

BOUCHE
BÉE

A stylized graphic of a smiling mouth, with the upper lip as a white arc and the lower lip as a white arc. A white pen nib is positioned inside the mouth, pointing upwards and to the right, as if it has just finished writing the word 'BÉE'.

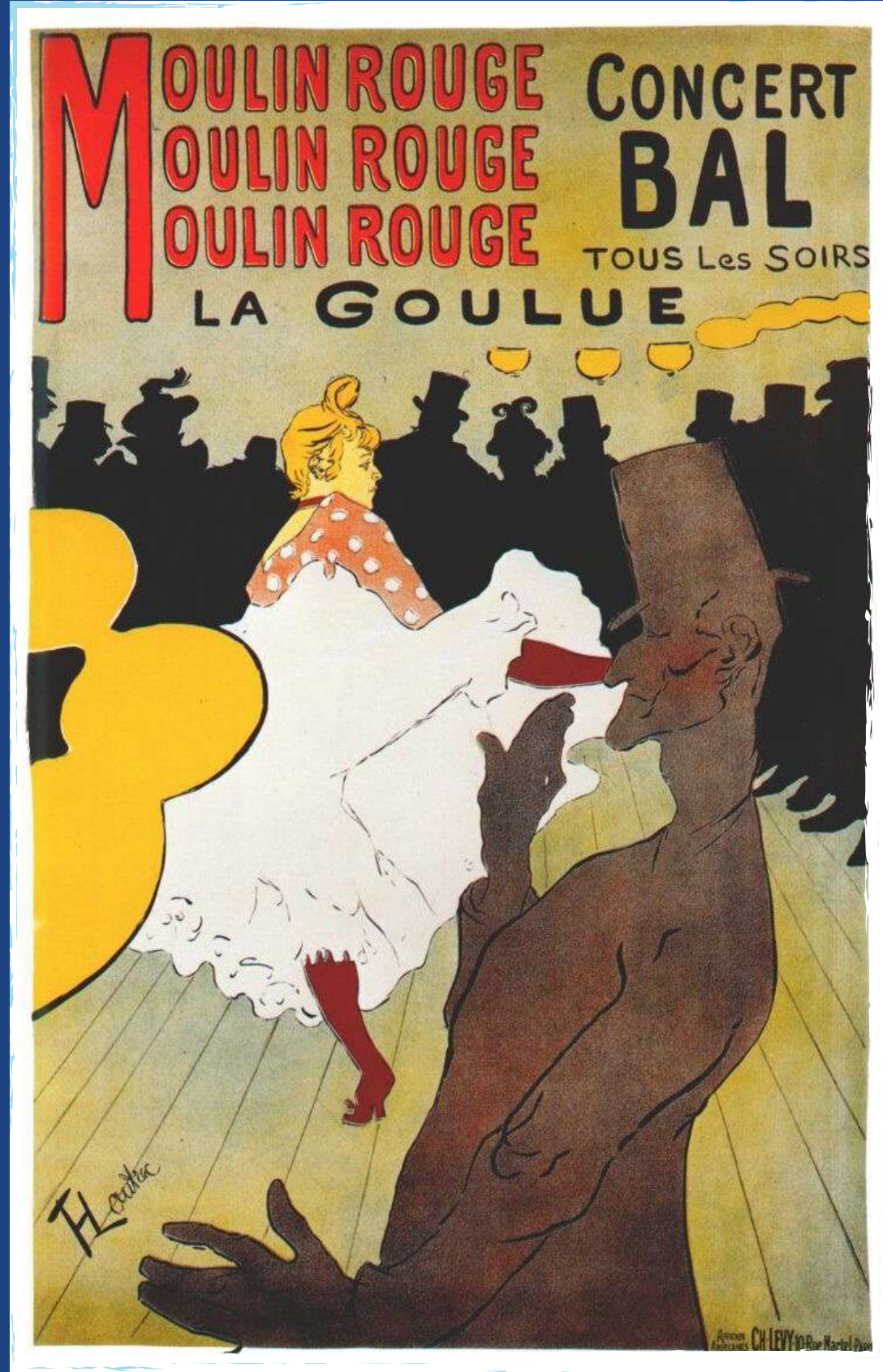


Inspire. Engage. Amaze.

**Leader in hand-painted
advertising in France.**

**We create large-scale artistic and
brand murals that transform
public spaces, spark conversation,
and capture attention — while
staying true to our commitment
to the environment.**

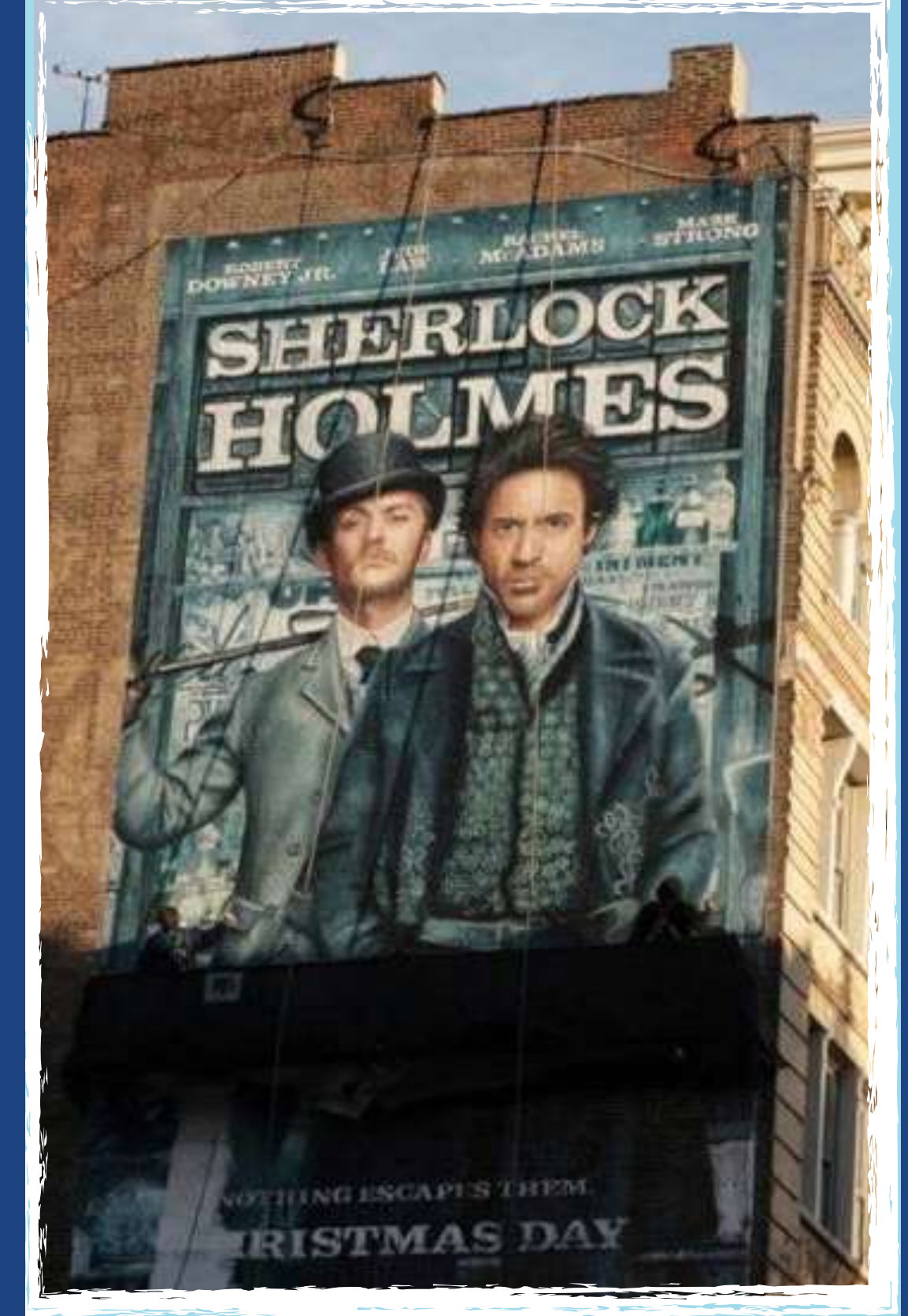
A CRAFT REINVENTED



From Toulouse-Lautrec's pioneering posters in 1891...



...to mid-century LU Biscuit murals...



...to Revival in New York in 2009.



"It's a unique product that brands are asking for today."

