

## **INTRODUCTION**

"Analakely - The Little Forest" is a pluridisciplinary artistic project. It consists in the production of 80 original drawings, in a performative installation of those drawings in the streets of Antananarivo and in the production of photographies of the installations.

The drawings, printed in 130x90cm, are by Stefano Alaimo. Each piece is the representation of a tropical tree. At first 40 drawings will be concentrated in the Analakely's pavillons area. They will then be displayed in other urban areas of the malagasy capital. The performance will be filmed and photographed. That documentation will give account of the confrontation between the art works and the local population.

At last the photographies will be exhibited in Paris in june 2017, in occasion of the  $6^{th}$  edition of the exhibition Madagasy'Art (www. madagasyart.com), curated by Suisse Marocain.

Analakely is a folk district of Antananarivo, its geographical center and its main open air market place. It was once a wood. That explains the signification of the name ("anala kely" means "small forest" in Malagasy). Today these streets gather merchants from the surrounding duburbs and countrysides, with their stands on the ground, their poultry, vegetables, toys, second hand clothes... the cars, the street vendors, the kids playing around, tourists....

#### Army

India ink on paper 8,5X12cm per increasing number of sheets (work in progress) Beginning on december 2013

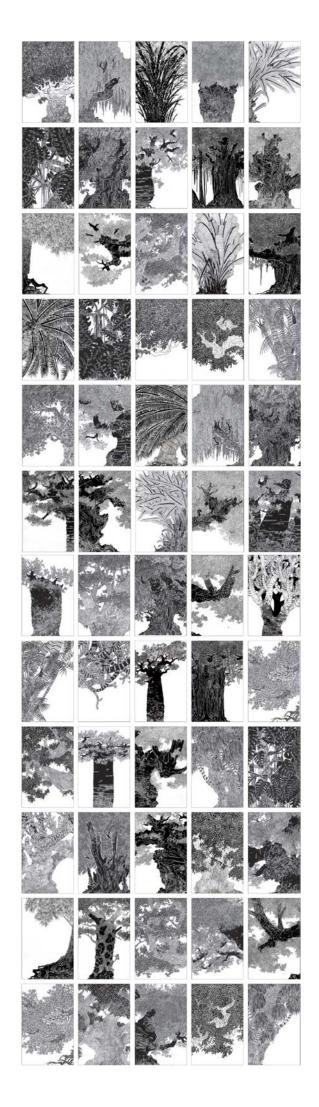
"Army" is a work in progress since the end of 2013.

It counts today 70 original india ink drawings. Each tree is the part of a vast agregate which is meant to grow as time passes by.

#### Plumeria

India ink on paper / 120X67cm September - October 2013





# MEMORIES OF TREES (FAHATSIAROVANA NY HAZO)

The drawings to be displayed in the streets of Antananarivo represent all tropical trees. The protocol of each piece is simple: only black ink on white paper and a lateral point of view. There's no perspective, the subject is isolated, the background suppressed.

Because of their theme and style, these works recall some ancient asiatic pannels. The grace of the branches and the balance between black and white could have been set by a japanese young girl.

Or maybe is it a taoist monk, whose prayer is the repetition of each leaf, of each cell of the bark, repeated thousands of times like a mantra? If that's the case, each drawing would be like a mandala by the meditative way of creation and the care of detail.

Otherwise is that collection of strange trees an herbarium, elaborated by some ethno-botanist?

The author is Stefano Alaimo, born in 1984. His father, italian, lived 40 years in Madagascar. His mother is originarly from Réunion island, a french territory in the middle of Indian Ocean, where Asia, India, Africa, France and Arabia meet and live together. Each drawing is a "memory of tree", as they're all elaborated from memories of the artist.

When you go to the east oceanic and humid coast of Madagascar, monsoons make the vegetation stronger against fire. There you can get an idea of the luxuriance of the primary forest that once covered the whole of the island. Particularly during the rain season, the humid primary forest is a unique example of fertility and prosperity. Sadly, deforestation puts at stake what is left of the forest in the rest of the land. Only 21% of the territory is today covered by forest. \_ On the highlands of Madgascar, land-

scapes are beautiful and sad. They look like tundras. Bald montains are covered with yellow grass and present big holes of red collapsed earth.

