

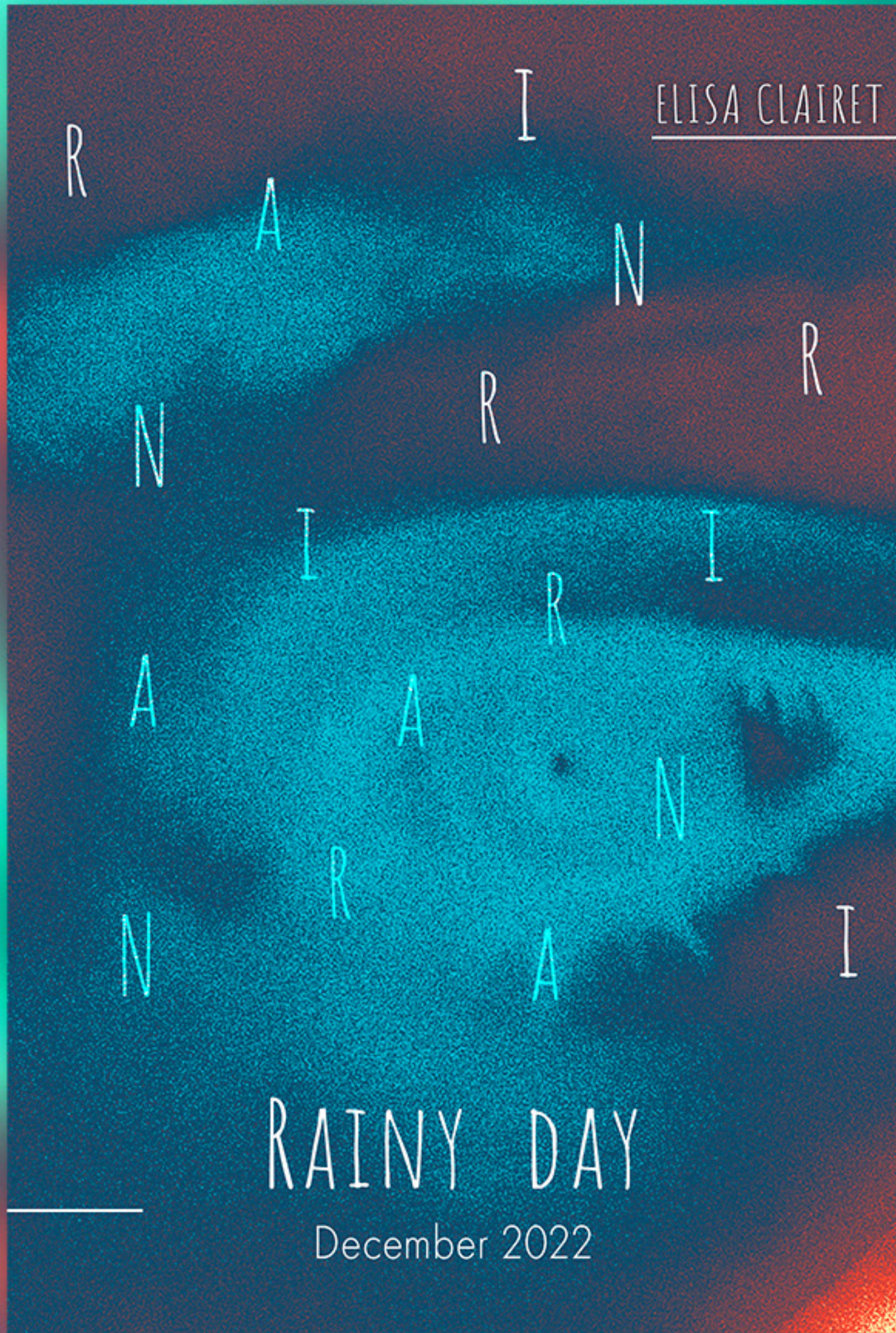


ARTISTIC DIRECTION

ELISA CLAIRET 26054



DORSET COLLEGE
RAINY DAY EXHIBITION



ELISA CLAIRET

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RAINNY DAY

December 2022

RAINNY DAY EXHIBITION



ARTIST STATEMENT

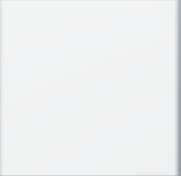


Most people feel sad and thinks it's stopping them to experience their life outside when it rains. I like rain, and for me, sadness is not a bad feeling.

