

2023

Kulturelia

When art talks about humanity

**LET'S CREATE AN IMPACTFUL
WORK OF ART TOGETHER**

PROPOSED BY

AURELIA BIZOUARD

ARTISTIC DIRECTOR
& ARTIST

BRING LIGHT
TO THE WORLD BY
PAINTING IT

INFO@AURELIABIZOUARD.COM
PARIS : +33 (0)7 66 39 10 69
VANCOUVER : +(1) 250 879 2912
WWW.KULTURELIA.COM

THE ROLE OF KULTURELIA

We develop collective artworks for the public to express themselves on an actual topic through art.

”ART HAS THE POWER TO TRANSFORM, TO ILLUMINATE, TO EDUCATE, INSPIRE AND MOTIVATE”

- HARVEY
FIERSTEIN

We invite people to get together around one universal language: art. The public create the painting by following the projection of light of the original artwork.

See the world as a painting



ABOUT

KULTURELIA

A WORK OF ART TOGETHER



CREATE,
FEEL,
CONNECT

with art

The expression of a public

- The public expresses themselves through art, around the topic on which the painting is made.
- A social and citizen art and an heterotopia.

Highlight on a theme

- Light to 'enlighten' a theme, to create a dialogue around it and to guide participants through the creation of the artwork.

A public art experience

- We impact a community by inviting people to get together around one universal language: art.

A local collaboration

- Many artistic experiences have been created in collaboration with different partners, with the local audience on a specific theme chosen ahead of time.

A COLLECTIVE ART
PRACTICE

WHAT?

AN IMPACT WITH ART

A connection with art

- We create art projects to engage the public: a painting is created by projecting light through a glass artwork and having people create the painting.

A strong message

- Leading relevant conversations that align with core values of the group.
- Using art around a strong message brings awareness to a public and enables dialogue.

A stimulation for creativity

- Doing art is a huge stimulation of the brain: it stimulates ideas. It is a discovery of our own creativity, artistic skills and it gives the possibility to people to step up outside their boundaries.

A 'feel good' moment

- Art makes you feel good. Kulturelia light painting art projects could bring the public to a meditative place while having to concentrate on the canvas. Many participants say they feel great about painting.

Art by light projection is created from a dialogue with a group to create a connexion with art and within the public!

A collaborative artwork

- People are part of something big: a collaborative painting engaging many people in the creative process.
- Connecting humans as an expression of art creation: art is born in the heart

Artwork *in situ* that humanises the place

- A better perception of the place where the artwork is created.
- Humanisation of the place and an appropriation of a place.

The final painting is yours!

A group cohesion

- People participating to the project becomes a group itself around creativity. The collaborative painting brings a cohesion of a group with diverse profiles allows a better understanding of each other.

Human experience

- By enabling people to create a work of art and to be part of it, they connect with art, with themselves and to each other.

WHY?

ENABLE AN EXPRESSION OF AN AUDIENCE THROUGH DIALOGUE, SOCIAL CONNECTION AND A CONTEXTUAL, IN SITU AND CITIZEN ARTWORK

STEP 1 - DIALOGUE

We engage in dialogue, around one major theme.
We keep the key-words to create the drawing on a transparent panel that we will project.



**YOU
ARE
THE ARTIST**

STEP 2 - DRAWING

From this dialogue, the artist creates the drawing on a transparent panel to prepare the projection.



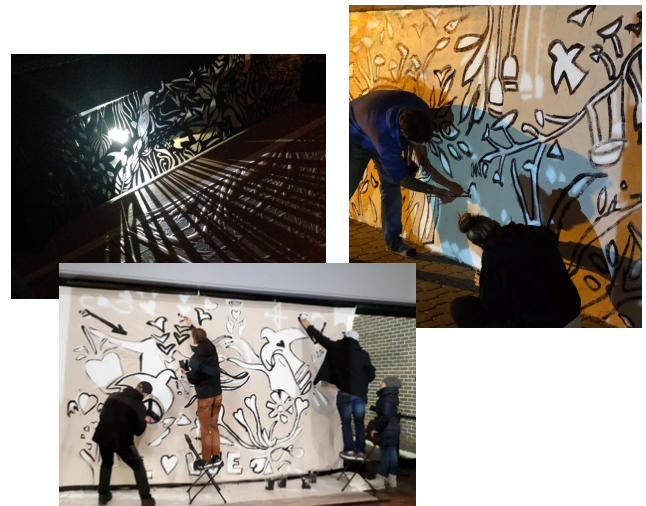
*Follow the
light*

STEP 3 - LIGHT PROJECTION

We project a light through the drawing.

