

Press release
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Mika brings colour back to Paris

Life seems dull without concerts, theatres, cinemas and museums. The world of culture has been in suspended animation since October, and Parisians no longer feast their eyes upon the billboards that typically energise the City of Lights.



MIKA & YASMINE
FOR THE RITE OF SPRING
MIKA REDONNE DES COULEURS À PARIS
AVEC LA COMPLICITÉ DU MUSÉE DES ARTS DÉCORATIFS ET JCDECAUX

Mika wanted to breathe new life into Paris, restoring its colour. With the help of his sister, Paloma, Mika came up with an idea to seek out the talents of some 60 artists. His goal: to transform billboards in the French capital with original artwork over a period of several weeks.

With the help of Olivier Gabet, Director of the Musée des Arts Décoratifs, they gave nine artists carte blanche. As the leader of this collective artistic project, which was launched in record time, Mika himself contributed to a poster, collaborating with his sister Yasmine Penniman.

Aurélia Durand, Laurindo Feliciano, Ugo Gattoni, Annick Kamang, Marie Mohanna, Lamia Ziade, Alexandre Benjamin Navet, Lamarche-Ovize, Rosa Maria Unda Souki: collectively, their work harkens back to the Art Nouveau posters of the Belle Époque, in the style of Toulouse-Lautrec or Mucha.

Thanks to the generous support from JCDecaux and the City of Paris, which instantly gave Mika's idea the go-ahead, the posters will be showcased on JCDecaux's flagpoles and Morris columns, as well as the city's billboards, transforming Paris into a temporary open-air art gallery.

About JCDecaux

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Press contact: Noémie Fuento - Tel.: +33 (0) 1 30 79 35 38 – noemie.fuento@jcdecaux.com