



Identité

Space management, community exchanges, cultural conversations dedicated to creation and progress.

Politics, Activism and Human Intercourse meet Art and Culture in the context of Paris and world beyond.

35-37 rue des Francs-Bourgeois, 75004 Paris, France



35-37 presents : *The Phantom Empire*, an exhibition of sculpture by London based artist Graham Hudson

The project for 35-37 is a new installation and commission:

"The journey of the hero is about the courage to seek the depths; the image of creative rebirth; the eternal cycle of change within us; the uncanny discovery that the seeker is the mystery which the seeker seeks to know. The hero journey is a symbol that binds, in the original sense of the word, two distant ideas, the spiritual quest of the ancients with the modern search for identity."

Joseph Campbell, The Hero's Journey (1949)

Archived in the basement of London's Natural History Museum is *The Eugen Sandow Sculpture*, commissioned in 1901 to document 'a perfect type of European man'. It was removed from display after only three months, following complaints of museum standards: Sandow, a circus strongman, naked and covered in muscle.

Sandow's story is the origin of modern fitness; he features in James Joyce's *Ulysses* (1918) and Duchamp's *Large Glass* (1915-1923). The body-cast sculpture was commissioned in the name of science, his form considered physical perfection, a machine-made body. Sandow promised the Hero's Journey—change your body, evolve and become the new and true you. Bodybuilding is based on training muscles to failure, this death—a muscle fibre disruption at cellular level—leads to rebirth; hypertrophy. To attain this, pain must be understood as process, death welcomed, enabling new growth, stronger, more prepared and knowledgeable to accept it will die again.

While the sculpture of Sandow remains in pieces, archived away, the only humans on display in the Natural History Museum are Hominins, in the 'Human Evolution' display. These bodies were built across millennia, the journey of a species. Joseph Campbell uses these Hominins to speculate on the moment in evolution when consciousness understood death. The skulls on display are all casts and artists' impressions, the real fossilised bone fragments are also hidden from view in archives.

The exhibition features a series of objects, arrangements, sounds and encounters that riff on the ideas of Joseph Campbell, The journey, Eugen Sandow, fitness and crafted museology.

Artist biography

Graham Hudson (1977) is a London based artist. His work includes installations, objects, audio-visual and performance. This is placed in a context of psychology and mythology, how behavior and value is enacted around the making and viewing of art. Recent work has explored ideas around physical culture, fitness and the body. This relates to bio-tech, automation, evolution, modernist history, the making of bodies and art.

Hudson has worked with; The Henry Moore Foundation, London, Museo d' Arte Contemporanea di Roma, Film and Video Umbrella, London, Van Abbe Museum, Eindhoven, and Comme des Garçons / DSM, London, Tokyo, New York and Beijing.

INFORMATIONS

Graham Hudson at **35-37**

From December 9th to December 23rd and from January 3rd to January 16th

Monday - Friday 11am to 7pm

Saturday - Sunday 11am to 6pm

Vernissage on December 9th from 6pm to 10pm

35-37 Rue des Francs-Bourgeois, 75004 Paris

First floor

Free entry

ARTIST CONTACT

Instagram : [@grahamhudson](#)
website : www.grahamhudson.com

3537 PRESS CONTACT

Latif Samassi, PR 3537
latif.samassi@dsm-p.com
+33 6 09 55 69 17

Ambre Chambon, Communication 3537
ambre.chambon@dsm-p.com
+33 6 98 61 13 63