

Translation

Astrid Chevallier

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Translation

The Artist

BIOGRAPHY

Astrid Chevallier, a pluridisciplinary Artist, was born in France in 1971. As a graphic designer, she develops in her creation a composition signature that is both solid and dynamic. Her numerous travels have contributed to make her style rich and diverse.

Education:

She graduates from High School in Austria, and enrolls the Fine Arts School in Versailles, then the Arts Appliqués (Advanced National School of Graphic Design) in Paris. She finishes her studies at EMSAT (Advanced Paris School of Arts and Design) in Paris.

Professional Experience:

Astrid Chevallier's career starts in traditional advertising companies.

In 1993, she leaves the offices and their "air conditioning" atmosphere to start a truly personal work. She becomes independent with an official status as "Visual Artist".

Since 1994, she has been working as a freelancer and a consultant for agencies in France and abroad.

Renaissance Woman:

A pluridisciplinary Artist, Astrid Chevallier has relocated to the United States where she creates Movie Posters, websites. She also composes music, works as a photographer and a painter... In 1999 she even wrote and produced a road book about her crossing of the Brazilian RainForest on a bicycle.

During the past months, Astrid Chevallier has been busy. She currently finishes the website for the city of Aubervilliers.

She also has been co-producing her first short-film in which she stars. She has created the poster and the website for the movie.

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HOW SHE WORKS

Working with Reality

Astrid Chevallier, uses what is around her (environment, images, eclectic objects) in her creations.

The “simplest things” as a single knife she saw at a friend of hers become symbols and key elements in her creation.

As the Surrealists artist did, she uses accidents and hazards with an objective approach, and plays with spots and lights.

Then comes the composition: in a unique and different way of combining forms, colors, textures and texts.

It's both structured and chaotic, visual and tactile, spontaneous and random.



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ARTIST'S WORDS

Poster Creation

"The way of expressing oneself isn't that important, it's more about a certain matter of work that leads to reach a certain level of skills. What really makes a difference is what inside oneself, what one wants to express..."

The Artist and the Client

"We need to get to know one another, to know each other's sensibilities and ways of thinking. It's also important to define what kind of project we're working on and for what audience it is targeted."

Artistic Style

"I do not evolve in any specific movement. I'm more concerned about the project and the audience, and that's what will define the graphic style I will choose to use."

Inspiration

"... comes from life and the people around me... What I do, what I see, the people I meet, the pictures in the street, the books I read..."

Design

"Drawing, to me, is a reflect of one's personality. Choosing a certain design is choosing a way of appearing, a way of living, a way of communicating."



Translation

Gallery

EVENTS, DOCUMENTS

Before the Poster is posted...

A Poster design starts with a crucial encounter with the client that defines the projects's global feeling.

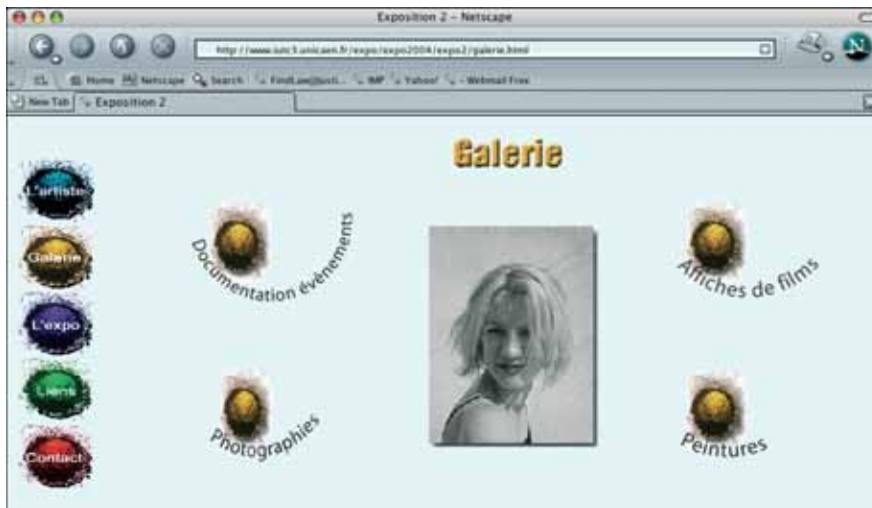
Then, using a sketch book and a digital camera, Astrid Chevallier works on concepts.