STEP 4 - PAINTING

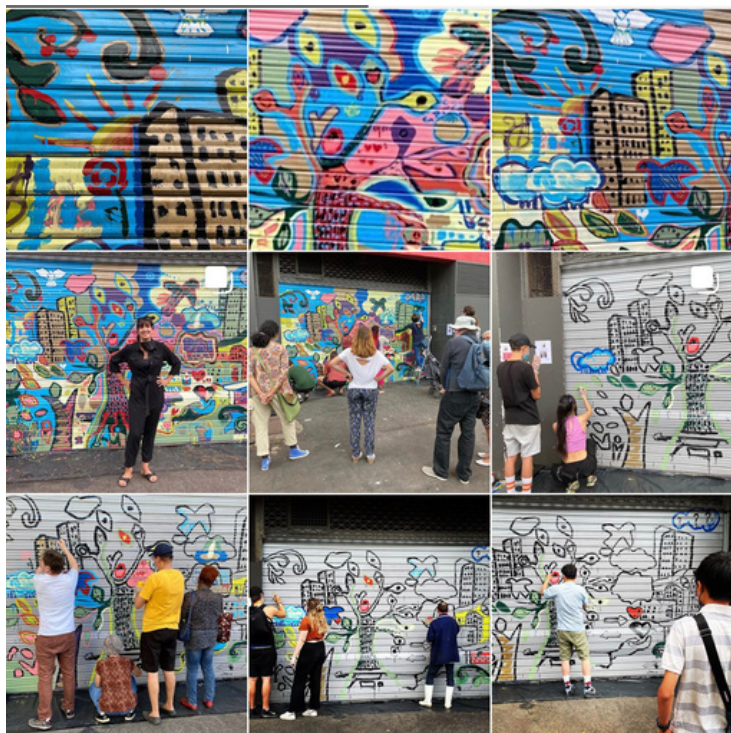
People follow the light lines to paint and express themselves.



ART & LIGHT

THE ART PROJECTS

EVS VILLA D'ESTE - PARIS MAIRIE 13E, FRANCE, AUG 2020

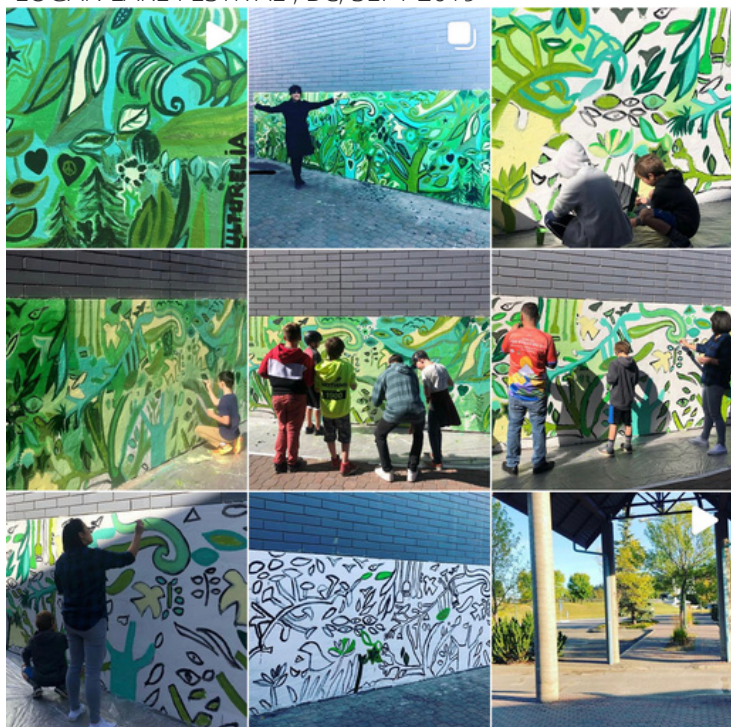


We have many art experiences that were created in collaboration with different partners in Europe and North America, focusing on the place of human beings in the world.

