



RÉPUBLIQUE
FRANÇAISE

*Liberté
Égalité
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FranceTM



**MAKE IT
ICONIC.**
CHOOSE FRANCE



L'Audace Nouvelle

When French boldness becomes a work of art

AS PART OF THE 'FRANCE' BRAND, TITLED
"MAKE IT ICONIC. CHOOSE FRANCE.",
THE ARTIST TRIO OBVIOUS WAS INVITED
TO PRESENT THEIR VISION OF FRENCH BOLDNESS.

Obvious, a unique artist trio.

Inspired by Renaissance workshops, the collective Obvious develops innovative artificial intelligence algorithms to create works of art. Their Mind to Image technology allows materializing the thoughts of the human mind, opening a new era of surrealism.

This work is part of the "Image" series, which will be presented to the public from next autumn in Paris, New York, and Seoul.

The blend of science and art.



To create "L'Audace Nouvelle", Obvious began by immersing themselves in everything that could symbolize this boldness, then translated it into a text using the automatic writing process. Each of them then spent several hours in an MRI, focusing on a mental visualization of these texts and images. The obtained data was transformed by AI to give it its purest and most personal form.

Presented during National day in French embassies and consulates, this work embodies French boldness and creativity, celebrating innovation, modernity, and cultural uniqueness.

