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“L’Audace Nouvelle”

When French boldness becomes a work of art.

For Bastille Day, the French Government is launching a new phase of its ambitious communication campaign in service of the ‘France’ brand, titled "Make It Iconic. Choose France.", to showcase the French spirit around the world.

As iconic in the collective imagination as it is in the real world, France conveys creativity, inventiveness and daring that distinguishes it. With the ‘France’ brand, France invites investors and talents from around the world to come and create in this land of innovation that is France, to turn their ideas and dreams in entrepreneurship as well as their investment projects.

To reveal the French boldness during this celebration of its national holiday, France has chosen to highlight an innovative and bold artistic project that brings together art, innovation, and scientific research. It has called upon the artist trio Obvious, Pierre Fautrel, Hugo Caselles-Dupré, and Gauthier Vernier, pioneers in exploring the artistic potential of Artificial Intelligence, to create an original work of art using Artificial Intelligence: "L’Audace Nouvelle".

This work is part of the ongoing series “Imagine”, which will be showcased from next autumn in Paris, New York, and Seoul. Unlike the simple generation of images using generative AI, Obvious's work is the result of a meticulous process that includes data curation, narrative conceptualization, and the integration of traditional artistic techniques with advanced algorithms.

More specifically, the artist trio has developed, within a research laboratory funded by the National Research Agency (ANR) and conducted in partnership with Sorbonne University and the Brain and Spine Institute, a technology that transforms imagination into tangible artwork through Functional Magnetic Resonance Imaging (fMRI). They demonstrate that by analyzing brain activations, captured, and interpreted via fMRI scans, it is now possible to map the landscapes of the mind with unprecedented precision.

This work of art was created from an excerpt of automatic writing by the artists, based on the principle of surrealism, which Obvious claims, who then imagined, while in the fMRI, a visualization of the text.

From their imagination, they created this abstract landscape, a dreamlike synthesis of their respective visions of what French boldness is.