ART CREATED TOGETHER

Create

"LOGAN LAKE FESTIVAL", BC, SEPT 2019



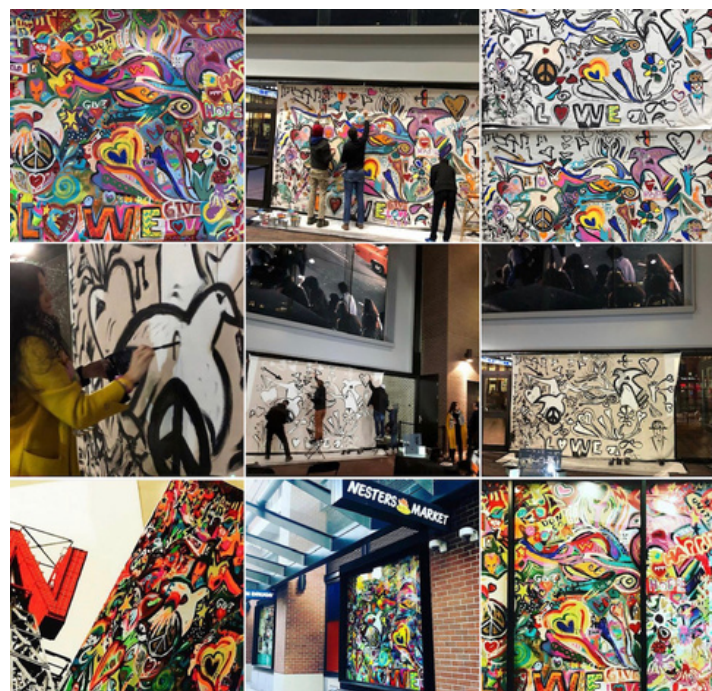
Many symbols are found in these artistic murals, such as the bird that represents freedom and peace, the dragon of power.



ART & LIGHT

THE ART PROJECTS

"COMMUNITY LOVE" AT WOODWARDS - VANCOUVER, BC, FEB 2018



CONNECTING
WITH ART
AND SPARKS
DIALOGUE

"A CANVAS FOR PEACE" - PARIS, FRANCE, FEB 2020



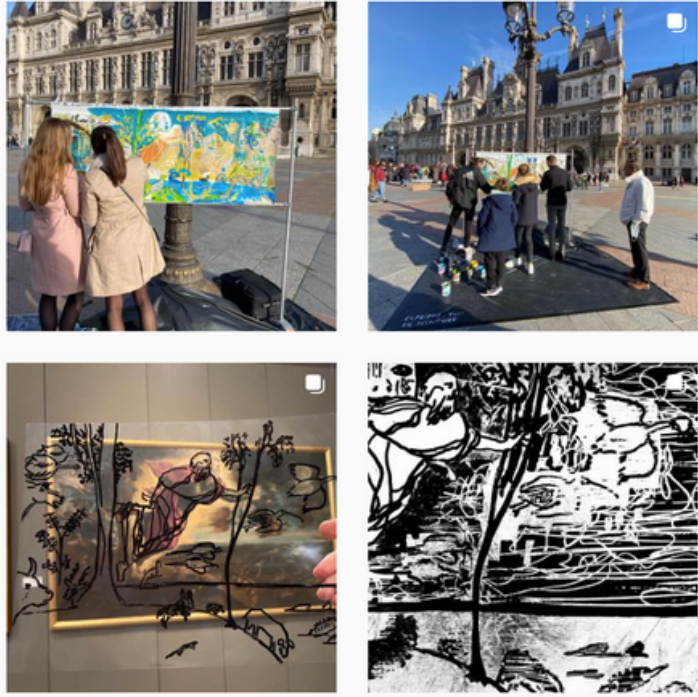
Connect

INCLUDED IN ALL PROJECTS:
Dialogue / keywords with the public
Painting material
Design of the sketch
Finalisation by the artist
Final artwork

