

Press release - June 25<sup>th</sup>, 2020

Visual identity of 20<sup>ème</sup> edition  
Joanie Lemerrier + Pierre Vanni

Since 2001, **Electroni[k]** has developed a project dedicated to today's artistic creativity in the fields of sound, visual arts and new media. **Electroni[k]** presents **Maintenant**, a festival of arts, music & new technologies, from October 2<sup>nd</sup> to 11<sup>th</sup>, in Rennes (France).

Every year, **Maintenant** entrusts the visual identity to an artist and presents it to the public as the first creation of the festival. As a singular edition, 2020 marks a turning point with a carte blanche and unique collaboration. **Joanie Lemerrier + Pierre Vanni** offer us a radical and engaged creation, a collection of 9 combinative visuals that we will unveil in the coming weeks.

For **Joanie Lemerrier**, *Art* and *Activism* are two sides of one coin. Thus, he has composed two series of images responding to these topics, from his personal archives and photographic reports. The *Art* series invites contemplation, in a relationship built between nature and technology. The *Activism* series shows actions with poor media coverage, and publicly exposes the ongoing tensions around ecological issues. This identity reveals what contemporary artistic creation allows us: to look both poetically and politically at the world around us.

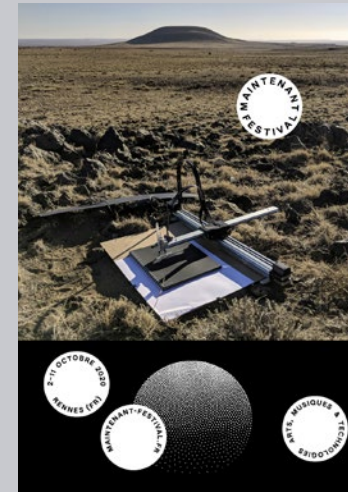
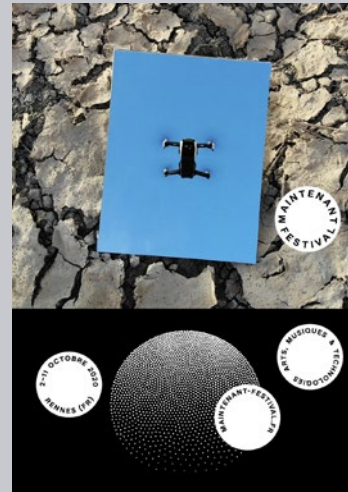
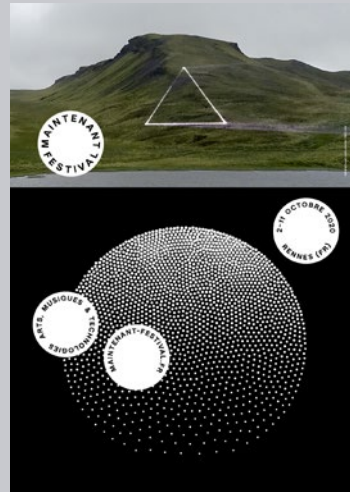
In dialogue with the visual artist, **Pierre Vanni** has created a modular system, based on a photographic corpus and a minimal graphic composition. The visual identity of **Maintenant 2020** reflects **Joanie Lemerrier's** artistic practice and ecological commitment. Like his creations, it aims to combine aesthetic impressions and radical expressions. Moreover, his pointillist drawing - a collection of graphic individualities gathered on the same globe - aspires, on reading recent events, to become the emblem of the 2020 edition.

*« I see my work evolving around trees and forests, the energy from the sun and the wind, laser or solar projectors, transparent screens made of water droplets, clouds, mirrors and optics, sensors, recycling and upcycling, drones, hiking, creative coding, mountains and volcanoes. Identity, a series of visuals created with Pierre Vanni for the Maintenant festival, is a glimpse into these imaginary worlds at the intersection of activism, technology, art and nature. »* Joanie Lemerrier

