

GOLD



Vache de® Béton

2024

VACHE DÉ BÉTON

PROJECT

Sculpture: GOLD

Artist: VanLuc

Location: Arromanches-les-Bains



GOLD PROJECT 2024 ARROMANCHES-NORMANDIE

Thousands of people will come to Arromanches to pay their respect and greet the veterans - true heroes of this extra-ordinary D-Day !

Tout a été dit sur le sujet, des discours des chefs d'états reconnaissants, aux multiples prises de paroles des officiels et élus normands, des écrivains passionnés de faits historiques, aux simples messages anonymes de fidèles familles britanniques.

Mais que restera-t-il de visible pour les générations à venir quand les pontons auront disparu ?

«I cannot describe how happy and grateful I am to have the opportunity to donate Arromanches with this impressive piece or art linked to this extra-ordinary events which took place on our shores.

My hope is that this sculpture will help new generations remember the importance of what happened on 6 June 1944 on this beach - my pride will be equal to their freedom...»

VanLuc

“2024 will be a very special year” - Normandy will celebrate the 80th anniversary of the D-Day landings and the Battle of Normandy.



DÉMARCHE ARTISTIQUE «GOLD»



Every single day, my artistic journey leads me to comment and illustrate what goes on in the World.

The technique I use is based on simplicity, like popular French expressions - I often focus on a word, an action, an event or a comment related to a major event. For instance, 'Vache de Retirement' lately or 'Vache de Museum'.

Many times, I thought I would quit drawing, painting, digitalising or making sculptures - but the flamme keeps burning as strong as ever.

My historical sea-side village is such a wonderful source of inspiration. It feels most natural that I should make a gesture and celebrate this heritage.



Half way between astonishment and respect.

First ever museum built to commemorate the Battle of Normandy, the recent construction of the wonderful Arromanches Museum is a spectacular avant-garde addition to this remarkable coastline.

It is an impressive and respectful sanctuary - dedicated to the memory of those who lost their lives for the Freedom of the World.

The Museum's modern architecture could initially appear as a challenge. My opinion is that it is a formidable success.

Inspired by the 'Mulberry' graphic lines, the museum is well integrated in the natural environment - merging somehow with the horizon.

Predominantly made of glass, concrete and metal - the structure somehow irradiates all other buildings surrounding the square.

Right away, I imagined the possibility of dressing-up a corner of this unique esplanade.

*"I met Stéphane.
We starting dreaming.
The Gold project was
born!..."*

WHO IS VANLUC?

Self-taught multi-cultural visual artist based in Arromanches since 2000 / 23 years.



1982

Degree from Advertising High School....

1987-2000

Founder & CEO Advertising & Communication Agency in Vincennes.

2016

Large (1200 sq ft) VanLuc solo exhibition in Coutances St Nicolas church - Normandy

2018

Took part in "plage de liberté" a live show for Unesco beaches assessment. This event involved the Normandy Region, the war memorial Can Musuem and the village of Arromanches

2001

Co-founder of Art Galerie: " La galerie d'Arromanches" with artist & spouse Decaroline. The brand/concept "Vache de®" is officially registered.

2019

Opening of our spacious galerie/atelier in the heart of Arromanches - approx. 3 200 sq. ft.

2004

Creation of "vache de ® Métal" concept

2020

International Exhibition in Miami - cancelled because of COVID - this event is to take place in Normandy instead

2010

Decaroline & VanLuc founded the GrandEcArt association, responsible for organising the Rain Festival (le Festival de la Pluie) - for 10 consecutive years: contemporary art festival in Arromanches and other nearby locations

2022

Conference and lecture on the origin of Bitcoin & NFT's - this event was dedicated to local companies/businesses.

2013

Exhibition in California USA - most impressed with the "yarn Bombing" concept

2024

"Gold" project
Erection of a monumental concrete sculpture in my home town of Arromanches-les-Bains.

2014

D-Day landing 70th anniversary



WHY THIS NAME?

On D-Day there were 5 code names, for THE 5 beaches: Utah, Omaha, Gold, Juno, Sword.

Gold Beach is located at the very heart of “overlord” strategic plan

The artificial/floating harbour of Arromanches was built on this beach. The name GOLD seemed obvious.

My concrete piece of work is meant, above all, as a tribute to the English “genius” as opposed to a personal artistic vision.

It is designed so that the sun passes through the circle, as for the triangle, it will be hollowed out but will not receive light.

