

FABIENNE AUDÉOUD RELEASES A MUSICAL *HIT*, IN PARTNERSHIP WITH SERRALVES

November 13, for an extra €3.50 with Público, Portuguese main daily newspaper

During a one-week artistic residency at [Serralves](#) in 2007, the French artist, Fabienne Audéoud set herself the challenge of creating a musical “hit” i.e. a piece of music with the necessary characteristics to become a major success. *Bizarre* was the result. Next November 13, in partnership with [Público](#), Portuguese main daily newspaper, Serralves will release this track, together with three others, in a CD with the same title.

This CD – which will be distributed with the Público newspaper for an extra €3.50 – also includes a manifesto written by Fabienne Audéoud, entitled, *The Audience is Dead*, in which Audéoud questions the modus operandi of the music industry: “(...) *The music industry has managed to turn sales figures into a criteria for the audience, when it’s actually their own concern and not the audience’s problem: a very efficient confusion. We – the audience – end up consuming what a lot of people like, the taste of a lot of people (...)*”.

As a result, Fabienne Audéoud decided to produce a *hit as an art piece*: instead of linking up with a record company, she established an association with a Museum – in this case the Serralves Museum of Contemporary Art.

Fabienne Audéoud was born in 1968, in Besançon, France. In 1990 she moved to London and has lived there since. In recent years she has developed a series of projects: videos, performances, exhibitions, as well as playing concerts on the most diverse musical scenes and in galleries and museums around the world. Audéoud classifies her work as follows: “*neo-soul music that mixes African rhythms and contemporary music sonorities, funk impulsions and elastic groove with a percussive and powerful voice.*”

For more information, please contact Serralves’ press office:

Marta Morais
m.morais@serralves.pt
+ 351 226 156 572

Sandra Olim
s.olim@serralves.pt
+ 351 226 156 579