



## Collective Art Project

Using this collaborative approach, the aim for your project was to create a vibrant abstract work of art full of texture, ups and downs, ebbs and flows... in short, a representation of life itself. Bravo!!! Mission accomplished. More than that, the copper included in its midst embodies the constant flow of support within your team. And just like copper, Sobeys' management team is a great "conductor" of everything that's needed to enhance that flow.

Using stir sticks, the team, composed of 170 store managers, mixed a fresh batch of concrete and then placed a layer of it into a mold. Once everyone had a chance to bend the pieces of copper, teams of two were tasked with placing the now twisted copper creations into the fresh concrete... whilst blindfolded and as the concrete platter was spinning. After embedding all the copper, I took the unfinished work of art to my studio to add the colors and a protective coating.

In chronological order



## Thank you

I'm an artist with a very unconventional medium and my approach to art creation is equally so. When most artists produce by themselves in a studio, I seek out opportunities to create with others through a collaborative approach.

It was with great pleasure and honor that I created with you this splendid work of art and I thank you for this wonderful opportunity.

Sincerely,

Reg Noël  
Artist  
17/06/2017  
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