

# THE IDEAL EXHIBITION!

with Hervé Tullet



Hello,

For years now, I have been fortunate to have you at my side. You are the ambassadors of my work, bringing it to life in your own way. So little by little, an idea came to me...

## WHY NOT PRODUCE A LARGE-SCALE COLLABORATIVE CREATION PROJECT TOGETHER? THAT IS HOW THE IDEAL EXHIBITION WAS BORN. ✨

Alongside Tobo Studio, we have created a series of 22 episodes, as well as group workshop capsules and a website [www.theidealexhibition.com](http://www.theidealexhibition.com) where I share my inspirations, thoughts, processes and creative techniques with you.

Using random simple gestures, I invite you to unleash your creativity, and put together one of my exhibitions... without me.

As an ambassador of my projects, I offer you private access to the complete web series, exclusively, until February 2019. Be the first to discover it!

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Your access: <https://vimeo.com/expoideale/the-ideal-exhibition-with-herve-tullet>  
Your password: Tobo Studio

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Your Ideal Exhibition can be done in a shoe box, room, school or workshop. It can even be done virtually, in black and white, all in red, or all bright. There is no right way to do it: just have fun and use my proposals to inspire your creations. ➡

↳ DO YOU WANT TO JOIN THE MOVEMENT?  
THE ONLY THING I ASK IS TO SEE  
THE RESULTS OF YOUR EXHIBITIONS.

You can send your creations (photos, videos)  
to [Idealexhibition@theidealexhibition.com](mailto:Idealexhibition@theidealexhibition.com).

You can also share them on Instagram with the hashtag [#idealexhibition](https://www.instagram.com/idealexhibition).  
All submissions will be compiled to create a mosaic of collective creation on  
our website [www.theidealexhibition.com](http://www.theidealexhibition.com).

I hope that others will soon join us to experiment and continue  
to enrich this project.

To launch the movement, I will present an IDEAL workshop live from the  
Montreal Book Fair on November 19 at 10:30 am (EST). I invite you to create  
with me that day by following it on Facebook Live here:  
[www.facebook.com/expoideale/](https://www.facebook.com/expoideale/).

THANK YOU FOR YOUR SUPPORT.  
HAPPY CREATING! AND I HOPE TO SEE YOU SOON,

Hervé Tullet

MORE INFO:

[www.theidealexhibition.com](http://www.theidealexhibition.com)  
[www.facebook.com/expoideale/](https://www.facebook.com/expoideale/)  
[www.instagram.com/expo\\_ideale\\_herve\\_tullet/](https://www.instagram.com/expo_ideale_herve_tullet/)  
[www.pinterest.ca/expo\\_ideale\\_herve\\_tullet/](https://www.pinterest.ca/expo_ideale_herve_tullet/)