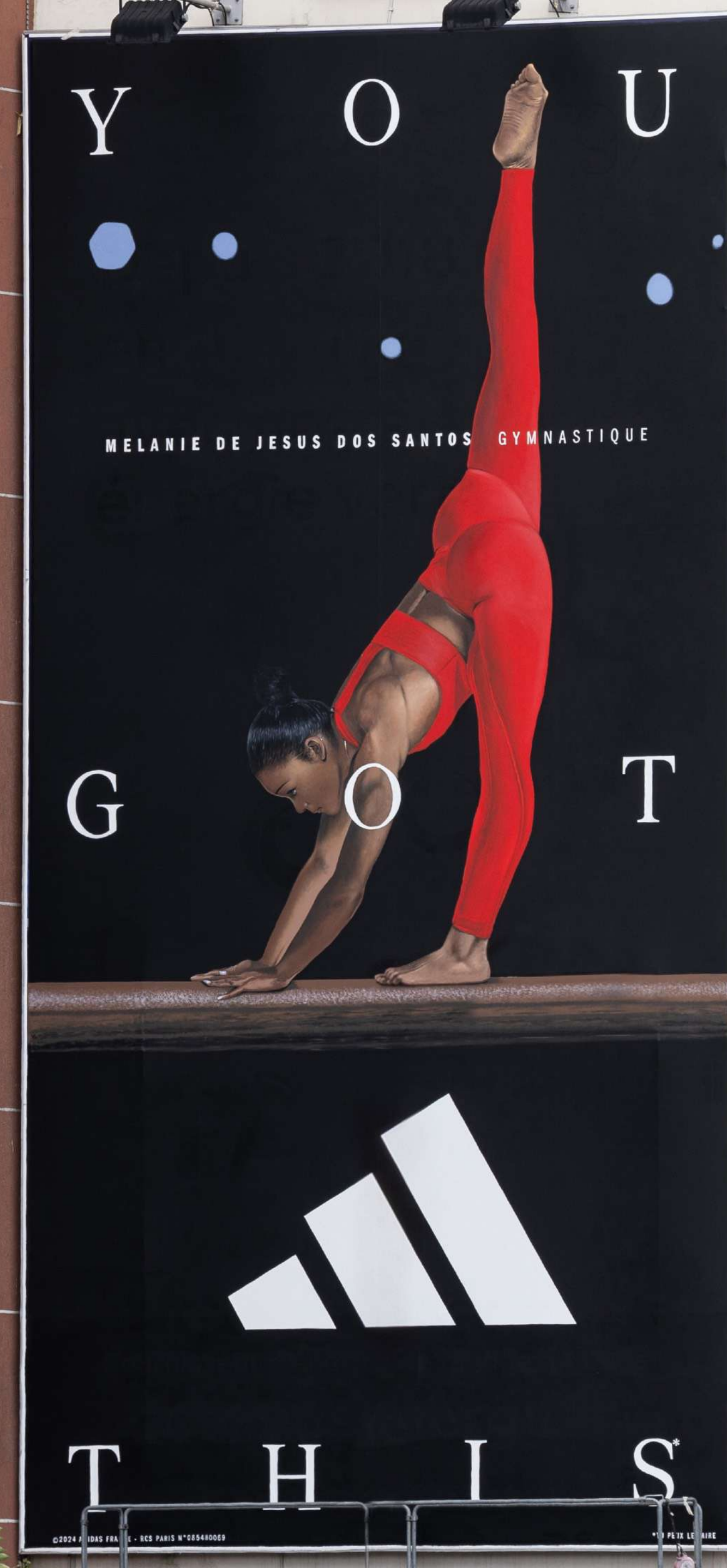
"It's art."

Paul Lindahl, Advertiser

"This revival is partly due to an upgrade, with more accomplished painters."

"The result stands out more than before, with a trendy touch!"

Chris Cockerill, Advertiser



"People are amazed."

"It's quite something for a passerby to see the creation process live."

"We've created a revival!"

Justin Odaffer - street artist



AREAS OF EXPERTISE

IN-OUTDOOR



Decorative production

Live painting event

Team Building



OOH advertising displays

Store and window merchandising

Construction site hoarding decoration

OUR VALUES



Artistic commitment



Eco-responsibility



Respect for the urban landscape

OUR PAINTERS



40 years' experience

XXL murals

Hard-to-access sites

Brush technique



20 years' experience

All dimensions

Hyperrealism

Brush technique



15 years' experience

All dimensions

Graffiti

Aerosol technique



15 years' experience

Shopfronts and windows

Lettering

Brush technique

OUR PAINTERS



SONER



IVANEZ



CAPHAR



YOSH



WONE



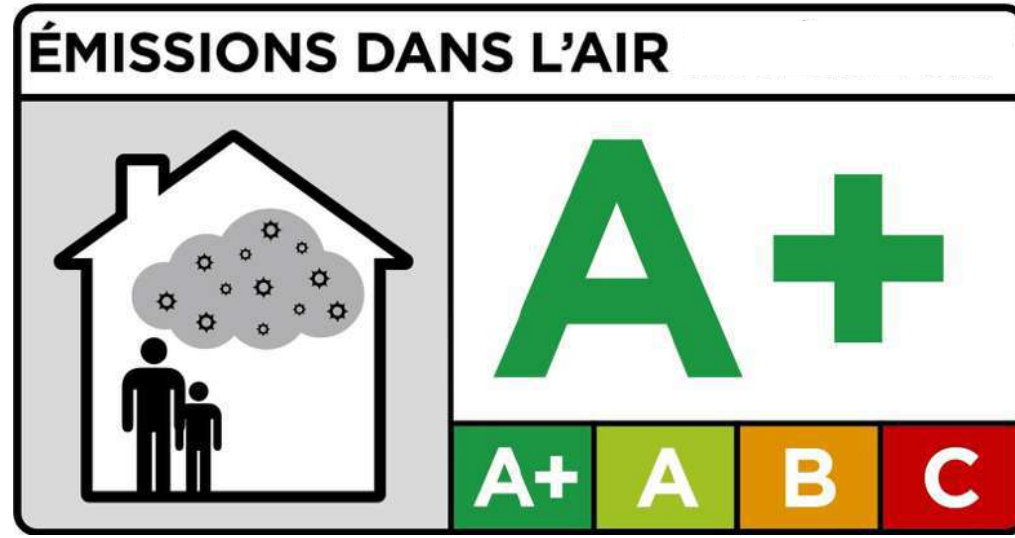
MAT x ZEKKY

ETHICAL & ENVIRONMENTAL VALUES

Temporary installations, recyclable canvases

Promoting craftsmanship and artistic know-how

Eco-friendly, water-based, solvent-free paints



Hydrocarbures, éthers de glycol, cadmium, chrome,
composés organiques volatils...

OUR MISSION



*Turning your campaign into both a
performance and an event!*

Innovation in France

Differentiation

Commitment

Positive perception of advertising

ADDED VALUE

OUR XXL PROJECTS



Spotify x Publicis Media (Zenith)

Paris, Westfield Forum des Halles - 40m2

September 2025





Givenchy x ATHEM – Lettering





Superman Day x Warner Bros x DC ComicsTraffic Agency x Mr Brainwash

Traffic Agency x Mr Brainwash - Painted collaboration

Ecrin Giraudy 60m², Porte d'Orléans



Adidas x You Got This

Paris, Montparnasse - 40m2

July 2024



Adidas x You Got This

Boulogne - 120m2

July 2024



Adidas x You Got This

Paris, Porte d'Orléans - 60m2

July 2024



Super Mario Bros The Movie – Anamorphic mural, Parvis de La Défense – 400m² – Apr 2023



Super Mario Bros The Movie – Anamorphic mural, Parvis de La Défense – 400m² – Apr 2023