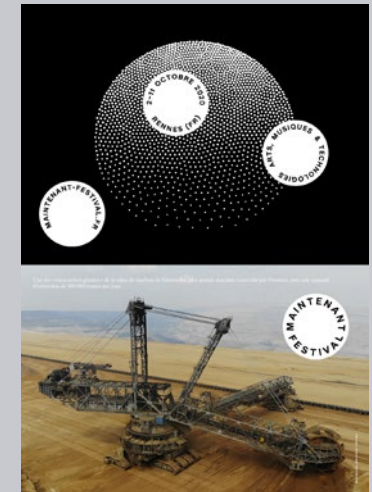
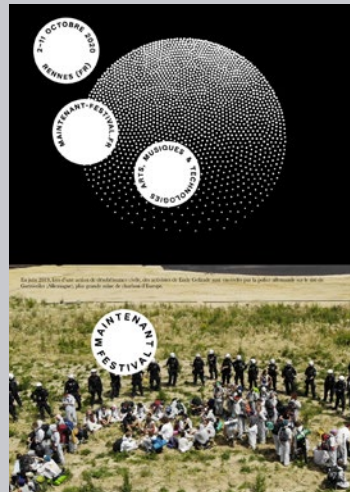
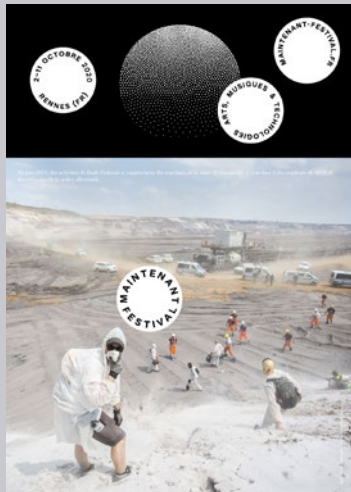
This creation takes its full meaning in the story of the association, as **Electroni[k]** is constantly attentive to take a renewed look at the world surrounding us and its deep mutations.

VISUAL  
IDENTITY

Art Series



Activism Series





## « A special issue.

I grew up in Rennes, walked its streets on skateboards, exhibited my first street art works on the walls of the city centre, showed my very first projections in its bars, clubs and festivals. 20 years later, being invited to intervene in those same spaces and develop the identity of the *Maintenant* festival is a challenging and symbolic exercise.

## A world in turmoil.

In the turbulent context of social, political, health and climatic crises, it would have been 'out of place' to propose a beautiful image, a nice «aesthetic» but hollow visual. Especially today, the role of artists is to propose a 'reflection of the world' and to contribute to the public debate by proposing new imaginations.

## Art and activism.

At first, my work around nature, geometry, light and technology seemed far from these issues. For some time now I have been interested in the Hambach coal mine, two hours from Brussels, a 8 kilometres long and 5 kilometres wide hole; the biggest source of CO2 emissions in Europe. Discovering this place has been a shock and has brought a deep change in the way we look at the world, accompanied by a burst of consciousness. I became an activist, as much on environmental issues as on the injustices linked to the exploitation of resources, humans and living things for economic purposes. I see a lot of hope in civil disobedience movements and citizens' assemblies that promise more transformation as well as the creation of more democratic models.

## Technology and imagination.

Today I take a critical look at the technological tools that I use and try to imagine a more positive and poetic future, far from sci-fi movies and dystopias that have contributed to the construction of imaginations and a rather dark ultra-technological future. >>

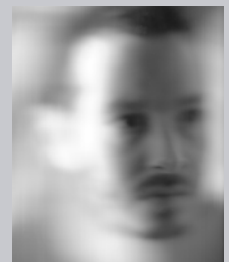
**Joanie Lemerrier**



**Joanie Lemerrier** is a Brussels-based artist from Rennes who explores digital technologies to create spectacular immersive devices. His installations invite contemplation and a poetic perspective on the world; for several years now they have also highlighted the fragility of our environment by having us take a more political point of view. Since the realization of his first mappings in 2005 in the apartments of the historic centre of Rennes, or the *in situ* audiovisual installation at the Parliament of Brittany « *La Mort de Du Guesclin* » en 2009, Joanie Lemerrier has developed a privileged relationship with Electroni[k] organization. [joanielemerrier.com](http://joanielemerrier.com)



Graphic designer based in Toulouse, **Pierre Vanni** is known for his radical graphic choices. He is the author of the festival's 2010 visual identity, an astonishing and futuristic hologram. Pierre Vanni brought his expertise in the field of graphic design and art direction. In dialogue with Joanie Lemerrier, they created together a modular system, based on a photographic corpus and a minimal graphic principle.



[pierrevanni.info](http://pierrevanni.info)