

HAUT EN
COULEUR

COLLECTIF HAUT EN COULEUR

ARTISTIC EVENTS

Haut En Couleur

Founded in 2001 from a shared passion for painting and urban cultures, Haut En Couleur ("High Color") brings together a dozen professionals that complement each other by using their respective areas of expertise towards obtaining design consistency.

Our creators work at designing a unique image that meets the demands of our clients. We respond to multiple orders in the art and media industry and we are able to utilize all supports, which includes walls, canvases, prints, and digital platforms. We incorporate our work for visual communication, web and other digital interfaces, space design and artistic creations for events.

Our goal is to develop a brand image custom-designed to convey your organization's message. It is our business to guide and advise you on how to reach your target.

References

.Visual identity / Webdesign :

PSA, Club Med, Innocent, Bercy 2, Zanzoon, Thierry Lasry, Hôtel de Chassieu, Treize Articles, Crealyse, FatCap, Eric Bottero, (d)SIGNS, SBS, Euroreserv, Kiosques.doc...

Skills :

Logotype, Graphic guidelines and adaptation on all media, Illustration
Artistic direction, Technical consulting and follow-up, DTP execution, Printing follow-up

.Interior & Exterior design / Signage :

La Poste, Club Med, Elior, Metro Cash & Carry, PwC PricewaterhouseCoopers, Teams 5, (d)SIGNS, OPH de Gennevilliers, Aviso, RDS Relais De Services...

Skills :

Location and study of your needs, Artistic direction, Consulting for materials selection, Printing and installation follow-up

.Artistic events :

L'Oréal, BNP Paribas, Adidas, Spie, Murex, Fédération Française de Tennis, Health City, KDS, Auditoire, Azilis, Hikari Corporate, Euromobile, Success Events, M Communication, Be Lemon, Beautiful Monday, Restaurant La Coupole, Alliance Française, Théâtre National de Chaillot, WIP Villette, Mairie de Paris...

Skills :

Photocall, Live painting, Body painting, Exhibition concepts, Artistic workshops
Conception / Implementation, Artists coordination, Materials supply

WHO ARE WE ?

