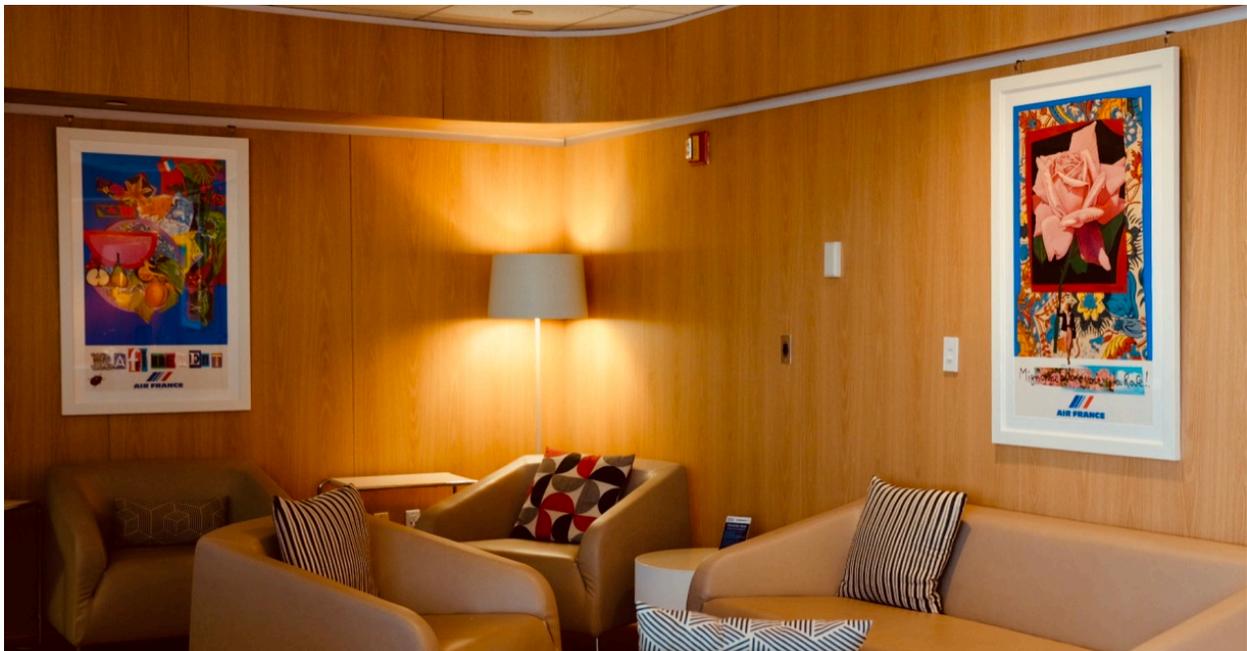




***La Vie Autour du Monde* exhibited at
JFK Terminal One Air France Lounge
by Mourlot Editions until March 15th, 2019**

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New York, NY – January 14th, 2019 | The 1981 Paris contemporary art museum Centre Pompidou exhibition of French painter **Roger Bezombes' *La Vie Autour du Monde*** (Life Around the World) generated passion throughout the world of art and aviation. Although initially commissioned by Air France, it took almost a decade for the French airline to accept and bring the artist's vision to fruition.



La Vie Autour du Monde - Salon La Première Air France / JFK Terminal One

Since the creation of Air France in 1933, never before had an artistic campaign suggested the pleasure and the art of flying rather than a destination. Bezombes' bright, modern, and surrealist inspired posters were revolutionary and far ahead of their time, depicting concepts

indicative of travel and indulgence such as being gastronomy and liberty, exuberance and elegance.

Printed by les **Ateliers Mourlot** in Paris – whose works have included lithographs by **Picasso, Matisse, Chagall, Calder, Dali, Giacometti, Mirò, Rauschenberg, Oldenburg, and Lichtenstein** among others – Bezombes’ set of 16 colorful photo collages for Air France was executed using lithography, typography, and embossing with metallic inks and soon became a pillar for the turning point in the aviation history.

