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DEALER SPOTLIGHT

MICHEL REIN

MICHEL REIN COULD be called an accidental gallerist, having never held any ambitions to enter the trade. But today, he has two sprawling spaces in Paris and Brussels and the artists that he represents are regularly nominated for the prestigious Marcel Duchamp Prize.

Before opening his first gallery in Tours in France in 1992, Rein dabbled in almost every other field — from communications to international business — but art. “I didn’t know anything about it,” he confesses. “I had the privilege of meeting some key contacts from the art world and started to collect art.”



Once established in the regional French city (a new gallery, he explains, would have been lost in the crowd in Paris), he started to show artists such as Chen Zhen, Daniel Buren, and the late Allan Sekula, who he continues to represent today.

Success came quickly. After his gallery participated in the FICA (Foire Internationale d’Art Contemporain in Paris), he moved to the French capital in 2000 and opened his Rue de Turenne space.

“We work more and more with American collectors and hope to intensify our relations with them,” says Michel Rein.

Rein, whose gallery is participating at The Armory Show for the first time, confesses, “I love New York. I even bought a “pint-sized” apartment in Brooklyn.”

His booth will showcase two 30-year-old American artists — rising star LaToya Ruby Frazier, and the gallery’s new recruit

Abigail DeVille — along with a French talent, Raphaël Zarka, who is the current darling of Parisian art critics.

Rein, who last September opened a new space in Brussels, is now keen to make his presence felt in America. “We work more and more with American collec-

Clockwise from far left: Raphaël Zarka’s “Riding Modern Art,” 2005; LaToya Ruby Frazier’s “Grandma Ruby Smoking Pall Mails,” 2002, at Galerie Michel Rein, The Armory Show; Gallerist Michel Rein

tors and hope to intensify our relations with them,” he says.

Galerie Michel Rein is already well entrenched in Europe, with even Art Basel Miami Beach having opened its arms to him in 2012 for a LaToya Ruby Frazier solo show. New York would do well to follow suit.

— CELINE PIETTRE



COURTESY MICHEL REIN GALLERY