Rain is tears coming from the sky, screams from clouds, and shivers for the ears and eyes. Particular rounded smell, cold touch of water on my skin, landscape fading into rain, the world become dark and mythical. I could listen to the sound for hours. Every drop smashing at full speed on this earth, thunder, lightning, loudly and flashy gods from another time. Each time it rains I see a picture, me, my cousins and my brothers on the terrace of my grandparents in the south of France. Rain is chaotic, with water rising under our feet, the sky screaming and in the middle just a couple of kids laughing, running and living their life fully.

What do I want to say with my art?

Celebrate the rain, feelings that come with it. Find the beauty in this sadness and this excitement I have when it starts to pour outside. My work represent how I see the world, all the colors, all the shapes, and how I feel and want when rain comes.





BRANDING VISION
& INTENSION

THEME

How I feel, see shapes,
colors and what I do when it
rains

VIBE

Psychedelic

Sadness

Sensual

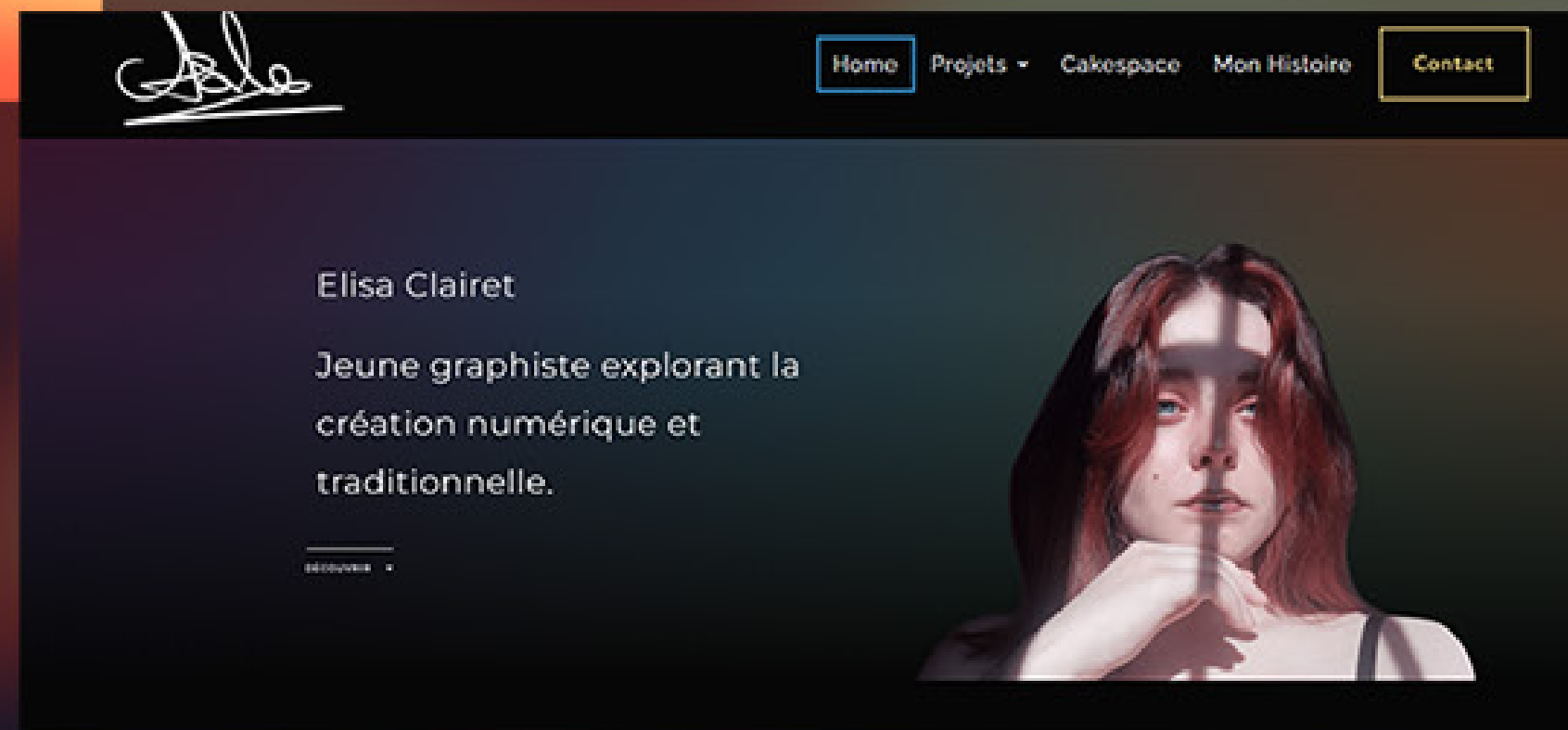
Freedom

Nostalgia

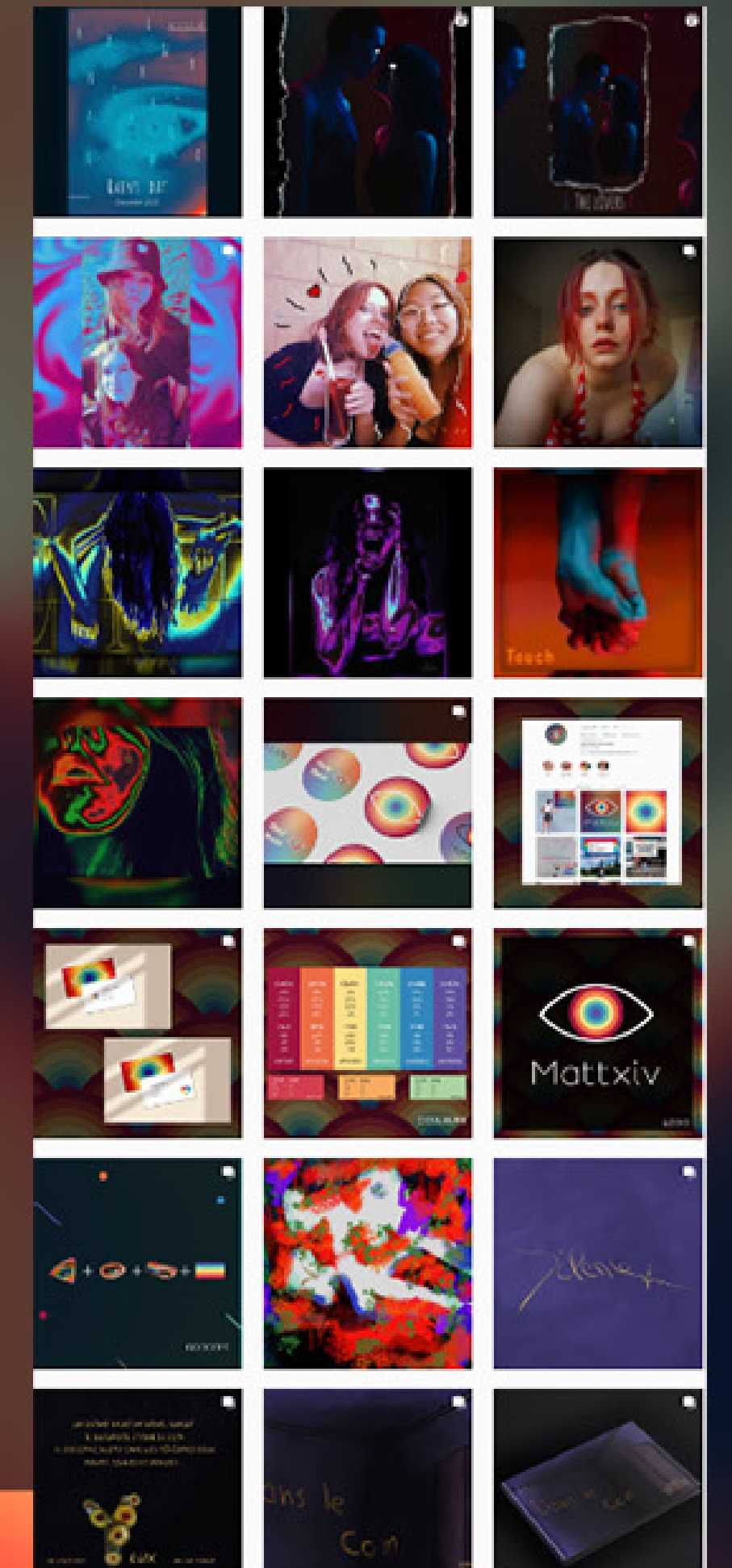
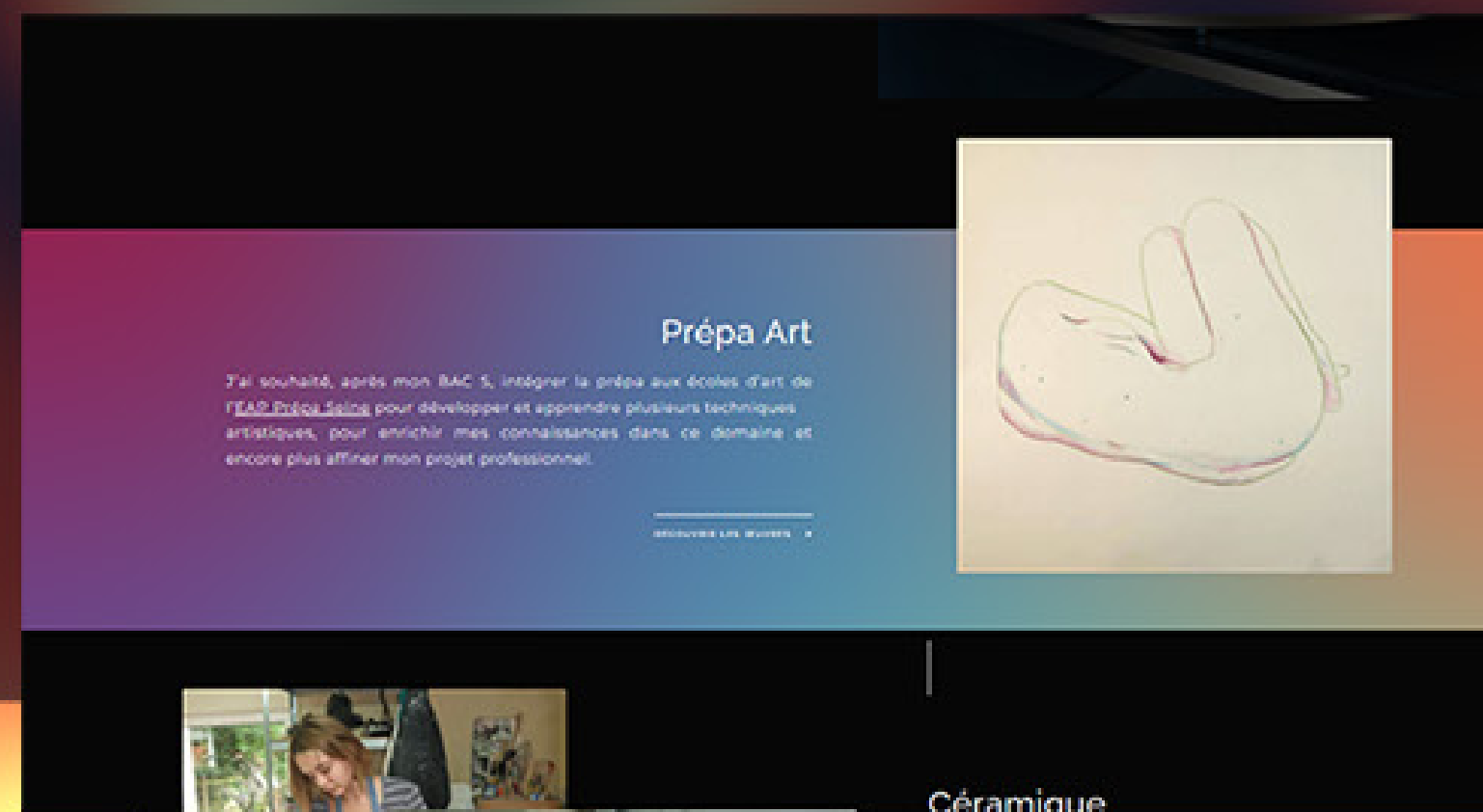
Desire

