Magali Giraudy-Beudebert

Artist · Art Direction · Staged Photography · Practice-Based Research



An artist and founder of 97, I have built a career at the intersection of photography, art direction, installation, scenography and production. From press offices to theatre and film sets, from workshops to exhibition spaces, these experiences connect creation, fabrication and project coordination.

Paris / Berlin / London / Morocco

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01 / ARTISTIC CAREER

Artistic Career and Responsibilities

Visual arts, theatre, cinema, fashion, scenography and production

FRÉDÉRIQUE LORCA OFFICE / Press Relations, Art Direction and Production

2004-2010 · Paris · First Assistant

At the office founded in 1999 by Frédérique Lorca, former head of international communications at Jean Paul Gaultier: activities combining press relations, art direction, media relations and event production in fashion and luxury.
As First Assistant: day-to-day organisation of the office, handling and following up enquiries, preparing and updating files and press books, coordinating relationships with journalists, designers, partners and production teams; organising and monitoring events and assignments.
Contributed to art direction and studio photographic productions: shoot preparation, team coordination, lighting, photography, retouching and editing.

THÉÂTRE LE TRIANON / First Assistant to Technical Management

2011 · Paris

Preparing and scheduling technical interventions, organising works and coordinating trades, companies and service providers.
Negotiating and monitoring contracts: overseeing works, purchasing and equipment requirements; direct communication with venue management and technical management.
Monitoring lighting systems, stage installations and the practical conditions of venue operation.

ART DIRECTION AND PHOTOGRAPHIC SCENOGRAPHY

2007-présent · Paris / Berlin · Le Trianon, Tachelles, Farmacia, Théâtre du Nord-Ouest…

Conceiving and staging photographic productions: creating visual worlds, spatial composition, scenography, image construction and work on sets, framing and light.
Art direction of productions: costumes and styling, make-up, hair, props, sets, lighting, supervision of shoots and coordination of artistic and technical teams.

MANAGEMENT AND OPERATION OF PUBLIC VENUES

2010-2013 · Paris

Alongside Hamoudi Bouzidi and other managers of venues open to the public: organising operational activities, preparing and monitoring technical interventions, coordinating teams and service providers; monitoring schedules, equipment requirements and logistics.

PRODUCTION AND SET-BUILDING WORKSHOPS

2012-2016 · Paris / London

Work with Atelier Françoise Devineau and Totem Construction: assisting Hervé Labarre and working alongside Ludovic Despres on various productions.
Contributing to the fabrication, assembly and dismantling of sets for a Chanel fashion show at the Grand Palais and for the film Bastille Day at Elstree Studios near London.
Construction and decoration of Paris venues: Fizpf's, Statistic Frances, Le Petit Cambodge, Le Scarlett and Le Chacha. Fabrication, assembly, installation and fitting of decorative elements, as well as finishing interior spaces.

DECORATIVE PAINTING, MATERIALS AND INTERNATIONAL PROJECTS

2014-2024 · France / Europe / Morocco / United States

Assignments and site work with Totem Construction, Atelier de la Torre and Les Bâtisseurs d'Éphémère: work associated with Atelier Françoise Jouis and projects with Benjamin Lefebvre de la Boulaye.
Sets and finishes for boutiques, cinema, exhibition stands, shop windows and audiovisual sets, including Dior boutiques internationally.
Working with materials and illusion: stucco, plaster finishes, patinas, faux wood, stone, mouldings, textures, assemblies and surface effects.

Other Ways of Making Images and Narratives

MANGAUX CHEZ LE PSY / Co-Writing and Storyboarding

2014 · Paris · Web-Series Project

Narrative conception and visual storytelling: co-writing and producing the storyboard over three months.

BYUKLO / Audiovisual Editorial Production

2023-2025

Preparing and conducting interviews, organising editorial work, monitoring post-production and distributing content on social media.

ÉCLOSION BLEUE / Initial Work on Immersion

2023-2025 · Compiègne

With David Talamia, founding president of the Éclosion Bleue association, initial research and proposals for immersive situations. This work was initiated, but no immersive production was finalised and no installation was deployed.

MULENGEEK / eCONTEXT / Strategy, Positioning and Communications Consulting

2018 · Brussels · Eight-Month Assignment

Consulting assignment in communications strategy and positioning: analysis of markets and target audiences, developing arguments, structuring offers and technical-commercial dossiers, designing presentation and communication materials. Work in the Brussels technology and entrepreneurship ecosystem, including discussions on the prospects of virtual reality.

Fashion, Creative Practice and Modelling

Modelling experience and collaborations with Martin Margiela, Corinne Cobson and Vanessa Bruno.

02 / WORKS AND PROJECTS

Artworks, Exhibitions and Knowledge Sharing

Exhibitions, publications, curatorial work and arts engagement projects

Artworks, Publications and Artistic Events

2004 La Cour des miracles, Galerie Artcore, Paris — group exhibition by the Art Posthume collective; photographs.
2005 L'A.P.I., publication by the Art Posthume collective (500 copies) — publication of a drawing following La Cour des miracles.
2007 WAR, agnès b. gallery — photograph Project 0 — Le Cri; Arts Protects, Yvon Lambert gallery, Paris, in support of AIDES — photographic artwork in postcard format.
2014 Les Années de Paris — drawings for the Je n'aime la nuit series; Foto-Shop gallery, Berlin — invitation relating to Project 5 — Le Cri.
2017-2018 Dante à Maria, Paris — group exhibition of the Allergic to Bullshit series.
2020 Invitation from Nozhone to participate in a group exhibition: the event was cancelled during the pandemic (not counted as an exhibition held).

