

23.6.2020

## Inspired in self-isolation: Frédéric "Aldo" Fayard

With Covid-19 lockdowns worldwide and health authorities urging people to self-isolate and practice social distancing on a massive scale as part of an enormous effort to #FlattenTheCurve of this global pandemic ... we are reaching out to industry friends, colleagues, associates, partners, etc., and asking them to share their #StayAtHome and #QuarantineAndChill activities with us during this extraordinary time.

Frederic is the founder and artistic director of Paris-based French creative design practice Concept K. Normally, he spends 70 to 80% of his time travelling the world working on the coolest and most imaginative projects including live shows and installations. As well as his role of designer and creative director, he is also busy as a consultant and advisor for live activations.

Robe: Where are you right now?

Aldo: I am at home with my family. To be honest, it is like a holiday for me. I'm living in France, 100 kilometres to the south of Lyon in the country, and we live in a quiet house with a garden. I'm very lucky because it is such a peaceful place!

Robe: How are you spending time whilst isolating / on lockdown?

Aldo: Professionally, there have been many steps.

Firstly, catching up on several current projects, and then secondly, deep-diving into some of my old folders to share my memories and moments on the socials networks!

Thirdly ... I am thinking of the future and trying to anticipate how myself and those around me can live better and more responsibility in the future.

Fourth I am work from home on some future projects, because some clients are brave and are planning on this future work.

Personally, I have been enjoying this time with my family. It is so rare for me!

Robe: What is the most creative thing you're able to do whilst in isolation?

Aldo: Depending on everyone, of course. For me, it's a mix between drawing up ideas, following some new technologies, exchanging information and thoughts with my colleagues, and trying to imagine better ways to do my job after all of that!

Robe: Are you looking after anyone else during the Covid-19 crisis?

Aldo: I'm taking care of my family. The close one and the extended one.

Robe: Has anyone particularly inspired you since this crisis started?

Aldo: Some public people like a speech by fashion designer Giorgio Armani or those who are being realistic about ecology like the brilliant French scientist Aurelien Barreau (French physicist and philosopher, specialized in astroparticle physics, black holes, and cosmology).

Regarding Mr Armani, the question is knowing if these speeches are just effective communications or real thoughts. We must think of the planet, and live better.

Robe: What has been your favourite book / movie / Netflix or TV series / viral video / Games / music?

Aldo: "Demain", a 2015 French documentary by director Cyril Dion and "Home" by Al Gore. Both are right in their predictions and they are not alone. We miss these sorts of people and influencers when critical decisions are made ... and we all need to be able to go further, better and be cleverer.

Robe: What is the first thing you would like to do when we are through this crisis?

Aldo: As I told ... I am very lucky because I'm not really in lockdown. I can run out of my home, I can enjoy my garden, I live with my family, so... Maybe, I will just try to go to re-open my Parisian design studio with my wonderful team and give them the opportunity to do what they are passionate about!

Our job is to create, imagine, invent, programme and be able to participate to the renewal of live entertainment.

Robe: Own question / answer / message of solidarity or something you'd like to say?

Aldo: For the moment and the next weeks everyone should stay home as much as possible to protect themselves and their families and be humble in the face of this pandemic.

Nothing is over yet!

We are paying the price for following the wrong path! We are living in a world where money is driving our lives, not health!

We are being encouraged to stop the lockdown because of money, not because of health. I do not know what the future will be in the next weeks, months and years, but I am sure we will all make global mistakes!

We must hope it was just the planet's signal to all governments, industrialists and commercial enterprises, influential public figures, and that they will hear it like this ... even though I doubt they will!

Hoping it was not a beginning of something worse, so take care of yourselves and everyone else!

