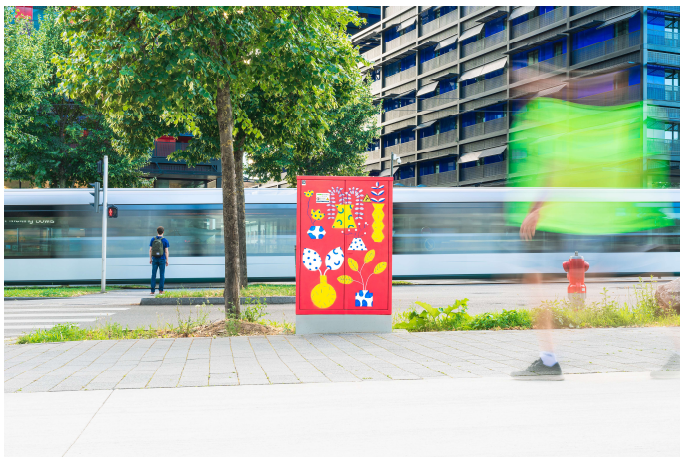


COLORS Urban Art again “Powered by Socomec” in 2021

Benfeld, 25 January 2021

At a time when the Arts and Culture sector is facing considerable hardship, SOCOMEC is renewing its financial support to the COLORS Urban Art association for the year 2021. This commitment will enable the continuation of projects and events related to urban art in the Strasbourg Eurometropolis.



*A feeder pillar painted in 2020 in Strasbourg by the artist Léonie Koelsch as part of the activities of COLORS Urban Art.
Photo: Romain Goetz/Socomec*

For more than 30 years, SOCOMEC has demonstrated its policy of openness and support for the Arts and Culture, collaborating with local and international artists in the fields of music, dance, sculpture, illustration and, more recently, Street Art.

In addition to the works commissioned for its production sites in Alsace, including three large murals signed by the artists STOM 500, PISCO and KAZY, SOCOMEC is a long-standing partner and the first sponsor of the "COLORS Urban Art powered by Socomec" association, which organises urban art events in Strasbourg and the Grand Est region of France.

A determination to support the artistic community during the health crisis

"The continuation of our financial support for COLORS Urban Art for 2021 was an obvious choice" explains Ivan Steyert, CEO of SOCOMEC. "With this health crisis, artists and the world of culture are experiencing a period of great hardship and deserve even more support. We are proud and delighted to confirm and strengthen our partnership with COLORS Urban Art, which provides creativity and expression by showcasing outstanding artists. As a major economic player in the region, we stand in solidarity with the artists and the organisations that support them. This is a long-standing social commitment for SOCOMEC, it is part of its DNA."

By the same token, SOCOMEC will also be present at L'Industrie Magnifique, which will take place next June in Strasbourg.



*Ivan Steyert, CEO of Socomec, speaks at the inauguration of the first COLORS urban Art Festival in 2019
Photo: Bartosch Salamanski / COLORS Urban Art powered By Socomec*



Jaek El Diablo, an artist from Strasbourg, creating his wall for the COLORS Urban Art Festival 2020. Photo: Bartosch Salamanski / COLORS Urban Art powered By Socomec

The Strasbourg art festival set to return in 2021

Even if it is still a little early to unveil all the initiatives of COLORS Urban Art powered by Socomec for 2021, Julien Lafarge, president of the association, confirms that the Strasbourg Street Art festival will be going ahead in 2021. *"Thanks to the support of our partners, we were able to implement the second edition of the festival despite the health context. The feedback has been very positive and enables us to announce the 3rd edition of COLORS Festival in September 2021. The support of SOCOMEC is invaluable in the organisation of this cultural event. We are working with Stom500, our artistic director, on the programme for the edition which we want to be original, varied and accessible to all. At the same time, we will be offering performances all over the Strasbourg Eurometropolis throughout the year."*

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