The circle is a symbol of life, the triangle symbolises fire.

This reinforced concrete piece will be 3 meters high (approx. 9.85 ft). It is presented as a statue on a white concrete base.



WHY THIS SHAPE ?



After more than 20 years of composing in squares, triangles and circles, my signature is recognised today and identifies me as a «Cow Artist».

I have at least built this identity and participated, as I am often told, in educating the public about art. It is irrelevant to represent here any illustrative sculpture of a cow...

My intention is to present the city with a (new) graphic reflection in line with my artistic life - I see it as a highlight of my recent research.

This project will be built according to two distinct criteria:

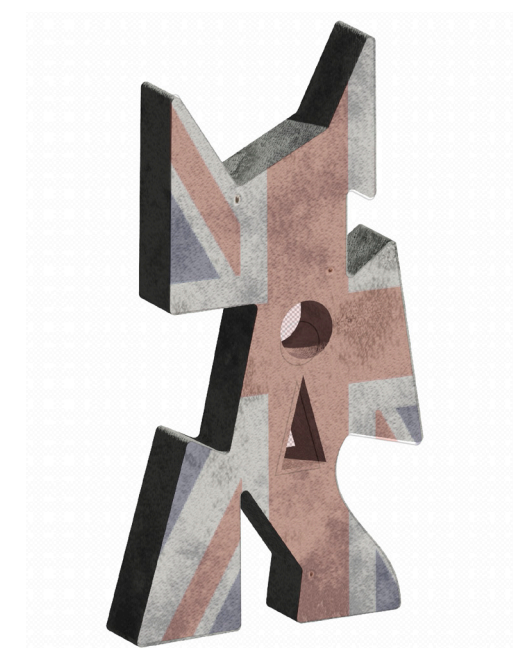
First of all it must be seen as a fortification and it will be elevated.

Reflecting on the work of Marquis de Vauban, the sides of the sculpture intend to be reminiscent of defensive walls, walls rendered harmless by their elevation.

The Atlantic Wall had a weakness, namely the beach.

A curved line symbolises this beach, ‘the weak point’. A military solution had to be found at this precise location.

A central circle will receive sunlight at precisely 7 p.m., the exact time the village was liberated!

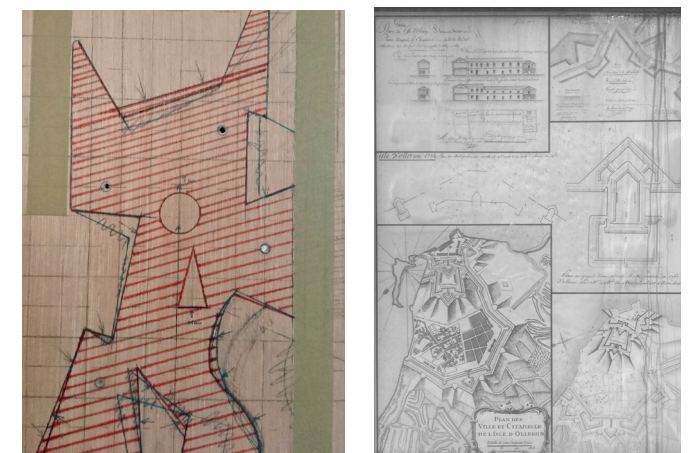


4 golden hallmarks shall represent the other 4 beaches

In the background and in an “invisible” way, the construction of my structure is aligned with the lines of the Union Jack.

Carefully place lights will be added in order to give a luminous brilliance/atmosphere at night on D-Day - the idea is to maximise the symbolic impression.

At times, Arromanches appears like a British city!



WHY SHOULD WE USE CONCRETE?

We discussed this question with Stéphane, Building Director at France Cement.

Concrete Cow! is the rationale.

It seems obvious that we quickly imagined a piece of work that would echo the construction of the museum, which itself took up the lines of Phoenix boxes.

But what cement? What concrete?
It was necessary and important for me to associate English concrete.

