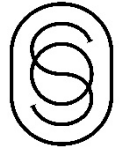


PRESS KIT



VICTOR CORD'HOMME'S

"VENTILOPODS"

AT

SO/ PARIS

FROM 6 OCTOBRE TO 9 NOVEMBRE 2025



SO/ Paris
10 rue Agrippa d'Aubigné
75004 Paris

I. Press release

This Autumn SO/Paris Welcomes Artist Victor Cord'homme and His Playful, Site-Specific Installation

Paris, June 18, 2025 — Housed in Paris' former prefecture where 1960s brutalism meets contemporary creativity, SO/ Paris is turning over its lobby to Franco-Danish artist Victor Cord'homme for a striking new site-specific installation. Curated in collaboration with Stefano Vendramin — founder of the curatorial platform STRATA — the work will be on view from 6 October to 9 November 2025.

Winner of the 2024 Art Eco-Design Prize from Art of Change 21, Victor Cord'homme works at the intersection of painting, drawing, and sculpture, creating whimsical, one-of-a-kind worlds. His art channels raw energy into hybrid forms that explore our relationship with movement, materials, and the environment. Often created from salvaged objects, his self-sufficient sculptures engage with their surroundings, giving these everyday items a renewed — and autonomous — existence.

For SO/ Paris, Cord'homme has created a kinetic installation made up of three sculptures that engage with each other, their environment, and the hotel's guests. Victor Cord'homme is a sculptor, tinkerer, and builder, but above all, he sees himself as a storyteller, inviting viewers to explore and contribute to the stories within his work.

A soft breath or the faintest breeze is enough to set his two "ventilopods" in motion — the centerpiece of the installation. Made of metal, glimmering brass fragments, glass, and fabric, these wind catchers evoke a way of living that rejects overconsumption and energy waste. Instead, they explore more sustainable, human-powered forces: love, play, and connection. With elegant simplicity, they give these values tangible form.

Connection is at the heart of the installation. A third sculpture, a giant dandelion fitted with anemometers, invites guests to blow and make a wish, linking it to the two ventilopodes in a subtle, poetic chain of interaction. The work encourages viewers to step back and let the objects take the lead, and in doing so, to be carried by them.

Cord'homme's organic, intuitive art takes us on a journey from Paris to Copenhagen. While the ceramic bases of the sculptures recall the cast-iron grates found across Parisian sidewalks, the towering metal structures echo the pylons of the Danish countryside. His references invite a sense of travel: physical, emotional, and imaginative. The result is a deeply personal yet self-effacing work, where the artist steps aside and allows the objects themselves to speak and, perhaps, to reflect something back to us. Ultimately, it's about assembling bodies — human and non-human — connected by a shared energy.

Since opening in 2022, SO/ Paris has placed art at the core of its identity. More than 120 artworks are on show throughout the hotel, including *The Seeing City*, a panoramic installation by Olafur Eliasson and Studio Other Spaces on the 15th and 16th floors. Even the elevators double as immersive art experiences, with digital works lighting up their screens.

Cord'homme's emphasis on ecology and renewable energy aligns seamlessly with SO/ Paris's commitment to responsible hospitality. The hotel holds Green Key certification — a globally recognized label for sustainable management — and embraces eco-conscious practices aimed at reducing its environmental footprint. Through bold curatorial choices and support for artists whose work reflects urgent environmental themes, SO/ Paris continues to lead the way in reimagining what sustainable luxury can look like.

II. Curator's Introduction – Stefano Vendramin

Energy is everywhere. It pulses through our machines, flows between bodies. With his works, Victor Cord'homme invites us to rethink energy—not as a resource to be extracted and depleted, but as a vital force: shared, felt, transmitted.

In the Middle Ages, alchemists sought to transmute base metals into gold, believing that all matter was in constant transformation — that change was not only possible, but embedded in nature. Breath, they believed, carried the energy of the soul; this animating essence could be passed into objects, breathing life into the inanimate.

This vision finds renewed resonance in Victor Cord'homme's work. He invites us to participate in a contemporary form of alchemy, where his golden totems — the *ventilopodes*, shaped from brass salvaged from obsolete objects — come (back) to life through the energy we offer them. His sculptures seem to breathe, to vibrate, to speak.

By placing energy at the heart of his art, Victor Cord'homme urges us to reconsider what energy means. Here, energy is relational. It's not the fossil energy of the past—the one that powers cities while destroying climates — but renewable energy: intimate, emotional, alive. It takes on more sensitive forms — wind, body warmth, the softness of a breath... What if joy, play, and human connection were the real engines of a more sustainable future?

