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Chelsea Art Dealer Marc Jancou Preps Geneva Branch

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By Andrew Russeth 8/17 11:54am



Marc Jancou is the latest dealer to open a storefront in Geneva, Switzerland.

Marc Jancou, who operates the Marc Jancou Contemporary gallery on West 24th Street in Manhattan, will open a new space in Geneva, Switzerland, this fall, in the city's contemporary art-filled Quartier des Bains neighborhood. [Artnet first reported](#) the news on its Twitter feed.

"There's a sense of adventure in Geneva," the gallery's Aniko Berman told *The Observer*. "New galleries have been opening, and there are lots of forthcoming possibilities." Those new galleries include powerhouse Gagosian, which opened a branch in the wealthy Swiss city last year, less than a mile from where Mr. Jancou is opening up shop.

"We have a collector base in Switzerland, but also in France and Germany," Ms. Berman said, explaining the expansion. "This is a way to be in better contact with our clients and meet their needs." Mr. Jancou also has roots in the area. He was born in Switzerland and in the 1990's opened a gallery in Zurich, which is about 140 miles from Geneva.

Mr. Jancou's new gallery will be called simply Jancou, and the opening show is from a one-namer as well, the American artist Carter, who is represented in New York by dealer Jeanne Greenberg Rohatyn's Salon 94 outfit.

"It's a bit smaller than our New York gallery, but the layout is strangely similar," Ms. Berman said of the new space, which once housed a thrift store. Both galleries feature two exhibition spaces that are connected by a hallway. The Geneva branch is currently being renovated.

The Quartier des Bains is also home to galleries like Ribordy Contemporary, Xippas Art Contemporain, BFAS Blondeau Fine Art Services and Art & Public, which are all located within a kilometer of newcomer Jancou.

Mr. Jancou will continue to be based in New York. "We want the Geneva gallery to be more of an exhibition space than a commercial gallery," Ms. Berman said. "It's meant to be an inspirational place for experiments."

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