They bleed, literally. They were long ago covered with forests. But after man has burnt and cut the wood, the roots of the trees can not hold the wet earth anymore. Today the little reforestation is mainly made with pine trees and eucalyptuses, two foreign species, because they grow fast. Due to the acidity of their lifeblood, nothing grows under thoses trees.

In order to save at least a small part of the forest, its memory, the artist offers to draw an herbarium that tells the richness and power of nature, its fragility as well. The aim is to be clear and objective. The approach is typographic (clear lines and full tone areas, balance between blacks and whites) to give account of the subject, enframing it within the four borders of the sheet of paper.

In spite of that typographic and objective approach, the illustrations look like paintings. In spite of the pretended objectivity and stillness, movement seeps out each one of the thousands of leafs. In the beginning the sketcher's attitude was the cold one of the copyist, but the hypnotic repetition of the details makes the act meditative.

We don't know wether the branches spread out of the sheet, or if roots and twigs have been rather cut away.

Definitely Alaimo's drawings are a postmortem tribute, as well as an invocation to bring something back to life: after all, sheets of paper are pieces of trees; the black of the india ink is made of tallow generated by the combustion of wood.



# **STREET ART**

Malagasy culture is oral for the most, literary and graphic production being little developped. Nevertheless, some musician and singers have an internationnal scene. The lack of public money allows only a very limited creation of spaces dedicated to culture.

As most of street art projects, Analakely is a way of offering culture and confrontating Art with the public space.

Through his drawings Alaimo, as he grew up in Madagascar, give a tribute to the beauty and astounding power of nature. He lights a spot up on a plague of the country: the destruction of nature. The act of exhibiting pieces of art in the city is an invitation to have a poetic point of view over places that are usually assigned to trade and violence of urban life. They compete with the commercial pictures, and by giving value to the city, contrinute in making malagasy people more aware about the questions of ecology and common wealth.

Photographies of the hanging, of the final result and of reaction of the public will be exhibited in june 2017 during the 6th edition of the annual appointment MADAGASY'ART (59, Rue de Rivoli, Paris) curated by David Hardy, aka. Suisse Marocain.

## **MARCH 2015**

A drawing of 190x100cm as been diplayed in the streets of Antananarivo, in march 2015.

Secteur 4 is a small alley that lies on the west side of Andravoahangy market. People live there, in slums that lean against the wall of the open air market, at the hedge of the rice fields. Though most of the people there don't have any income, they keep the street

clean, tide up the common parts, keep gardens up and make little cultivations.

We've been pretty happy seing the enthousiastic reaction of the people during the hanging of the drawing in the alley. The main attraction of the spectators was to be photographed in front of the picture.











## TECHNICAL DETAILS

PROJET NAME: Analakely (The Small Forest)

PROJET LEADER: Stefano Alaimo

N°SIRET 552470731200020

Member of la Maison des Artistes NO AB35806

14, rue Beauregard / 75002 Paris

Tel: 0033 6 27 14 23 02 Mail: stefanografic@gmail.com

www.stefanoalaimo.fr

AIM: - display 80 original drawings (format : 130X100cm) in the street of the main

market of Antananarivo

PHASE 1: display 40 drawings in the streets of Analakely, photographic

documentation of the action

PHASE 2: display 40 drawings in the streets of the surrounding districts (less and less densly as we go further and further from Analakely market),

photographic documentation of the action

PHASE 3: exhibition of a selection of photographies and graphic works in june 2017, at Madagasy'Art exhibition (59, rue de Rivoli), this year the main theme

being 'Deforestation in the world'

PARTICIPANTS: - Stefano Alaimo (artist)

- David Hardy (artist)

- Rachele Cassetta (photographer)

- Ayumi Shibata (artist)

**BEGINNING** 

OF THE PROJECT: - 15 january 2017

**DURATION:** - 1 month

**ESTIMATED** 

BUDGET: see following page

**FUNDS COLLECTED:** 2500€

**FUNDS SPONSORISED:** 

**OUR PARTNERS:** 









COMMUNICATION PLAN: display of the partners' logotypes on posters during the event, newsletter, social network, communication through our partners, documentation of the event with photographies and ashort documentary