After words the visual composition begins. Sketches are presented to the client and that leads to more talking, exchanges and selections of the most important elements.

Finally comes the final touch: colors, typography, shadows etc... Nothing is neglected:

“Each element has its own spot, I have to organize the whole rhythm.”

Finally we reach the last revisions and the approval. Only then the poster becomes the “star of the walls”!



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Gallery

PAINTINGS

Astrid Chevallier's cultural inheritages mark her work has a willingness to bring Art in the day to day life.

The Artistic Movements that have influenced her:

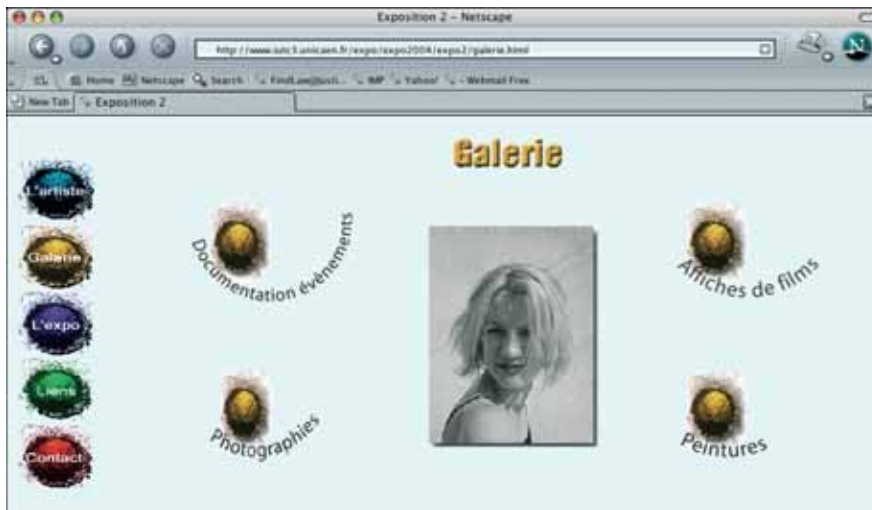
The "Constructivist" Russian movement (with Rodtchenko) tries to break the rules between major and minor art. It denies the fonction of the painting and operates a revolution in the eastern posters.

The Dutch movement "De Stijl" (represented by Mondrian) builds around the logic of simplifying forms, colors and combination of elements.

The German movement "Bauhaus" plays on paradoxes: horizontality / verticality, stability / dynamism, emptiness / fullfilness.

The Dadaism and the Cubism which introuce text and collages in fine art pieces.

Astrid Chevallier uses strong colors, hues and contrasts, and that leads to the purely visual form of her work. Her uniqueness is revealed in the way she uses crumpled paper, by the texture and thickness of this paper, which gives to her work a sensitive quality. One that could almost be touched.



Translation

The Exhibition

For the second year in a row, the Students – 1st year class - of DUT Communication / Information / Technology invite the public to meet confirmed Artists through the exhibition program Art(Ifs)Acts held at Capus III (University of Caen, Basse Normandie).

From February 2 to 13, 2004, the painter Pierre Juhel, has exhibited his work. From March 15 until April 2, 2004 Astrid Chevallier will star. In May Yves Ledent's work will be presented.

The CD-Rom related to Astrid Chevallier's exhibition can be downloaded here at your convenience (12 Mo, see estimated downloading time below) (dial-up: about 40 to 45 minutes, ADSL: about 5 minutes).

Site created by Damien Noël Dubuisson, Simon Landais, Nicolas Kergosien, Célia Sineau and Johanna Doron, students at Campus III, Information / Communication and Computer Department.

Thanks to our mentor, Julien Bourdon, and to all the organizers of this exhibition.

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Click here to contact the webmaster.

From March 15 until April 2, 2004

Address and Directions.

