

## The Principle

Conceived in 2006 by the artist Joëlle Gonthier, *La Grande Lessive*® is a biannual international cultural event, which takes the form of a **temporary art installation produced by one and all**.

- By adopting the principle of hanging up washing as the primary method of display, *La Grande Lessive*® proposes to **develop social bonds through artistic practices**.
- By means of **several thousand simultaneous installations worldwide over the course of a single day**, the goal is to bring together the creations (and, in a way, the personal effects) of a family that never knew it existed. Since the project's inception, several thousand people of all ages and backgrounds have already taken part, in 100 countries spanning 5 continents.
- **Twice a year**, washing lines are hung in or outside the sites chosen by local collectives: learning institutions, art schools, town halls, museums, traditional and multimedia libraries, hospitals, retirement homes, outdoor centers, community centers, businesses, housing estates, public squares, streets... On the day of *La Grande Lessive*®, participants are invited to **use clothespins to hang a 2-dimensional creation** (drawing, painting, collage, photomontage, photography, visual poetry, digital artwork...) for a period not exceeding the designated day.
- No need to be an artist! This initiative invites creativity and brings generations together.
- **Acting together**, at the same time and in different places, with common objectives and equipment, is what **makes an œuvre**.

**In order to sign up**, you will need to send a message : [lagrandelessive@gmail.com](mailto:lagrandelessive@gmail.com)

It's essential that there be a preliminary agreement with any group or individual wishing to organize an exhibition under the above name and guidelines.

**For further information:** <http://www.lagrandelessive.net>

**Facebook:** <https://whhttps://www.facebook.com/lalessive>

**Twitter:** [@LaGrandeLessive](https://twitter.com/LaGrandeLessive)