

— With the support of Capitaine Futur / La Gaîté lyrique —

YASSINE & XAVIER GIRARD'S

RÉFORME GRAPHIQUE

WORKSHOPSHOW

- FROM 6 YEARS OLD -

120 designers, 2 entertainers, 7 exercises in style and 1 camera

PRESENTATION



The show was created in January 2015, for Capitaine Futur, the *La Gaîté Lyrique* young persons festival. The *Réforme Graphique* is a hybrid art project ; it is both a workshop and a show about drawing.

What is the *Réforme Graphique* ?

It's a series of graphic tests, from the very easy to the truly amazing : dictation drawing, portrait duels, and dictionary drawing... to name just a few!

For youngsters and adults alike, the aim is to break with bad drawing habits. By practicing together, we can all get rid of the many preconceived ideas we have about graphic talent.

Yassine and Xavier Girard's ideas about graphic arts filter into the collective play. A few examples : what is artistic merit ? What about peer recognition in art ? How does the art market work ?

Drawing workshops used to be in small groups, for small audiences, at home or at school. The *Reforme Graphique* offers a new way to practice drawing : with many people, in a theater, auditorium or conference room.

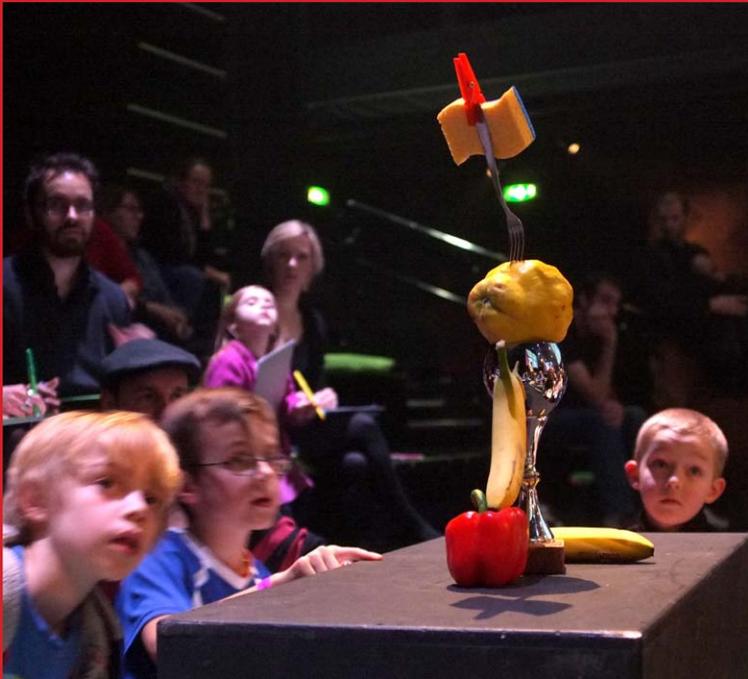
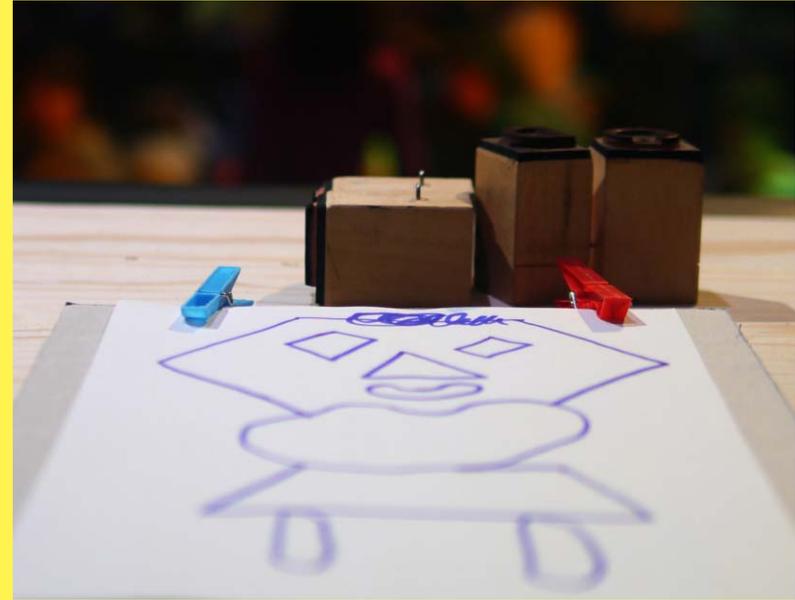
WORSHOPSHOW

The Réforme Graphique is nothing but a giant workshop - until 150 people (or 300 people in Korea) are drawing together ! In other words, even though the show has been designed with a narrative, staging and technical means... the show is made by the audience itself. Yassine and Xavier Girard skillfully guide us through this experience.