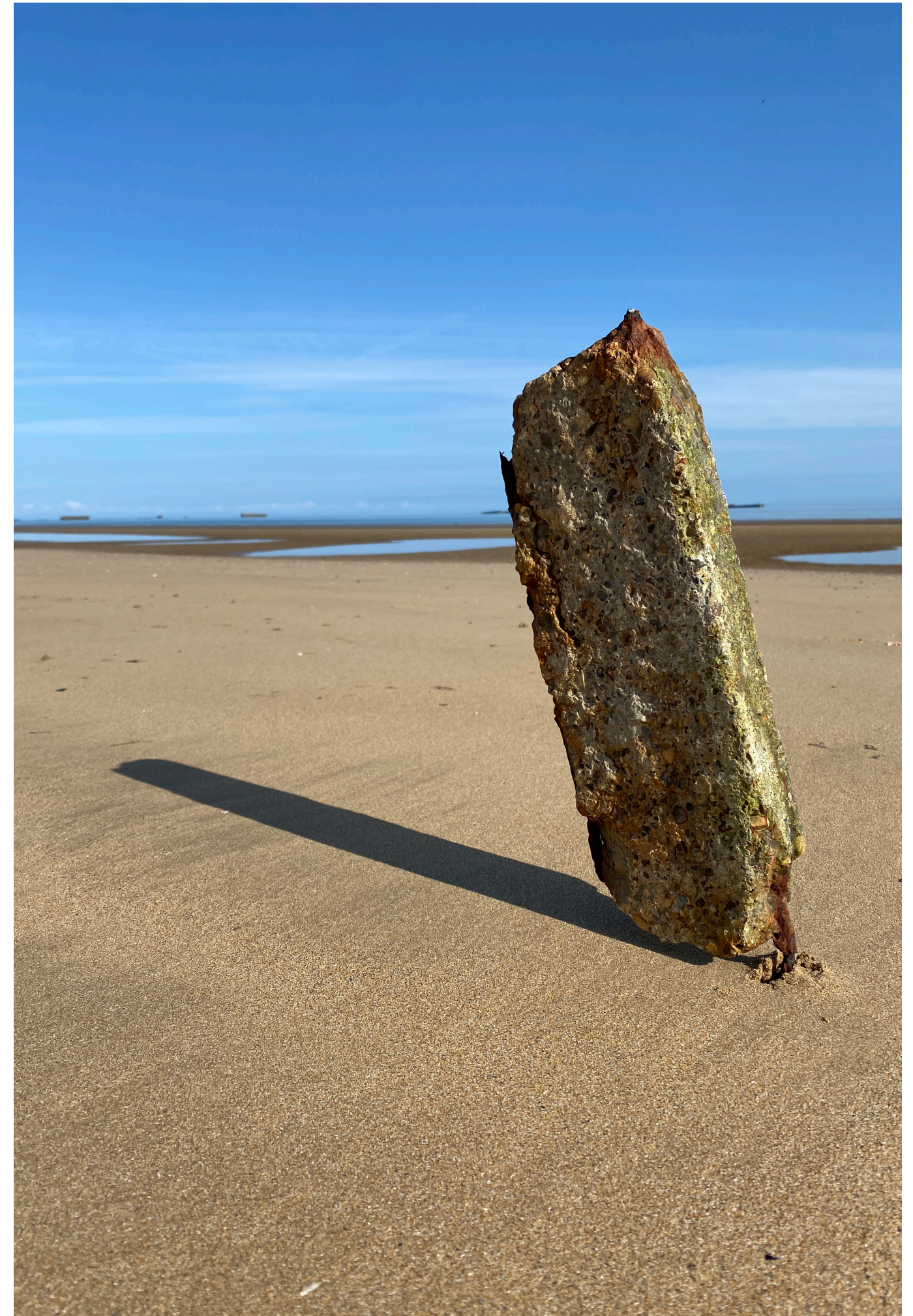
But my limited contacts with English companies quickly made me disillusioned.

It is not easy, even with the help of Normandy based companies, to associate a British company such as Peter Lind Company or Balfour

Beatty, two companies that participated in the construction of the floating harbour in 1944 ...

One option could have been to slip into the structure a piece of concrete rescued from the beach to, once again, symbolise the English "genius".

The poured concrete will be carbon-free, issued from a new generation of cement.



WHI IS BUILDING THIS STRUCTURE?

“I am aware that I am never alone in Normandy» says VanLuc.

The obvious thing to do is to present this project to CMEG, the Normandy based company responsible for building the museum. Fortunately, CMEG managers were immediately seduced by the project.

Then came the idea to associate the French Building Federation and local related schools in Normandy and Caen in particular -thus confirming the “collective interest” in this audacious project.

This intention is to connect with young professionals embracing the building industry. By taking part in the construction of this monumental sculpture they will be adding a new landmark in

this historical location. This will help them related to the events that took place in 1944 whilst projecting themselves into the future in a symbolic way.

