

Colart selected for the project “Culture au futur”

Colart Le Mans/France Selected by “Culture of the Future”

The Pays de la Loire region has selected Colart and 4 other territorial companies to participate in its new collaborative project, entitled “Culture au futur” (Culture of the Future). The operation is unprecedented and experiment-based, bringing together artists, industries, and research laboratories who will work together on an artistic, innovative production.

These three actors will combine their diverse, yet complementary skill sets to create works from technological media or new materials. The artistic project kicked off in September 2019 and will run through spring 2020. The prototypes and artworks resulting will be presented to the press and the public during the 2020 “Innovation Spring” festival in Nantes, during with the regional event “Incroyable Manufacture!” (The Incredible Manufacture).

The “Culture au futur” collaboration is a unique opportunity for both the company and the selected artist to learn together and from each other.

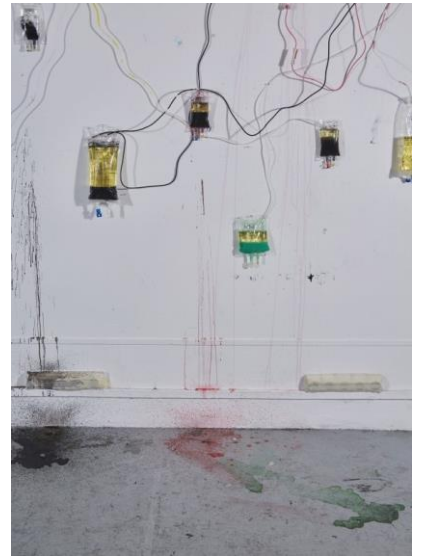
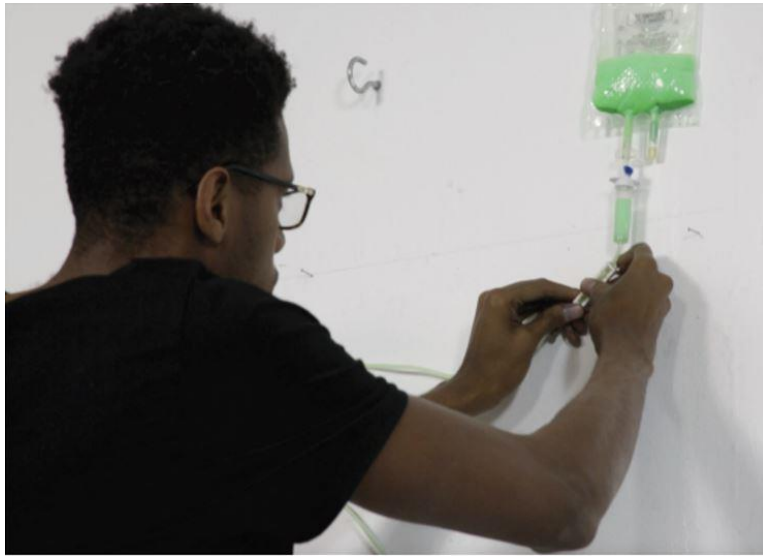
Nominated Artist of the Colart Project: Elladj Lincy Deloumeaux

Following the Call for artistic projects in spring 2019, the jury met in July to select the artists with whom the businesses will build the Culture au futur project. The artist selected for Colart is Elladj Lincy Deloumeaux. Following studies in biology and agro-food, Elladj made a major career change and was selected by the prestigious, competitive Ecole des Beaux-Arts fine arts university in Paris, where he is currently a student. His project with Colart concerns living, kinetic paint, associating talents of several artistic and scientific disciplines.

First Meetings with Colart

In mid-September, the first working meeting was organized in Le Mans between Colart and Elladj Lincy Deloumeaux, including a visit of the factory and discussions with employees from the industrial, production, logistics, and marketing teams. The purpose of this meeting was to share the project details, the work methodology, and the Colart resources that will be the project allies during its collaborative design and creation processes. The Colart Culture au futur team it is composed of Dominique Murzeau, Thierry Collot, Sonia Bergeot, Caitlin Elizabeth Boucher, Arnaud Coudray and Laurent Blandin.

In early October, the artist visited the Charbonnel Space in Paris for an interactive Colart fine arts products workshop. Caitlin Elizabeth Boucher and Laurent Blandin shared the breadth of our catalogue with Elladj, then brought him through a bespoke, experimental programme, mixing paints and mediums and observing the sometimes uncanny reactions. Elladj left Charbonnel, eager to get back to his studio to follow various leads and continue his scientific/artistic research with Colart colors.



Elladj will return to Colart several times throughout the project. The next meeting will be with our chemists and two scientific researchers who join the project from the CEISAM labs of the University of Nantes.

Stay Tuned to the Culture au futur project: future episodes to come via The Wall!