JUL x Believe Music x Mister Tee – Marseille – 600m² – June 2023



VUELING x Gran Canaria x SEYB

Paris, Rue de Passy - 60m2

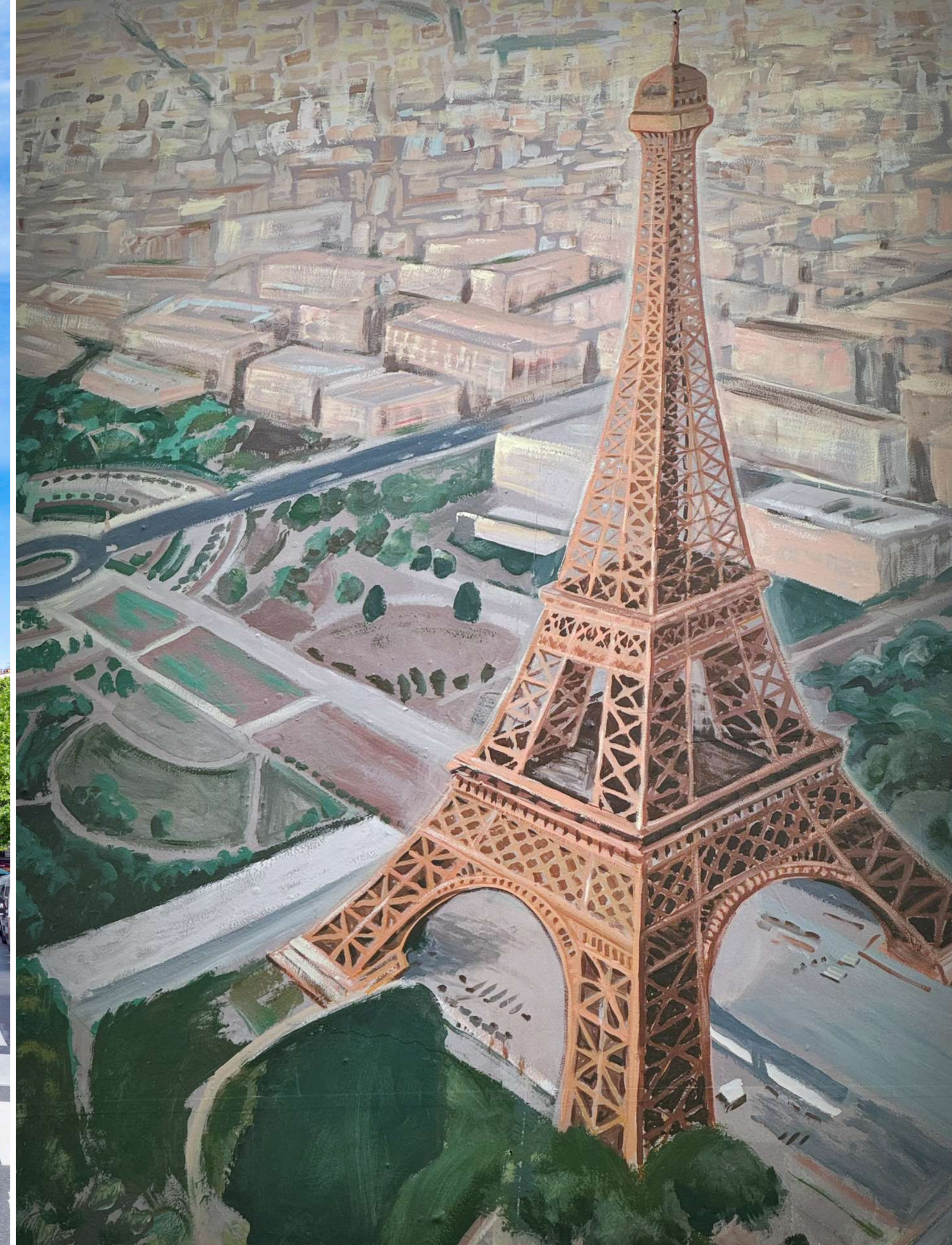
September 2023



VUELING

Paris, Rue du Temple (Le Marais)- 114m2

June 2024





La Banane Française x LOUYZ

Paris, Rue du Temple (Le Marais) - 114m2

June 2023



LOU
YZ
LOUYS

JEU CONOURS



Grandes Antilles

BOUCHE
BÉE

NICOLAS WINE

Paris, Rue du Temple (Le Marais) - 114m2

December 2022





NICOLAS WINE

Paris, Rue de Passy - 60m2

December 2022



Fresque RAY BAN

Paris, Rue de Passy - 60m2

May 2023

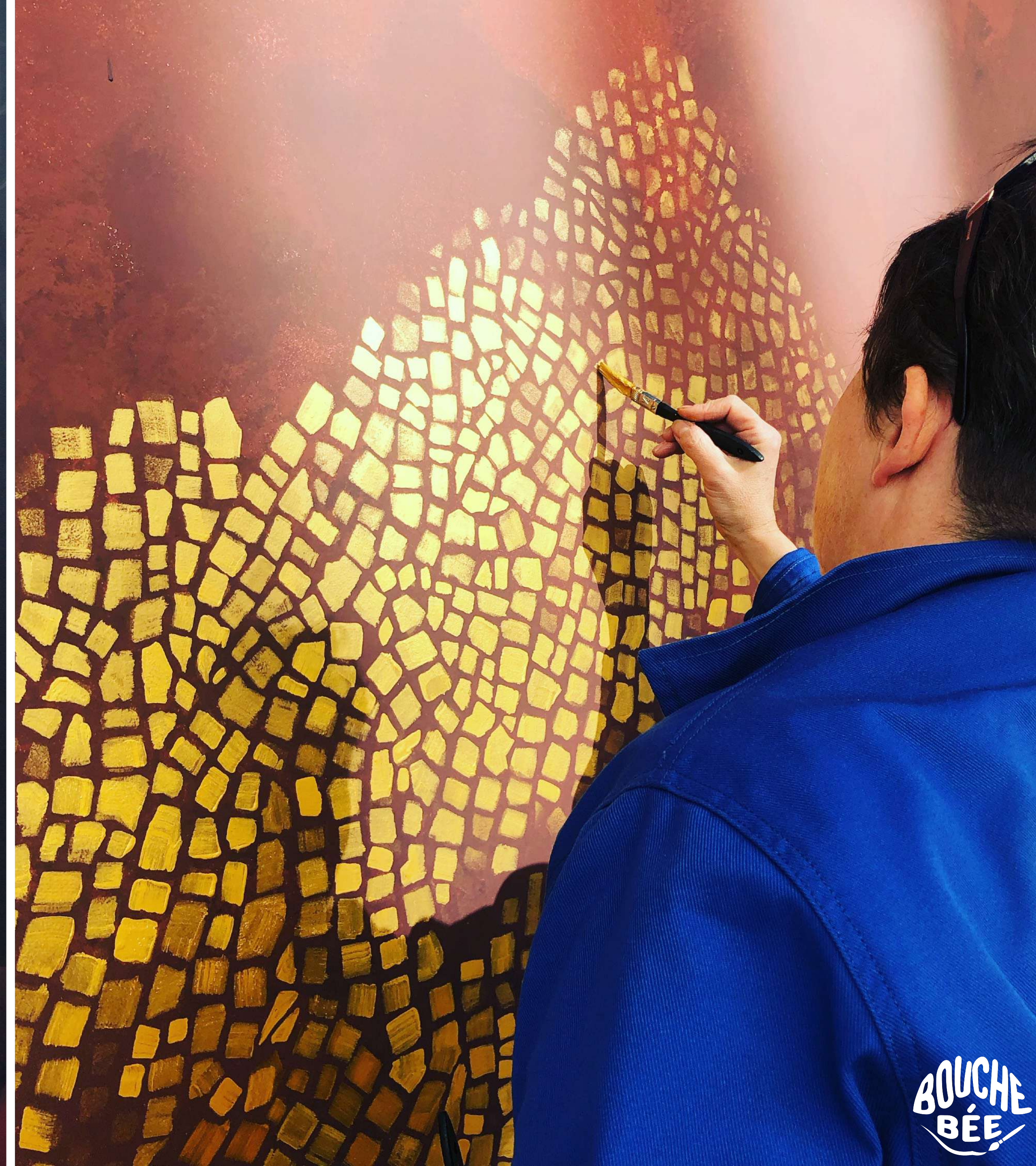


A Plague Tale - Requiem

Paris, Westfield les Halles, Rue Rambuteau - 40m2

October 2022







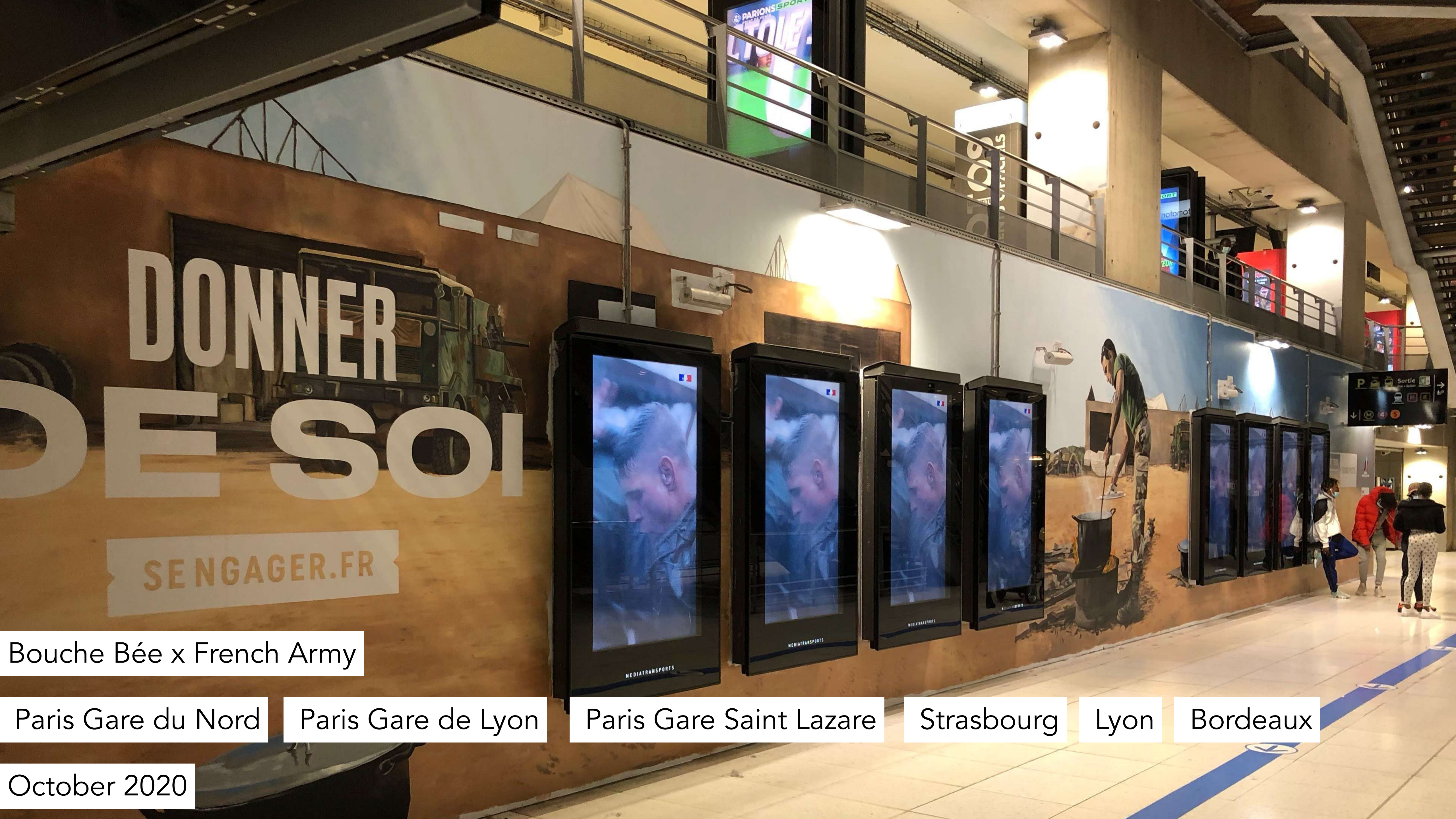
Bouche Bée x maje x Mica Argañaraz