GALERIE PHOTOS

WWW.INSTAGRAM.COM/KULTURELIA

"LE TINTORET VS 2021" - PARIS FRANCE, NOV 2021



"NATURE URBAINE" - PARIS 13e, FRANCE, 2021-22



"LA CLÉ VERTE" - CROISSY-SUR-SEINE, FRANCE, SEPT 2021

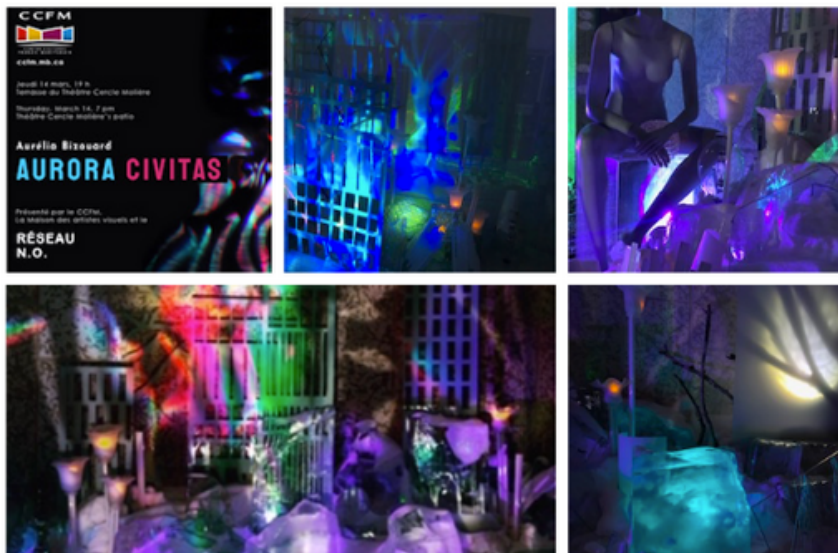


"ODYSSÉE À PETIT BAIN" PARIS, FRANCE, SEPT 2021



ABOUT THE FOUNDER

AURÉLIA BIZOUARD



*Light on
Life*

A WORK WITH : LIGHT, GOLD AND TRANSPARENCY



Aurelia Bizouard is the founder and artistic director of Kulturelia. As an artist, she creates art with transparent supports and light as a societal reflection.

From the observation of human existence to the beauty of the ordinary things surrounding us, she expresses the world we see through her artistic creations. The main purpose of her work is to focus on the place of human beings in a specific environment and in the living sphere.

With Kulturelia, she enables people to connect with art, with themselves and with each others. Her philosophy is to invite the public to express themselves through art by inviting them to dialogue and reflect.

She lives between Paris, France and Vancouver, Canada. In 2017, she created the 'Marketing of art' and the 'Café des Arts' in order to share more art with people. She has an international business degree and a diploma with distinction in fine arts at the Paris 1 Panthéon-Sorbonne university,

THEIR OPINION...

COMMENTS

Dans le cadre d'une activité scolaire, j'ai eu le privilège de collaborer avec Aurélia Bizouard, artiste visuelle, pour réaliser un projet artistique sur l'égalité des genres. Sous son encadrement à la fois structuré et fluide, les jeunes ont réalisé quatre magnifiques toiles de grand format. Avec son charisme et son enthousiasme, elle a su partager sa passion pour la justice sociale et valider la créativité de chaque enfant. Nos œuvres d'art tapissent encore aujourd'hui les murs de notre école et continuent à rappeler aux élèves les apprentissages importants qui ont été réalisés durant ce projet. Aurélia procède un talent artistique inspirant, un grand professionnalisme et des qualités humaines évidentes !

