

# EXTRA-ORDINAIRE

## BEHIND EXTRA-ORDINAIRE, THE MANIFESTO

### POPULAR ART IS DEAD! LONG LIVE POPULAR CONTEMPORARY ART!

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Popular art is the art of a group of people in opposition to the other groups that surround it. It is characterized by the culture of a civilization, of a community.

Popular art is the reflection of the social and cultural identity of a person. Through this identity, its activity is not only linked to survival but also to aesthetic expression.

According to this definition, any form of creativity can be seen as Popular Art.

EXTRA-ORDINAIRE thinks the time has come to add a new denomination to the term popular art because of its evolution through this century.

### EXTRA-ORDINAIRE INVENTS POPULAR CONTEMPORARY ART

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**(origin)** Popular contemporary art is the logical descendant of popular art. It exists already but nobody sees it.

**(expertise/traditions)** Popular contemporary art is the proud representative of an era, of a blend between savoir-Faire and traditions coming from different times and places.

**(unifying/evolutive)** Popular contemporary art is unifying and dynamic art ; art that is constantly in motion and evolution.

**(origin/authenticity)** Popular contemporary art comes from ancient forms of expression, has regional origins and mixed authentic roots.

**(creativity/imagination)** Popular contemporary art demonstrates the development of the imagination and the creativity of a human being.

**(community)** Popular contemporary art is the art of a community.

**(ethnographic)** Popular contemporary art mixes methods, transmitted from generation to generation, the history of a group, of a region, of a fortunate/unfortunate cultural encounter.

**(evolutive)** Popular contemporary art is a living art that evolves with the historical and geographical development of a society.

**(societal reflection)** Popular contemporary art reflects the understanding of the origins of a culture in time and space.

**(interaction)** Popular contemporary art is the result of interaction between a society and its environment.

**(commerce/knowhow)** Commercial exchange and colonizing have played an important role in mixing materials and techniques. Foreign expertise was adopted and blended with habits, tools ... that already existed, creating different hybrid cultures, that were the foregoers of popular contemporary art.

**(emotion)** Popular contemporary art is the result of universally shared emotions.

**(cultures/techniques)** Popular contemporary art combines the roots of worship and cult, of fetishism and ancient cosmology with contemporary practices and techniques.

**(social cohesion)** Popular contemporary art uses modern means of communication for the sake of encounters within the community and the exchange of its aesthetics and its ideas.

**(cohesion/sharing)** Popular contemporary art reinforces cohesion and favours sharing.

**(bond city/countryside)** Popular contemporary art connects the city and the countryside.

**(art/mixing)** Popular contemporary art is very often a mixture of different kinds of art.

**(energize)** Popular contemporary art boosts our senses.

**(style)** Popular contemporary art can be pop.

**(ritual/savoir-faire)** Popular contemporary art participates in the rituals of our life by means of all its different expertise and practices.

**(past/future)** Popular contemporary art today is the root of popular contemporary art tomorrow. It grounds us in our present by celebrating our past.

# EXTRA-ORDINAIRE

(living culture) Popular contemporary art demonstrates that culture is a living organism.

(curiosity) Popular contemporary art is curious about everything.

## THE DIFFERENTS ARTS USED IN POPULAR CONTEMPORARY ART

Fashion / Tableware / Decoration / Photography / Performing Arts / Architecture / Design / Digital Art / Interior Design / Music / Food / Entertainment / Cartoons / Vegetal Art / Writing / Visual Arts / Sculpture / Graphic Arts / Perfume / Mobile Images / Language / Science

## THE EXTRA-ORDINAIRE PROJECT

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### PHILOSOPHY

EXTRA-ORDINAIRE puts an emphasize on expertise/knowhow, exchange between the design, the environment, the designer, the craftsman and the buyer.

To EXTRA-ORDINAIRE the design and the designer's eye are the communicational elements between popular contemporary art and the public. EXTRA-ORDINAIRE promises strong creations full of meaning. Through the specific, Extra-Ordinaire reaches the universal.

EXTRA-ORDINAIRE offers the luxury to escape from routine, to reach out to others and to learn about oneself through the daily life of other cultures.

To EXTRA-ORDINAIRE an exchange of human experiences and quality come first. The marketing of the product comes after.

EXTRA-ORDINAIRE offers both a joyful and a serious view on the world that surrounds us.

EXTRA-ORDINAIRE offers a style that represents a world citizen, cultural open-mindedness, without prejudice.

EXTRA-ORDINAIRE is aesthetically and socially unbiased.

EXTRA-ORDINAIRE mixes rich and poor, ugly and beautiful.

### COOLONIALISME

EXTRA-ORDINAIRE organizes the importation and exportation of new ideas, techniques, knowhow, expertise and savoir-faire that are bearers of culture and new experiences. Coolonialism encourages the creation of new structures, that will become members of this multiple and growing organism. Coolonialisme is a new international community, everybody can be part of it and bring his knowledge.

EXTRA-ORDINAIRE wants to create dynamic vibes between different kinds of expertise, and promote the exchange of methods. Those could start playing an important role in the social and economical life of regions and craftsmen.

### MOODIALISATION / THE WORLD IS A HUGE COUNTRY, WHOSE TRADITIONS MIX

EXTRA-ORDINAIRE wants to be a place where ideas from all over the world come together. The cultural aspect gives the opportunity to a large part of the world population to have access to cultural elements of populations that are close by or far away. Moodialisation means to be aware of cultural diversity, of their adaption and fusion, their common sensitivity on a world scale.

### EXPORIENCE

EXTRA-ORDINAIRE promises a cultural and interpersonal exchange between the real and virtual spaces of display and its visitors.

A groundbreaking boutique, with items created and invented throughout the world, extraordinary creative collaborations.