

Photographs by
FRANCK VOGEL

Supported by **IRÈNE FRAIN**



INSPIRED BY THE **BISHNOÏS**



Exhibition inside the parisian Métro in 2011
Luxembourg and Montparnasse Subway stations

CONTACTS

Franck Vogel - Photographer
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Franck Vogel

Photojournalist

Since 2007, Franck Vogel has focused on the unique relationships between Nature and Human beings to show the World that it's possible to live in harmony. In India, his story on the Bishnois, world's first environmentalists, illustrates this in the best way.

His work has been published all over the world, including GEO magazine for its special 30th anniversary in March 2009, and a documentary film for France Television will be broadcasted in 2011.

OTHER REPORTAGES

- Unique orthodox churches of Voskopoje (Albania) - *Le Monde Magazine / Courier International*
- The return of Crimean Tatars to their motherland after being deported by Stalin (Ukraine)
- Albino killings in Tanzania - *NRC Weekblad*
- Valaques, the most discreet community in the Balkans (Albania, Greece, Roumania) - *GEO magazine*



Irène Frain

Writer

Irènes Frain is a famous author in France. Most of her work has been inspired by India. With Franck Vogel, they have a common interest for the Bishnois and their nature friendly philosophy. Her last book, «*La Forêt des 29*» (The 29th's Forest) is all about them and will be released end February 2011.

She's a founding member of the *Women's Forum for the Economy and Society*.

BIBLIOGRAPHY

- Le Nabab
- Quai des Indes
- Pour que refléurisse le monde
- Ghandi, la liberté en marche
- Les naufragés de l'île Tromelin



A link between France and India

Art & Culture Cooperation

CURATOR FOR THE EXHIBITION IN INDIA



Nupur TRON is a modern Indian woman living in Paris. She's a jewellery designer and her unique collections are showcased at *Le Bon Marché*, one of the oldest and exclusive department stores in Paris. She is also Ambassador of India in France for "Art de vivre" (lifestyle and culture).

Since many years she is involved in environment friendly projects and is naturally taking part in the Bishnoi event to increase public awareness of Nature protection in France, India and the rest of the world.

In 2005, she created jute bags with a logo «Say Yes To Jute» and «Say No To Plastic Bags», launched at *Le Bon Marché* in Paris. Last year, she designed a bracelet with the «Recycle logo» in recycled white gold and emeralds.



SYNOPSIS



For over 500 years, men and women living in the desert of Thar in Rajasthan, India, have been willing to give their lives to protect wild animals and trees with which they live in total symbiosis until considering them as members of their family. In our world where environmental issues are always more pressing, Bishnoi age-old traditions can certainly teach us something.



Often called the *world's first environmentalists*, they follow 29 principles laid out in 1485 by their guru Jambheshwar, when he founded the Bishnoi sect after a severe drought. The name is derived from Bis (meaning 20) and Noi (9). Several of those rules are dedicated to environmental protection and compassion for living being.

Indeed, each family plants every year new trees, uses only dry wood for its needs, creates a water tank to collect rainwater and devotes a part of its harvest to their "children" (black buck, gazelle, peacock, pigeon,...) in order to maintain balance in the desert. Such is the dedication of those strict vegetarians that they nurse ill or injured animals and never keep dogs for fear that they could prey one. Whereas Bishnoi women are known to breast-feed motherless fawns, almost every year a man dies while chasing violently a poacher.

Travelator Montparnasse train station

April to June 2011

The corridor in Montparnasse train station welcomes artistic and cultural frescos for passengers during their time on the travelator between Montparnasse train station and Subway stations (Line 4 and 6).



SOME FIGURES

- A photographic fresco on 135 meters
- 95 000 people per day take the travelator
- 5 700 000 possibilities to see your brand

Luxembourg subway station

July to December 2011

Since 10 years, the RATP (Paris Subway company) is involved in sustainable development and ecology especially through the RER Luxembourg train station: the platforms host spectacular scenographies by artists and institutions to increase public awareness of environment and Nature.

Exhibition graphic design by Ericka Weidmann

50 Millions
possibilities to see your brand



SOME FIGURES

- Six huge boards (16 meters long and 6 meters high)
- **280.000 passengers** per day in the station
- **75%** are between 18 and 40 years old
- **67%** passengers use the station to go to work
- **12%** are students
- Waiting time : 4 to 20 minutes

Promote your Company



Associate your company with an international project that has a strong and universal meaning for a 6-month period.



A project that can help you to develop your policy concerning employee commitments.



Enhance your company's environment-friendly image both inside and outside.



Communicate your involvement to your customers through the project.



Exhibition Budget

for each project

- Photographic rights
- Graphic design
- Executive production
- Curator Nupur Tron



57 000 € net for the package

- Production costs for the project
(*e.g. Montparnasse project was 650 m2*)
- Printing on adhesive monomeric vinyl
 - Installation inside the Metro station



Costs paid by the client