EXPENSES	AMOUNT	PROCEEDS	AMOUNT
DIRECT EXPENSES		DIRECT PROCEEDS	•
Purchases		Sale of end products, of goods, services delivery	Sale of artistic products and derivatives
Services	Print of the photo in 300x169cm and relative expenses : 200€ Printer (drawings for Analakely): 750€ Developping of the photos (30 pieces) 200€		
Purchases of material and tools	Feu de Brousse exhibition  11 wooden poles: - 2 of 3,5m long = 40€ - 4 of 2m long=20€ - 5 of 1m de long=10€ 4 wheels 50€ 20m nylon wire 5€ nails 5€ screws 10€ une perceuse _ Installation Analakely - la Petite Forêt 10 Kg of flour: 30€ 2 L of liquid soda: 10€ 2 big brushes: 10€ 2 buckets: 5€ wipes: 2€	Operating subsidy	
Other material	Compenses to crowdfunders 400€ (estimation)	State : precise the ministry(es) solicited	
External services	flights (Paris-Antananarivo) : 3060€	-	
Rentals	accomodation for one month : 800€	-	
Maintenance and repairs		Regions(s)	
Insurance		-	
Documentation		Departement(s)	
Other external services			
Itermediary compensations and fees	2000€ (500€ per person)	Inter-municipality(s)	
Advertizing, publications	internet, social network, partners : _	-	
Move expences, missions	scouting the location and relative transportations 100€	Municipality(es)	
Services bancaires, autres		-	
Taxes and assessments	VISAs 156€	Social organisations	
Income tax and assessments on remuneration		-	
Other taxes and assessments		European funds	
Personnel expenses		-	
Remuneration of staff		-	
Social security charge		Other public institution	
Other personnel expences		Aides privées	
Other operating expences	casual life expenses : 800€	Casual managment proceeds	
• Finance expenses		Contributions, gift by hand or legacy	
Exceptionnal expenses	first aid : 100€	• Financiary products	1
Depreciation charge		Depreciation and provision expenses and cancellations	
INDIRECT EXPENSES			
Operation charges			
Financiary fee			
Other			
TOTAL EXPENSES	8763€	TOTAL PROCEEDS	
CONTRIBUTIONS VOLONTAIR	ES		
Volontary contribution	Funding through crowdfunding (Helloasso) - 2500€	Volontary assistance in kind	
Assistance in kind		Volunteer work	
Free provision of goods and services	accomodation (9, rue Joël Rakotomala- la - Faravohitra) -200€	Benefit in kind	
Volunteer personnel		In-kind donations	
TOTAL	5463€	TOTAL	

## STEFANO ALAIMO



Stefano Alaimo is a visual artist born in 1984.

The practice of drawing, which he developed while studying graphic design, has become central to his artistic approach. He mainly

creates large-format drawings with India ink and a myriad of details. From a Franco-Italian family, Stefano Alaimo was raised in Madagascar until the age of 15. He draws his inspiration mainly from Malagasy crafts, East End art, Byzantine figuration and baroque European architecture.

The spirit behind Stefano Alaimo's drawings is an attempt to attain the cold objectivity of scientific illustration. He chooses black and white because it is cold, emotionless. The perpetually frontal point of view and the object's flat appearance are chosen for the same reason.

His trees recall botanical diagrams; his bodies look like something out of a treatise on anatomy. The artist tries to keep his emotions at a distance. Sheets of paper become screens he can lock away demons behind. They are memories of overwhelming beauty, petrifying horror, or disturbing fantasies. And yet these attempts always fail: the drawings are crawling, seething, the paper filled to overflowing.

Stefano Alaimo is also interested in digital art (video, interactivity).

## **SCHOOLS**

2003 - 2004 Litterary preparatory class (hypokhâgne)

Saint Sernin high school, Toulouse

2004 - 2006 **Philosophy licence** Mirail University, Toulouse

2006 - 2007 Artistic preparatory class Atelier Hourdé, Paris

communication and multimedia 2007 - 2011 diploma (graphic design) École Supérieure des Arts et Techniques, Paris

Conception in visual

Artist and graphic designer Tel: 0033 6 27 14 23 02 Mail: stefanografic@gmail.com www.stefanoalaimo.fr

