



MINIMAL, MINIMAL, POUCH'S LAST EXHIBITION IN ITS AUBERVILLIERS SPACE

By Amandine RICHARD

From May 22 to July 19, 2025, **Pouch** unveils *Minimal, Minimal*, its final group exhibition at its iconic **Aubervilliers** industrial campus, marking the end of a defining artistic chapter before its upcoming relocation.

Formerly a perfume factory, the premises now belong to *Société de la Tour Eiffel*, a real estate company that has owned them since 1999. Driven by the cultural agency Manifesto, [Pouch](#) has transformed this 20,000 m² former industrial site into a dynamic hub for contemporary art, showcasing more than 270 emerging and established artists since 2020. Under the direction of **Yvannoé Kruger**, **Pouch** has become a significant platform for artists from more than 30 countries, offering studio spaces and professional development programs. With free public access and a bold curatorial vision, **Pouch** also offers opportunities for artists to participate in workshops that help collectively shape an alternative art history.

A Radical Exploration of Simplicity and Memory

Curated by **Yvannoé Kruger**, *Minimal, Minimal* brings together 24 contemporary artists around a shared exploration of minimalism, trace, and manufactured objects infused with memory. Among them, we find the work of [Frank Perrin](#), **Tarek Atoui & Invisible Mountain**, and **Ser Serpas**.

The exhibition invites viewers to experience a poetic tension between form and absence, where everyday materials and understated gestures convey deep emotional and conceptual resonance.



In a world overwhelmed by excess, these works stand apart by embracing restraint, subtlety, and silence —crafting space for introspection and quiet resistance. The **minimalist approach** reflects both an aesthetic choice and a critical stance, challenging visitors to engage with what remains, what fades, and what endures.

Running alongside *Minimal, Minimal*, the capsule exhibition *Langages* offers historical context and interpretive tools to deepen understanding of the main show. At the same time, *Le Bord de la Terre* unfolds across the Rift spaces in five immersive chapters that blur the line between fiction and reality through narrative, perspective, and contemporary concerns.

A Closing Chapter in Poush's History

Minimal, Minimal marks the final exhibition at **Poush** Aubervilliers before its transition to a new location. More than a farewell, it is a reflection on space, process, and presence, reinforcing the institution's commitment to supporting experimental and reflective practices in contemporary art.



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Minimal, minimal

From May 22 to July 19, 2025

With : **Giorgio Andreotta-Calò, Mathilde Albouy, Estèla Alliaud, Dana-Fiona Armour, Tarek Atoui & Invisible Mountain, Laëtitia Badaut Haussmann, Sami Benhadj Djilali, Alix Boillot, Edith Dekyndt, Florence Jung, Alexandre Khondji, Marie Matusz, Nicolas Momein, Jack O'Brien, Frank Perrin, Enrique Ramirez, Luca Resta, Winnie Mo Rielly, Laura Sellies, Ser Serpas, Kirill Savchenkov, Anna Solal, Erwan Sene, Ayman Zedani**

Poush

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