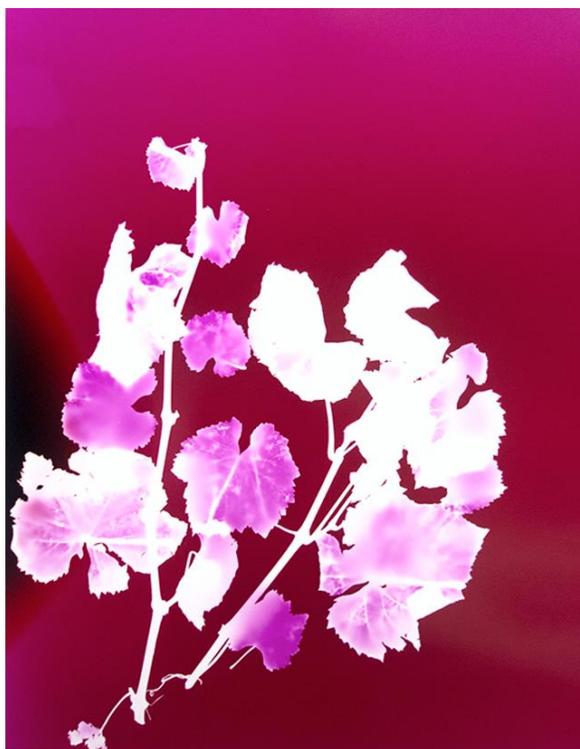
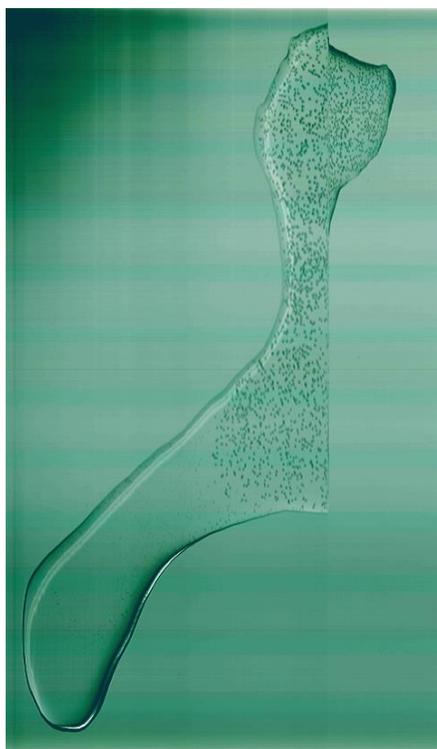




ELSA LEYDIER,
WINNER OF THE 2019 MAISON RUINART PHOTOGRAPHY PRIZE
EXHIBITION AT PARIS PHOTO, FROM 7 TO 11 NOVEMBER 2019

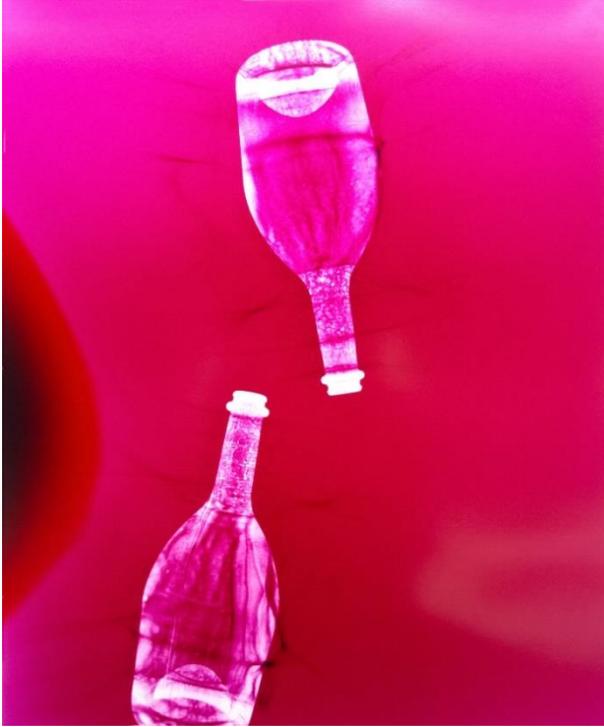


Elsa Leydier, *Heatwave* series, September 2019

Paris, 1 October 2019 - For its second edition, the Maison Ruinart prize has been awarded to one of the artists from the Curiosa sector of Paris Photo: Elsa Leydier, a French photographer born in 1988 who lives in Rio de Janeiro.