Paris, Rue du Temple (Le Marais) - 114m2

Mars 2022







Bouche Bée x French Army

Paris Gare du Nord

Paris Gare de Lyon

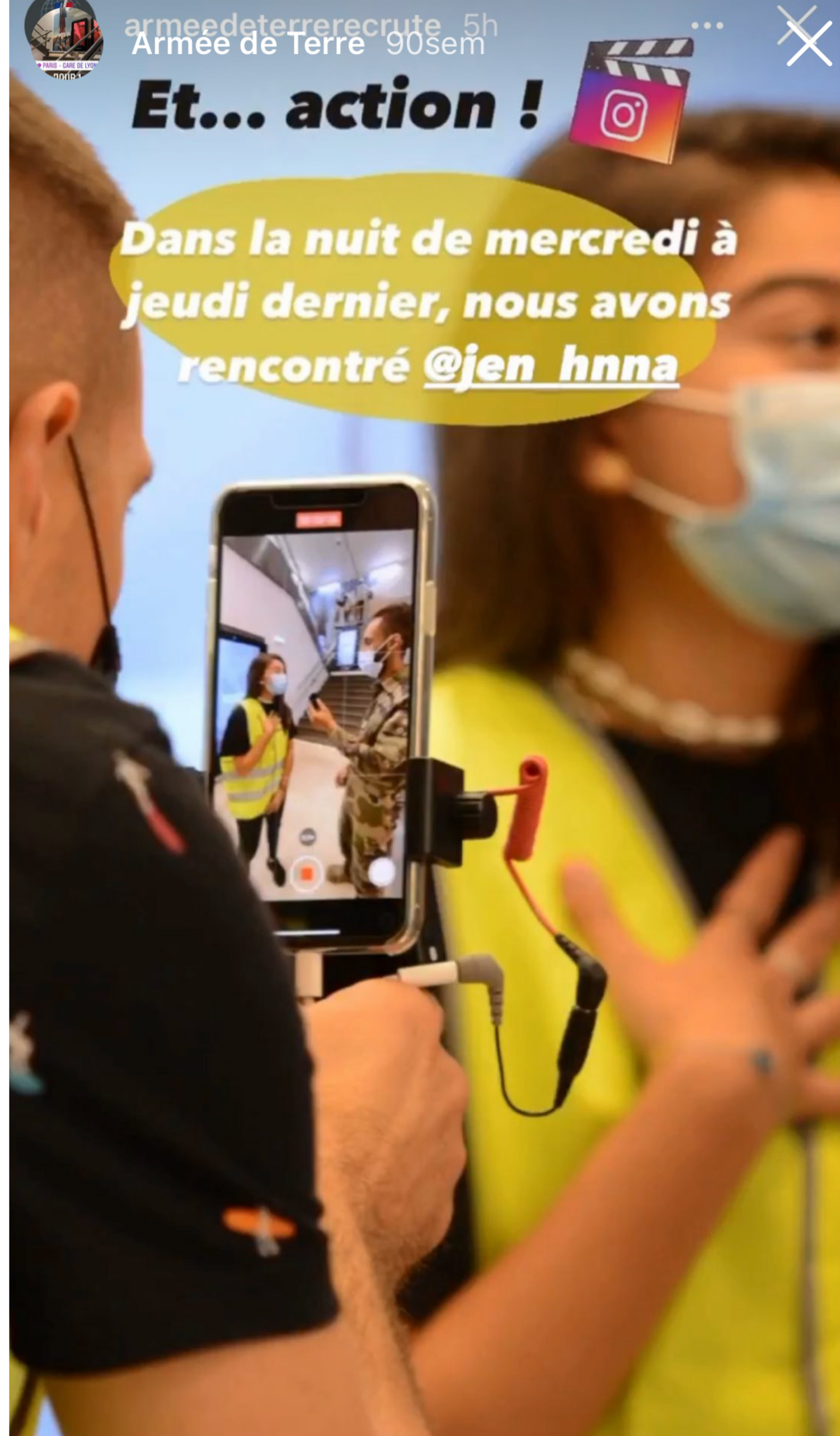
Paris Gare Saint Lazare

Strasbourg

Lyon

Bordeaux

October 2020





Fresque Bouche Bée x Amazon Prime Video

90m x 2.7m - 250m²

Septembre 2019



Réaumur
Sébastopol

AMAZON ORIGINAL
THE BOYS

NOUVELLE SÉRIE
amazon
prime video



NE
RENCONTREZ
JAMAIS
VOS
HÉROS



AMAZON ORIGINAL
THE BOYS
NOUVELLE SÉRIE
amazon
prime video

NE RENCONTREZ
JAMAIS VOS HÉROS

Sortie
Sortie



Réaumur
Sébastopol
THE BOYS

DIGITAL IMPACT

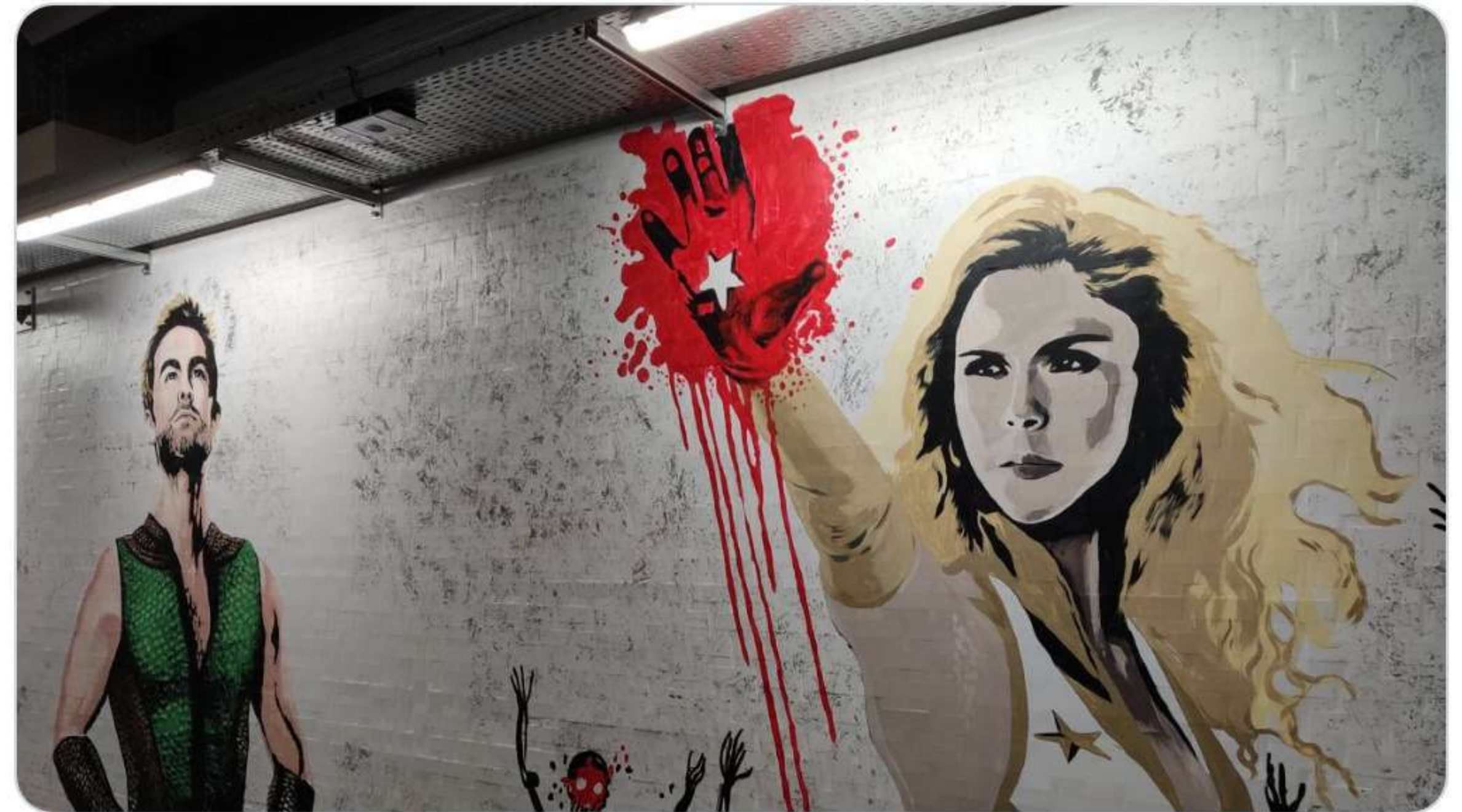


Original video & photo content



Voodoo @Voodoonette · 5 sept.

Elle a pas trop la classe ma station de métro ? [#TheBoys](#)



6

11

126



Sacha @Stikoutout · 6 sept.

