

76 GRAND STREET NEW YORK NY 10013



MICHEL GONDRY

BE KIND REWIND

JANUARY 24 – MARCH 1, 2008
18 WOOSTER STREET

Be Kind Rewind, an exhibition of new work by Michel Gondry, opens at Deitch Projects on January 24, 2008, the day before his identically titled film is released in theaters.

Be Kind Rewind is a film about two childhood friends living in Pasaic, New Jersey, trying to make ends meet. After one of the characters accidentally gets his brain magnetized by trying to sabotage a local power plant, he visits the video store his friend is taking care of while the owner is away and unknowingly erases all of the video tapes in the store's inventory. The characters decide to make their own homemade versions of popular films in a junkyard behind the store. These new "sweded" films—recreations using commonly available, everyday materials—prove more popular with the customers than the originals, making the two friends local celebrities.

For the exhibition, Michel Gondry will be recreating the video store in the gallery, complete with a back lot containing a variety of movie sets where visitors can make their own renditions of films. All videos created in the gallery can be viewed and rented in the store. About the project, Gondry states, "I don't intend nor have the pretension to teach how to make films. Quite the contrary. I intend to prove that people can enjoy their time without being part of the commercial system and serving it. Ultimately, I am hoping to create a network of creativity and communication that is guaranteed to be free and independent from any commercial institution."

Be Kind Rewind is Deitch Projects' second exhibition with Michel Gondry. In September 2006, the gallery presented *The Science of Sleep: An Exhibition of Sculpture and Creepy Pathological Little Gifts*, which coincided with the release of his film by the same name. Deitch Projects' involvement with Michel Gondry reflects the gallery's interest in working with creative people working in fields related to fine art who approach their medium like artists of painting and sculpture. Michel Gondry's work is presented here in the tradition of conceptual and performative art, not only as a commercial film.

Gondry got his start while studying graphics at a French art school when he began directing videos for the band of which he was a member. In 1993 these early videos attracted the attention of Bjork, thus initiating

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one of his longest and most successful professional creative relationships. Their first collaboration, the video for "Human Behavior," won practically every existing music video award. Gondry went on to direct many other Bjork videos and also videos for The White Stripes, The Rolling Stones, Beck, Kylie Minogue, The Chemical Brothers, and Daft Punk. In 2003 he released *The Work of Director Michel Gondry*, a DVD collection of these projects, to much acclaim. He received a 2005 Academy Award for his original screenplay for *Eternal Sunshine of the Spotless Mind*, and his commercials have won many awards including the Lion D'Or at Cannes. Gondry currently resides in New York with his son.

**FOR ADDITIONAL INFORMATION CONTACT JASMINE LEVETT AT
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