



# The City of Paris Summer Hyper Festival

Claudine BESSOU | photos Claudine BESSOU | 02/09/2021

The Hyper Festival is a free festival held in the public space of the City of Paris from July 21 to August 31, in all the arrondissements of the capital. It's a whole cultural program with more than 200 events that has allowed artistic associations and musical companies to perform in public places such as Parks and Gardens, Squares or even Municipal Libraries. The great variety of the cultural event this summer has showcased artistic disciplines of Theater, Dance, Street Arts and current and varied Music for the dissemination of artistic creation.

On the program of this 2021 outdoor music festival, we could appreciate the group "Tsuvo Studio" on the Pelouse de Reully in Open-Mic and Concerts. They are

passionate artists who travel throughout France with their "Mobil'Art Studio" caravan, a mobile and versatile recording studio. Their artistic project contributes to improving the living environment, it is part of an artistic mediation process between passionate musicians and residents. Their context of intervention is cultural education with emerging artists from Rock, Hip-Hop and Street Art ...

During this Hyper Festival on Saturday August 28 on the Pelouse de Reuilly, the highly noticed intervention of the Mayor of the 12th arrondissement, Emmanuelle Pierre-Marie, (elected Mayor since July 11, 2020 at the age of 48, she assumes not come from the seraglio and today intends to defend a new way of doing politics, as close as possible to the inhabitants of the 12th arrondissement). The Mayor, Emmanuelle Pierre-Marie, gave a very noticed encouraging speech, as she does during her weekend tour in her borough. The brightness and color of her attire did not go unnoticed. It is with great kindness and simplicity that Madam Mayor was kind enough to speak in private about her choice to wear a Rose Bonbon dress:

“I don't buy a lot of clothes because I'm as much a political environmentalist as I'm in everyday life. I chose an ethical clothing brand because it respects the environment and the people it employs. This is a dress that I chose for my daughter's wedding and put on today because it is candy pink. I had to intervene on another action before coming here with a resident of the 12th district who is very involved in disability and cancer. I put on Pink to symbolize this color and the action "Pink October" which is essential for us Women. Breast cancer is a cause of death ”.

### **Accompanied by his assistants:**

- Manon Havet, Assistant in charge of ecological transition, green spaces and animal health.
  
- Nizar Belghith, Borough Councilor, delegate in charge of the participatory budget and the Vallée de Fécamp district.

### **The origins of the Pink October awareness campaign:**

Pink October is breast cancer prevention campaign month. The association "Breast Cancer, Let's Talk!" »Proposes to fight against breast cancer by informing, dialoguing

and mobilizing in the four corners of France. The month of October therefore allows the association, which works all year round to support medical and scientific research, to highlight those who are fighting this disease.

The color pink was chosen because it is a feminine color, soft, joyful and which evokes good health, everything that this cancer is not, as the association “Breast Cancer Action” emphasizes. The pink ribbon has today become the international symbol of the fight against breast cancer.













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