La Vie Autour du Monde will be presented for the first time at the newly renovated Air France lounge in JFK Terminal One until March 15th, 2019 by Mourlot Editions, as part one of a two part series of exhibitions curated for Air France USA by **Eric Mourlot**, the owner of the Galerie Mourlot in New York and founder of [Mourlot Editions](#).



“We have constantly searched for innovative ways to offer our Affaires and La Première passengers experiences that reflect our passion for travel and flying,” explains Air France KLM USA Vice President & General Manager **Stéphane Ormand**. *“Since Air France has always had an intertwined dialogue with artists, the two scheduled Mourlot exhibitions are perfect ways to enhance our relationships with our travelers.”*

“This partnership with Air France is another stage of the history between the Mourlot family and the French airline company,” **Eric Mourlot** explains. *“My grandfather Fernand Mourlot started printing lithographs and a myriad of artistically daring posters for Air France with numerous artists including Jean Carlu and Jean Colin for Air France in 1952.”*

From its inception the 1930s, Air France linked its image *“to one of French creativity and elegance.”* La Gazette de Drouot, the media arm of one of Paris’ largest art auction companies, once wrote that the airline internalized the importance of a unique brand message, *“understanding the impact of posters in the promotion of its brand, agreed to give blank canvasses to creators.”*



Some of the most prestigious artists, including **Cocteau**, **Folon**, **Vasarely** or **Cassandre**, one after the other adapted their art to the four mandatory elements to be incorporated in these creations: the sky, an aircraft, the nine letters of Air France and a horse with wings known as “the shrimp,” which became the symbol of the airline.



Bezombes was a French painter famous for his exquisite sculptures and paintings. Prior to his partnership with Air France, he studied in Paris at the Ecole des Beaux-Arts and was largely influenced by his friendship with **Maurice Denis** as well as the colors of **Henri Matisse**. In the 1960s he began exhibiting a new rawness derived from ‘primitive’ examples and new materials associated with his experiments in various media.

At this time, the “Artistic” displayed created for Air France were controlled by a selection committee, and when Bezombes’ pitched his work to the committee, the posters were frowned upon as being “too modern” “too strange” and were generally not following the Air France direction/brand. However, the president of Air France at the time, Pierre Giraudet, loved it and supported the projects’ completion.

“Once they are together, these 16 posters create a giant puzzle that covers the walls and announce the general theme: ‘Lives around the world,’” La Gazette de Drouot wrote.

“We want the passengers at JFK Terminal One Air France’s lounge to recreate that puzzle visually and indulge in this everlasting vision of freedom and indulgence,” Ormand says.

Recently, Air France has turned their focus to photography rather than lithographs, with the same effort of defining an art of flying and traveling.

Photography will be the core of the second of the Mourlot Editions' exhibitions. Ahead of the 2019 Cannes Film Festival, Mourlot and Air France will present a selection of Stéphane Kossmann's iconic work created through his exclusive access to the Cannes Festival red carpet.

For more information: <http://www.mourloteditions.com/>
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Social Media: @airfrance #AirFrance | @mourloteditions #mourloteditions

About Eric Mourlot and Mourlot Editions: Eric Mourlot was born in 1970 in New York City while his father Jacques was running the studio on Bank Street and after two years, the family relocated back to Paris for Jacques to take over the main studio. It was here where he, as a child, began to spend his evenings learning various printing techniques with the help of artists including Marc Chagall, Alexander Calder, and Joan Miró. Eric participated in the printing process, cleaning off the machine rollers and developing a keen sense for his surroundings as a source of inspiration and creativity. He quickly became passionate about the relationships and collaborations between artists, printers, gallerists, and publishers leading him to open his first gallery on Newbury Street in Boston in 1991. In 2005, Galerie Mourlot relocated to its current Upper East Side location in NYC where Eric continues to provide a platform for artists to create history. Mourlot Editions is the legacy of his family's print shop, the next chapter of the story. An avenue of expression where Eric can display both the works and histories of the artists his father and grandfather created with, as well as expose the continued relationship between printers and artists through the process and art form of lithography.