Curatorial Work and Arts Engagement

CENTRE CULTUREL ROMAIN ROLLAND / Exhibition Curation

2019 · Clamecy

Proposed and conceived a group photography exhibition bringing together Benjamin Lefebvre de la Boulaye and Dominique Granier: curation, production, artist coordination, exhibition layout and lighting; project dossier, press relations and partner outreach.

CMP PARIS 6 / Arts Engagement Through Photography

2023-2024 · Paris

Designed and facilitated photography workshops for the France Dépression association within the community mental health centre, focusing on expression, storytelling and group discussion.

Project Development and Knowledge Sharing

2018 Educational project with Agathe Gaillard and Charlotte Michalak: the history of galleries and circulation of artworks; pilot completed, full development not produced.
2020 Proposal for a five-month intergenerational artist residency for a day hospital and a secondary school in Clamecy: interrupted by the pandemic.
2023-2025 Éclosion Bleue, Compiègne: conceived and wrote the proposal dossier for an experimental support and inclusion structure, intended for local institutional stakeholders. Defined target groups, the annual programme, implementation phases, prospective partners, a projected budget (€150,000 for 100 participants), and monitoring and evaluation procedures. Immersive approaches were initiated: the project was not implemented due to lack of funding.

03 / PRACTICE-BASED RESEARCH

P7 — Practice-Based Research Programme

Independent programme founded in 2019 · Artistic and transdisciplinary · France / Morocco

A photograph can awaken a memory. A few words can bring an emotion back to the surface. Yet the same work never produces exactly the same experience in everyone who encounters it.
P7 develops in the space between what we experience, what we manage to express and what others may feel.
Can a lived emotion pass through different artistic forms without losing what defines it, until another person might experience it?

P7 explores this question by bringing existing artworks into dialogue with new artistic and technological experiments. The project observes what is preserved, transformed or emerges as an experience moves from writing to images, then to other forms of representation.

One Work, Multiple Forms of Exploration

P0 — Foundational Works

An independent body of staged photographs, poems and autobiographical texts, developed between 2007 and 2018. These works examine power relations, intrafamilial and systemic violence, mechanisms of domination and social conventions. They constitute an artistic body of work in their own right and the starting point for subsequent research.

P1 — When Representations Transform

Initial experiments bring the original texts and artistic intentions into dialogue with new images, some created using artificial intelligence. Certain proposals are retained, others modified or rejected. These decisions are an integral part of the creative process and also become elements to observe and analyse.
In parallel, research is developing on language, data and the relationships between textual and visual representations.

P2 — What If the Image Became a Space?

The research envisages extending these transformations into immersive and sensory environments, where image, sound, light, movement and bodily sensations could change the way we encounter an artwork. The corresponding installations remain to be developed.

Artistic and Technological Research Developed Together

Magali Giraudy-Beudebert, artist, founder of P7 and art director, conceives the artworks, their transformations and the directions of the practice-based research.
Chaimaa Bousiane, software engineer, co-creator of P7 and technology lead, develops the programme's technical and methodological aspects: data engineering, natural language processing (NLP), cross-modal text-image analysis and exploration of artificial intelligence models.
Their work includes exploring the development of a non-polar emotional dictionary, allowing emotional nuances to be examined beyond a simple opposition between positive and negative.
An eight-stage protocol, from A to H, is being formalised to document transformations, artistic choices and possibilities for analysis. It is distinct from the P0-P7 artistic progression, whose initial phases are presented here.

Future Directions

P7 aims gradually to include other lived experiences, new participants and collaborations with artists, researchers and cultural organisations. Future developments may explore perception, cognitive science, computational linguistics and immersive technologies.

04 / EDUCATION AND KNOWLEDGE SHARING

Education, Practice and Influences

Learning, tools and developing an artistic perspective

Education and Further Study

ENSAD: first year of multidisciplinary training (2005-2006). CNAM: courses in neuroscience, cognitive psychology, computer-generated imagery and virtual reality (2020-2021). FUN-MOOC: artificial intelligence and research integrity (2021-2022). Other training: health and meditation, Blender and AI tools, coaching / personal development (2019-2024).

Digital Tools and Practices

Photoshop · Illustrator · Indesign · Premiere Pro · Blender · Unreal Engine (initial familiarisation and exploration).

Developing an Artistic Perspective — Influences and Knowledge Sharing

What the women in my family passed on to me was not an artistic style, but the freedom to forge my own path.
My grandmother, Hélène Prince, a gallery owner, and my cousins Kenizé Mourad, a writer and international reporter; Huguette Giraudy, a musician and composer; and Danièle Giraudy, a senior heritage curator, were early role models, each embodying a distinct way of navigating the world of art and culture.
At a time when female role models seemed less visible to me, their paths nurtured a conviction: creativity is not confined to one discipline or a predetermined career. It can be built freely where practices and forms of expertise meet.