

FRED BENOIT

Courtesy of his graphic and photographic art studies at St Luc's in Tournai, Fred Benoit has cultivated the delicate art of visual association and the marketing imperatives of communication.

Far from restricting himself purely to commercial design linked to his activity as an Artistic Director, he has instead set himself this continuous challenge.

This aesthete and enthusiast feeds on the designs ordered to gradually develop his craft.

Associations of consensual ideas, sharp and striking contrasts, poetic new dimensions... His style is conveyed through compositions which reflect his view of society as well as the pure pleasure of visual representation.

At first sight, it would appear that all in life inspires him, but for him, it's a reality, a means of giving free rein to this need to express his emotions. It's a personal outlook on his environment, which he applies with the same verve whether in Marcq en Baroeul or New York.