#### **EXPERIENCE**

- 06 2012 Video perfomance (projection on sculpture in collaboration with Andreea Talpeanu)
  Lunettes de Nuit festival, Paris
- 06 2013 Filming, editing and post-production of a teaser for *Le Tabernacle*Le Gauche webzine, Paris
- 07 2013 Video artist for Pauline Beaulieu's theater project The Catcher in the Rye (filming, editting, stage projection) Berlin
- 11-12 2013 **Personal exhibition (dessin)** Clara Scremini Gallery, Paris
  - 11 2013 Collective exhibition (drawing) Mac 2000 Fair (as guest), Paris
- 05-06 2014 **Collective exhibition (drawing)**Brie-Comte-Robert Biennal, Brie-Comte-Robert
- 07-12 2014 Artistic residency 59 rue de Rivoli, Paris
- 10-11 2014 Conception, production and coordination for **59** Rivoli *Movember project* (monumental installation) 59 rue de Rivoli, Paris
- 02-04 2015 Personnal exhibition and collaboration with psychology center ORME Orme Center, Rome
- 02-03 2015 **Personal exhibition** Clara Scremini Gallery, Paris
- 03-04 2015 **Collective exhibition** 6th Contemporary Art Fair, St Germain en Laye
- 16-28 04 2015 **Collective exhibition**Point Flottants, 59 rue de Rivoli gallery, Paris
  - 06 2015 **Collective exhibition**Madagasy'Art, 59 rue de Rivoli gallery, Paris
  - 07 2015 Conception, production and coordination for 59 Rivoli 15th birthday project (monumental installation)
    Petit Bain club, Paris
  - 06 2016 Collective exhibition Madagasy'Art, 59 rue de Rivoli gallery, Paris

## **SUISSE MAROCAIN**



Since his childhood David Hardy, born at the border between Swizerland and Marocco, exercises his talents thanks to his father, painter.

After studies at the Fine Arts School of Karlsruhe (Germany) and several journeys (Asia, Africa, USA...), David Hardy aka Suisse Marocain, gets a french-german scholarship and settles down in Paris in 1998.

Suisse Marocain's work and artictic approach take place in the context of the Igor Ballut Museum, founded in 1995 by Gaspar Delanoë. That traveling museum refuses taste, be it

## **SCHOOLS**

1967 Born in the air, between Tangier and Geneva

1990-96 Fine Art Acamdemy of Karlsruhe (with prof. Erwin Gross)
Karlsruhe, Germany

1995 Master class at the Fine Art Acamdemy of Karlsruhe Karlsruhe, Germany

1997 Student at DFJW - residency in Paris Paris, France

1999 **Student at ECBA** Saint Étienne

2000 Graduation of the province of Baden-Württemberg
Live in Paris and Sicily

Permanent exhibition : Musée Igor Ballut, 59, rue de Rivoli (4th floor), 75001 Paris

#### PERSONAL EXHIBITIONS

1988 **"Keine neue Kunst"** Villa Sonnenschein, Montabaur

1991 "Immer noch nichts Neues" Dementi, Trier

1995 "Feldforschung im Ex-Honni-Land" Fabrikprojekt, Leipzig

1998 "Pardon je suis suisse-marocain" Galerie Klaus Lea, München "Moi normal (pas grave)"

Der de Ders, Montreuil

1999 "L'homme au parapluie est arrivé"

Antananarivo, Madagascar "Pas de femme mais j'ai

une brosse à dents électrique"

Nitschke\_Töpher Project Room, Frankfurt "Where the fuck is Leo Castelli"

\$, rue du 4 septembre, Paris

"Also women can paint"

École des Beaux Arts, Saint Étienne

2000 "L'amour c'est pas grave" 59 rue de Rivoli. Paris

2003 "La rivoluzione non è male ma io preferisco la pasta", en collaboration avec Tony Bonura (Palermo) 111, rue Saint Honoré, Paris good or bad, selective or official, it trusts the spectator, be he warned or casual.

Somewhere in between vagrancy and nomadism, the IBM appropriates dead areas that only pigeons, sick and exhausted by parisian life, have occupied for 10 years. Suisse Marocain lives throughout Igor Ballut museum by is ironic and somethimes sarcastic drawings. There, impropable elephants come across bachelors with theirs electrical toothbrush, or a smily prince Charles. His artifacts rebuilt as travelling vehicules, his repainted cardboard suitcases are an invitation to a motionless travel. Painter, as well as performer with the umbrella, he creates dreamy stories. Even if that century marks the end of the narratives, he will be the storyteller of another world.

