MAGALI GIRAUDY-HEUDEBERT

Artist · Artistic Direction · Staged Photography · Research-Creation

An artist and founder of F7, I develop a transdisciplinary practice at the intersection of staged photography, writing, scenography and research-creation. My career combines artistic conception, fabrication, production coordination and the formalisation of research methods. It has developed across workshops, theatres, film, fashion, exhibition spaces and mediation projects.

Paris / Berlin / London / Morocco

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01 / RESEARCH-CREATION

F7 Research — Independent programme founded in 2019 · France / Morocco

Artistic and transdisciplinary research-creation developed from a body of work produced since 2007. Artistic direction and project development in collaboration with Chaimaa Boustane, software engineer and co-creator.

RESEARCH OBJECT AND QUESTION

F7 examines the processes through which a lived experience takes form in an artwork, is transformed through other representations and may be interpreted by others. The approach distinguishes artistic intention, the observable characteristics of artworks and the possibilities of their reception. It makes no claim that an emotion can be reproduced identically in another person.

Central question: "How can we share something another person has never experienced?"

ARTISTIC CORPUS AND DEVELOPMENT

P0 — Foundational works (2007-2018). An autonomous corpus of staged photographs, poems and autobiographical or critical texts. Drawing in particular on observations of intrafamilial dynamics within the upper bourgeoisie, it examines power relations, the reproduction of hierarchies, intrafamilial and systemic violence, inherited conventions and mechanisms of domination.

P1 — Artistic and visual transformations. Digital experimentation, including the use of generative artificial intelligence. Operations of selection, retouching, rejection and redirection are documented as artistic decisions. Relationships between texts and images are examined without reducing the artworks to data.

P2 — Methodological development and immersive perspectives. A proposed extension into spatial, sound-based and haptic environments. Current work concerns specifications and the conditions for translating artworks into these forms. No completed immersive installation or audience reception study is claimed.

RESEARCH PROTOCOL AND DOCUMENTATION

Formalisation of an artistic A-R protocol combining separate analyses of visual and textual sources, a structured questionnaire, data export, parameter matrices, compliance audits, dataset construction and immersive specifications. The V17 documents for the series "Anatomie d'une rature" record decisions, results, discrepancies, validations and exemptions for each case.

Case study published on the website: R_001, "Les mêmes mises en scène", image 03 from the series "Anatomie d'une rature" (2026). The record presents cross-analyses, excerpts from stages A-R and the development status of the proposed immersive components.

JOINT RESEARCH AND INTERDISCIPLINARY PERSPECTIVES

Chaimaa Boustane leads a distinct computational strand focused on data consolidation, natural language processing (NLP), comparisons of analytical tools and methodological validation. The two contributors' work is connected without conflating the artistic A-R protocol with the computational A-G pipeline.

F7's research perspectives concern emotions and their representation, the interpretation of artworks, individual variability in perception, autism and neurodiversity, as well as immersive practices. The project seeks critical exchange and collaboration with artists and researchers in the arts, psychology, cognitive science and immersive technologies.

02 / ARTISTIC AND PROFESSIONAL EXPERIENCE

Artistic direction, production, scenography, photography, set construction and coordination

FRÉDÉRIQUE LORCA OFFICE / Press office, artistic direction and production
2004-2010 · Paris · First Assistant

At the office founded in 1999 by Frédérique Lorca, former head of international communications for Jean Paul Gaultier: press office work, media relations, artistic direction and event production in fashion and luxury.

Day-to-day office management, handling enquiries, preparing dossiers and press books, liaising with journalists, designers, partners and production teams. Organisation and follow-up of events and assignments.

Involvement in studio photography productions, their artistic and technical preparation, coordination of contributors, lighting, photography, retouching and editing.

THÉÂTRE LE TRIANON / First Assistant in Technical Direction
2011 · Paris

Preparation and scheduling of interventions, organisation of works and coordination of trades, companies and service providers.

Contract negotiation and follow-up, oversight of works, purchases and material requirements, liaison with venue management and technical direction. Monitoring of lighting, stage installations and venue operating conditions.

ARTISTIC DIRECTION AND PHOTOGRAPHIC SCENOGRAPHY
2007-present · Paris / Berlin · Le Trianon, Tacheles, Karmanzia, Théâtre du Nord-Ouest…

Conception and staging of photographic productions. Creation of visual worlds, spatial composition, scenography, image construction, sets, framing and lighting.

Artistic direction of productions: costumes and styling, make-up, hair, props, lighting, supervision of photographic shoots and coordination of artistic and technical teams.

MANAGEMENT AND OPERATION OF PUBLIC VENUES
2013-2015 · Paris / London

Working with Manoudi Bouzidi and other venue managers: organisation of operations, preparation and follow-up of technical interventions, coordination of teams and contractors, schedules, materials and logistics.

SET PRODUCTION AND CONSTRUCTION WORKSHOPS
2012-2015 · Paris / London

Work with Atelier François Devineau and Totem Construction, assistance to Hervé Labarre and other assemblages alongside Ludovic Despers, depending on the production.

Set fabrication, assembly and dismantling for a Chanel fashion show at the Grand Palais and the film Bastille Day at Elstree Studios near London.

Construction and decoration of Paris venues: Floy'z, Distrito Frances, Le Petit Cambodge, Le Scarlett and Le Chacha. Assembly, installation, fabrication and interior finishing.

