



CLÉMENCE FARRELL

ARTISTIC DIRECTION & SCENOGRAPHY

As the general public were discovering the Internet in 1995, Clémence Farrell was awarded the *Hachette-Lagardère Foundation's Young Multimedia Creator* grant, together with graphic designers Ich&Kar. In 1996, when she graduated from the Higher National School of Decorative Arts, she also began to work for the film industry.

Artistic directors called her in as a graphic artist and she worked with the directors of advertising commercials, promotional videos and fictional films as a production designer. After her twins were born, she left the film set and became a freelance worker.

In 2008, she found her own scenographic and interactive-system design agency. Because of its highly original approach, the Agence Clémence Farrell soon acquired an excellent reputation in the world of exhibition scenography. Its success is certainly due to the special relationships between images, objects and spaces that characterise Clémence Farrell's projects. Drawing on solid experience, she combines cinema effects, spatial composition, 20th century mechanical processes and state-of-the-art multimedia techniques to create a synergy of fantasy and reality, playing on this interspace to amaze exhibition visitors and fire their imagination.

Armed with her success in the exhibition field and her ability to communicate effectively using processes derived from museography, in 2016, Clémence Farrell decided to expand her business. To do so, she founded *MUSÉOMANIAC*, a production company that develops innovative exhibitions and events, audiovisual resources, multimedia and interactive equipment.

In her new role as the company's producer and creative director, she can call on an extensive network of designers, directors, academics and experts to create new itineraries and presentational resources, and supply advanced solutions for the growing museography market.

PARCOURS

Born 8th of december 1971 in Paris
Graduated from École nationale supérieure des arts décoratifs scenography section in 1996
Fondation Hachette Lagardère - Young multimedia creator Award with Ich&Kar in 1995

FROM 1995 TO 2000

Advertising, fictional and music videos set design
Decorator assistant, render artist and set designer
Blueberry by Jan Kounen
Le péril jeune by Cédric Klapisch
Un air de liberté by Éric Barbier
Le chaperon rouge by Jan Kounen
Flash by François Bergeron
Doublé by Jean-Claude Monod
Angoisse by Bianca Li
Doctor L / Youngods / Mylène Farmer / Emma Shaplin
Perrier / Ponthiac / L'Oréal
Yves Saint-Laurent / Mercedes Phillips / LG / MTV / Bourgeois
La Française des jeux

FROM 1995 TO 2000

3D Movies and CGI for advertising films and press campaigns
Designer
Kiss Cool / La caisse d'épargne
Marithé et François Girbaud
Jean-Paul Gaultier / Printemps
Cacharel / Édouard Leclerc
Alcatel / Boucheron

FROM 2000 TO 2008

Exhibition and events in collaboration with agencies or direct client

CK Free Perfume launch
Sony flagship's window
Cartier's flagships World windows
Cartier's Asia retail stand
Cacharel's press conference
Nokia's press conference
Lancôme's animations spaces
La ville européenne des sciences
Event at Grand Palais
Unesco's general conference
Exhibition Abysses at Museum d'histoire naturelle / Maison des énergies renouvelables de Jonzac
Exhibition Ich&Kar galerie Anatome
Exhibition Jeff Koons at Versailles
Exhibition Perles, une histoire naturelle at Museum d'histoire naturelle

FROM 2007 TO 2008

Live entertainment
Timon d'Athènes at Nîmes theater
Science Fair at Panthéon
Napoléon at Parc de Saint-Cloud

SINCE 2008

Creation of Agence Clémence Farrell EURL
Manager and artistic director of the company specialized in scenographic and museographic design and development

MARCH 2016

Creation of Museomaniac SASU
Chairman and creative director of the exhibitions', audiovisuals' and interactive devices' productions company