

La Galerie des Signatures

Private Commission - Gault & Frémont Printworks Firm, Saint- Pierre des Corps, France - 2007
Group show at C.C.C., Tours / La Colonne - 2006
Group show at Chamber of Commerce and Industry, Tours - 2005

Cécile Pitois was invited to design a project for Gault et Frémont, a company specializing in paper and cardboard packaging. She chose to emphasize the duality that characterizes firms: an entity that produces items collectively, but is made up of individuals. She used the signature as a symbol of decision-making power, a distinctive element of the company, and a free-spirited assertion of the uniqueness of the individual. 137 signatures were framed against colored backgrounds on either side of a corridor that most of the staff use regularly. Metaphorically and with no sense of hierarchy, it brings together the diversity of the staff who make up this economic community.