2004 "Le jazz c'est pour les vieux" Café Fontaine, Paris

2005 "La Vita è rosa e nera", part I 25, via Orologio, Palermo "La Vita è rosa e nera", part II Ousider Gallery, New York

**"Pas grave"**KIK\_LA, Kunstverein Karlsbad

2006 "Chez Robert - pas grave"
French-german cultural center, Karlsruhe
"La Vita è rosa e nera", part III
Pudelclub, Hamburg
"La rivoluzione non è male,
ma preferico la pasta biologica"

St. Pauli, Palermo
2007 "Profile in der Kunst am Oberrhein",
en collaboration avec Uwe Lindau

Rheumazentrum, Baden-Baden

**"Fou-Fou, pas grave"** Vin Fou, Karlsruhe

"Pace per tutti i bambini del mondo" Galleria Margutta, Roma "Underwater at the sea"

Castellamare di Golfo, Sicile

2008 "Expo sous l'eau", part 4 Côte d'Azur

2009 "Underwater Art Show", part 5 Swimming pool of Chelles, France "Expo sous l'eau", part 6 Le Pradet

"La vie est belle comme une poubelle", Hommage au poète russe Bazilio Galerie Poubelle, 6, rue des deux Boules, Paris

2010 "Underwater Art-Show", part 7 Piscine de Lagny sur Marne, France

2011 **"Viaggio di Sale"** Palazzo Intelligente, Sicilia

2012 "Vive le four solaire artistique"

(workshop)
Alliance Française de N

Alliance Française de Mahajanga, Madagascar **Résidence au** 

London, Royaume-Uni "Expo sous l'eau", part 8

Mare Tirreno e museo di Favignana, Sicilia

# SUISSE MAROCAIN

#### **COLLECTIVE EXHIBITIONS**

1995 "7 aus des Klasse Gross"

Podium Kunst, Schramberg

1996 "Meisterschüler der Kunstakademie"

Karlsruhe, Schloss Bruchsal, Allemagne

"5. Pertolzhofener Kunstdingertage"

Pertolzhofen

"Experimentelle 8"

Schloss Randegg, Autriche

1997 "6. Pertolzhofener Kunstdingertage"

Pertolzhofen

1998 "Experimentelle 10"

Randegg, Autriche

"Musée Igor Balu contre Musée Picasso"

6, rue de Thorigny, Paris

"7. Pertolzhofener Kunstdingertage"

Pertolzhofen, Allemagne

"Michelangelo goes shopping"

Rastatt, Allemagne

"Sorry, eh...... atelier portable" (performance)

New York

"Avant le Guggenheim"

Soho, New York

1999 "Bad-Bad. That is a Good Excuse"

Staatliiche Kunsthalle, Baden-Baden

2000 "Bleibe"

Hochschule der Künste, Berlin

"Slowgohome"

Galerie Avivson, Paris

"Skulpturenpark"

Koblenz, Allemagne

200 | "Der Reisend, der Mörder und das Küken"

ECNS des Beaux Arts, Paris

"Paris-Ping-Pong-Pézenas"

Galerie Collectiva, Pézenas, France

2002 "Biennale de Dakar - OFF"

Hairdresser salon, Dakar

**Exposition collective** 

Stop Art Gallery, San José, California

"Experimentelle"

Schloss Randegg, Autriche

2003 **\*59**, rue de Rivoli"

Galerie ...., Gent, Belgique

2004 "Biennale de Dakar - OFF"

Private villa, Dakar

"Experimentelle"

Schloss Randegg, Autriche

"Festival de jazz"

Pinarello, Corse

2005 "Les Grands Spectacles. 120 Jahre Kunst

und Massenkultur"

Museum der Modernes, Salzburg, Allemagne

"America's Cup OFF"

Mare Tirreno, Italie

2006 "Una donna interessante"

Studio Genesis, Palermo, Italie

"Leinzell open. Again"

Schloss Leinzell, Schwabenland, Allemagne

"Pestival"

Westland Galleryl, London

"59, rue de Rivoli expose"

Galerie Chappe, Paris

2007 "Also women can paint, too"

FGS, Köln

"Hunter and Gatherer"