With this show, drawing goes public ! You can feel free to express yourself without any fear of being judged. Before you know it, you'll be drawing, sketching, watching instructions or other drawings, then thinking, chilling out and drawing again !

The Reforme Graphique show's identity makes references to the French Republic. Yassine is «Monsieur le President ». The on-screen instructions have been designed in a « bleu blanc rouge » graphic style. During the Reforme Graphique show, you will also be hearing a number of jingles, giving the show a very special - international - atmosphere. Our sound design is based on the electronic music of Raymond Scott. Along with many other exotic tunes, music helps us to focus, and stimulates audience creativity during the workshop.

Above all, *the Réforme Graphique* show, is a human experience - intimate and collective - for children, youths and adults alike. It's a fun way to change our point of view on reality... through drawing !





YASSINE

« Monsieur le Président » of *Inspection of non academic drawing* transmits his graphic vision to everybody ! He is a cartoonist and a graphic designer in Paris. He also organises events and workshops about graphic art, comics books and fanzines. He had the project *Reforme graphique* in mind and did stay informed about « live drawing events » for a long time. For the show, his character presents the issues of each exercise, provides guidance to all the audience and comments compositions ! After each exercise, participants search his president eyes ! He pronounces sharp words while combating stereotypes about drawing.

asso-articho.blogspot.fr

XAVIER GIRARD

Permanent Secretary of *Inspection of non academic drawing* is a nice entertainer for *Réforme Graphique*. He explains instructions and boosts confidence of participants. Digital project leader, trained in theatrical improvisation, Xavier helps Yassine to reform graphic culture around the world. He manages the show and helps participants to succeed due to wittiness and kindness.

www.girxavier.wordpress.com



THE COURSE OF THE SHOW

The Réforme graphique consists in several graphic tests with different phases with instructions explaining, drawing and conclusions for each.

Introduction

- Presidential address
- General requirements

Exercise 1 - Dictation drawing

« Monsieur le Président » is drawing and explaining to the audience what kind of lines and forms he is doing. People can't see what he is doing. They just have to listen and perform !

Graphic profile

A recorded voice over explains what kind of designer people are whereas

Yassine and Xavier Girard are watching to their drawing, regarding the classification in several graphic groups :

- A – Cartesian
- B – Romantic
- C – Duncie
- D – Rebel

Exercise 2 - Portrait duels

— Square, 4 colors, Selfportrait 2.0, Serial portrait. Many funny constraints for people to draw each other.

Interlude / Exhibition opening

Exercise 3 - From abstraction to industry

Somebody creates an abstract composition. Someone else adds a figurative layer. Someone else gives a title then 1 person is designated to sign all the drawings.

Screening - *The enchanted Drawing, Thomas Edison, 1900*

Exercise 4 - Dictionary drawing

Create a definition of a strange word with your drawing.

Exercise 5 - Still-life synthetic

An academic exercise changed into an iconoclastic collective experiment.

Exercise 6 - Graphic communion

A giant sheet of paper and a big felt pen. Just one line for each participant

Exercise 7 - Free drawing

Finally, this is the exercise of expression freedom... but with ultimate means of constraint to finish the workshop.

Conclusion

How does the art market work ? Trade drawings and sweets and you will understand...



TECHNICAL REQUIREMENTS

TEAM

- Yassine, artistic direction and animation on stage
- Xavier Girard, artistic direction and animation on stage
- Yann Van Der Cruyssen, technical direction and cameraman on stage.

We also need a live translator (for Korea, we have contacts in France).

We need a technical team to assist during video, lights and audio setup.

During the show, sound engineer and light engineer are required.

For an audience of 100 people and more, we need local assistants to help children (for their drawing equipment...).

AUDIO

2HF microphones, 2 DI Box for PC laptop output (mini-jack output)

VIDÉO

We need at least one big size video screening minimum.

We can go up to 3 video screenings on three different walls. Video setup requires between one and three videoprojector(s) and screen(s)

We mix two video sources :

- 1) Powerpoint from the PC laptop (HDMI or VGA output)
- 2) Live shooting and live streaming of the audience from a camera that we bring (HDMI output) We need the organiser to provide : 1 long HDMI cable (20-30m)

KEY DATA

Duration : 2 hours

Until 150 participants

Audience : adults and children from 6 years old.

Team: 2 leaders, 1 cameraman and 1 live translator on stage + your technical staff (audio, video, lights)

Theater, conference room or auditorium without seats (just cushions)

A small stage for our team at the center of the room.



CONTACTS

Yassine

asso-articho.blogspot.fr

+33 1 42 06 79 10 / asso.articho@gmail.com

Xavier Girard

girxavier.wordpress.com

+33 6 20 79 28 89 / girxavier@yahoo.fr

RÉFORME



GRAPHIQUE

CRÉDITS

Created at La Gaîté Lyrique,
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Production : L'Articho

Photos : Laurent HART

