



TAG GENEVA'S FBO LOUNGES SHOWCASE SUMMER ART EXHIBITION BY SWISS STREET ARTIST JOULE CHAMPOD

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An exclusive contemporary street art exhibition entitled 'The Caps Collection' by the inspirationally talented Swiss graffiti artist Joule Champod will be on display throughout August and September at TAG Aviation's state-of-the-art FBO lounges located at Geneva International Airport.

'The Caps Collection' pays homage to Joule Champod's spray caps, which for an artist have become loyal travelling companions on his many trips around the world. Each works effectively like a paintbrush and it is rare to see a creative instrument have accidentally become a creation of its own.

The exhibition features a selection of works taken from a collection of thirty pieces of Champod's most breath-taking frescoes, amassed over nearly three decades of his art. Alongside this, inspired collaborations with chocolate maker Marc-André Cartier - who together this year have created their first ever street art chocolate caps - will provide a

delicious temptation for both the eyes and the palate for visiting passengers to TAG's VIP FBO lounges to enjoy throughout the summer.

As an enthusiastic supporter of the arts, TAG's (Techniques d'Avant Garde) philosophy of combining prestige, performance and reliability is an embodiment of over 50 years' expertise in defining and delivering luxury and exclusivity for the pleasure of its passengers.

"We are delighted to have the opportunity to collaborate with the artist Joule Champod. TAG has always been keen to further its strong links with contemporary art and particularly when we can help to promote the works of a Geneva-based artist who shares the same roots of origin as the TAG brand", said Adeline Varéon, Marketing and Communications Manager, TAG Aviation Europe.

"Such artistic ventures are a natural extension of our on-going collaborations into complementary aspects of the arts and luxury world which can enhance the experience for our visiting clients. Rather than bombarding our passengers with advertising or merchandising, we want to maximise their comfort in their dedicated lounge and to ensure that our hospitality is always of the highest calibre and brings with it a new and dynamic experience for our clients."



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