

New Caledonia

Man, the gardener

In New Caledonia, artists are joining forces with the Société Immobilière (SIC) to create murals on social housing alongside residents—strengthening social bonds within the neighborhoods.

COUNTRY

New Caledonia

LOCALISATION

Nouméa, Dumbéa, Koné, Mont-Dore

DATES OF THE PROJECT

June 2022 – December 2023

ARTISTS INVOLVED

Virgine Purple,
Couleurs du Pays,
Will Style

PARTICIPANTS

Residents of Nouméa, Dumbéa,
Koné, Mont-Dore

FUNDING

Fonds Metis
Budget 15,000 €

PARTNERS

Société Immobilière de Nouvelle-Calédonie, City of Nouméa, City of Dumbéa, Ponemie Cultural Center, and 30 cultural and sports associations

SECTOR AND SDG'S



1 in 5

PEOPLE IN NEW CALEDONIA LIVES BELOW THE POVERTY LINE

4

NEW CALEDONIAN CITIES INVOLVED IN THE PROJECT

70m²

OF MURAL PAINTED IN NOUMÉA

STRUCTURAL INEQUALITIES

Significant social inequalities persist in New Caledonia, particularly visible on the outskirts of the Nouméa urban area. Social housing, which plays a structuring role in urban planning, is a key tool in the fight against these inequalities. Despite efforts to develop quality social housing, job insecurity, increasing numbers of isolated individuals, and an aging population impact community life.

REVITALIZING NEIGHBORHOOD LIFE

With Metis, the Société Immobilière de Nouvelle-Calédonie (SIC) aimed to enhance its actions through art, contributing to the vibrancy of life in neighborhoods in Nouméa (Magenta), Dumbéa, Koné, and Mont-Dore. In each of these towns, Metis selects an artist during a “sports and culture” day organized by the residents themselves. In the following weeks, various cultural mediation events and artistic workshops organized by municipalities, in partnership with SIC, bring these artists to meet neighborhood residents and stakeholders involved in their management.

At the end of these exchanges, each artist creates a mural based on the theme: Man, the Gardener. *“In New Caledonia, there is a very strong relationship with nature and the land. Beyond all the wounds, all the divisions that run through this territory, the connection to the land is undoubtedly what most unites all New Caledonians,”* explains Virginie Bleitrach, director of the AFD agency in New Caledonia.

Throughout the many meetings and interactions, relationships between tenants, local associations, landlords, and institutional partners have been strengthened. Tenants’ access to sports activities has been facilitated. The initiative has helped forge better community living.

THEY SHARE THEIR EXPERIENCE

“Art brings a dimension, a depth, a human richness to our interventions.”

VIRGINIE BLEITRACH, DIRECTOR OF AFD NEW CALEDONIA

“With this mural, we want to send a message to young people: draw, beautify your living environment. When you become parents in turn, you can be proud of what you have done for your neighborhood with all your heart.”

ANNIE VAMA, RESIDENT OF THE MAGENTA NEIGHBORHOOD IN NOUMÉA