

Socomec sponsors Street art

Benfeld, 19 September 2016

A huge, colourful artwork is to be reproduced on one of the large outer walls of Socomec's industrial buildings in Benfeld, Alsace. At the end of September it will be on view from the nearby D1083 trunk road...

From 19-23 September some strange flying men will be appearing on the large outer wall of Socomec's logistics warehouse in Benfeld that is visible from the busy D1083 (former RN83) trunk road.

Three red men-birds on a midnight blue, starry background: this is a large 15 x 9m artwork created by Kazy, alias Kazyusclef, in response to a call for submissions launched by Socomec among recognised street artists based on the theme "Energy for a cleane world".

"Companies have a role to play in promoting street art" explains Ivan Steyert, CEO of the Socomec Group. "It's a very contemporary, youth-driven form of artistic expression. Our factories and warehouses often have large unused spaces that are visible from the outside to a large number of people: along roads, motorways and railway lines. This form of active artistic patronage fits perfectly into our CSR policy."

Following the call for submissions, the jury of six people including Laurent Reynes, sculptor, architect and professor at the Strasbourg School of Architecture and Chloé Kessler, architect and founder of the Strasbourg association 'Spray Club' received four submissions from recognised street artists: apart from Kazyusclef, the others were the Strasbourg-based Stom 500 from the Downtown collective, Pisco from the Urban Art collective and Dan 23.

Kazy's men-birds - evoking the 'S' of Socomec – are painted in a powerful red colour and are seeking a clean, natural and almost eternal energy source: the stars.

Stylistically, the art work carries references to Matisse, Braque, Chagall, Rivera and Hans Arp, who was a native of Strasbourg.

A long history of collaboration with regional artists

Art has had its rightful place at Socomec for a long time: concerts, exhibitions, creative events ... and there have been many artistic partnerships that have been associated with the company's major events in its history, and that are a demonstration of our openness to creativity in the widest sense. Today, in support of the Socomec Group's continuing growth, a new artistic venture is taking shape around Street art....

Artistic events over the years

1991: Concert with Percussions de Strasbourg in the factory workshops
1992 : Concert with the Alsace Jazz Regional Orchestra (ORJA) conducted by Bernard Struber and with the singer Lavelle
1993 : Purchase of an original work by Tomi Ungerer for the company's 70th anniversary;
1994 : Concert by the Ballets du Rhin and exhibition of paintings in association with the DRAC* and the FRAC*
1995 : Theatre play at the Maillon arts centre accompanied by a photo competition in association with the DRAC*
1997 : Commission of a sculpture by Pierre Gaucher that is now exhibited in front of the company restaurant
1998 : Concert with the Ensemble Vocal de Strasbourg conducted by Christian Uhlmann
1999 : Concert with double bass player Joe Krenker with the participation of Fawzy al Aiedy
2000 - 2011: Exhibition of works from the FRAC* at company HQ;
2011 : Concert with the "MozART" string quartet in the Benfeld logistics centre
2013-2015: Partnership with the City of Strasbourg's 'Artothèque' to exhibit works in the company's Alsace HQ's reception area
2016 : Street art competition on the theme "Energy for a cleaner world". Kazy, the winning artist from Nantes reproduces his work on the outer wall of the Benfeld logistics centre

*DRAC: Regional Directorate of Cultural Affairs

*FRAC: Regional Contemporary Arts Foundation

ABOUT SOCOMEC

Founded in 1922, SOCOMEC is an independent, industrial group with a workforce of 3000 people spread over 21 subsidiaries in the world. Our core business – the availability, control and safety of low voltage electrical networks with increased focus on our customers' power performance. In 2015, SOCOMEC posted a turnover of 467 M€.



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