Les dessins de the boys dans la station reaumur c'est grave cool



DeEoleAEpuisé [#VuALaTV](#) @EoleDe · 7 sept.

Waw stylé la station Sébastopol dans le sens Montrouge ! Beau travail @Ligne4_RATP même si c'est pour de la pub 🥰



Une carte⁽¹⁾ que je
bloque et débloque,
aussi flexible que moi!

Une carte pour voyager léger
et sans frais⁽²⁾ sur mes paiements
à l'étranger...

Bref, une carte
0 fausse note à 0 euro⁽³⁾

T'arrives à suivre?

Avec la nouvelle offre gratuite Hello One⁽⁴⁾
on fait tout pour vous suivre.



Hello bank!
Mobile
comme vous

Fresque Bouche Bée x Hello Bank!

25m x 6m - 150m²

Janvier 2020



DIGITAL IMPACT



Viral, social-media-ready campaigns

CREATIVE APPROACHES



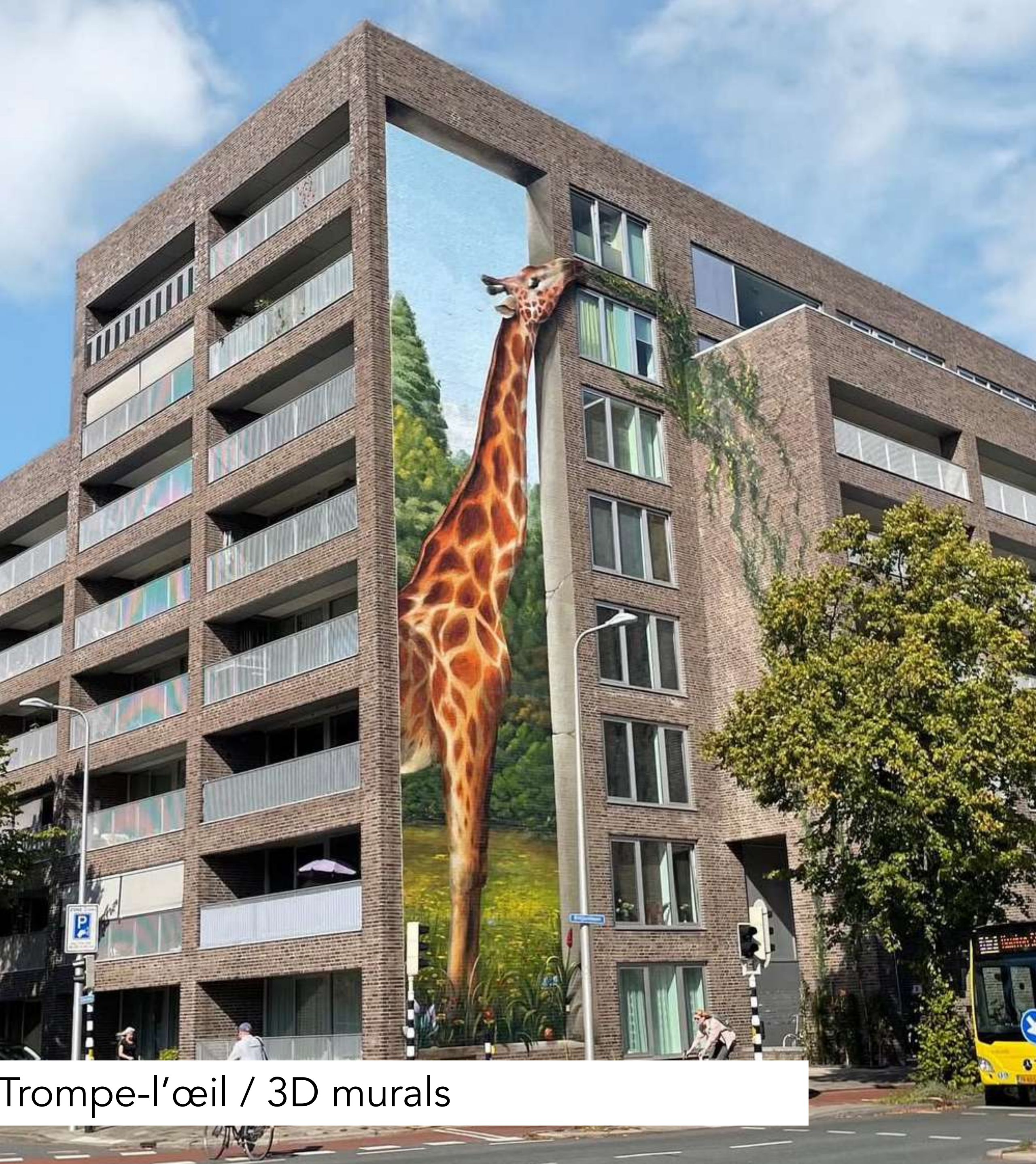
Hyperrealism





Brand ambassador portraits





Trompe-l'œil / 3D murals





Collaborative murals



Evolving murals

#whatSupWithMarcia



#whatSupWithMarcia



#EatASnickers

SNICKERS

SUPER BOWL SUNDAY



Day



Night

Fluorescent murals (black light)



Sand murals

KEY LOCATIONS

KEY LOCATIONS

JCDecaux



KEY LOCATIONS

GIRAUDY
place aux grandes idées



12 premium walls in Paris

45–130m²





NEW

Paris, 57 Rue de Passy - 130m2



YOU GOT THIS

MELANIE DE JESUS DOS SANTOS GYMNASTIQUE



THIS

GIRAUDY
place aux grandes idées

Toile Porte de Clichy

50m2

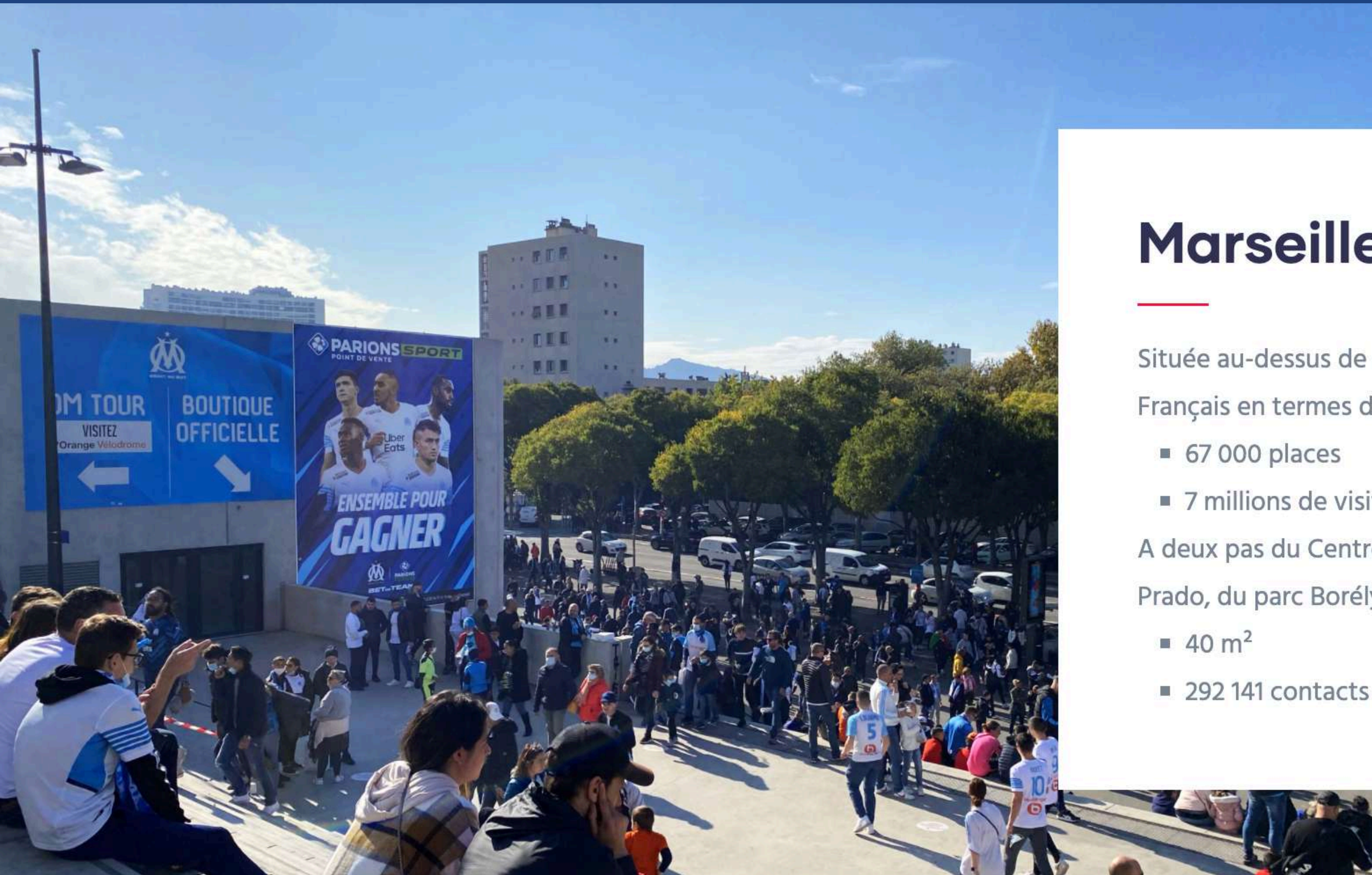
1.16M weekly contacts



Toile Place Pigalle

60m2

KEY LOCATIONS



Marseille - Vélodrome

Située au-dessus de la billetterie du deuxième stade Français en termes de capacité :

