

Transavia 2010

The (fleeting) gallery, l'Imprimerie , located in the Marais, privatized an area for Transavia^(#1) society , Air France' slowcost air company◆ This project demanded Le Creative Sweatshop to establish a paper scenography◆ The installation, between a work of art and communicationsupport, overlaps elements of travel, composing thus a suitcase◆

Company : French #1
Activity : Flights
Installation : 8h



Le Creative Sweatshop developed a mecanized production technique of objects and used this production rentability to create more than 300 details^(#2) of a fragmented composition◆ The installation took Transavia's color code, and the treatment of elements linked to travel was imposed as evidence◆ The 2m40 suitcase is composed as a puzzle◆ Each element is at a specific place then installed^(#3) in a piece of furniture conceived for this purpose◆ Different elements are accumulated and refer to travel according to many degrees◆ Books recall LCSS's inspiration, while musical instruments refer to a journey without borders, and souvenir boxes evoke memory's exploration◆ In those boxes, the birds' takeoff pay an invitation to an ironic trip◆

(More information in annexe)

Workforce : 4 #2
Paper sheet : 360
Size : 50/70
Weight : 250g/m²

Color : 10 #3
Instalation : 36h
Preparatory : 120h

Photo Caroline Fayette & Assayag Daniel Mayer

Art Direction Le Creative Sweatshop

Powered by Arjowiggins Creative Papers

1 ~ Storage of luggage

Pieces : 315
Birds : 9



- Itinerary 1
Argentina to Spain
- Itinerary 2
France to China
- Itinerary 3
Spain to India
- Itinerary 4
Brazil to Australia

2 ~ Luggage's travel

