

A hand is shown from the bottom left, holding a large, glowing orange sphere with a textured, ribbed surface. The sphere is the central focus, emitting a bright orange light that illuminates the hand and the surrounding dark space. The background is dark, with some faint, out-of-focus lights visible in the lower left corner.

THE FERTIL IDEA

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THE FERTILE IDEA

Imagine a place where the quiet whispers of new ideas begin, a magical spot where thoughts bubble up, ready to jump into the world. "The Fertile Idea" takes you on an amazing journey from the silent start of something new to its loud, happy celebration.

This big art piece, 10 meters long, is like a huge playground for your imagination. At its forefront, the head of this imaginative sperm, a massive seed with a 2-meter diameter, stands as the starting point of all potential. It's shaped like a river, wide and tall, showing how ideas flow and change as they grow. Its long, curvy tail, reaching up 5 meters, moves like a dance in the air, showing us the ups and downs every new idea goes through.

When you see "The Fertile Idea" at festivals or galleries, it's not just there to look pretty. At night, it lights up in all the colors you can think of. These colors do more than just shine; they talk to us. They tell stories of how ideas start small and grow big, making us feel things, think about stuff, and see the beauty in starting something new.

**IMPRESSIVELY
LARGE,
IMPOSSIBLY
CREATIVE**

EVERY BIG ACHIEVEMENT STARTS WITH A TINY THOUGHT

"The Fertile Idea" is a fun way to say that every big achievement starts with a tiny thought. It's an adventure, a story we all join in. It's about celebrating where every great idea comes from and enjoying the journey from a quiet thought to something amazing.

It's a call to all of us to jump in, to play along, and to see where our ideas take us. "The Fertile Idea" is a bright, happy reminder to keep dreaming big and to remember that the start of something wonderful is just a thought away.



**IDEAS FLOW.
LET'S FOLLOW
WHERE THEY GO.**



THE FERTILE IDEA IS MORE THAN AN ART PIECE; IT'S A RIVER OF THOUGHTS

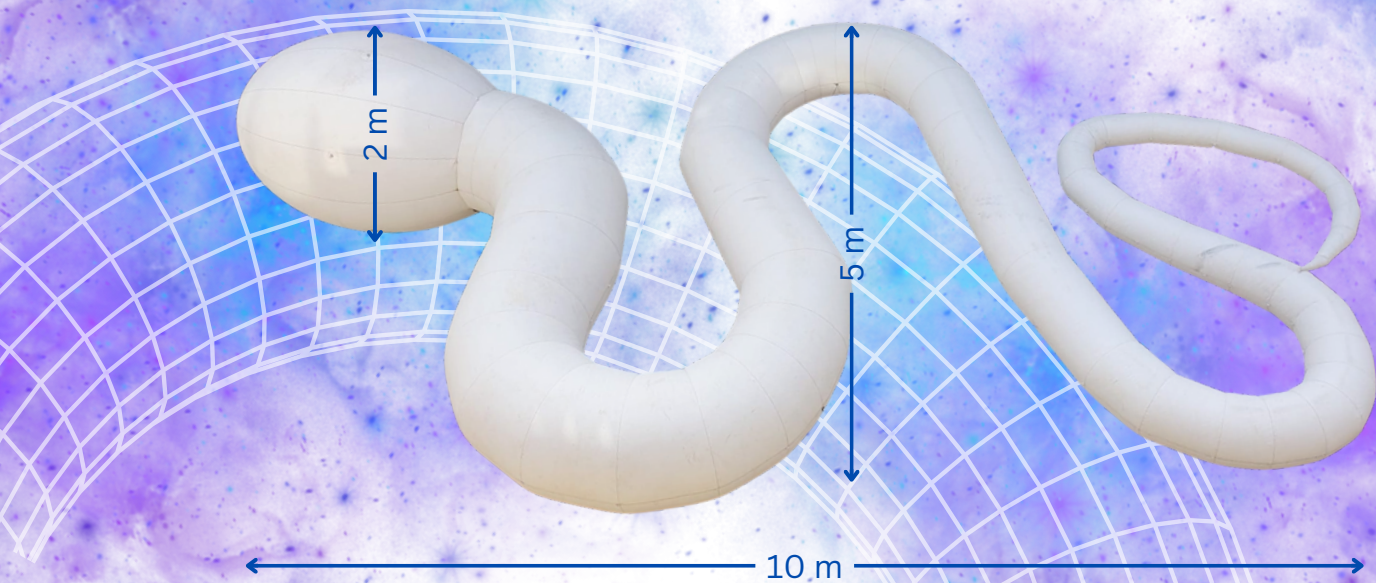
"The Fertile Idea" flows like a river, twisting and turning. It's a journey - from the 'what if' moment that pops into your head to the 'wow' moment when it comes to life. This artwork doesn't just sit there; it moves, it surprises, it makes you think.

WHY IT MATTERS?

"The Fertile Idea" is a reminder that everything big starts with something small. In a playful, bright, and colorful way, it tells us to cherish our ideas, to let them grow, and to see where they might take us.

DIMENSIONS

Length: 10m, Seed Head Diameter: 2m, Tail Height: 5m



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REFERENCES & COLLABORATIONS

England

Glastonbury / 1998-2019
www.glastonburyfestivals.co.uk
Music & Theater

Glade / 2004
Openair Rave

Beautiful Days / 2005
www.beautifuldays.org
Music & Animation, tout public

Halloween Sunderland / 2018
Street Art Event

BoomTown / 2013-2022
www.boomtownfair.co.uk
Music Festival

Germany

Fusion Festival Berlin / 2022
Electronic Music Festival

Ireland

Electric Picnic / 2008
www.electricpicnic.ie
Music and Art Festival

Holland

Oerol Festival / 2006
www.oerol.nl
Street theater

Gogbot Festival Enschede 2023
www.gogbot.nl

Belgium

Namur en Mai / 2006
<https://namurenmai.org>
Circus and performing arts

Leuven / 2006
www.bangfestivalleuven.be
Street theater

France

APT Theater Festival / 2007

Park Belleville Paris / 2015
Street Art

Les Folies de Maubeuge / 2015
Parade

Switzerland

Shutterstock Geneva / 2013
Street Art Exhibition

Chateau Boheme Fribourg / 2021
chateauboheme.com
Music and Art Event

Unifactory Fribourg / 2022
Music Event Indoor

SoundBlaise Neuchatel / 2023
Music Event Outdoor

Italy

Outdoor Festival Roma / 2016
Street Art Festival

Spain

Taraga / 2005
Street Theater

Monegros Desert Festival / 2006
monegrosfestival.com
Music Festival

Portugal

Boom Festival / 2006/2008
boomfestival.org
Music Festival

Museo Belem Lisbon / 2008
Live Art Festival

Japan

Fuji Rock / 2009
en.fujirockfestival.com
Music Festival

Australia

Swell Sculpture Festival, Gold Coast / 2014/2015
swellsculpture.com.au
Art Sculpture Festival

Africa

Bamako Youth Center, Mali / 2006
Theater

USA

Hi Jinx Party, Philadelphia / 2019
hijinxfest.com