All partner companies, involved in the GOLD Project will receive substantial media cover during this unique 2024 event !



ONE DAY - ONE LOCATION

6 JUNE 2024 - ARROMANCHES-LES-BAINS - NORMANDY



DATE
6 June 2024 we will be celebrating 80th anniversary of D-Day landing. “Gold” intends be a major piece of work taylor-made to celebrate the magnitude of this event. It will be donated by the artist.

LOCATION
In agreement with the City of Arromanches, the sculpture will be installed in 2024 on the new pedestrian open-space, located on the garden side of the museum. It will be facing the remains of extra-ordinary «Mulberry» floating harbour.

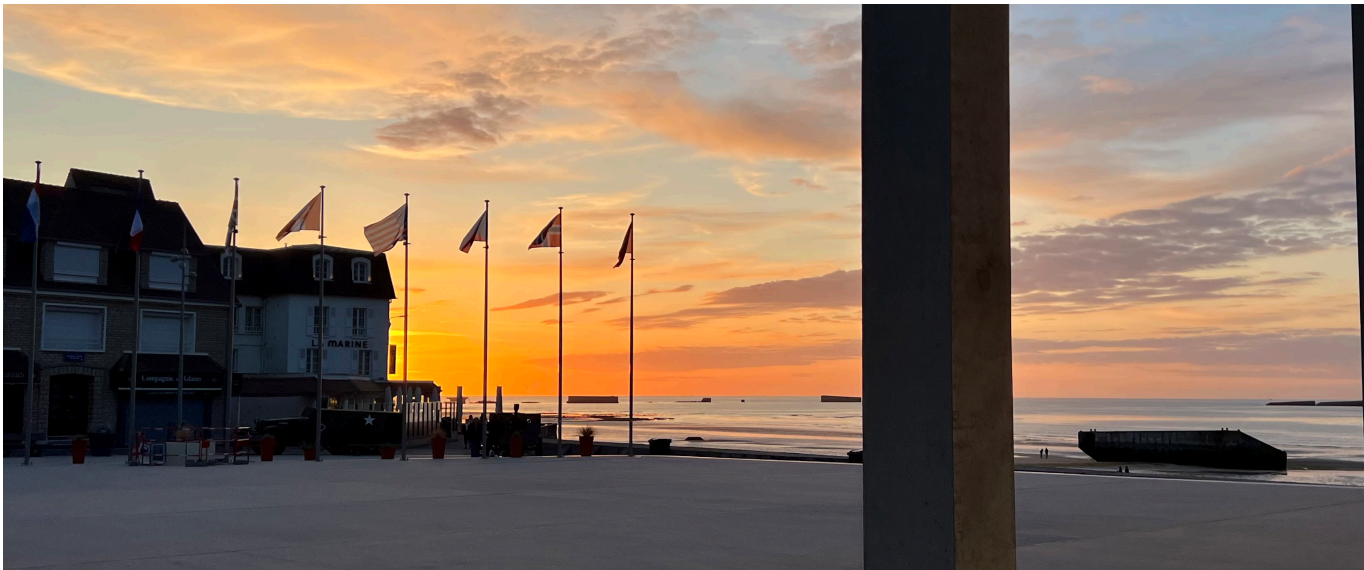
CONCLUSION

The mere presence of the new museum imposes a new dynamic image on Arromanches. The architecture chosen is in perfect harmony with both the location and the memory.

The creation of a contemporary work created and donated by the artist VanLuc is a wonderful challenge, associating an entire (building) industry.

The commitment of both our Normandy partners and the local young generation, combined with the energy of contemporary Normandy based artist VanLuc, shows the attachment of the region to its history and a keen interest in artistic development in its territory.

The artistic challenge for VanLuc is to create a monumental piece, strong enough to stand the test of time, incorporating the right symbols to respectfully pay tribute to the remarkable destiny of his home town.



I would like to warmly thank my team and my partners without whom nothing would be possible.

