

ARTIST STATEMENT

My work consists in mapping the places I visit. I begin by creating a series of pictograms to magnify the striking features of the target destination. Then I use these logotypes in imaginary tourism promotion campaigns. The form of this undertaking depends both on the location itself and the exhibiting context (art center, public commission, artist book, etc.). Photographs, drawings or writings may be added if they add to the story. I attempt to make the place appealing according to a made-up brief (in the case of personal research) or a real one (for commissions). Often I produce pictographic image banks without knowing what I will do with them. My research may find its ultimate form as a pdf file or a large-scale, lasting part of the urban landscape. Works may be hand-made or industrially produced.

The visual language I use lends itself to the formatting of destinations that is practiced by the tourism industry. Pictograms reduce and flatten to get to the essential. My approach appears offbeat because I sing the praises of places that are not necessarily where people imagine spending their vacation. I have a taste for industrial ports, unloved suburbs, zones in the grip of economic transition and low-cost flights to the dark corners of the ex-Soviet empire. I advocate an alternative tourism.

I am also interested in the stories cities tell about themselves via their museums. The project Museums of the World, an inventory in drawings of the museum collections of 35 cities carried out from 2009 to 2015, continues to provide food for thought. I am also interested in the eviction of the modernist grid from contemporary architecture in favor of a deliberate asymmetry, which is supposedly less alienating. A series of paintings (Grid-Ungrid) studies the rhythms of facades in the urban landscape. This work carries on a long-term interest in the media representation of suburbia in France under the project name Sister Suburbs.

I have a particular affection for artist books because they allow experimental associations of words (my own or found texts) and images. The website www.nouvelles-du-monde.fr created for a secondary school as part of a public art project is another platform for my anecdotes and extracts from my notebooks.

My work as a whole reveals a curiosity for both distant countries and what is just outside my front door.