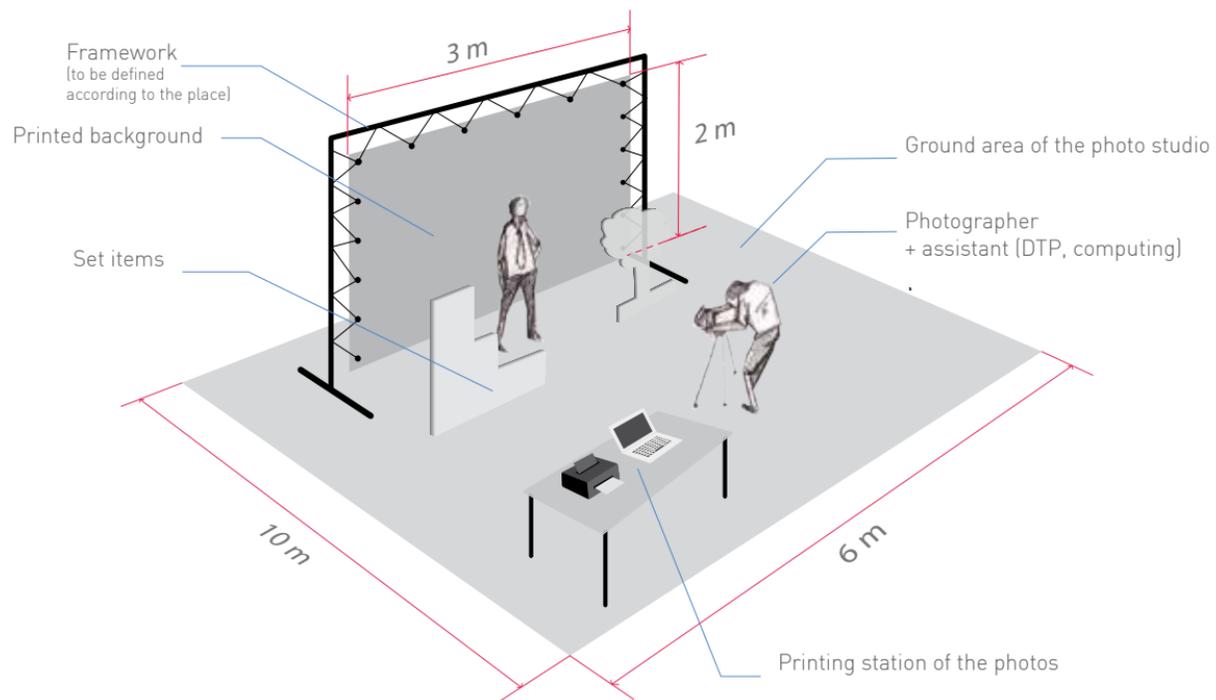
Photo studio

The photocall is a way to welcome and put guests first during an event. The aim is to create a customized scenography that is linked closely to the party's theme. Guests pictures are taken at the scene, and the pictures are printed live and direct and placed in a jacket reflecting the company and the event colours so that attendees can have a permanent memory of the party.

We can vary the background, allowing each guest, under an artist's direction, to write a sentence or draw a picture for example. In that way guests can play an active part in the "design" of the background fresco for the photocall.

The photos taken at the beginning and at the end of the party would be different.

We can also print a visual on a fireproof canvas cover, which will have been created for the event.



Value added service

To add value to your photocall, we can stop the photocall one hour before the end of the event, and put on a USB key (custom-designed according to the graphic chart of the company) with photos taken during the party and a short film diaporama of the photos with background music. This USB key could be handed to the guests at the end of the party when they retrieve their belongings at the cloakrooms for example.

We can also consider a projection of the short film diaporama during the dinner if there is one, or in the main reception hall.



PHOTOCALL

Fleeting Gallery

One suggestion is to have a group of artists review your logo. Each artist will create a graphic work based on the client's logo. Then the pieces will be exhibited, either on the walls of the room if the place allows it, or be the basis for setting up a scenography specially for the event, a graphical discovery walk.

Another is to hold an exhibition of graphical and plastic works, without following a specific theme, but letting the artists freely express themselves. A catalogue of the artists will be presented to facilitate choosing the exhibited works.

Video Link



Value added service

Lots of people wonder how artists proceed in their creation when they start a piece.
We can organize a live painting of one or several works, on a canvas mounted on a wood frame.

