démocratise, le profil de l'amateur d'art connaît en revanche peu de changement. Il s'agit d'une personne d'âge moyen (35-49 ans), cadre supérieur ou exerçant une profession intellectuelle, et gagnant bien sa vie (revenu du foyer supérieur à 3.500 euros/mois). Les catégories les moins aisées et les moins diplômées restent celles qui ne fréquentent que rarement les lieux d'art.

Quant à l'achat d'oeuvres, 35 % des Français achètent par "passion" ou "coup de coeur". 28 % pensent que c'est réservé à un public de "connaisseurs". 10 % parlent de "rêve inaccessible". Pour le reste, certains pensent que c'est un moyen de décorer son intérieur ou parlent d'une tendance alors que d'autres, plus pragmatiques, considèrent que c'est un achat insensé ou y voient un investissement. Finalement, 20 % des Français déclarent avoir déjà acheté une oeuvre d'art contemporaine (photo, sculpture, peinture, gravure). En 2007, ils n'étaient que 18 %.