



REVUE D'IMAGES

**Zai-batsu** is a production consultant devoted to promoting cutting-edge contemporary artists and projects. Zai-batsu offers you to initiate a partnership between the world of companies and the world of art.

**Free\* is exclusively composed of full-page images**, each of which is being sponsored by an advertising-sponsor. The sponsor's name appears on a standardized banner along with the chosen image.

Sponsoring an image ensures wide circulation of a high-quality free publication, distributed in carefully selected places. Furthermore, the artists get paid for each published image.

**Free\* is a limited thematic publication, whose first edition is being dedicated to Gilles Mahé**, former advertising agent and ground-breaking artist —“always copied but never equalled”- who originally created the concept of the review. (1)



\*Mirjana Rukavina, photographer, born in Slovenia in 1969. *Tina 18 years old* (Beauty archives), photography, 2004

*«Beauty Archives», 2002/04, work in progress : This serie is composed of portraits of anonymous young girls and women whom I usually meet in the street and invite to their first «beauty shooting». They are not professional models and they don't have any experience with photo shoots. When I'm taking someone's picture, it is always me I am representing».*

## CONCEPT

**Free\* is meant to be a collector's item.** It is composed of 13 full-page pictures, including an outside cover and a central double page.

**On page 2, a bilingual editorial** (english and french) introduces the review and its partners. This task is entrusted to an art critic and to a writer.

**The advertising-sponsors choose the publication of a picture.** They select it among the 68 art pictures composing Free\*'s catalog. Each sponsor's name appears in a banner under the image they patronize, together with a freely customized signature.

The artists' images are being booked as soon as an advertising-sponsor chooses it. An artist can appear only once per issue.

### Partnership: the interplay of Trade and Image

**Free\* puts forward both the advertising-patrons and the artists.** The sheer uniqueness of the image you chose from Free\*'s catalog associates your name with cutting edge visuals and a hot new medium.

**Your image will also benefit from the targeted distribution of this high quality publication** to a public moving in the universe of fashion, luxury, and the arts.

**Your support makes sense:** it generates a happening around a rare object. As a quid pro quo, your sponsoring promotes an artist who gets paid for his work.

**We propose you to play a game of fame-for-fame:** you choose an artist's image that you think will correspond best with what you are, your name or your personality.

Template



ANNONCEUR-MECÈNE ... activité ou signature de l'annonceur-mécène

1 rue de l'adresse F69001 Lyon 01 23 45 67 89 www.siteinternet.fr

\*Richard Prince, artist, born in the USA in 1949. *Untitled (Cowboy)*, photography, 1997-1998. Courtesy Barbara Gladstone Gallery, New York. Prince picks pre-existing words, images, or sentences in his environment, and then represents and organizes them in his work. He does not take on the moral responsibility for his found material. His work isn't narrative, and doesn't have to be understood. A simple selector, Prince draws our attention to whatever he decides to point out. Automatic answers arise from the what he's offering us to contemplate. Prince quotes the images he reproduces, for they are the pieces of a larger structure, whose interlaced and evocative complexity reveals unexpected meaning.

### Budget

<b>Production</b>	<b>20000€</b>
Printing	
Artistic direction	
Artists' payment	
Graphics and printing controls	
<b>Promotion</b>	<b>18000€</b>
Advertising	
Commercial canvassing	
<b>Diffusion</b>	<b>4500€</b>
International distribution, shipping cost	
<b>Administration</b>	
Management charges	
Unforeseen expenses: 5%	
<b>Total all taxes included</b>	<b>47100€</b>

## SPECIFICATIONS

### Format

16 pages front and back printed in 4-color process, on high quality paper Furioso 115 gr.  
Large-size sheets, format open 60x38 cm (23,62 x 14,96 inches), fold in-half to be inserted.

### Distribution

**Free\* will be published in Summer 2006 with 30.000 copies. It will be distributed for three months**, in culturally and economically dynamic cities in France, as well as in leading European cities (Geneva, Brussels, Amsterdam, Berlin, London, Barcelona, Milan, Turin).

**Free\* developed its own distributing network with a selection of more than 300 modern sites**, carefully chosen to match the spirit of the review : art center, gallery, library, hostels, shops, restaurants, art fairs and cultural events.