Ferenbalm Gurbrü-Station, Karlsruhe, Allemagne

2008 "Liberty Tug"

voyage artistique en bateau de Palerme à Corfu, avec le soutients des parlements européen

"Art can cure all unknown illness", en collaboration avec Bob et Roberta Smith

Royal Académie, London

2009 "Pestival"

Insectfestival, Southbank, London

"Art-Karlsruhe"

FGS-Gallery, Allemagne

"Le Retour de Hephaistos", en collaboration

avec Uwe Lindau

HWK-Gallery, Koblenz, Allemagne

"Pulpfictions"

Ferenbalm-Bubrue-Station, Karlsruhe, Allemagne

"CHORDA - Eine Ausstellung zur Wirbelsäule

in der zeitgenössischen Kunst"

Deutscher Wirbelsäulenkongress, München, Allemagne

"Die, Die, Die, Die ganz verdammte gesamte Scheisse"
Kunstlerbuecher, White Trash Contemporary, Hambura

"Borderline Pleasure"

Gallery Michael Jansen, Berlin

2010 "Art-Karlsruhe"

Gallery FGS

"Barbes-Pas Grave!"

Vagabond Gallery, Paris

"Art-Cologne"

Musee Igor Balut never dies, Köln

"Paris-Karlsruhe-Berlin: Vents d'est et d'ouest"

Musée Wuerth Erstein, Alsace

"Paris occupa Lisboa"

Pavelhao 28, Lisboa

"Arte Ocupa" (2e partie)

59 Rivoli, Paris

"Defille du Mode" (collaboration avec la SNCF

et la Gare de l'Est)

impasse de La Defense, Paris, France

"Arte Ocupa" (3e partie)

Gaengviertel, Hamburg, Allemagne

2011 "Kamehameha"

Musée Igor Balut, Aulich-Merkle-Stiffung, Allemagne

"Art-Karlsruhe"

Gallery FGS, Allemagne

"Defille du Mode"

Gare Austerlitz, Paris, France

"Friends and lovers in underground"

Parkhaus, Willy-Brandstr., Hamburg Allemagne

"Art Fair Mexico"

Gallery FGS, Mexico City, Mexico

"L'Infinito colore della Barba del Tignuso"

SKIP la commune, Palermo, Sicilia

## RACHELE CASSETTA

Photographe Tel: 0033 6 52 10 45 64

Mail: rachele.cassetta@gmail.com www.rachelecassetta.com



Rachele Cassetta is born in 1976 in Latina (Italy, province of Rome). After history of cinema studies in Bologna, she travels regularly between Belgium and Rome. There she studies photography under the teaching of the photographer Alfonso Maria Mongiu.

After years in the italian capital city as freelancer photographer, she decides to settle

down in Paris, where she has been living since 2011.

With photography, Rachele conciliate two passions: the human being and travel. Portraitist for several corporations (Babilou, Comitéo, Arrowman, Ipanema healthcare), she also created the agency From Paris with Love in 2014.

Though she's been practicing studio photography for a while, Cassetta feels totaly fullfilled when photographing on the spot, in the urgency and fugacity of the instant, in between documentary and journalism.

2002-2011 Free lancer photograph (advertising, associations, museums, private committents)

Rome, Italie

2002-2004 Assistant for the photographer Alfonso Maria Mongiu
Rome, Italie

2008-2015 Photograph et graphic designer for la Ligue Nationnale contre le Cancer Paris, France

 $2010\,$  Maroc - Mauritanie (travel and photo essay for the antropologist Benjamin Acloque)

Marocco and Mauritania

2010 Personal exhibition at Circolo degli Artisti Rome, Italie

2013-2016 Creation and direction of the photo essay agency From Paris with Love

Paris, France

2014 **Personal exhibition** Nicolas Vanvelden, Paris

2014 Stage photographer

for the theater company
Laura et son tas d'âmes

Paris, France

2014 Photo essay for DAMMANN

Paris, France

2014 Personal exhibition at Centro Orme Rome, Italie

2014-2015 Stage photographer for the travelling theater la Passerelle Tournées dans toute la France

2014-2015 Stage photographer Media TV Paris, France

2015 Collaboration with les Ateliers de Cribo Paris, France

2015 Stage photographer on the movie CLEAN Paris, France

2015-2016 Portraitist for IPANEMA
Paris and mission in the whole France