At the entrance of SO/ PARIS, the artworks transform the space into a living, moving, breathing organism. A human-scale utopia, where art and care become the circuits of a new ecosystem. These machines are no longer mere objects, but cohabitants — our equals — in a shared environment. They awaken at our touch. In this way, Victor Cord'homme reminds us that we too have the power to animate, to transform the world around us.

Stefano Vendramin

III. Interview with the artist: Victor Cord'homme

How does this exhibition fit into the broader context of your artistic journey?

For me, the installation at SO/ is a continuation of my exploration of urban sculpture. Depending on the materials, each piece tells a different story and creates a distinct atmosphere. At the heart of my work is the ongoing search for how to express poetry through new forms and methods of expression. I always begin with what I want to say — that becomes a variable that shapes the creative process itself. Take the dandelion, for example: its innovation lies in the fact that you activate it by blowing on it. It's a simple gesture, yet one that amplifies our poetic and sensory relationship with the world.

How do you choose the objects and materials for your sculptures and installations?

It always depends on the setting. If I'm working in an aquatic environment, I lean towards glass. For an urban context like SO/, I choose brass. It all comes from the story I want to tell — and the place where that story unfolds. Here, in a refined and urban space like a hotel lobby, I looked for materials that would both inhabit that world and feel at home in it. The sculptures needed to have presence — like characters — but also the ability to blend in, to quietly become part of their surroundings.

You won the 2024 Art Eco-Design Prize awarded by Art of Change 21. What does this recognition mean for you and your vision of art?

My vision of art is, above all, ecological. The idea of “expenditure” is central to my thinking — I want people to become more aware of how much energy our everyday devices consume. By placing kinetic flow at the heart of my work, I hope to open that conversation. I also think a lot about the economy of resources: when my sculptures do use energy, it's always done with care, with intention. Nothing is wasted.

How did you conceptualize this exhibition for the SO/ Paris hotel? What message are you hoping to convey?

I see spaces of transit — hotels, train stations, public parks — as places where poetry and possibility can re-emerge, outside of the routines of everyday life. They are open, in every sense. With this project, I wanted to explore the idea of romantic dialogue, of chance encounters, of how these in-between places can hold meaning. Hotel lobbies, especially, occupy a special place in our collective imagination — they're where two people in love might meet for the first time.

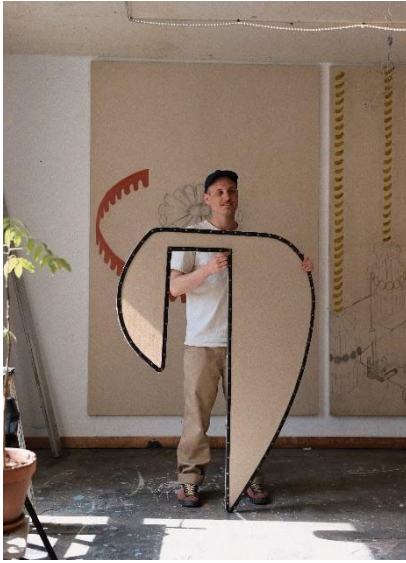
Why is playfulness such an important part of your work?

I want to speak to everyone no matter their age - children and adults. My goal is to create works that are accessible to everyone, regardless of their background or familiarity with the art world. Yes, if my pieces spark thought or provoke reflection, that's wonderful — but they can also offer moments of joy, of escapism, and playfulness.

***You've said you want to "give objects a life of their own." What do you mean by that?
What role do objects play in your work?***

In many ways, I have a deep affection for objects. In my practice, they are the main characters — whether they're Ikea chairs, daisies, or bulldozers. I want to give them voices, give them lives. These aren't just tools or passive things for us to use — they can tell stories too, through people interacting with them or through the energy they hold and transmit. I see them as collaborators in the narrative.

II. Visuels presse



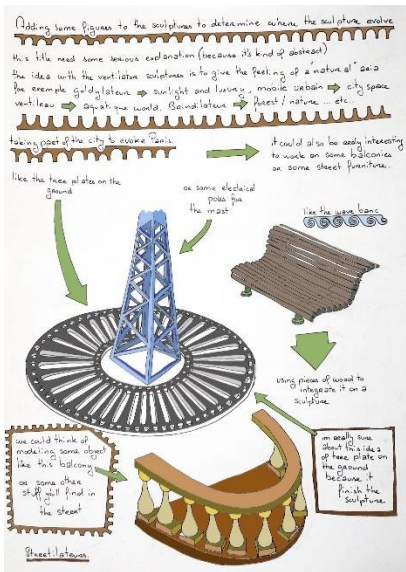
Victor Cord'Homme, 2025 © SO/ Paris



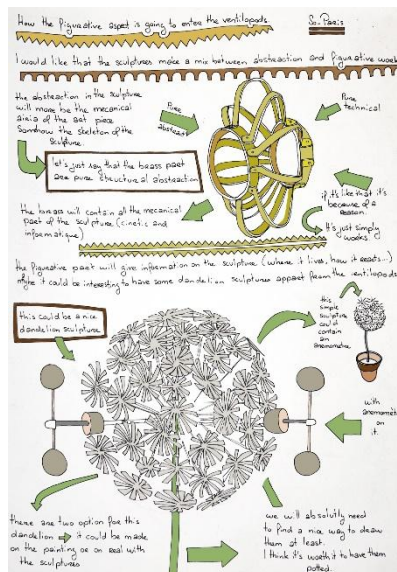
View from Victor Cord'Homme's atelier, 2025 © SO/ Paris