Elsa is interested in how the power of photography can be garnered to represent specific places, and highlights the role of images in how the perception of a natural environment is constructed. Invited to join the harvest in Champagne during September 2019, Elsa Leydier delivers her artistic vision of the connection between nature and the people who work with the vines.

The art pieces she produced during her residence at Ruinart are exhibited in the Northeast Promenade of the Grand Palais, for the 2019 edition of Paris Photo. The prize is organised by Ruinart, with support from the Picto Foundation.



Elsa Leydier
Untitled rayogram (two bottles),
Heatwave series, September 2019



Elsa Leydier, *Heatwave series, September 2019*

If photography and champagne share a common denominator, it has to be light. While photography is only possible with light, the second feeds on it to exist. Champagne is created from how light rays impact each stage of its production process. The vineyards are planted on hillsides to capture the sun's rays as effectively as possible. The cellars are carefully protected from UV rays, which could leave the champagne with "un goût de lumière" (a taste of light), which might spoil its subtle palette of aromas.

To produce these works, Elsa Leydier decided to deviate from her usual photography practices and experiment with her equipment. She looked for other possibilities. In *Heatwave*, she blends "conventional" photographs with experimental ways of capturing light, such as rayograms, which are made by filtering rays of light through materials used to protect champagne from taking on the taste of light. As such, these photographs in incandescent colours are revealed through the tinted glass of champagne bottles that have been fine-tuned over the centuries to protect the beverage from light.

Through this work using light, Elsa wanted to raise the issue of climate change that is transforming the intrinsic connection between people and nature. *Heatwave* is also a tribute to the expertise, specialist knowledge and secrets of Ruinart, that creates a wine worthy of its reputation each year, despite sometimes unexpected weather.



Elsa Leydier
©Morgane Lay for Christian Dior Parfums

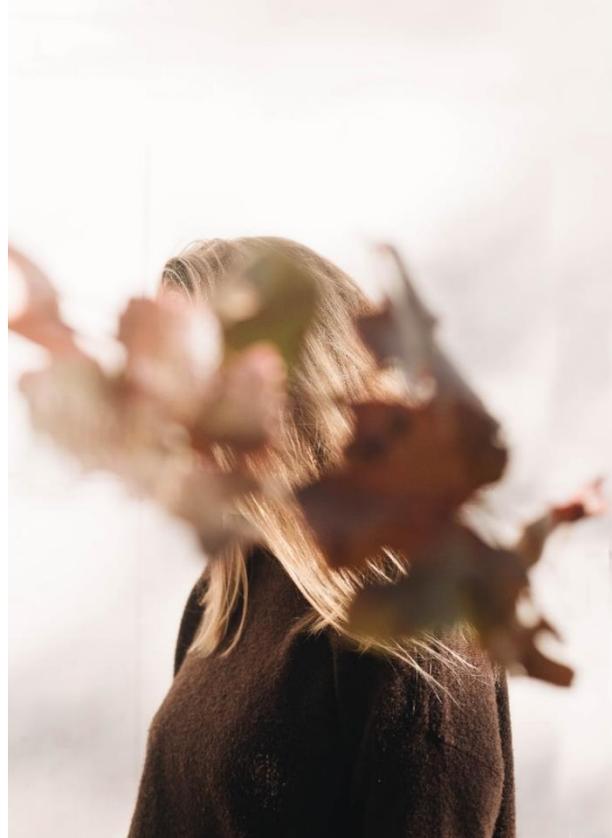
ELSA LEYDIER - BIOGRAPHY

After studying foreign languages, Elsa Leydier began attending the Arles École Nationale Supérieure de la Photographie in 2012, and graduated in 2015. She now lives between Lyon and Rio de Janeiro, where she has developed a style of photography based on how iconic places are represented through image.

Finalist of the HSBC prize in 2018, Elsa Leydier also won the ENSP Dior prize for young photographers, as well as the Maison Ruinart prize in 2019.

Her work has been presented in solo exhibitions in Bogotá (Colombia), San Francisco (United States), Paris and Lyon (France), and with others at the Rencontres de la Photographie in Arles, at the Galerie Le Réverbère in Lyon, at the Circulation(s) festival, at agnès b. and at Les Filles du Calvaire gallery in Paris.

Elsa Leydier is represented by the Intervalle gallery in Paris.



Elsa Leydier, *Léo*, *Heatwave* series, September 2019

PRACTICAL INFORMATION

PARIS PHOTO
Grand Palais, Paris
From 7 to 11 November 2019

HD VISUALS AVAILABLE ON DEMAND

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