



CLICHÉS
[urbains]

A new vision of the neighborhood

Paris - 19th Flandre

PRESS KIT



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[The Organization]

// Photography in service of education & citizenship

For eight years the non-profit organization Clichés Urbains has provided workshops and activities focused on photography for the youth of the 19th arrondissement of Paris.

This Paris neighborhood is the city's youngest district and has received special attention from City Hall (la Mairie de Paris). It is densely populated with a broad cultural mix of communities comprised, for the most part, of families with modest means and often precarious circumstances. The neighborhood is familiar with the many issues prevalent in the french banlieue, the peripheral equivalent of the inner-city.

Focused on pleasure-oriented education and a local-minded approach, Clichés Urbains' photography workshops and activities carry several objectives :

- **Introduce the Art of Photography** to a young audience, who might not otherwise be exposed to an artistic nor cultural education, while addressing notions of civism and citizenship (environnement, laicity, fundamental freedoms...);

- **Stimulate the participant's curiosity** by teaching them different ways of looking at things and help them gain confidence by learning to craft fun and creative images through a camera or a darkroom (stereotype workshops, panoramic montages, light graff, distortions, etc.);

- **Capture images of a neighborhood and its people** day to day, with care and affection. Exhibit these photos whenever possible, celebrating the intense beauty and richness found in the diversity of a neighborhood that is largely unaware of its own signifiante. Inspired by the African Studio tradition, Clichés Urbains' mobile studio makes portraits of local residents against various backdrops : wax-dyed fabrics, photos, sceneries;

- **Create a social bond**, reinforce the young and old alike residents' self-esteem, promote the neighborhood's image and contribute to local social interactions, in a spirit of mutual respect and socially responsible action.

[The Organization]

// Our objectives

- Motivate the emergence of a new perspective on the Flandre neighborhood and its residents;
- Initiate contact between the youth from different blocks and work together in a spirit of citizenship and mutual respect;
- Collaborate with various local organizations and the municipality to coordinate cultural actions and boost the neighborhood's community life;
- Develop solidarity and culture exchange projects abroad.



[Workshops & Internships]

// Weekly local workshops

The workshops take place during the school year at the organization's headquarters and in the schools of the Flandre / Aubervilliers district. They are free and open to all children in primary school.

- Led by a skilled team of professionals in the fields of photography and culture.
- Initiation to various photography techniques (film, digital, pinhole, panoramic...).
- Playful and original exercises (collages, lightgraff, digital editing...).
- Outdoor photography : the neighborhood is the setting of many sessions and photography exercises.
- At the end of each cycle, a portfolio of her/his work is given to each student and an itinerant exhibit displays the students' perspectives on their neighborhood to its residents.



Niamey, 7 yo - Workshops 2016 - «Nature in the city»

[Workshops & Internships]

// School break workshops

In partnership with EDL-initiated « **Ville Vie Vacances** » program, and the help of professionals, artists and experts, the association offers initiation internships on professional audiovisual techniques. The two weeks long workshops are scheduled during school breaks, for ages 12-18, and give opportunity to expand on society issues and to learn to think, construct and spread an audible word.

- . Reports
- . Photo, Sound, Video
- . Creative practices
- . Blogging
- . Civic subjects



«Digital Communication & environment» Internship - 2016

[Artistic and Social Activities]



Biodiversity - «Village de la Récup» - 2016

// The Clichés studio

Inspired by African photographic tradition, the association's mobile studio offers the neighborhood folks a chance to get their portrait taken by a professional, against a variety of backdrops or sets. The images are immediately printed on site and/or posted on our website for free download.



Party in Curial - June 2013

// Exhibitions

The portraits created by Clichés Urbains are blown up and printed on posters, then displayed outside across the neighborhood during «happenings/exhibits», organized with the sponsorship of our partners (particularly photographer JR's «Inside Out» project, local associations, communities and urban policy).



Exhibition for the inauguration of the new Michelet neighborhood
Paris 19 - July 2013



Exhibition in Archereau street - Bloc Party
Paris 19 - 2011



Exhibition anti-wasting - City Hall square
SERD Week - Paris 19 - 2016

[Reports and Documentation]

Throughout the year, the association participates in events and festivals planned by local community coordinators, acting as photographer of these celebrations.



