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The company FRED&FRED® was created out of the symbiosis between two passions, photography and design, which have continued to converge over the years and in the course of the common research of the two founders of the company. Firstly, Frédéric GERVAIS, a student at the École Estienne (Paris), later graduating from the School of Fine Arts in Paris, specialising in Photography, is the artistic director at the

heart of the Publicis group. His work in the world of image using multi-lens cameras, ephemeral and evolutionary visuals led him to animated images and onwards to the essence of the first PICT® product.

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02/01/2010



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N° 23 AUTUMN 2010
The Magazine



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