



FOR THE FIRST TIME IN BEIRUT

A Public Show of Immersive Visual Art by KIKI BOKASSA
Broadcast live on video monitors and online

24 / 4 / 2009, 10 am until 27 / 4 / 2009, 10 am
Laboratoire d'art, Saint Nicolas Stairs, Gemmayzeh

72 hrs
www.72-hrs.com

“72 Hrs” is the first episode of a series of artistic manifestations presented by Kiki Bokassa in April – May 2009.

Joining creativity, painting and excitement, Bokassa launches a new series of events in Beirut, a first of its kind in Lebanon.

You will find in this folder many information and coordinates that are essential for the follow up of the project.

Kiki BOKASSA	paintor & concept creative
Dalia NAHAS	graphic designer
Hadi DAMIEN	media coordinator
Isabelle FANJ	coordinator
Rita SAADE	coordinator
Charles MOURANI	IT
Lea CREMONA	director of the « 72 Hrs » documentary

For further information concerning the “72 Hrs” or the following events, please call Hadi Damien +0961-71-120539 or send a mail to: media@72-hrs.com

72 Hrs

For the 1st time in Beirut -- A Public Show of Live Immersive Visual Art

For the first time, Kiki Bokassa attempts to share her creativity with her audience.

Bokassa's 72-hour show offers the audience a chance to watch a painter live in action. Viewers would stand at the gallery's facade and witness 24/7 aka 72 hours of Kiki's life as her paintings decorate the gallery's living space.

This experience is entitled **"72 Hrs"** since the artist will perform live and non-stop starting Friday, 24 April 2009 at 10 a.m till Monday 27 April 2009, 10 a.m.

Living, painting and sharing her day-to-day habits, the artist's show will be broadcast live on video monitors and online as part of an interactive blog on www.72-hrs.com.

The gallery's surface is 34m² and the ceiling is 2.70m high. Its walls and floor will be entirely covered with canvas. Two professional cameras and a webcam will record this incredible never seen before 72-hour artistic journey. A handy cam will also film the audience's reactions.

Bokassa said: "I have never let anyone watch me while painting and I felt I needed to share this, to be myself: impulsive, natural and emotional."

A 30-minute documentary will be produced after the "72 Hrs" filming. This documentary will be sent to the regional and international media and outlets, interested in contemporary art.

An exhibition for the artwork produced during the "72 Hrs" will be held in Samir Kassir garden on 7 May 2009.

A tribute to "Cut Piece": One month following the event, Kiki Bokassa will pay tribute to a 1964 Yoko Ono performance. In one of the city theaters, she will wear a painted dress, and ask spectators, each in turn, to cut a piece of this dress (made during the 72-hour performance). This gesture is a pacific protest against all forms of violence all over the world. Half the dress will represent human life, the other half, our environment.

For curious souls, witness the "72 Hrs" experience firsthand from Friday, April 24, 2009, 10 am to Monday, April 27, 2009, 10 am at « Laboratoire d'art », Saint Nicolas Stairs, Gemmayzeh or log on: www.72-hrs.com.

"72 Hrs" will be a recurrent event taking place at a different location every year in order to promote art as a peaceful form of self-expression.

72 hours of painting. 72 hours of pure creation. 72 hours.

The idea came intuitively... a year ago... a birthday wish... meet a similar challenge, paint totally liberated uninterrupted... overcome all these moments when she couldn't paint, when the events surrounding her were stopping her projects short. 72 hours of exuberating moments, of refuge and total concentration on art... totally isolated, without a mobile, or direct access to anything out the gallery walls... with the exception of a blog, an interactive crossing point where the artist will solely communicate with the outside world. 72 hours of passion and sharing... also an occasion to incite the interest of the audience for this art form...

It is on the St. Nicholas stairs in Gemayzeh, where many painters and artists have exhibited previously, that Kiki choose to realize this deep desire of painting. Reanimate the memory of Beirut, remind the past of these historical steps... memories that are slowly vanishing.

72 hours to inject hope... 72 hours to conceive a vital space... 72 hours to cover up ceilings, walls and ground with vibrant colors....

Another challenge to surmount will be combining art and technology, mostly perceived as antagonists, these 72 hours will present a real challenge in merging them for the benefit of art, by maintaining a nonstop live airing of the work on screens spread in nearby streets and online.

This free work, this self expression is a singular way for the artist to celebrate a new year. Celebrate her birthday in the middle of paint buckets, surrounded by colors, in a space totally devoted for painting; this is the most inspiring setting in which she will be starting an arty new year.

Born in Paris in 1975, Marie-Ange J.B. Bokassa (alias Kiki) is an autodidact artist of Lebanese and Central-African backgrounds. Kiki has over the past years participated in several exhibitions in Lebanon and overseas. Her paintings are displayed in private collections ranging from the Arabian Gulf to the American Midwest, and passing through metropolises such as New York.