Inauguration of the Michelet neighborhood - July 2013



Shared Meal - Orgues de Flandre - July 2014

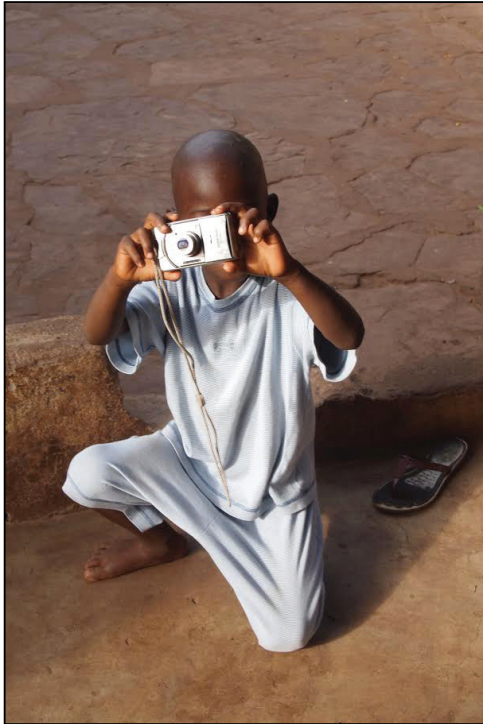


Fashion Show «Les Couleurs de Pont de Flandre» - August 2016



«Les souffleurs» at the Orgues de Flandre - Winter 2016

[Worldwide Workshops]



ATI - Falatow Orphanage
Bamako - 2011

Since 2011, Clichés Urbains offers solidary photographic workshops abroad, in partnership with local associations.

From Bamako to Rio through Capetown, we teach the basics of photography in a playful form and initiate young people to various creative and easy to replicate techniques such as : light painting, pinhole (photography in a can), panoramic etc.

Each of these trips is also an opportunity to forge links between Clichés Urbains' parisian public and young people from elsewhere, to encourage curiosity, to develop exchanges, to broaden horizons, the notion of fellowman, and the field of possibilities.



Christmas Party, Manenberg, 2012



Audrey, Dillon, Keith, Theslin, Fatima
Manenberg (Cape Town) - South Africa - 2012

[Activities in Brazil]

João-Pablo, Gleice & Francis lady -
Rio de Janeiro - 2013



Linked to Brazil since its creation, the organization offers, since 2013, its workshops to the young residents of the favelas of the center of Rio and of the Minas Gerais state, in partnership with local associations and french insitutions abroad.

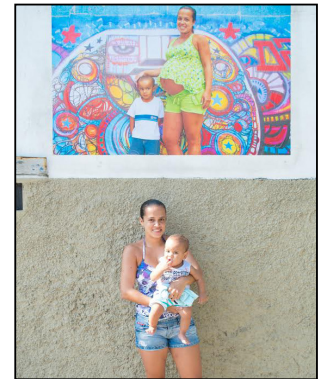
As in Paris, Clichés Urbains works with communities in a logic of valorisation of the districts and their inhabitants, through animations, portraits and exhibitions on public spaces.

Conceived in the form of dialogues between the Parisian and Brazilian audiences, these actions are also the opportunity to take the 19th arrondissement and its artists on a journey.



Pinhole - Lavras Novas, MG - 2016

Studio - Rio de Janeiro - 2014
(Street Art by Myriam Maxo
& «les couleurs du Pont de Flandre»)
- Paris 19



Rio de Janeiro - 2014
(Street Art by Da Cruz) - Paris 19

QUE FAIRE À PARIS ?

[Press Coverage]

« During «Paris Plages», head over to the world's most famous Brazilian beach and get your photo taken by Clichés Urbains. Come have fun with your friends and family, and PARTICIPATE in Paris plages' newest attraction. Grab some accessories or props and in the time it takes to snap a photo, a photographer will capture your portrait against a Copacabana backdrop, with its gorgeous sandy beach and blues skies... The photo's main theme is centered around the World Cup. » **July 2014**



GRAZIA

The 10 News of the Week

« Based in the North-East of Paris it teaches kids to look at their neighborhood differently through photography workshops. Best of in the form of a photo album. » **February 2014**

Le Parisien

Paris-Plages do Brasil

« For a brief moment, Parisians and tourists alike will be able to transport themselves to the beach of their dreams. A few props and a photo will be enough to create the illusion, around the theme of the Football World Cup. No doubt Rio's Copacabana beach will be an inspiration to all. » **July 2014**



Break down the clichés : « The 19th is not a thug district »

