

FRAGRANCE AND PERSONAL CARE

Foundation Valmont addresses societal issues with new art exhibition

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For "Alice in Doomedland," Mr. Guillon collaborated with several artists and an NYC-based organization. Image courtesy of Foundation Valmont

By LUXURY DAILY NEWS SERVICE

Foundation Valmont is using an iconic story to illustrate larger societal issues in a new artistic effort.

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"Alice in Doomedland" illustrates matters that affect every member of society, including sustainability and COVID-19 pandemic-related issues, by utilizing low-impact art pieces. For this take on Alice in Wonderland, Valmont's creative director and owner Didier Guillon collaborated with several artists and a non-profit organization.

Alice in Doomedland

For this project, Mr. Guillon collaborated with artists Isao, Stephanie Blake, Silbano Rubino, Luca Berta, Francesca Giubilei and students from Publicolor, a non-profit organization based in New York.

Acting from its philanthropic roots, Fondation Valmont continues their longstanding partnership for this exhibition with Publicolor which utilizes a range of design-based programs that assist and engage at-risk New York City students in their education. The organization also helps the students prepare for continued education and progress in their personal lives.



More scenes from "Alice in Doomedland." Image courtesy of Foundation Valmont

Mr. Guillon hosted a competition for Publicolor students, prompting them to illustrate depictions of their own perceptions of the "Mad Tea Party" scene in Alice in Wonderland. Broken up into teams, the students created their visions and the winning group's image has been reproduced life-size in the Alice in Doomedland exhibition at the Venice Biennale, a beloved biannual artistic event.

In October 2018, Valmont Group and Foundation Valmont hosted their first United States art exhibition titled "The Elegant Symmetry of the Gorilla." Held in Lower Manhattan, the exhibition showcased a collection of 30 works designed and created by Mr. Guillon ([see story](#)).

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