- 67 000 places
- 7 millions de visiteurs par an

A deux pas du Centre Prado Shopping et des plages du Prado, du parc Borély et du l'hippodrome de Marseille

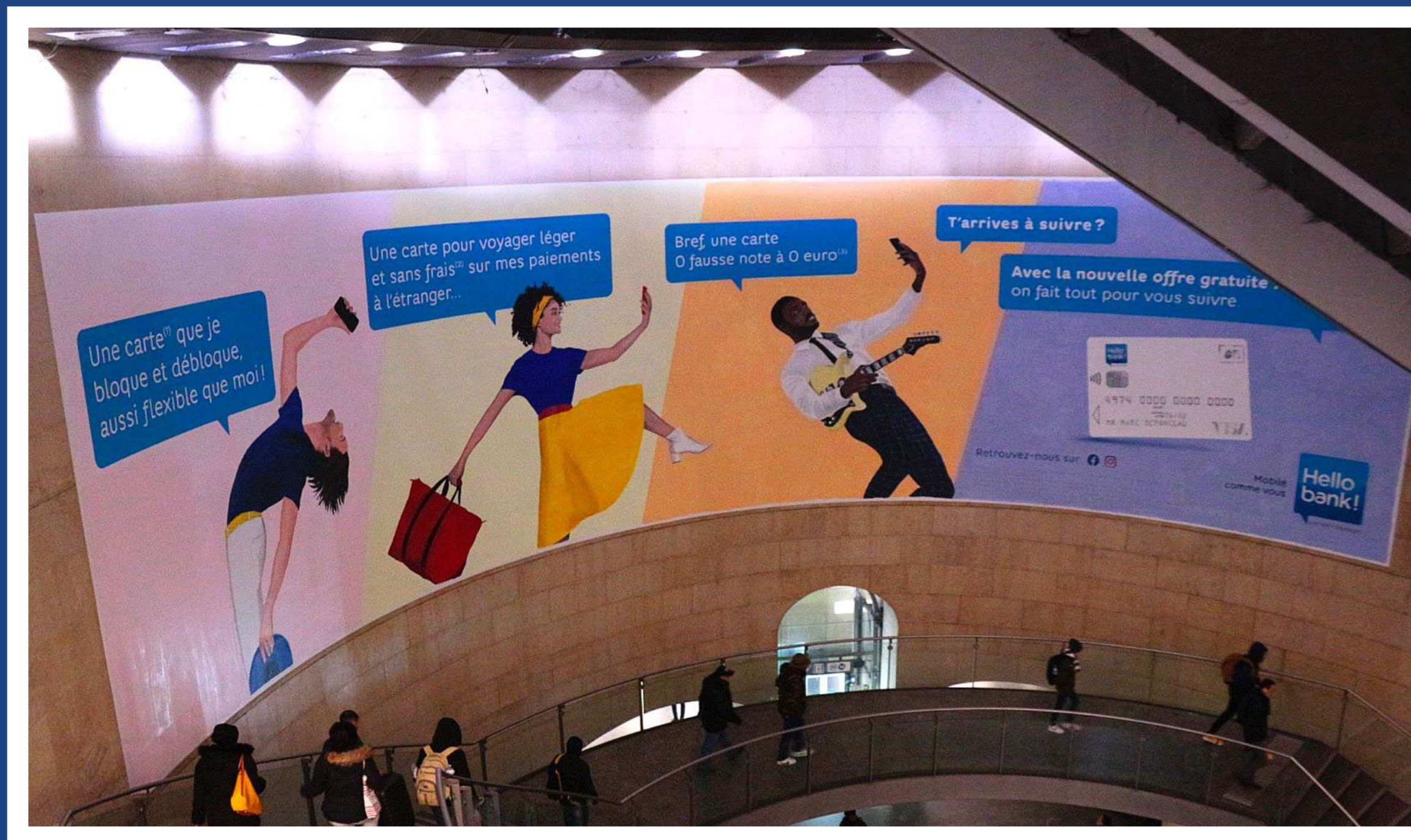
- 40 m²
- 292 141 contacts par semaine (source interne)