« Armed with their cameras, these seven young people walk the streets of the Flandre district. The goal: photograph the places that will be in the neighbourhood's guide. »

LCI Report - March 2016



Paris City Hall

« In the context of our immersion «On the side of Flandre», discover the association Clichés Urbains which offers, since 2008, photographic animations and workshops to the young inhabitants of the Flandre district, in the 19th arrondissement of Paris. This priority area of the city policy, the youngest in the Capital, is populated by communities from diverse origins living, for the most part, in precarious or modest conditions. The association, through its cultural action, tries to recreate a social link... and succeeds! » **June 2016**



NewCityzens

« Clichés Urbains: a positive aim! » **April 2016**



Mouv'

« The Clichés Urbains organization proposes, since 2008, photographic animations and workshops to the young residents of the Flandre district, in the 19th arrondissement of Paris. » **April 2015**



Participate to the friendliness of the neighbourhood

« Take the children of a disadvantaged neighbourhood, give them a camera, teach them how to use it and how to look around them. They'll see themselves in a new light - aware and proud - as well as their neighbourhood, and many other things. This is what Clichés Urbains has been working on since 2008. »

May 2016

In Paris, the children of the Flandre district invade the streets

« On the occasion of the neighbourhood party, a group of kids taking part in the « Inside Out » art project, turned Archereau street into an open-air Art gallery. Raised in the rival districts of « Curial » and « Riquet », they will reveal to their parents, friends and neighbors, a series of 16 giants portraits in which they express themselves freely. » **September 2011**





Light Graff - February 2016

[Awards and Prizes]



THE AWESOME FOUNDATION

The Awesome Foundation Prize // 2016

The Awesome Foundation for Arts and Science is a worldwide network in constant growth for people who seek to promote the Awesome in the Universe. **Created in 2009, in Boston, during long and hot summer days, the Foundation gives each month a series of 1.000€ grants to projects and their creators.** The money is provided by the personal funds of dozens "micro-donors", then given in cash, checks or «doublons d'or». The branches are autonomous and managed by the donors depending on their geographical area or interests.



Women's Prize // 2013

Clichés Urbains received the Mondadori award, a «**Women's award for sustainable development**», selected by Grazia magazine. This award's objective is to support women working daily for social commitment through their non-profit organization.

1st Prize MAIF Fund for Education // 2012

Every year, a call-for-projects rewards innovative and original achievements, favoring access to education from a social, cultural and citizen standpoint. The MAIF Fund for Education received 300 applications. Twenty-one regional laureates were rewarded, including three at the national level.



BNP Paribas Foundation // 2017

Clichés Urbains is the winner of the BNP Paribas Foundation's «Projet Banlieues» for its workshops project. The allocation is granted for a 2 years period.



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Find our current events on Facebook and
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www.cliches-urbains.org



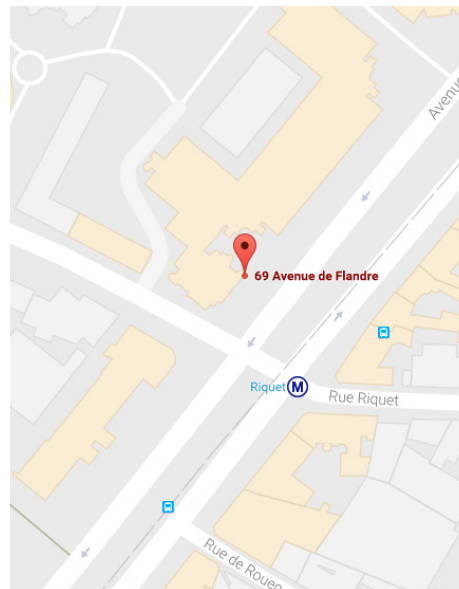
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[Our Partners]

Public Funding



Private Funding



Institutional Partners

Administrative Support



Partners





Reda, M'balou, Fatoumata - October 2011

[Support Us]

Volunteer

Become a counselor and/or volunteer photographer during our Wednesday or Saturday afternoon workshops. Or help design our communication tools, posters, website, flyers ...

Shop

Clichés Urbains sells postcards, photo albums, buttons, as well as high-quality framed prints.

Call our competences!

Grant us your projects! Reports, animations by photography...

Equipment collecting

Give a second life to your photographic and informatic equipment, mostly functional, they will be used during our local workshops.



[THANK YOU!]

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