The Map

Worlds "à la carte" by charlottechab

Since the beginning of time, mankind has tried to conquer the world's vastness, to cover its surface. With *The Map* Project it reveals its intimacy.

Based on the principle of collectibles, anecdotal details, rather than telling the story of one world *The Map* tells us the story of many worlds.

Varied and evolving, their respective account combine a macro vision through an actual map, the globe and local history with a micro one based on experience and personal memories. It results into a curiosity cabinet composed of freely fragmented world maps and rich spheres which can be observed like inverted snow globes.

Each snowflake reveals rather than conceals a singular story, a fable, a myth on the encapsulated location. This narrative visual greenhouse filled with hybrid sparkling species charges experiences with a new density and a matter to stroke.

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The Map

The Map revisits traditional maps in 3D. The world and its many countries constitute the laying foundation of this project exploration. With reinvented dioramas, Charlotte's compositions question the notion of territory, frontiers and cultural heritage. They tell stories in a deliberate anachronistic way and document the world in a utopia in which encyclopaedic and vernacular knowledge share equal space.

In opposition to the immense, Charlotte's work is a delicate piece of craftsmanship. Mastering territories starts with surgical and meticulous work. The first step consists in defining the zone and mapping it. Then comes documenting. The elements found in books, in her private collection of photographs or on the Internet are then printed on paper, cut, glued and pinned. The maps composition, the equation between all the pinned elements goes far beyond decorative aesthetics because Charlotte's commitment is political and her story that of a true world traveller. An intricate process kicks into gear when Charlotte undertakes a new map: from discovering the history of the country to rummaging through multi-media libraries, crossing collected information and collecting images. All to learn the world.

3D composition allows for multiple readings of the piece which is made of various superimposed layers. The background, which is often composed of fabric patterns, and the pinned elements – either stacked or in isolation – create an imaginary story in which spectators loose themselves. The artist takes us on her 1/10000000 scale journey.

Each map is tailor made and constitutes a unique piece of art.





The world map – 2019 1500 × 1000 × 80 mm

This is the whole world. Every detail has been read, seen, or pictured. Every single markers of each country, print, cut and pinned on that map, has been chosen precisely. This piece is exhibited in the *Voyageurs du monde* entry hall, 55 rue Saint-Anne in Paris. *Paper print and cut, then pinned on foam cardboard.*





Brasil – 2014 500 × 500 × 80 mm

Brasil and its borders. A cultural and anthropologic research about each part of this immense country. *Paper print and cut, then pinned on foam cardboard.* **Africa** – 2012 400 × 360 × 80 mm

Musical, historical and textile exploration of the African continent. This map contains the DNA of The Map project. *Paper print and cut, then pinned on foam cardboard.*





Central Asia – 2014 1250 × 850 × 100 mm

The big map. A colorful pilling up of each countries of Central Asia. A political and cultural travel from East Africa to West Asia. *Paper print and cut, then pinned on foam cardboard.* **China** – 2015 1250 × 850 × 80 mm

China and its divisions, provinces, local councils are a non stop source of inspiration concerning cultural heritage. *Paper print and cut, then pinned on foam cardboard.*



Globes

Created in 2015, Globes are the result of Charlottechab's desire to exhibit her infinitely small universes in glass jars. They constitute the second leg of the Map Project. Territories, in that particular set up, gain density and far exceed the frontiers imposed by traditional maps. They are revisited snow globes personalised to suit celebrations, seasons, cities and personal events.

In these visual and narrative greenhouses, cities emerge together with the personal stories attached to them. From Paris to Singapore or Rio, each city constitutes an interpretation, the appropriation by the artist of urban space and time. By creating a luxury case with subjective details, CharlotteChab gives over travelled – and sometimes over fantasized – streets an unprecedented light.

