

DJERBAHOOD

Press kit

After the Tour Paris 13, the Itinerrance Gallery launches a new project: DJERBAHOOD

A real open-air museum, DJERBAHOOD is the place invested by artists from all around the world. The town of Erriadh in Djerba will be hosting this summer the works of hundred of artists from thirty different nationalities. Erriadh, authentic and traditional place, will become the favorite place of expression for each of the artists from diverse cultures.

The team of the Gallery Itinerrance put their baggage into this small town on the island of Djerba. Djerbahood is the new adventure for an effervescence movement in a changing country explains **Mehdi Ben Cheikh**, the **Director of the Itinerrance Gallery and initiator of the project.**

Process

During the months of July and August, a selection of artists from around the world will pass on one week each other to leave his mark in this village. An extreme diversity of artist from over thirty countries: Brazil, Japan, China, Morocco, Saudi Arabia, Australia, UK, among many others.

The artists were invited to paint the work of their choice in accordance with the context to avoid denaturing the village, but giving an extra aesthetic value. Each artist has the opportunity to make several walls during his stay. This itinerary of painted walls will be a real open-air museum with no equal in the world.

The invited artists

Among the first artists participating in the project, major figures like Roa, C215, Faith47, Know Hope, Herbert Baglione and eL Seed (photos below). Also: Liliwenn, BomK, Shoof, Mosko, Pantonio, Dabro, Curiot, Tinho, Saner, Add Fuel, Paulo Arraiano, Mario Belém, Rodolphe Cintorino, Stew, Nina, Evoca1, Malakkai, Dome, TwoOne, Amose, Calma, Jaz, Pum Pum, Dan23, M-City, BToy, Zepha, Orticanoodles and many more to come.



The village Erriadh

Erriadh is one of the oldest villages of Tunisia. It has kept its authenticity by its narrow streets and preservation of the typical architecture of "houch" (house built with a patio which is surrounded by rooms and living areas). These houchs are painted with white chalk decorated with blue woodwork or a yellow straw decorated with green trim. The architecture of the village is low, it is rare to find more than one floor. The central square in the old town is where the large market of Djerba used to be. The village Erriadh is also the first Jewish village which houses the oldest synagogue in North Africa and the second largest worldwide. Muslim and Jewish community live here together in peace for centuries. The local population has remained true and faithful to its traditions while welcoming foreign (non djerbien and overseas) with kindness. Here time stops.



An initiative for Tunisia

The Djerbahood project is an unusual project which aims to have free access to the public and evolve over time (new artists, new works).

This artistic initiative, anchored in a country under reconstruction, will offer a new dynamic to Tunisia and will allow visitors of the island to discover a gem of Tunisian heritage in an atypical wa

Follow the evolution of the project online #djerbahood

Hundreds of exceptional works can be discovered all the summer on the website www.djerbahood.com, with daily images to be uploaded.

To follow all the breaking news, artists new arrivals, highlights of the project, please visit our Facebook: facebook.com/djerbahood/ and Twitter twitter.com/djerbahood/

To discover the project universe in photos, the artists, the great pictures of the village, go on Instagram: instagram.com/djerbahood/

Other links

Teaser of the project: youtu.be/EK650n8yDQE

Pinterest: pinterest.com/djerbahood/

YouTube channel: youtube.com/channel/UC4HcePDpKftEANdl6vE_JZA

Djerbahood an unprecedented Web Series

"Welcome to Djerbahood" is an invitation to an unusual trip, closer to artists from around the world to meet the new challenge launched by Itinerrance Gallery: invest the walls of Erriadh, one of the charming villages on the island Djerba in Tunisia. These artists are splashing their works on every corner under the curious eyes and fascinated villagers, tourists and our cameras. A unique experience to discover from September 5 on ARTE

Creative: creative.arte.tv/fr/djerbahood

A web serie of Cécile Quiroz and Joëlle Matos

10 episodes of 4 minutes. A coproduction OF Image &Compagnie - Arte France

Djerbahood in numbers

About a **hundred** artists from **30 different nationalities**

On 1st August, the first **94 of 34 interventions** artists are already available on the website **djerbahood.com** and hundreds more to come throughout the summer.

Sponsors



As the Tunisian Embassy in France, ONTT, Digard, SEH Legal and Yosr Ben Ammar

A project of the Gallery Itinerrance

Itinerrance Gallery, specialized in street art, is present in the 13th district since 2004.

A few steps from the National Library of France and "Frigos", it is part of an urban fabric in economic and cultural expansion. With concrete walls and 6 meter high ceiling, mixing traditional hanging and wallpaintings the exhibitions are unmissable in the Parisian art scene. Itinerrance Gallery is positioned in the area of Street art by working with international known artists and still unreleased in France while seeking to bring out new young artists and focusing on events "outside the walls" to artists to include the Street art in the city, especially in the 13th arrondissement.

To know more about the Itinerrance Gallery www.itinerrance.fr

Press room

A space dedicated to journalists with all the informations is available through the link djerbahood.com/presse

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