**For three months, Free\* will be offer by our partners to their clients** : in bag at the shop and library, in the room at the hostels...



\* Charles Anastase, graphist and designer, born in the UK in 1979.  
*Portrait de Christophe*, drawing. Courtesy Galerie Baومت et Sultana, Paris.

*Drawing, Fashion, everything is poetic, magical, intimate. He uses a standard sheet of paper and a pencil, to give birth to an imagery as sensible as it is strangely disturbing. On the edge between fashion, graphism and art, those drawings are crossing the borders between fantasy and reality.*

### Advertising

Launching, partners, public and press relations

Several launching events are programmed with partners (Lyon, Paris, Bordeaux...) and will be covered by our medias partners and supporters: Parachute ; Photographie.com ; Paris-art.com ; le Centre National des Arts Plastiques ; Etapes Graphiques ; Archistorm ...

A Press Relations operation targets cultural magazines in France and Europe (Arts, Photography, Fashion).

Free\* will be send personally to 1500 journalists, VIPs, organisations, association and companies directors, all carefully selected.

Our newsletter reach 6 000 contacts in France, and 35 000 in Europe.

Complementary information on our website :  
[www.zai-batsu.org](http://www.zai-batsu.org)

[List of the distributors](#)

[A more in depth description of the project](#)

[Artist's bios](#)

[Documentation about Free\\*'s history](#)

[Sign in for our newsletter.](#)

## ARTISTIC PROJECT

**A stock of 68 previously unpublished images**, by 29 international artists, is proposed to the announcers. Our artistic board selected the catalog among the participations to our international call for artists. More than 500 entries were considered, coming from the world of photography and contemporary art.

Artists who enjoy international fame, such as Richard Prince, Terry Rodgers, or Charles Anastase, stand side by side with promising emerging artists.

### ARTISTS

Sébastien Alibert (FRA), Yann Amstutz (CHE), Charles Anastase (FRA), Maria Berthommé (FRA), Carole Bîmes (FRA), Emmanuelle Coqueray (FRA), Sébastien Coupy (CHE), Sophie Dejode & Bertrand Lacombe (FRA), Alexia Desvernay (FRA), Marianne Duchêne (FRA), Pierrette Gnädinger (CHE), Samuel Labadie (FRA), Petra Mrzyk (DNK) & Jean François Moriceau (FRA), Mirjana Rukavina (SVN), Cécile Paris (FRA), Guillaume Perez (FRA), Olivier Peyre (FRA), Gerald Petit (FRA), Ollivier Prigent & Isabelle Rocton (FRA), Richard Prince (USA), Guillaume Preux (FRA), Katarina Radovic (SCG), Didier Rittener (CHE), Terry Rodgers (USA), Maïa Roger (FRA), Amandine Rué (FRA), Pépé Smit (NLD), Dennis Typhus (BEL), Rachel Wilberforce (GBR).

### Team

Kalagan Delberghe, team manager  
Eric Fossoul, promotion and distribution manager  
Claire-Marie Cronenberger, administration contact  
Audrey Correnoz, webmaster

**Curators invited :** Broadcast,  
Amandine Rué and Guillaume Perez, artists

**Design and printing service :** Kolle Bolle, Huy Nhu, graphist

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ISBN 2-9526428-0-X

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### Notes

\* Libre et gratuit.

(1) Free\* revives and reshapes the frame of the review «Gratuit» conceived by Gilles Mahé (1979-1994, 26 numbers).

"Gilles Mahé", Monograph. Articles by Christophe Domino, Jean-Marc Huitorel, Jim Pallete, Ollivier Prigent, Isabelle Rocton, Jean-Marc Poinot. Pages 65, 126, 130, 134, 140, 292. © 2004 Jean-Michel Place Editions. <http://www.jeanmichelplace.com>

(2) freely customized signature : line of business, contact infos and description max. 100 signs.



\*Yann Amstutz, photographer, born in Switzerland in 1973.

*Parabole*, photography, 2004.

Since 99, Amstutz has been working on the a serie of urban nocturne photographs, entitled "external nights". He carries out his images in various cities he 's been living in, or in the countries he visited.