

« ART TO STIMULATE OUR ENERGY »

This exhibition presents photographs of the wall paintings on the Combined Cycle Gas turbines belonging to EDF Norte Fluminense at Macaé in Brazil, and to EDF SA at Blénod near Nancy in France.

The paintings are the work of Brazilian and French artists using black and white spray paint, either directly onto supporting surfaces or creating images or patterns through stencils.

The art work at Macaé was commissioned for decorative effect. But it has brought much wider benefits. The power station with its paintings looks different and softer in the eyes of local communities. The paintings are life-changing for those who work there. They are now in a more welcoming environment that gives them a real incentive to reach higher levels of performance.

The same initiative was taken up in France, at the Blénod Gas Combined Cycle plant under the twinning arrangements between Blénod in France and Macaé in Brazil.

Art leverages higher performance

The paintings instil greater respect for the production facilities whose walls they decorate. They inspire feelings of pride and motivation at the workplace. Maintenance work is performed with more willingness and attention. Concentration on work is easier in a more pleasant environment, of course. But people also feel more valued in their work. By changing the workplace, the artists have injected a sense of creativity into it, which is reflected in the way people perform their individual tasks, because they feel stimulated.

Art stimulates dialogue between cultures

Dialogue between France and Brazil

These wall paintings are the work of highly reputed Brazilian and French artists, skilled in Street Art. The blend of French and Brazilian styles and motifs is the reflection of a twin approach to sharing culture. Norte Fluminense is part of French Group EDF, which in turn values Brazilian culture.

Dialogue between Artists and Industry

The artists took the greatest pleasure in expressing themselves in this—for them—unusual environment. The workers in the plant were part of the whole creative process. The artists plunged into the working environment and spent many hours talking to people. The artists also adapted to the discipline of the workplace, in terms of safety procedures and coordinating with the industrial processes going on all around them.

Dialogue between Industry and Society

The paintings have forged new ties between the power station and the local community. People are intensely curious about these eye-catching creations, which break down the myth that industry is unapproachable. These paintings are a wonderfully beneficial “talking point” for everyone.

Partnership with the Alliance Française

The wall painting project at EDF Norte Fluminense GCC plant began in 2010 as a partnership involving the Alliance Française in Rio, as part of the latter’s wider policy context of cultural work going back to 2008, dedicated to artistic endeavour in the specifically urban environment.