Tom André - 3D visuals/design
Jérémy Amate - Graphic designer
Florence Amate - Communication
Nastasia Darmon - Photography
Arnaud Debadts - Cabinetmaker
Sahra Denis - Organisation
Antoine Deplace - International PR
Charly Gauthier Denis - Digital
Stéphane Herbin et Damien Meyer - France Ciment
Franck Lamotte - Printer
Jean-Pierre Lartisien - Sculptor
Thomas Mignaton - Traductor
Alexandre Nghiem-phu - Graphic designer
Caroline Nghiem-phu - Galerie Owner/Artist
Serge Visière - Photographer

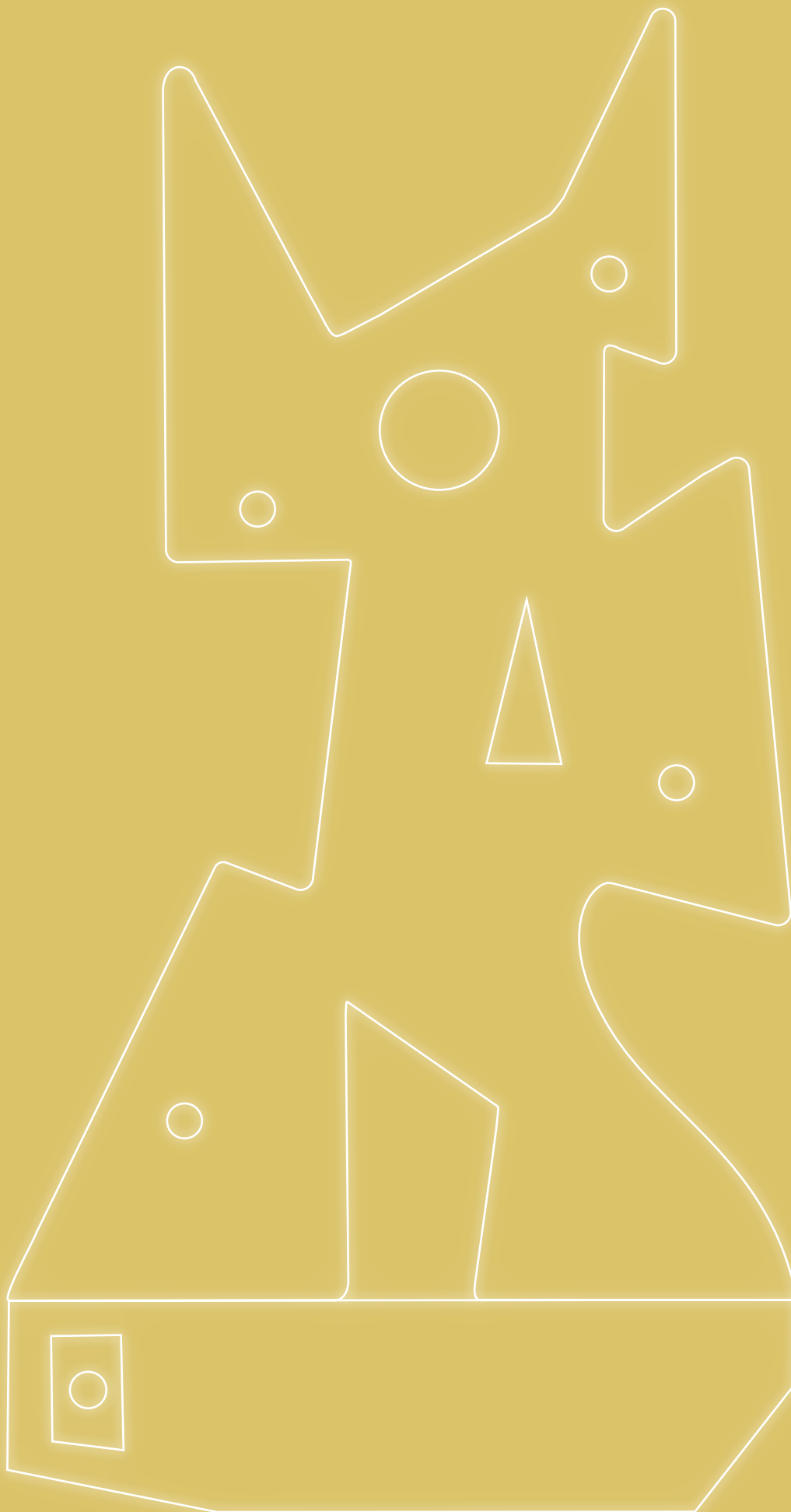
not forgetting, at the time of printing this document :

CMEG - Yann Chatel

Fédération Française du Bâtiment / French Builders Federation
Christophe Delabre

Mairie d'Arromanches / Arromanches Townhall
Marcel Bastide & the local council

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