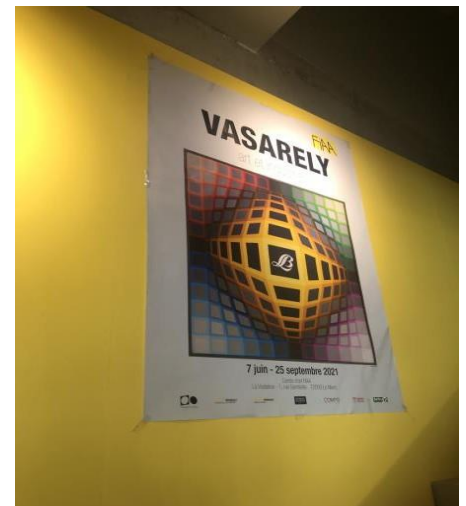


The Vasarely exhibition reopen at the FIAA.

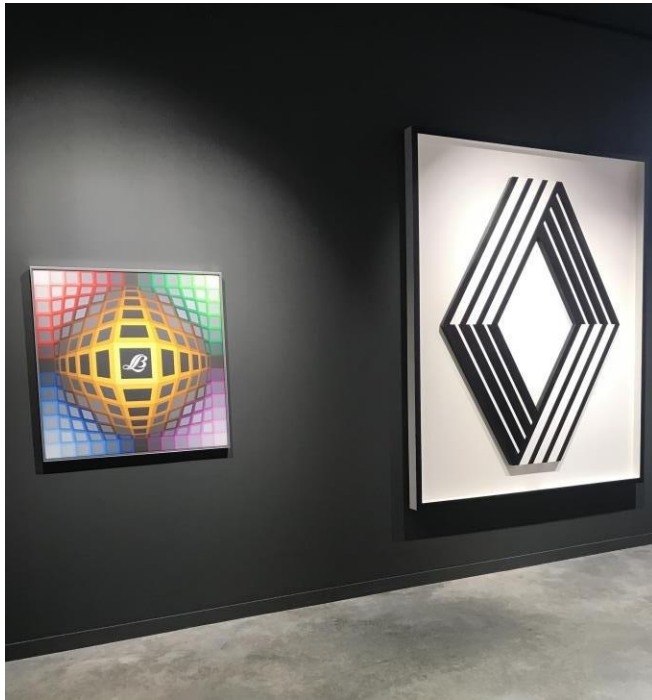
We are excited to share with you the latest Lefranc Bourgeois' collaboration. After months of lockdown, The Vasarely exhibition reopened on May 19th at the [FIAA](#) (new Modern Art Centre) in Le Mans and will last until September 25th.

Last Friday, June 11th, the vernissage took place with the attendance of local authorities, artists, the press and [Pierre Vasarely](#), the grandson of the well-known artist [Victor Vasarely](#).

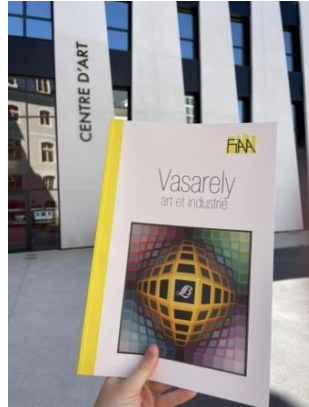
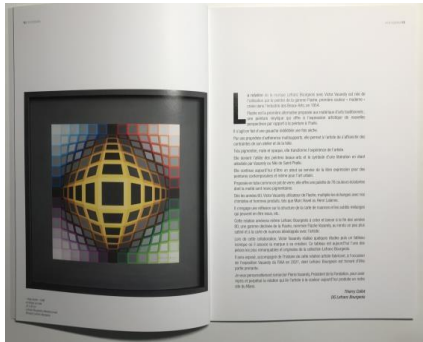


The exhibition's theme is "art and industry", and reflects the collaboration between the artist and

Lefranc Bourgeois. One of the most famous examples is the design of the Renault logotype.



The press published news, pictures and documentaries about the exhibition in the newspapers, local and national TV and social media.



Le Mans TV has released an online documentary about the exhibition at the FIAA. In the video, they interview Thierry Collot, Southern European Commercial Director, where he talks about the history of Lefranc Bourgeois and its relationship with Vasarely, who used to use Flashe paint for his famous pieces.

For those of you who are able to understand French or want to be transported to the exhibition, you can find the documentary [here](#) (Thierry speaks between the 3-6 minute mark)

The interview is in French, but you can watch Thierry's interview with English subtitles [here](#). The subtitles may not be 100% correct, but you can have a general idea of the interview.

Interesting fact

Artists are organising workshops at the FIAA. The workshops are offered to visitors (adults and children), and they paint "like" or inspired by Vasarely.



Future collaborations

The FIAA museum will host another three exhibitions from October to the end of next year:



Lefranc Bourgeois agreed with Pierre Vasarely to partner for future collaborations. For example, an exhibition in Aix and Gordes (French Provence) at the end of the year, to emphasises the historical collaborations between brand and artist.

All Colart employees will have free access to this exhibition until its end (and 50% reduction to any accompanying person).