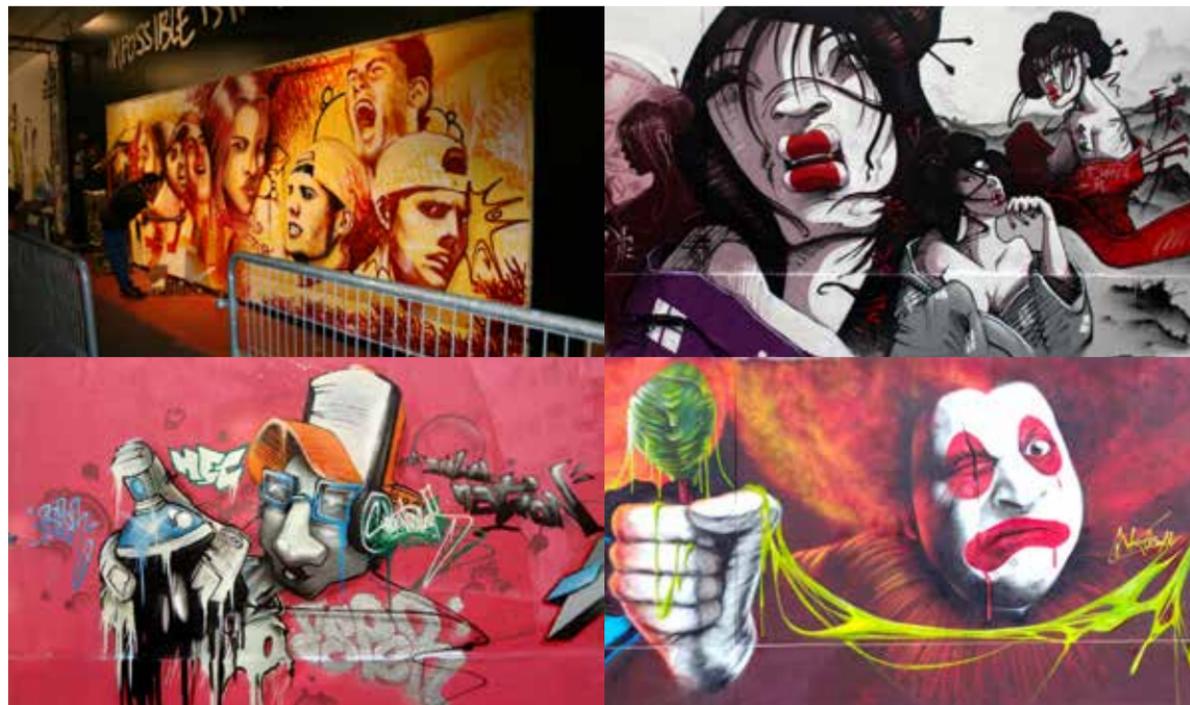


EXHIBITION

Urban art

Creation of a joint fresco live and direct.
This may be done as a live artistic performance (more suggested, for a smashing result), or as a workshop managed by an artist who can supervise up to 15 people.

Our live painting pieces are always presented to the client before as a rough for approval.



LIVE PAINTING

Value added service

We propose that you offer a unique and original gift to your guests.

We can install close to the fresco, a welcome desk where custom designs on blank tee-shirts, caps, A4 poster, or any other items can be made.



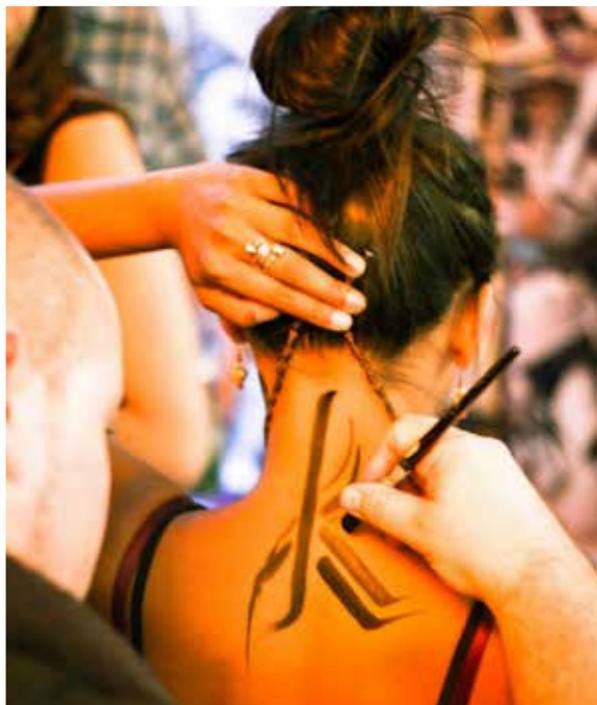
LIVE PAINTING

Make up

The guests can be a little nervous when it comes time for getting make up done. But demonstration often leads to participation. We plan to have some models who will first participate in getting body paint; this encourages guests to get in the spirit of the game.

The materials used are make up paints, with no danger to the skin and which can be removed very easily with water.

Every colour exists even fluo paints that react in black light, a smashing effect guaranteed for your parties in clubs.



BODY PAINTING

Value added service

Installing an ambulatory photocall :
A photographer follows the artists who go from guest to guest, and shoot the make ups.

We will distribute cards with a website address (access gained with a private login and password) where potential participants can find out how to take photos in an ephemeral gallery made for the event.



BODY PAINTING

Ephemeral

Playing on the way that water can mark the floor, the drawings disappear when they dry so that others can be done. The guests can, under an artist's direction, create drawings in a funny way with surprising and amusing tools.

Here is a chance to return to the spirit of childhood for a moment with water games, but without getting wet !



It rolls !

This concept is an original creation by Haut En Couleur.

ART'MOBIL consists of painting a given theme on a vehicle or painting in free style on it.

As the vehicles are circulating, they can still be used for communication after the event.

This animation works very well in free style, but doing paintings that match your company's colours would add value to your communication.

Visuals can be worked and presented before the day of the event

Video Link



ART'MOBIL



Keeping records

To keep a souvenir of each event, we suggest having photographers and video makers on site to shoot every moment.

Photo follow-up including :
Photographer
Files delivery

Video follow-up including :
Shooting
Video editing
Original soundtrack
Video file delivery

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