Adèle Anctil
Enseignante à l'élémentaire
École des Colibris, Vancouver, Canada

“Chaque projet une expérience humaine et artistique unique.”

- Rémi Marien, Directeur CJFCB

“Bringing art to the community in an surprising place.”

- Julie Wright – Senior Property manager Beedie

“It helps to bring the community together in a creation of a vibrant mural.”

- Julie Wright – Senior Property manager Beedie

“Un concept créatif, inclusif et rassembleur.”

- Rémi Marien, Directeur CJFCB

“*Kulturelia* is an art experience connecting people with art, themselves and others.”

- Aurélia Bizouard, Founder *Kulturelia*

“The projects are human centered and the connection with people is key.”

- Idil Uzay Uzun – Présidente ADHS

PRESS RELEASE

IN THE NEWS

SEP 19, 2018 TRI-CITY NEWS



PHOTO SUBMITTED

Aurelia Bizouard with one of her Light Lines paintings.

VISUAL ARTS

Follow lights for fest mural

JANIS CLEUGH
THE TRI-CITY NEWS

A wall on the public works storage shed in Port Coquitlam's Lions Park will get dashes of colour when the city hosts its annual Rivers and Trails Festival Sunday.

And visual artist Aurelia Bizouard wants the community to help her paint the 38' live light mural during the event that runs from noon to 4 p.m. in the Lions Way park.

Bizouard, who splits her time between Vancouver, Los Angeles and Paris, will start by painting nature scenes from around the city, on the back of a glass panel.

When done, she'll shine a bright light onto the glass, of which the lines will be projected onto the wall so participants can trace its lines and fill out the canvas with colour.

Bizouard told *The Tri-City News* her Light Lines Painting project in PoCo will be similar to the artwork she designed at the Woodward's building in Vancouver; last year, she also set up a live light mural during the popular Eastside Culture Crawl, in east Vancouver.

"My main purpose is to connect people to art in a social setting," she said. "It has an impact not only for them but

for the community. It delivers a strong message."

Bizouard said participants aren't afraid of a blank canvas when there's a general sketch lit up in front of them "because they can just follow the lines and then have the freedom to express themselves in the spaces in between. It's just magic what happens."

She added, "When they step out of their comfort zone and see the results, they have the confidence to be connected to something larger than themselves."

Bizouard said she hopes to get at least 50 people out to help her with the image (a tent will be set up if it rains); a follow-up workshop will be held the next day.

The finished work will be ready by late October.

Meanwhile, other activities happening during the Rivers and Trails Festival include: entertainment by acoustic folk singer-songwriter Jessica Barbour, aerial dance performances by Firebelly, world instrument workshops, a salmon smelt release and a guided walk by PoCo Heritage Trees.

The Sept. 23 festival coincides with BC Rivers Day. Visit portcoquitlam.ca/festivals.

jcleugh@tricitynews.com
[@jcleughTC](https://twitter.com/jcleughTC)



PRESS RELEASE IN THE NEWS

Local artist creates giant public colouring book art project (PHOTOS)

By [Lindsay William-Ross](#) · March 5, 2018



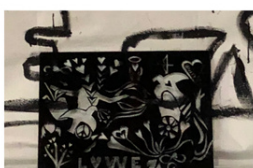
When the public is invited to collaborate on an art project, the results can be pretty impactful—not to mention colourful. Local glass artist Aurelia Bizouard is the creative mind behind a "live light painting" which is like a giant public colouring book that's wrapping up Monday in Vancouver.

Located inside the atrium at Woodward's in Gastown, Bizouard has set up this collaborative painting on a wall by first creating an image on a panel of glass, through which light is aimed, projecting the pattern on a wall or canvas. Then, people are invited to fill in the lines, like a colouring book, with paint.