KEY LOCATIONS



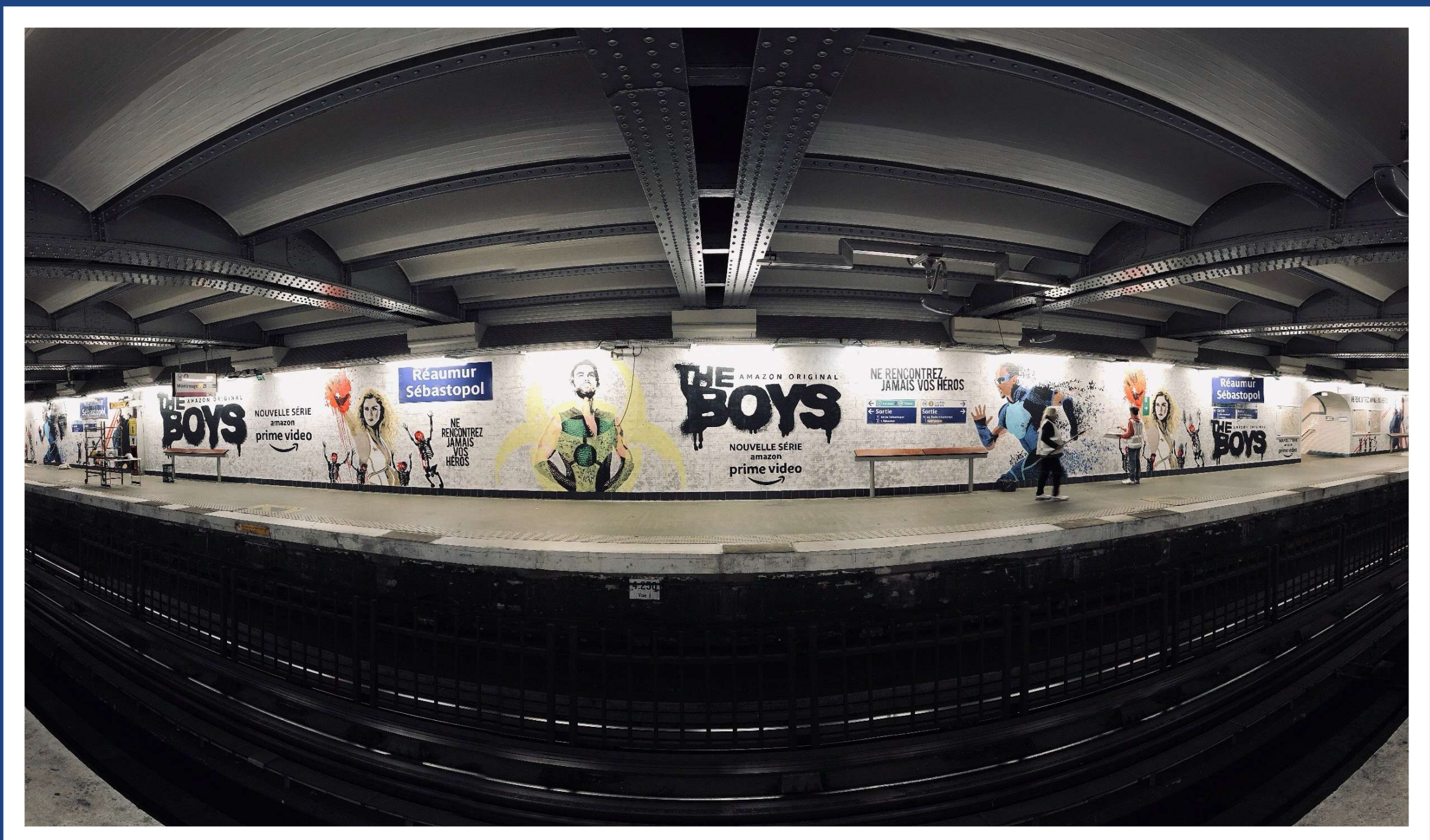
100+ locations nationwide

From 15m2



Rotonde Paris Saint-Lazare

150m2



Metro stations

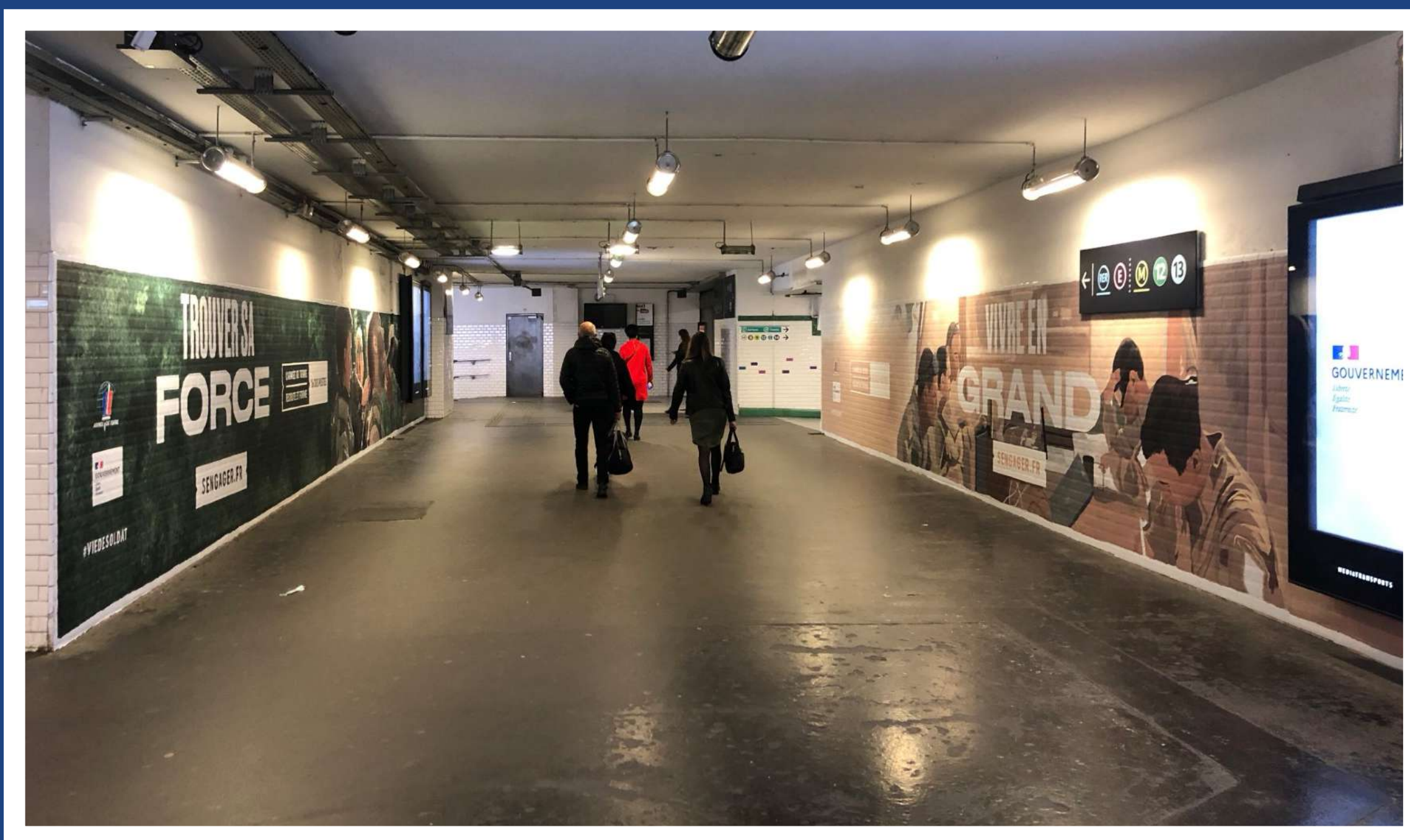
Réaumur Sébastopol, Opéra...

KEY LOCATIONS



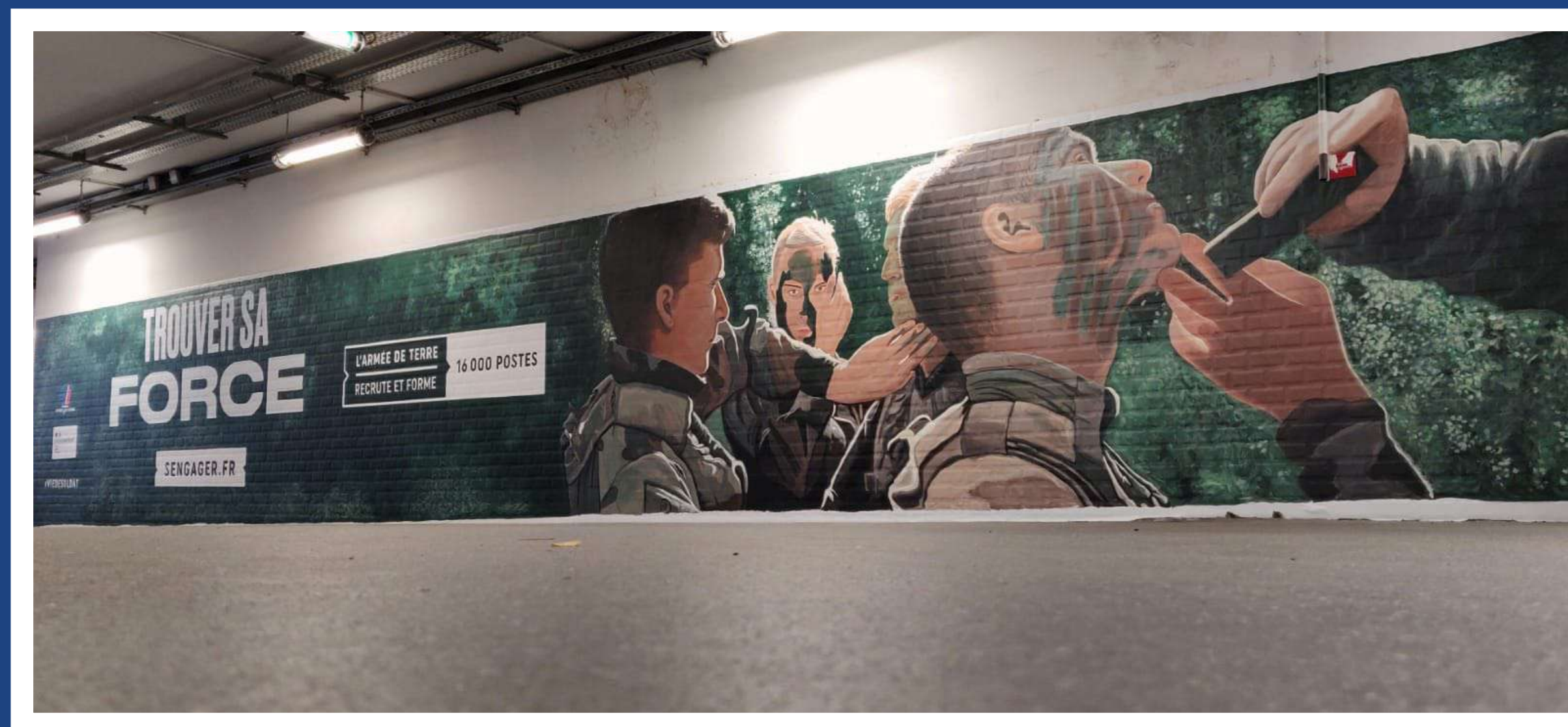
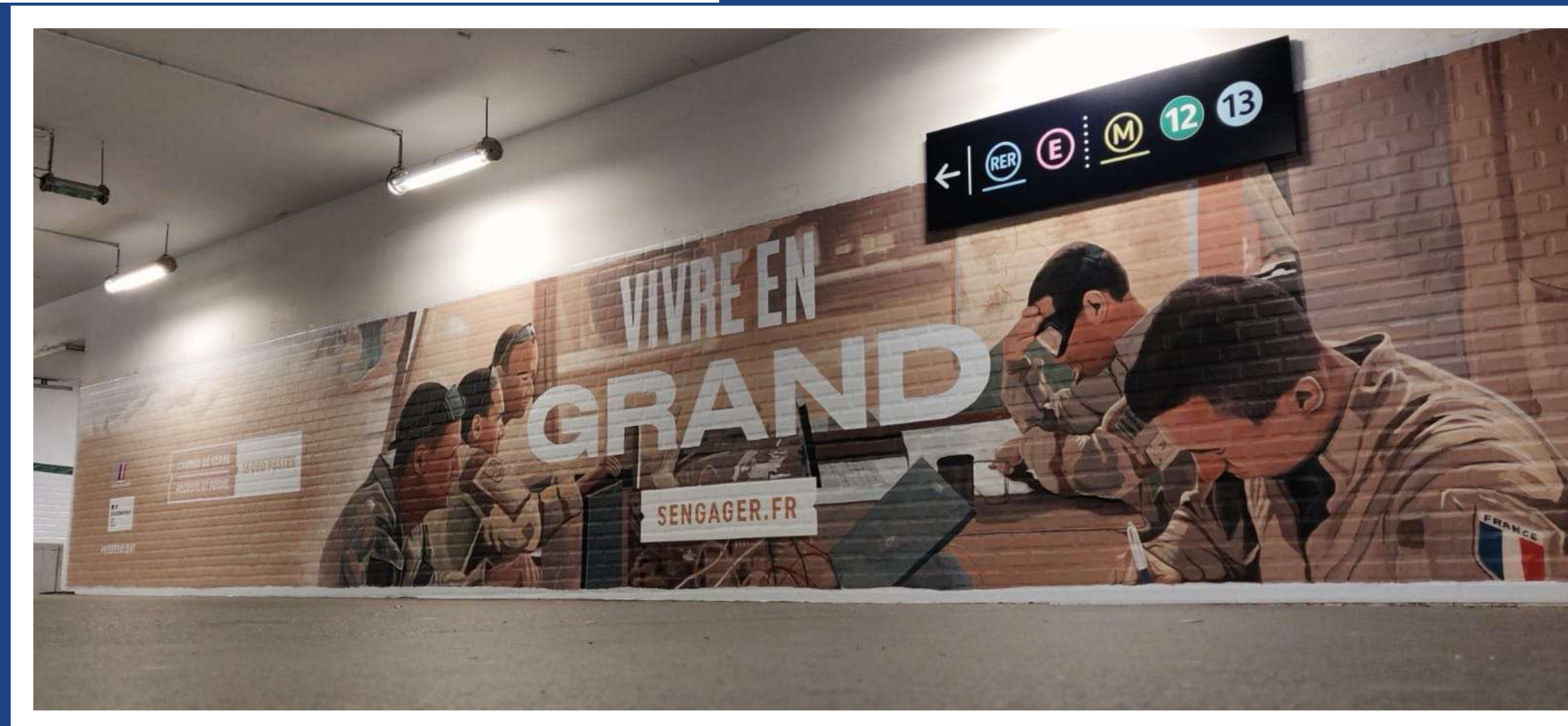
100+ locations nationwide

