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**PLEM-PLEM Company** present "*La Timbrée*" (The Stamp)

Itinerant space dedicated to Mail Art

Street Art

La Timbrée is a travelling space dedicated to Mail Art where the public is invited to come and imagine, create and experiment with all possible forms of postal correspondence.

Mail Art is our passion at La Timbrée.

### **What is Mail Art ?**

Mail Art (or Postal Art) is an art form that uses the various components of the postal correspondence as well as the postal service.

The letter and the envelope become a medium for artistic expression. Mail Art letters therefore send a message both in text and image.

Postal Art covers a very varied field of action in terms of its supports: artisanal postcards, decorated envelopes or unusual objects (bottles, cans, etc.) that can be sent through the postal service.

The sender no longer has any control over his shipment, not knowing whether it will reach its destination or in what condition it will reach it. The traces of the routing are part of the "work". Obliteration is essential.

This practice gives rise to exchanges in which freedom of expression and creation is proclaimed.

The materials used are as varied as the techniques: photography, drawing, collage, painting, calligraphy... The creation and sending can be fed by images, shapes, stamping, the writing of addresses or even pads and postmarks...

Mail Art opens a democratic space of creation.

It develops a practice accessible to all.

### **The birth of Mail Art**

If the 1960s are considered as the official birth of the artistic movement called Mail Art, the practice of a Postal Art finds its origins long before. Thus, as soon as the postcard (Austria 19th century) and stamp (England 1840 and France 1848) were invented, the first illustrated mailings appeared.

In the 20th century, the Dada movement and the Surrealists seized this artistic form and use their image collage techniques to evoke new emotions and reactions. Mallarmé writes the addresses in the form of a quatrain. Picasso, Apollinaire or Duchamp and the Dadaists illustrate their letters, divert the media, play with postal codes.

In several European countries, a "Postal Art" (1910) emerged, and in Italy in particular with the Futurists for whom the letter became an expressive medium, far from standardized materials, using all the techniques of painting and collage and mixing cheerfulness and humour.

Of course, we must not forget the many anonymous people, including soldiers in the two World Wars or sailors who decorate letters, draw on envelopes or postcards they send to their families.

In the 1950s, Fluxus artists influenced by Dadaism and Futurism challenged ideological, artistic and political conventions and constraints. With them, the Mail Art emphasizes the importance of social ties by privileging relationships; art enters into daily life and values human relationships. By

sending these "works of art" by post, these artists divert traditional circuits from museums, galleries or various institutions and subvert the functioning of the art market.

Ray Johnson is considered to be the founding father of this artistic movement (1962). He created the "New York School of Correspondence" defined as a "non-school". Mail Art will expand and networks will be created, to experience a real boom in the 1970s. (In Italy, the Netherlands, Eastern Europe, Latin America).

Postal Art was therefore born from a need for communication to convey ideas through the verb and image. This practice gives rise to exchanges in which total freedom of creation is proclaimed.

### **Note of intent**

What we want to share with the public is the pleasure of sending and receiving original, crazy, homemade, glued, painted, scribbled, sewn, decoupled, beautiful, splendid or bare, but always personal, unique and destined letters (even the unknown is a destiny).

These things that take with them our feelings, our thoughts for our correspondent, with the desire that he receive them as a gift, a personal message, a concrete and imaged thought to his address. A creative, sensory, sentimental, relational object that he can keep if he wishes. A message beyond words, calling for more means and paths of receptivity.

Through Mail Art, La Timbrée reemerges a concrete, lasting, personal and creative dimension of communication, in an era where abstract messages are exchanged through screens, at the speed of Internet flow and telephone networks. The practice of Postal Art revalues the notion of time as well as the notions of recipient and address, and makes it possible to rediscover the meaning of personal communication. It also invites those who wish to do so to rediscover a certain sweet nostalgia for the time of love letters, the emotional expectation of the postman's coming and the joy of touching the paper. And quite simply, isn't it a pleasure, always a good surprise to receive a mail that is out of the ordinary?

In the form of a letter, parcel, card, object... of everything you can stamp before slipping it into the mailbox around the corner and wishing him a safe journey. The Postal Art invites everyone to relive the "inner child" and its emotions linked to the game of "throwing bottles into the sea"....

It is not necessary to be able to read or write, nor to have an idea of what you want to express. The recipient is not necessarily known. The Mail Art invites you to a surprise meeting with those who spontaneously wish to express themselves in this travelling creative space. It allows everyone to have a creative experience.

This practice gives rise to encounters, exchanges, discoveries and expressions of self, expression to others and creativity.

The creative visitor becomes an actor in the project.

### **Travelling Mail Art Office (The space)**

It is an integral part of the project. It is a rolling object identified as an office dedicated to the Mail Art, a raised, towable trailer that can be opened on a two-part wall that serves as display units.

Mobile space in which one takes the time to discover, search and imagine all the possible forms that a correspondence can take and in which one can find all the material necessary to create a mailing (paper, magazines to cut out, diverse and inspiring images, pens, felt-tips, glue, stickers, fabric, utensils, original objects....).

## **How does it work in practice?**

An escort is there to welcome the participants, the public, to make them discover the space, the functioning and the supports that can be used. She is also present to guide, inspire and help in the creation, whether by collage, sentences, signs, rebus, words, legends, riddles... Everything is to be tested, to be imagined.

The escorts offer support, benevolent and inspiring support to the creators of the moment.