Light is projected through glass then the outline is painted on the canvas ([@aureliabizouard/Instagram](#))

Bizouard has done her "live light painting" previously in Los Angeles, and at her Vancouver studio. The Woodward's Atrium project launched February 28, and there have been several



< AUDIO FIL DU MERCREDI 28 FÉVRIER 2018

Création d'oeuvres picturales en groupe

PUBLIÉ LE MERCREDI 28 FÉVRIER 2018



16 h 39 Création d'une oeuvre collective
19 min 27 s



Aurélia Bizouard, artiste peintre de Vancouver Photo : Radio-Canada

L'artiste peintre Aurélia Bizouard invite le public à participer à la création d'oeuvres collectives sur verre. Cet événement s'inscrit dans le cadre de la 20e édition des Rendez-vous de la francophonie à Vancouver.



Boulevard du Pacifique - Audio fil du mercre...
16 h 39 | Création d'oeuvres picturales en...



PRESS RELEASE

IN THE NEWS

Accueil / Actualité / Région Île-de-France & Grand Paris / GRAND PARIS : les œuvres collectives de Kulturelia valorisent "l'art pour tous"

GRAND PARIS : les œuvres collectives de Kulturelia valorisent "l'art pour tous"

Le groupe Kulturelia, créé à l'initiative d'Aurélia Bizouard en 2017 à Vancouver, est implanté depuis 2021 à Paris. Il propose pendant quelques heures de réaliser une œuvre collective et sur un thème d'actualité, accessible à tous.



© Kulturelia

ACTUALITÉ RÉGION ÎLE-DE-FRANCE & GRAND PARIS Publié le 12 avril 2022 à 08h00, AP REDACTION

« J'ai toujours voulu connecter le public à l'art, trouver un moyen de l'engager dans le processus de création artistique et de s'exprimer autour d'une thématique actuelle. Cela permet de s'inscrire dans l'art et d'appartenir à un monde plus engagé humainement », explique Aurélia Bizouard, la fondatrice et directrice artistique de Kulturelia. Le groupe Kulturelia propose donc de créer collectivement des œuvres d'art, afin de permettre au public de s'exprimer sur un sujet actuel et choisi.

Devenir artiste le temps d'un projet

Accompagnée d'une équipe d'animateurs pour l'accompagnement technique sur la projection de lumière, Aurélia Bizouard a déjà monté de nombreux projets à l'international, en collaboration avec des municipalités, des équipes de développement local, des architectes, des associations ou encore des écoles. Centré sur "l'art pour tous", Kulturelia permet au public de s'exprimer sur un thème actuel à travers une pratique artistique collective, qui donne vie au terme de l'atelier à une grande réalisation sur toile ou directement sur une surface murale *in situ*. L'œuvre permet ainsi de créer du lien entre ses participants, qui participent à la politique du groupe de « faire œuvre ensemble pour faire monde ensemble ».

Kulturelia en Île-de-France

Depuis que le concept est arrivé en France, Aurélia Bizouard a développé des projets dans les 13ème et 14ème arrondissements, notamment au sein du Village Reille où une fresque a été créée à l'entrée du site. « L'œuvre est toujours créée dans un contexte donné et un lieu précis », souligne la fondatrice du groupe. Ces fresques permettent ainsi de parler de sujets importants "qui permettent d'éveiller les gens sur la question", d'après elle. A l'espace Chanorier de Croissy-sur-Seine dans les Yvelines, une œuvre a été réalisée autour de la nature, en lien avec Clé Verte, un programme de sensibilisation des jeunes à la nature, destiné aux publics jeunes. L'œuvre a été co-créée collectivement durant deux jours et les participants ont suivi les traits de lumière projetée pour réaliser le dessin. Désormais, la fresque permet également de servir d'appui pour sensibiliser le public à la nature.

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AUTEUR
AP REDACTION

THEY TRUSTED US AND WORKED WITH US SINCE 2017



“YOU HAVE TO BRING PEOPLE TOGETHER SO THEY DON’T FEEL SEPARATE FROM EACH OTHER – SO THEY FEEL LIKE EVERYBODY IS HUMAN”

**- TANYA
SELVARATMAN**

Kulturelia 

Let's connect together
with art