DECORATIVE PAINTING, MATERIALS AND INTERNATIONAL PROJECTS
2014-2025 · France / Europe / Morocco / United States

Assignments and works with Totem Construction, Atelier de la Torre and Les Bâtisseurs d'Éphémère. Work associated with Atelier Françoise Jouis and projects with Benjamin Lefèvre de la Boulaye.

Sets and finishes for boutiques, cinema, stands, window displays and audiovisual sets, including Dior boutique internationally. Techniques involving stucco, plaster finishes, patinas, faux wood, stone effects, mouldings, textures, assembly and surface effects.

OTHER WAYS OF PRODUCING IMAGES AND NARRATIVES

MANGAKA CHEZ LE PUY / Co-writing and Storyboarding
2014 · Paris · Non-series project

Narrative conception, co-writing and production of the storyboard over three months.

NTXOLO / Audiovisual Editorial Production
2023-2025

Preparation and conducting of interviews, editorial organisation, post-production follow-up and distribution of content on social media.

ECLOSION BLEUE / Early Immersive Work
2022-2025 · Compagnie

With David Teleszka, founding president of the Eclosion Bleue association, initial research and proposals for immersive scenarios. Work initiated without a completed or deployed immersive device.

MOLEWEEKS / wCONTEXT / Strategy and Communications Consultancy
2018 · Brussels · Eight-month assignment

Analysis of target markets and audiences, development of arguments, structuring of offers and technical-commercial dossiers, and presentation and communications materials. Work within the Brussels technology and entrepreneurship ecosystems, with discussions on the prospects of virtual reality.

FASHION, CREATION AND WORK IN FRONT OF THE CAMERA
Modelling experience

Collaborations with Martin Margiela, Corinne Cobson and Vanessa Bruno.

03 / WORKS, EXHIBITIONS AND TRANSMISSION

Works, exhibitions, publications, curatorial practice, mediation and conceived projects

EXHIBITIONS, PUBLICATIONS AND ART EVENTS

2004 — La Cour des miracles, Galerie Artcore, Paris. Group exhibition by the Art Foothume collective, photographs.

2005 — I.F.A.I., publication by the Art Foothume collective (500 copies). Publication of a drawing following La Cour des miracles.

2007 — MAA, galerie agnès b., photograph "Project 0 — Le Cri". Arts Potacts, Yvon Lambert gallery, Paris, in support of AIDES, photographic work in postcard format.

2014 — Les Ateliers de Paris, drawings from the series "Je t'aime la nuit". Foto-Shop gallery, Berlin, invitation relating to "Project 0 — Le Cri".

2017-2018 — Dans 4 Maria, Paris. Group exhibition of the series "Allergic to Bullshit".

2020 — Invitation by Hoshone to a group exhibition, cancelled during the pandemic. Not counted among exhibitions held.

CURATORIAL PRACTICE AND MEDIATION

CENTRE CULTUREL ROMAIN ROLLAND / Exhibition Curating
2019 · Clamecy

Proposal and conception of a group photography exhibition bringing together Benjamin Lefèvre de la Boulaye and Dominique Granier. Curating, production, artist coordination, exhibition layout and lighting, dossier, press relations and search for partners.

CMP PARIS X / Photography-based Mediation
2017-2018 · Paris

Conception and facilitation of photography workshops for the France Dépression association within a community mental health centre. Expression, storytelling and group discussion.

PROJECTS CONCEIVED AND KNOWLEDGE SHARING

2018 — Educational project with Agathe Gaillard and Charlotte Michalak on the history of galleries and the circulation of artworks. Pilot completed, full development not produced.

2020 — Proposal for a five-month interpersonalist artist residency for a day hospital and a secondary school in Clamecy. Project interrupted by the pandemic.

2023-2025 — Eclosion Bleue, Complexe. Conception and drafting of a proposal for an experimental support and inclusion organisation aimed at local institutional stakeholders. Definition of target audiences, annual programme, implementation stages, partners, projected budget of €135,000 for 100 participants, and monitoring and evaluation arrangements. Initial immersive approaches explored. Project not implemented due to lack of funding.

04 / EDUCATION, SKILLS AND TRANSMISSIONS

Learning, technical practices and the development of an artistic perspective

EDUCATION AND FURTHER LEARNING

ENSAD — First year of multidisciplinary studies (2005-2006).

CNAM — Courses taken in neuroscience, cognitive psychology, computer graphics and virtual reality (2020-2021).

FUN-MOOC — Courses in artificial intelligence and research integrity (2021-2022).

Other training and further learning — Hygiene and sanitation, Blender and AI tools, coaching and personal development (2019-2024).

DIGITAL TOOLS AND PRACTICES

Photoshop · Illustrator · InDesign · Premiere Pro · Blender · Unreal Engine (introductory use and explorations).

DEVELOPING AN ARTISTIC PERSPECTIVE — INFLUENCES AND TRANSMISSIONS

"What the women in my family passed on to me was not an artistic style, but the freedom to follow my own path."

My grandmother Hélène Prince, a gallerist, and my cousins Renée Mourad, a writer and international reporter, Hippette Giraudy, a musician and composer, and Danièle Giraudy, a senior heritage curator. Each embodied a distinctive way of engaging with the world of art and culture.

At a time when female role models still seemed relatively invisible to me, their paths strengthened a conviction: creativity is not confined to one discipline or a predetermined career. It can develop freely through encounters between practices and skills.