She is also a writer and an active member in society. She is directly involved in various humanitarian causes to which she devotes much of her time. In 2005, she started engaging herself in several humanitarian efforts, including the creation of non-lucrative children's books and activities such as "Let Me Tell You a Story" publication and "Paint for Peace" workshop. She also holds reading sessions supported by the Ministry of Culture, and periodically works as an art educator. She trains children and volunteers in public schools and public spaces all over the country.

Many partners have collaborated in this project. They are thanked for all the work they did and for believing in this event.

- Born Interactive
- Print Works
- IDM
- Samsung
- Dalia NAHAS
- Raidy
- Association de développement de Gemmayzé (ADG)
- Laboratoire d'art

Born Interactive,

Born Interactive is an independent New Media agency offering professional multimedia services and e-Solutions. This award-winning company produces innovative, high-performance Websites for companies in all industries, including and not limited to real estate, communications, entertainment, trade, distribution, media, CSO/NGO/NPO's, and medical. By using the latest programming and design technologies, Born Interactive creates the optimal, effective online experience for every client, delivering the most innovative and effective digital solutions to business and marketing problems.

To us, technology is a means to an end. We have in mind what lies behind the new technology: improved communication of information through interaction. We are supporting Kiki in the 72 Hours project because it is a typical illustration of this communication dimension: an artist promoting an innovative and unique event by using New Media and technology as promotion tools, increasing outreach, and sharing her experience live with an audience from diverse locations."

IDM,

IDM, established in 1995 is a Lebanese Internet Service Provider offering Internet access to individuals and corporate businesses. IDM is the leader along all IST's in Lebanon. IDM has the pleasure to sponsor the 72 Hrs project in order to support art in Lebanon as well as the talented Kiki Bokassa whose work is intended as a pacific protest against all kind of violence in the world.

ADG,

The Association for the Development of Gemmayzé (ADG) is a non-profit organization, was created by a number of Gemmayzé residents and business leaders in 1986 to preserve the authenticity of their beloved neighborhood and to project it into the 21st century while maintaining its human touch and developing its artistic and cultural vocation. ADG's main objective is to promote Arts and Culture on Gemmayzé district and the famous "Art Stairs" of Gemmayzé on the Saint-Nicolas stairs.

ADG is working to convert the "The Art Stairs" into the Montmartre of the Middle East. Transforming all the old houses, on both sides of the Stairs, into art centers. Effectively, ADG's other activities include: conferences and concerts, the promotion of urban improvement and face-lifting projects in Gemmayze, and the co-management of the urban development project.

THE 72-Hrs SURVIVAL KIT

This survival kit contains the essential things that I will need to live and paint for 3 days:

Bottled water (3 gallons per person)

Organic food, energy food bars, orange juice and birthday cake (offered by Bread Republic)

Coffee

Plastic plates and utensils

Vitamins

Flashlight, spare batteries

First aid kit

Emergency medical book

Practical clothing (old jeans, t-shirts, apron, socks, etc)

Latex Gloves, Paint

Fire extinguisher

Electrical kettle

Tissues, toilet paper, sanitary napkins

Soap, toothbrushes, toothpaste, deodorant, wet wipes, personal care kit

Blanket, fan

Hair dryer

Paper and pen

Laptop, webcam, video camera

No cell phones

No entrance or exit allowed (the gallery's door will be replaced by a window), the daily food menu will be given through the gallery's second floor window in a basket suspended by a cord.

THE 72 Hrs FOOD MENU

Offered by Bread Republic

Friday 24 Lunch 12 pm

Organic salad, mousakhan djej, muffin chocs, orange cake

Friday 24 Dinner 9 pm

Mushroom and artichaud Rizzoto

Saturday 25 Breakfast 9 am

Mushroom, bacon, cheddar cheese omelette

Pane forte (power bars)

Orange juice

Saturday 25 Lunch 1 pm

Organic salad, beef burger

Saturday 25 Dinner 9 pm

Penne shrimp with gorgonzola

Sunday 26 Breakfast 9 am

Croissants divers, fan forte, orange juice

Sunday 26 Lunch 12 pm

Sautee mushroom, brie, roast beef sandwich


Sunday 26 Dinner 9 pm

Risotto nero, chicken, wild mushroom

Monday 27 Breakfast 9 am

Focaccia zaatar, cinnamon rolls, orange juice

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I would like to inform you that I am organizing
 an artistic event, a first of its kind, from
 Friday 24th of April 2009 until Monday 27th
 of April in the showroom "Laboratoire d'art",
 Saint Nicolas Stairs.

I will be painting during 72 hours in a row and
 I invite you to either attend this performance
 through the gallery window, or live, on the
 displayed screens along Gemmayzeh main road.
 The event will also be broadcast live on the
 website www.72-hrs.com

See you soon,
KIKI BOKASSA

WWW. **72-hrs** **.COM**

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Du mercredi 24 avril 2009 au
dimanche 27 avril 2009
Laboratoire d'art,
Gemmayzeh, Gemmayzeh.

The team of the « 72 Hrs » would like to thank all the persons and the media who is contributing to this event.

www.72-hrs.com