

Chaumont Love:

Chaumont Amour

A graphic and
participatory mural
co-created with
residents

Chaumont Amour



An inclusive, playful and ecological public art project in 5 stages:

Step 1

We led intergenerational participatory workshops with children, teenagers and retired residents, gathering stories and anecdotes about their personal connection to “their” city.

Step 2

From these workshops, we wrote fictional mottos and designed imaginary flags inspired by those personal narratives.

Step 3

Using this vernacular visual language, we created a large mural on a symbolic wall, in collaboration with our partners specialized in sustainable, eco-friendly mural painting.

Step 4

To extend the experience, we developed a website that archives the project (audio recordings, workshop photos, documentation of the mural’s creation, etc.).

Step 5

To bring together participants and residents, we organized a festive public event — a parade through the city featuring flags in the colors of the mural.

Dans le cadre des Saisons Culturelles de 2022, la Ville de Chaumont (Haute Marne, Grand-Est), ville du graphisme, a lancé un appel à projet pour la création d’une œuvre d’Art public, s’inscrivant dans le cadre d’un parcours graphique à l’échelle de la ville. Notre projet Chaumont Amour, fresque typographique de 44 mètres de long, a été choisi par le jury. A l’occasion d’ateliers participatifs organisés avec des enfants, des adolescent·e·s et des retraité·e·s chaumontais·e·s, nous avons récolté une série d’histoires et d’anecdotes sur les liens qu’iels entretiennent avec leur ville. Nous avons ensuite imaginé des devises fictives et des drapeaux imaginaires, comme autant d’effigies sensibles de leur Chaumont... La fresque donne à voir l’assemblage de tous ces drapeaux juxtaposés, recomposant un panneau d’entrée de ville poétique et iconoclaste.

Since 2018, Atelier Baudelaire has led workshops combining graphic design, urbanism and architecture. Chaumont Amour invites us to question the meaning of words, signs and colors within public space. The mural creates a link between intimate stories and the collective identity of a city — joyful, open, and accessible to all.

Led by Camille Baudelaire and Olivia Grandperrin, Atelier Baudelaire is a research and design studio at the crossroads of graphic design, spatial forms, culture and education. Since 2021, they have worked together on both exploratory research and commissioned projects, where pedagogy and collective intelligence are central. They regularly speak and teach in institutions and art schools, with a strong commitment to intergenerational learning.

More informations:

<https://chaumontamour.saisonsculturelleschaumont.fr>
www.atelierbaudelaire.com

Total project cost: €38,000

Chaumont Amour

Design, research,
writing, drawing:
Camille Baudelaire,
Olivia Grandperrin et
Eugénie Bidaut

Typeface design
"Chaumont": Eugénie Bidaut
(based on the open-source
typeface Authentic Sans)

Website design and
development: Eugénie Bidaut

Mural painting:
Simon Renaud
et Christine Séjean

Project coordination:
Nathalie Ferreira,
Alexandra Chevalier
(Mairie de Chaumont /
saison graphique)

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Graduate of École Estienne, ESAA Duperré and EnsAD Lab, Camille is the founder and creative director of Atelier Baudelaire. For over 10 years, she has worked across disciplines — graphic design, spatial design and research — collaborating with cultural institutions, museums, artists and architects. Her practice ranges from editorial design and signage to new technologies. Camille is also actively involved in feminist and civic collectives, and teaches social and participatory graphic design at EnsAD.

Graduate of ESAD Strasbourg (2010), Olivia co-directs Atelier Baudelaire. After three years in Canada and the Netherlands specializing in branding, educational design and spatial graphics, she returned to Paris in 2015. She has worked with several design agencies in the cultural, institutional and corporate sectors. With a strong interest in public-interest design, writing, and signage systems, Olivia's work is both multidisciplinary and strategic. Before joining Atelier Baudelaire, she worked on branding for startups (Lifizz, Onestaff, Belong, Neobrain, Bolk, Sline, KLS), cultural institutions (Narbovia, Musée Carnavalet), and several public campaigns for the City of Paris.

Eugénie is a graphic designer and type designer. She graduated from ÉESAB Rennes in 2020 and from ANRT (Atelier National de Recherche Typographique, Nancy) in 2022. She works mainly with cultural organizations and activist collectives. Based in Brussels, she teaches typography and type design at ESA Saint-Luc and the Royal Academy of Fine Arts. Her practice centers on using type design to amplify activist texts that are often underrepresented in mainstream media. Her work spans type design, print, editorial, and interface design. Since 2020, at ANRT and in the Bye Bye Binary collective, she has been exploring how type design can be a tool for degendering and de-binarizing the French language.



Inauguration in the form of a parade through the city.
Participants carry printed flags in the colors of the mural.



[Chaumont Amour](#) is an inclusive and accessible public art project aiming to bring residents together around a joyful and playful work that beautifies the city and revitalizes urban spaces.



Twelve vertical color panels unfold along the mural, displaying fictional mottos co-created with residents. The typeface designed by Eugénie was conceived to offer a more intimate, second level of reading. With curves and special characters inspired by cursive handwriting — loops and connections — it brings softness and humanity to the texts. QR codes link to a website that documents the project.



View of the mural from Avenue Carnot, Chaumont. The mural serves as a poetic city entrance sign.



Participatory drawing and writing workshop held with a primary school class. A “Prévert-style” list helped children imagine drawn metaphors to describe their city. This material served as a foundation for creating the visual vocabulary of flags used in the mural.



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