

Resilience, Loire and Art
Art and the business world, an unexpected and vital mix!?

Committed to a collaborative approach to CSR (Corporate Social Responsibility), DEXIP encourages a do-it-yourself attitude. So it was on the initiative of some employees that the first creative workshops were set up, first with a social integration charity "Les Badauds Associés", then directly with artists of the region, and also international artists, with a view to business and regional cooperation. Willing employees treated themselves to a feast of the most contemporary and accessible creativity, together tackling landscape, photography and artistic creation, focused on one object, or rather a living subject, The Loire!



During the creative workshops, the employees were accompanied and advised by Serge Crampon, a visual artist whose work "shoreline stroller" led him to explore waterfronts, shores and the banks of the Loire (work on the Loire recognised with UNESCO World Heritage status). After an artistic digression involving a visit to Serge's workshop in Maine et Loire, the employees started their work with a photo reportage taking them along the Loire during lunch breaks. This was one way of re-appropriating a region about which not enough was known, re-discovering

and taking the time to observe their daily living and working environment, with the company being located by the Loire, under Cheviré bridge. After these photographic trips in the Loire, the nicest photos were printed on natural tracing paper and then re-worked using various techniques: sanding, decoupage, colouring, collage, painting and even lighting. The creative workshops took place in the company showroom opposite the Loire. The employees were guided by their imaginations and Serge's advice. The aim was to transform their photos in order to reveal a point of view, or simply to have fun with the images.

Note that these workshops took place outside of working hours, i.e. they fall within the scope of voluntary and personal activities of the employees. It is not always easy to get a company or organisation to take on board the fact that developing the creativity of one's employees is a veritable competitive strength in the medium- and long-term. Creativity is still not officially a factor directly linked to profitability, but it's a good start! Furthermore, the fact that these workshops are completely voluntary and on the basis of employees' individual initiatives meets criteria relating to autonomy and responsibility, sources of vitality and therefore resilience for organisations.

Discover employees works :