Blue hour

CONSISTENCY



My work for this exhibition is very colorful, neon and sometimes dark, with elements hand drawn. We can find this style across all my media, on my Instagram or my website



INFLUENCE

Rain

Dublin

Memories
of childhood



Feeling blue - Collages

Julia Carriça

Alex Korzov

Sasha | Vladivostok



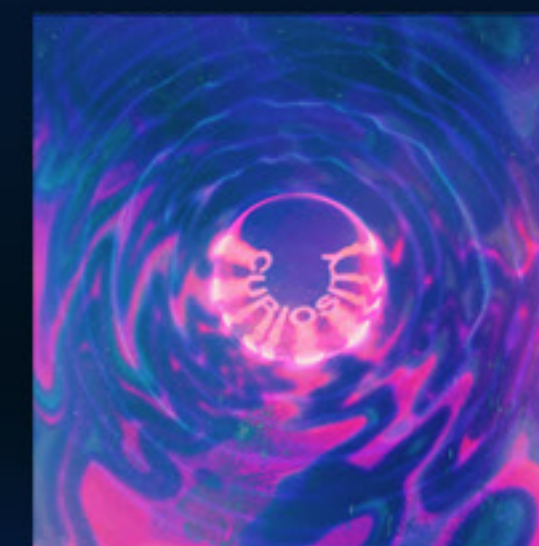


Alex Korzov
Ocean

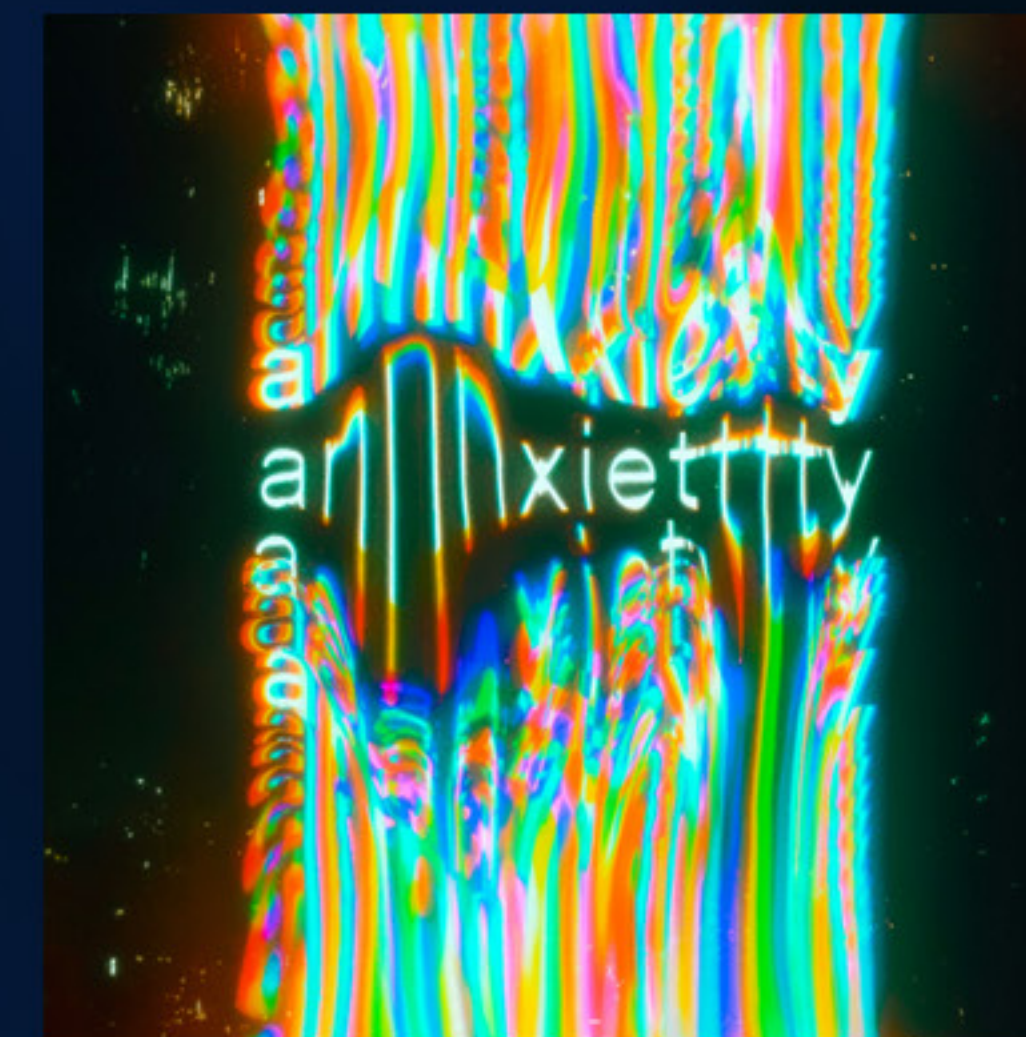


Polina Washington

mishko
MISHKO Fall 2019
Selected Works



gün
Tayyibe Benek



SOSTAC

Situation : I'm a French student in Dublin trying to have the best experience and building an exhibition about my journey here and showing how I interpret the rain.

Objectives : Create a moving exhibition and best represent my theme.

Strategy : I have a real direction that I follow to create a unity between all my work. I use social media like Instagram and Facebook to spread the reach of my exhibition and create a website about it to leave a mark of this project even after the end of the exhibition.

Tactics : I use the same colour palette for all my photos, I also use similar elements between some photos. I have photographs of places I want to be when it rains, places I have been where it was raining, pictures of what I desire to eat or do, and finally some photos of how I felt with rain outside.

Action : I draw on my photos, and highlight elements that express the best how I see and feel under the rain.

Control : My work is shared, talked about. People come and ask me questions about it and feel intrigued by it. Or win the photography contest for the exhibition.

SWOT

Strength : I have a very particular, psychedelic style, strong colours and photos that had a lot of work done on it that allows me to stand out more.

Weakness : Can be too artistic and hard to understand the emotion and theme.

Opportunity : I can reach more people thanks to social media.

Threats : For the real, in person exhibition, the printer is a threat because it can cause delay or have some problems with the printing of some photos.

LINKS



<https://elisaclairet.wixsite.com/elisa-clairet-artist>

<https://www.facebook.com/profile.php?id=100088266415052>