From 11m2



Digiwall Paris Saint-Lazare A + B

40m2 + 40m2

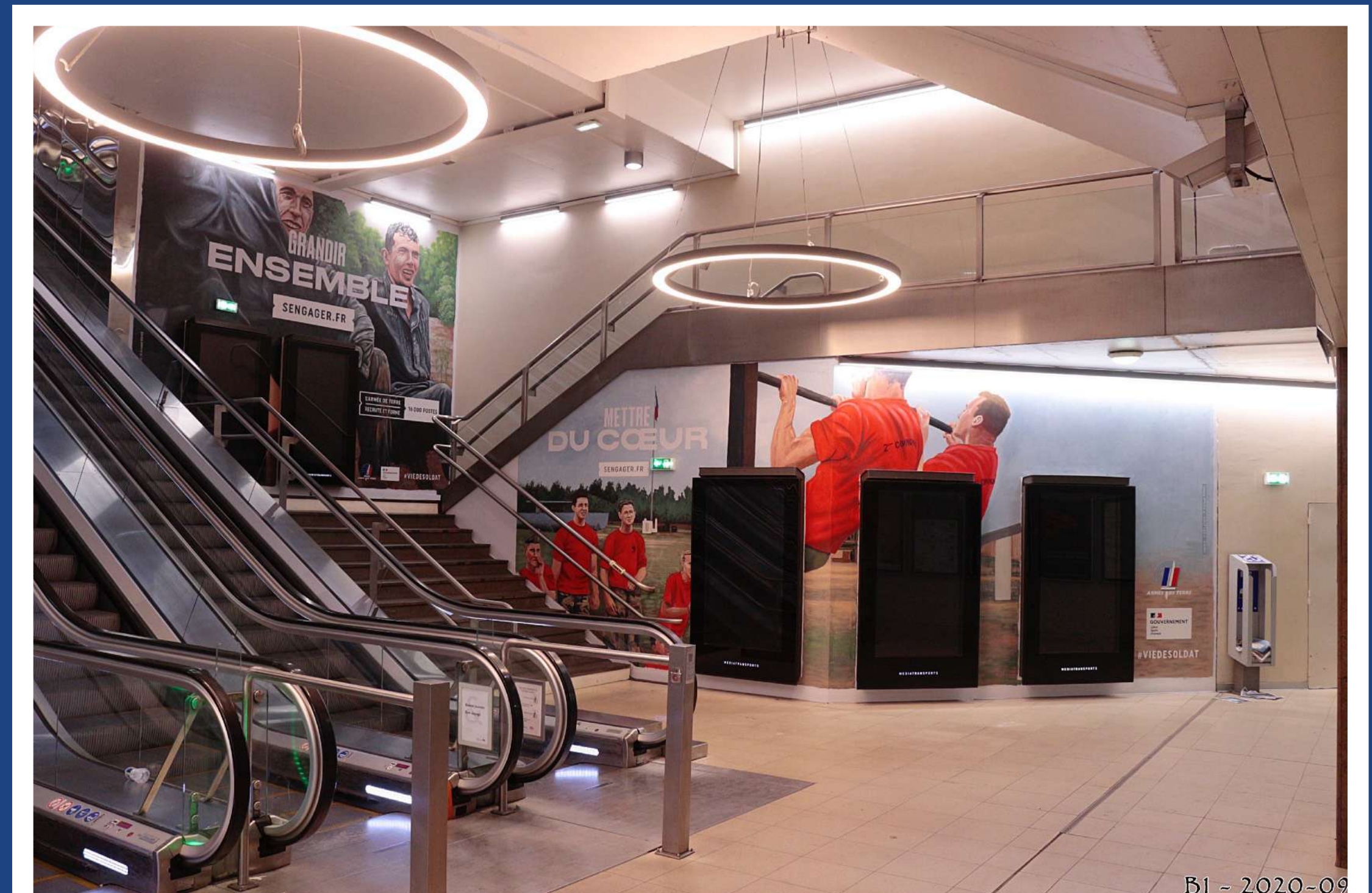


KEY LOCATIONS



100+ locations nationwide

A partir de 11m2



Digiwall Paris Gare de Lyon

Coté gauche 2 x 20m2

Coté droit 2 x 20m2

KEY LOCATIONS



100+ locations nationwide

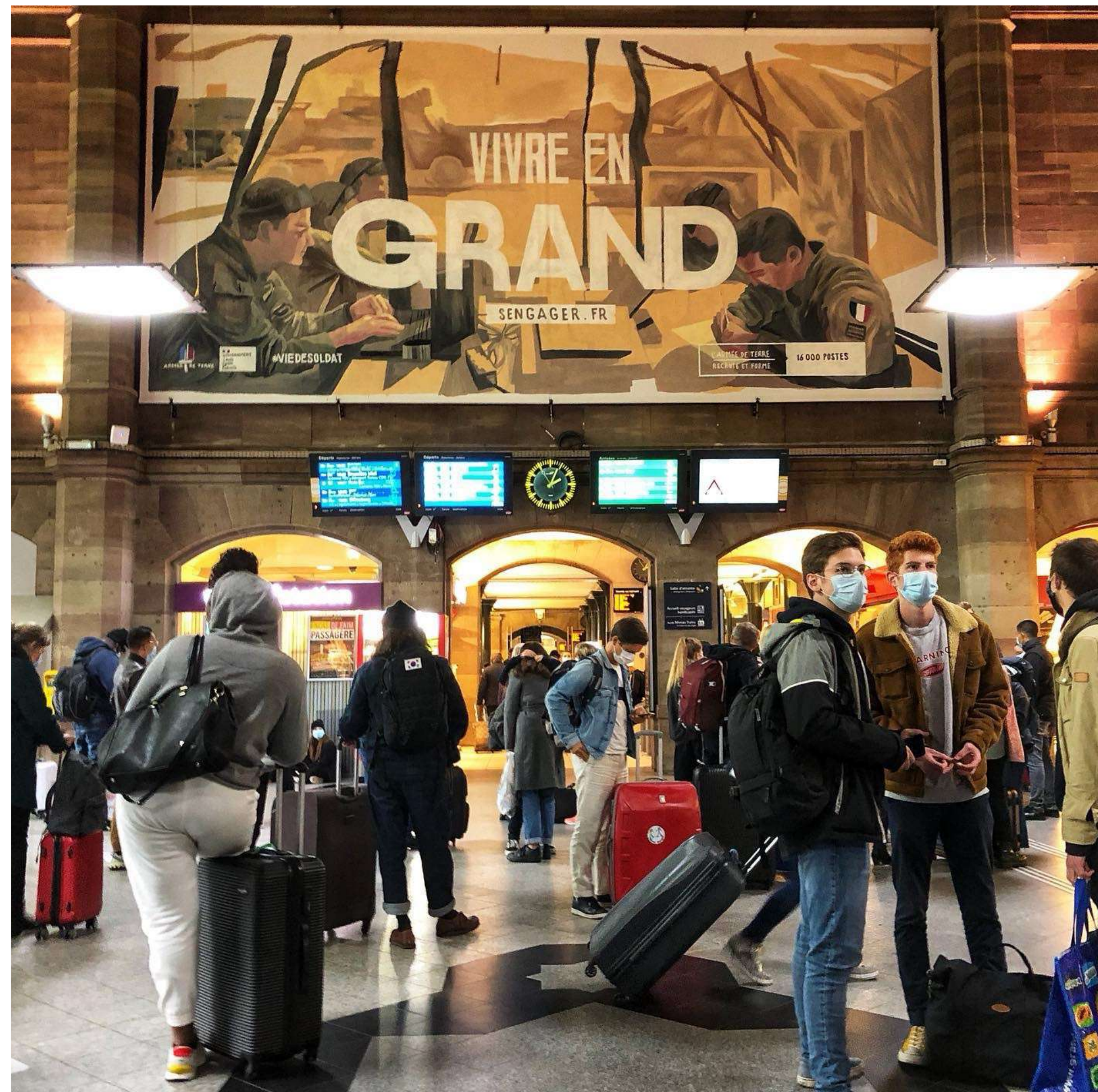
From 11m2



Digiwall Paris Gare du Nord

80m2

KEY LOCATIONS



Gare de Strasbourg

55m2



Gare de Bordeaux - 11m2



Gare de Lyon Part Dieu - 30m2

KEY LOCATIONS



Westfield
FORUM DES HALLES

150k daily visitors

50M year visitors

40 m2

pedestrian zone

A young, digitally savvy



Parvis de la Défense

THEY TRUST US





Mathieu Donanzan - Fondateur

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