The visitor has several choices: he can take the time inside this mobile writing table to make a postal creation, by having all the material at his disposal or he can take a place outside to simply write on a card, an already existing postal object that will have been proposed to him on display by the person accompanying the creation.

Participants have the choice of posting their creations themselves or leaving them with us and using stamps made available. We then transfer them to a post office mailbox.

### **-The Address Book**

The "La Timbrée" Address Book is our free directory, it allows visitors who wish to initiate a correspondence to leave their postal details for exchanges "to the unknown", it is a creator of link with the other / others.

### **-The Wall of Correspondence**

The Wall of inspiration and encounter, of connection and curiosity. Those who choose it can leave their creation there for the attention of a future visitor. It can be a text, a thought, a yell, a memory, an idea, an emotion, a joke, an image, a photo, a feeling, a story, a drawing, a recipe, a piece of self...

Then everyone can pick a letter that inspires them, stimulates their creativity and deciding to answer it, thus giving the start to a new correspondence from unknown to unknown.

The Wall of Correspondence is intended to trigger postal encounters, links, through creative sensitivities.

In summary,

## **To whom should we "write"? (create)**

The visitor can "write" to a personal acquaintance or choose to go on an adventure by picking an address from our Address Book or the directory.

He may also choose to respond to the creator of one of the objects displayed on the Wall of Correspondence who has particularly challenged him, touched him. Or he can simply create in order to place his creation on display on the Wall of Correspondence.

Small summary La Timbrée

From La Timbrée, you can therefore give news to your loved ones or create a correspondence with a stranger.

La Timbrée aims to be the social network of the curious of the Mail Art, by being a vehicle for exchanges, encounters, discoveries and openness to others.

## **Which audience?**

All audiences.

La Timbrée is aimed at all passers-by, young and old, whether or not they are comfortable with words, the talkative or the reserved, the informed poets or the enthusiasts, from all walks of life, from all countries.

The plastic support allows to enrich the words, it can even replace them, there is not necessarily need of words to correspond via La Timbrée. This opens up the possibility of corresponding with the whole world, without necessarily knowing all its languages. Creation overcomes the language barrier.

All kinds of exchanges are possible. Occasional or lasting twinning arrangements between schools, between cities, can be set up, international and intergenerational correspondences (schools and retirement homes for example...).

## **Where to find us**

La Timbrée is a travelling project that is part of the practice of street arts. Thanks to its mobile format, it can be used anywhere (in festivals, on the street, in the city or in the countryside, in schools, hospitals, prisons, etc.).

Being able to address the widest possible audience by meeting them is a key point, a nerve centre for the conduct and implementation of the project.

## **Beyond the discovery and sensitivity to Mail Art, La Timbrée works to :**

- To take the time to think, to feel, to express yourself....
- To allow you to live a creative experience while being supported and accompanied.
- Create a link by opening up to the unknown, to the other.
- Rediscover the pleasure of correspondence.
- Create social and intergenerational links.
- Inspire through exchange, create together, learn from others and with others.
- Encourage curiosity, imagination, creation, composition and even writing.
- To offer a space of conviviality, relaxation, creation, experimentation to simply have a good time
- Make the public space (or an event) active, participatory or even festive.

## **The members of the project**

Vicky Tiefenauer (Artistic Director / Accompanist)

After obtaining her literary baccalaureate in 2006, influenced by her father as a ballet dancer, she decided to train for the fixed trapeze in Rennes at the Big Bang Circus with Gaëlle Lelarge in 2007, then for the circus more generally by integrating professional training into the Arts du Cirque de Lyon Ménival in 2008. Already initiated during her youth into dance, gymnastics, flying trapeze, music, theatre..., she discovered at the preparatory school of Ménival the balances and acrobatic lifts that she would deepen through workshops (Claude Victoria...).

Today, she is an performing artist and has worked with several companies, including the Compagnie Virevolt as an aerobatic dancer. Currently a member of La Miam-Miam Compagnie, a duo of Culinary Acrobatics, as well as the PeepShow, a fairground entrance for 24 curious people (Les Persifleurs) and also of La BarbiKen Compagnie, an erotic and offbeat circus, always deepening the research around movement, circus, dance and acting.

She tries to find the time to practice the Postal Art daily by mixing different arts (silver photography and development, digital, sewing, collage, writing, plastic arts...).

Marie Bernardin (Set designer, builder / accompanist)

Marie Bernardin began her studies in 2007 with interior design at ESAI Lyon. She then obtained an Arts du Spectacle degree in Toulouse where she continued to expand her network (Toulouse en Piste / La Fiancée du Pirate...). She quickly became part of Lyon's cultural life, where she found pleasure in eclectic projects in which she wore several hats: accessories designer, set designer on short and feature films as well as set designer, scenographer and living arts technician.

Festivals of Lights from 2009 to 2012.

Les Invites de Villeurbanne since 2015.

Constructor occasionally for Le Komplex Kapharnaüm.

Constructor scenographer for La Cie Marzouk Machine.

Stage Manager for Le Groupe Tonne.

Stage manager / machinist for "Federigo", Cie De La Boulangerie.

### **Technical description**

-All audiences.

-Day or night.

-All types of land that can accommodate La Timbrée (caravan of H186 x l140 x L210) + drawbar 100cm

-220 V socket (if possible)

-Gauge: 6 to 60 people / hour approximately

(The office can accommodate 3 to 4 people inside and 2 people can take place outside. The time of a postal creation (from 5 minutes to an hour on average)).