

CALL FOR PARTICIPATION - SHARED CREATION

Participate in the creation of a monumental fresco in augmented reality with the artist Elly Oldman!

Application deadline : March 2, 2025

Are you between 18 and 35 years old ? Do you live temporarily or year-round in Armenia, Kazakhstan, Kyrgyzstan, Uzbekistan, Russia, Tajikistan? Do you want to **share your culture**, exchange with an artist registered in the field of visual and digital arts and **participate in collaboration with the latter in the creation of a monumental work, to be discovered in augmented reality?** This call is made for you!

The Alliances, the Embassies of the Region, and the French Institute, are launching a call for participation for the constitution of a group of young volunteers adults from different nationalities, to exchange and work remotely in collaboration with the French artist **Elly Oldman**. This group will take part in the creation of an original composite work based on traditional tales and childhood memories, exploring the superpowers of the imagination in the face of fears, drawing on stories from the artists' own cultures. This project will be carried out in partnership with the association **Electroni[k]**. The aim of this shared creation is to encourage international exchange around the expression of the cultural rights of the people who make up this group.

Final object:

The creation will take the form of a **monumental fresco to be discovered in augmented reality (images, sounds, mini-games)!** The drawing and animations will be built around the illustrations, items and other assets provided by the participants and reinterpreted by the artist Elly Oldman. The music and mini-games will be created by the participants from the drawings and animations provided by the artist and incorporated into the final work in augmented reality.

Thematic :

In this new fresco, the audience will be invited to discover the imaginary journey of the **little girl** and her **robot** through the **Forest of Fears**, the realm of childhood fears. Their journey, which reflects the real anxieties of childhood, takes them first into a frightening world in which a childish

fear manifests itself in disturbing forms. The appearance of an **ally** who will turn the scary into fun will lead them to a **comforting** world, imbued with the reassuring and soothing elements of childhood. This work, enhanced by **augmented reality**, invites the public to accompany the little girl and the robot on this journey and to take part in this metamorphosis from fear to comfort.

- **Exploring childhood fears:** The fresco will explore the theme of universal and/or cultural childhood fears through an epic narrative, in the style of historical epic tapestries. Embodied in frightening characters, these ancient terrors will be experienced and confronted by the little girl and her robot.
- **Imagination as a bulwark:** Each encounter with a fear will be followed by the intervention of a reassuring imaginary character, representing the memory of a comforting element from childhood. By confronting the terrifying incarnation, this new ally will gradually transform the threatening universe into a reassuring place, demonstrating the protective and healing power of imagination.
- **The scary character:** He is the incarnation of a universal, cultural or personal fear from the participants' childhood (fear of darkness, emptiness, abandonment, legendary monster, fairytale character, etc.).
- **The caring character:** For each challenge, a comforting character, linked to the child's imagination, will step in to offer comfort and courage to the little girl and the robot, helping them to overcome their fear and return to a calm and reassuring world.

Project : Following this call of participation, 12 young volunteers (3 musicians, 6 illustrators and 3 coders) of all nationalities living in the above-mentioned countries will be selected. Remotely, they will be invited - in partnership with the Institut Français and the association [Electronik](#) - to meet the artist and work with her on the project. Together, they will explore their relationship with their own culture and with Culture, and will use their creations to help create a work. The themes and motifs will be incorporated into the final creation. At the end of the project, each participant will receive a poster-sized print of the original creation and will be invited to the inauguration of the fresco in the presence of the artist!

The artist :



Elly Oldman is a self-taught illustrator from Rennes who made a name for herself on social networks in 2017 with the project *Le Dessin Sans Fin*, posted on the Instagram account **@theinfinitedrawing**. 8 years and thousands of posts later, this gigantic illustration, which can also be seen on its website, has given rise to **La Grande Histoire du Dessin Sans Fin**, an augmented reality exhibition that fights plastic.

Elly has been involved in a number of prevention initiatives, and discovered her passion for drawing during a period of convalescence. Aware that this creative impetus was part of her remission, she has been drawing relentlessly every day since, feeding her creations from her commitments and her daily life. A colourful and prolific character, she shares her creations, moods and trade secrets unfiltered on social networks. In this way, she maintains a special bond with her community, which is very grateful to her!

La Grande Histoire du Dessin Sans Fin, an augmented reality fresco by Elly Oldman (previous work).



More information on the work of the artist Elly Oldman : [Website](#) - [Instagram](#) - [Instagram @theinfinitedrawing](#) - [Mastodon](#) - [PixelFed](#)

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How to apply

Conditions for applying:

- Be between 18 and 35 years old and be based in Armenia, Kazakhstan, Kyrgyzstan, Uzbekistan, Russia, Tajikistan
- Be an illustrator, musician or coder
- English, read, spoken, written
- Have a computer and/or regular access to the internet (especially for video exchange times with the artist and the organizing team)*
- Have a personal email address
- If selected: make yourself available for the different stages of exchange and co-creation with the artist detailed below

If you are selected, you agree to:

- Take part in the introductory meeting with the artist by videoconference (1h30 to 2h mid-March 2025)
- Work as part of a team of four people (1 musician, 2 illustrators and 1 coder) to collectively create a coherent narrative.
- Take part in the individual follow-up meeting by videoconference with the artist to discuss the progress of each group's creation and reception of the drawing book (1h30 during March 2025).
- Actively contribute to the sources of inspiration for the creation, by exchanging personal and collective visions and by completing a sketchbook.
- Attend the follow-up video conference meeting for the presentation of the illustrations and animations by Doriane Frache and Elly Oldman (1h30 at the end of April 2025)
- Take part in the progress review meeting with the artist by videoconference to present the final results (1h30 in late May 2025).
- Take part in the online meeting for the public presentation of the current project (presentation by the artist and round-table discussion with each participant - maximum 5 minutes per person) (1h30 at the end of July 2025).

An exhibition of the work in the public space is planned for **Automne Numérique** in September-October **2025**. The artist, as well as all the participants will be invited to the inauguration of the exhibition.

Provisional timetable :

- **March 2, 2025:** Application deadline
- **First decade of March 2025:** Announcement of those selected
- **Mid-March 2025: Visio n°1:** First meeting(s) by video and sending of the drawing book to be completed.
- **Mid-April 2025: Visio n°2:** Follow-up by each group on the progress of the design and return of the drawing book.
- **Late April 2025: Visio n°3:** Presentation of illustrations and animations by Doriane Frache and Elly Oldman
- **End of May 2025: Visio n°4:** Presentation of each group's work (musics, mini-games and illustrations)
- **End of July 2025: Visio n°5:** Presentation of the final work by Elly Oldman and mini-games test
- **September - October 2025:** First public presentation of the work!

Contact & information: residenceif@gmail.com

To propose your participation, please complete [the online registration form here](#) :

* Failing this, access to a computer within a branch of the French institute in the region may be considered