View from Victor Cord'Homme's atelier, 2025 © SO/ Paris



Draft drawings, Victor Cord'Homme, 2025 © SO/ Paris



Draft drawings, Victor Cord'Homme, 2025 © SO/ Paris



View from Victor Cord'Homme's atelier, 2025 © SO/ Paris

Biographies

➤ Victor Cord'Homme

Born in 1991, Victor Cord'Homme graduated with highest honors from the Beaux-Arts de Paris in 2017, where he studied painting and sculpture under the guidance of Dominique Gauthier and Tadashi Kawamata, respectively. Winner of the 2024 Art Eco-Design Prize awarded by Art of Change 21, his work has been the subject of several solo exhibitions, including *N.O.É, Nacelle Observing the Stars* at the Centre d'art contemporain Les Tanneries (Amilly, 2023), *Carousel* at the Maison des Arts de Grand Quevilly (Rouen, 2019), as well as installations at Nuit Blanche at La Villette (Paris, 2019), *Urbanisme* at the Orion Tower (Montreuil, 2021), and *The Bulldozer and the Daisy* at Poush Manifesto (Clichy, 2020). His creations have also been showcased in the window displays of Maison Hermès in Shanghai (2020) and Tokyo (2021).



Victor Cord'Homme, 2025 © SO/ Paris

➤ Stefano Vendramin

Born in Italy, trained in London, and based in Paris, Stefano Vendramin is an independent curator. In 2021, he founded the association *strata art* to promote a new generation of eco-conscious artists engaged in innovative forms of collaboration and commitment. This initiative evolved in 2023 with the creation of the art agency STRATA. At the same time, he serves as Director of Programs at the association Art of Change 21, which advocates for the role of artists in the global ecological transition. He is also in charge of developing new support projects for artists within the *Maison des Artistes*, the National Association for Visual Artists. Previously, he worked with several leading cultural institutions, including the Bourse de Commerce – Pinault Collection, La Gaîté Lyrique, Fondation Thalie, ASIA NOW, and the innovation agency Publicis.Sapient.

III. About

➤ STRATA

STRATA connects artists with organizations committed to sustainable practices, with a clear mission: to raise awareness of environmental issues and inspire concrete solutions through the power of art. Founded in 2023 by Stefano Vendramin — one of the leading curators in ecological contemporary art — STRATA was born from the belief that art can resonate far beyond galleries and museums, shaping new narratives and inspiring action in response to the ecological emergency. Stefano Vendramin has been working for several years to promote a new generation of eco-conscious artists.

➤ SO/ PARIS

SO/ is a highly sought-after collection of hotels rooted in the world of fashion. Making a bold entrance onto the international hospitality scene in 2011, SO/ continues to stand out for its avant-garde design and creative approach to luxury.

At SO/ Paris, over 122 artworks are displayed throughout the hotel, reinforcing its artistic and creative identity.

SO/ is also renowned for its iconic fashion collaborations, having worked with some of the world's leading designers — including Guillaume Henry, Christian Lacroix, and Viktor&Rolf — to create uniforms, refined living spaces, and unique experiences.

SO/ hotels are in some of the world's most iconic destinations, including Berlin, Bangkok, Paris, Dubai, and, more recently, the Maldives. The SO/ collection is part of Ennismore, a portfolio of iconic brands with a unique and creative vision.

IV. Practical information

- **Dates :**

Exhibition from Octobre 6 to Novembre 9, 2025

- **Address :**

SO/ Paris - 10 rue Agrippa d'Aubigné, 75004 Paris

V. Contacts

- **SO/ Paris**

Kevin Grandel de Keating – Director of Marketing, Communications & Partnerships
kevin.grandeldekeating@so-hotels.com | +33 1 78 90 74 45

Sophie Gaonac'h – Communications Manager
sophie.GAONACH@so-hotels.com | + 33 1 78 90 74 46

- **PRESSE - Joonam Partners**

Roya Nasser – roya@joonampartners.com | + 33 6 20 26 33 28

Pierre-Edouard Moutin – pierreedouard@joonampartners.com | + 33 6 26 25 51 57