Globes come in various sizes. The micro globe is a 6 cm in diameter curiosity. The tallest globe is 30 cm high and can be observed from all angles. List of Globes available in all sizes:

Antibes Arcachon Berlin Bretagne Biarritz Bordeaux Brussels Copenhagen Geneva Guétharv Hong Kong Hossegor Lille Marseille New York Nice Paris Peru Rio Rocamadour Japan Juan-les-Pins Singapore Toulouse Travel the world **Tropical Amazon** All our globes are available in 4 sizes. Our creations are handmade in our studio in Biarritz, France. Each element of the composition is combined with the next by hand, creating a singular balance, therefore each globe is unique.







Photos © Fred Bailliencourt



Berlin





Juan-les-Pins



Copenhagen





Antibes - Juan les pins

Hong Kong ??









Brussels

Geneva





À la carte

In 2017, Charlotte's revisited paper universe finds a new declination through window displays. Albertine's shop welcomes the Altlantic Ocean as reinvented by the artist and the precious casket of this Biarritz brand proudly exhibits a mass of paper luxurious flora mixed with the ocean components.

Then Modetrotter new store located rue d'Aboukir in Paris hosts in its window display parts of the Bacongo hood, the stronghold of the Congolese fashionista and dandy movement as early as September 2017. And for the launch of their new summer 2018 collection. a second Modetrotter window display explores Shoreditch -East London's famous trendy district- to establish a rich visual dialogue between its formerly shady streets and their current hype. Charlotte creates a patchwork of romantic chic run down hipster areas filled with people, the Oueen, shop signs, walls, paintings and Big Ben, of course!

The Globe also welcomes the principles of collaborations and orders. Thus in 2018 *Elle Magazine* asks the artist to display the biggest names in perfumery such as Chanel, Dior or Hermès, in glass jars. Scents become visions and senses elegantly chat with one another. Prestigious collaborations flourish. Charlotte offers private households, fashionable brands and prestigious houses a dynamic evolving story never destined to fade but rather to be expressed and narrated indefinitely.

Our partners :

Albertine - Biarritz Modetrotter - Paris Bergdoff Goodman - New York City Nieman Marcus - New York City Jimmy Fairly - France and London Elle magazine - French edition Sabato magazine - France kapok - Hong Kong and Singapore Volcom Europe - France and Europe Nixon - France, Europe, USA. Hipanema - France Voyageur du Monde - France Club 55 - France Cutter Brooks shop - UK

C Fred Bailliencourt



Vacance magazine - 2019

For the magazine published by Voyageur du Monde, we have created a globe which illustrates the stories by the caretakers of the famous travel agency around the world. To be published on March 2019.





Sabato magazine - 2019

Visual design: 8 pages in the June 2019 issue of *Sabato*. Four artworks illustrating different facets of the famous seaside resort. Coupled with a nice portrait of the studio work.

Elle magazine – 2018

Visual design: 12 pages in *Elle* (French edition), issue # 3768 "Spécial parfum", march 2018. Creation of 11 worlds for 11 perfume houses.



kapok Holiday market – Hong Kong & Singapour – November 2018

Arnault Castel, kapok concept stores founder, located, asked us to set up 6 shop windows in Hong Kong and Singapore on the theme "kapok Holiday market". We created a theater around 5 locations: la Bloqueria in Barcelona, the Stockholm Christmas market, the Tsukiji fish market in Tokyo, Camden market in London and the Ladies market in Hong Kong. Printed in Europe, sent and built on site. <image>



magazine

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Albertine Biarritz – Summer 2017 **Modetrotter** Paris – Fall 2017 Charlotte is a graphic designer who graduated from the École Nationale Supérieure des Arts Décoratifs in Paris. From day one, her research and her art focused on migrations, contemporary history, geopolitics and travel.

Passionate about publishing, she also gets her inspiration from books, guides and travel stories. As an independent designer then graphic designer for Volcom and Hipanema, she mainly works on collages and illustrations to create the visuals ordered by her many clients.

Collages are the central focus of her art and this is how The Map Project started. Charlotte proceeded to create a little box which contained the Antarctic sprinkled with elements that showcased one of her closest friends' trip as a unique thirtieth birthday present. Today Charlotte concentrates solely on the Map Project and develops collaborations with various artists and brands.

PHILIP

Contact

cb@charlottechab.com t. +33(0)6 278 786 81 charlottechab.com

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