

A low-angle photograph of a person sitting on the edge of a large, dark, cylindrical industrial structure. The person is wearing a black hoodie, a red baseball cap, and black sneakers with white soles. They are looking towards the right. The structure is made of dark metal or concrete. In the background, there are other industrial structures and a clear sky. The text 'STORIES & IDEAS BOUTIQUE GASFACE' is overlaid in the top right corner.

STORIES &  
IDEAS BOUTIQUE  
GASFACE

# PRÉSENTATION

---

Gasface is an ideas and solutions boutique that helps build strong relationships between brands and consumers. A crossmedia production company, design studio and communications firm based in Lyon, France.

Brands are cultural accessories. They are personal and powerful symbols of people's identity, beliefs, aspirations and life experiences. As people's values shift, their lifestyles take unconventional turns and exciting new cultures are born. With cultural change comes the desire for new lifestyle, and brands are often challenged to react and remain meaningful as well as relevant during these fast-changing times. Gasface helps to reinforce and create brand connections between today's ever growing, diverse consumer market(s) and brands looking to build loyalty and iconic status.

As an ideas & stories shop Gasface provides rich multimedia experiences through its uniquely credible, authentic viewpoint which is further amplified by its unparalleled social influence. Our studio creates graphic identities, web series, websites and motion design sequences as well as social media management.

We specialize in global interactive storytelling, using all mediums available in our playing fields to convey authentic, compelling and innovative stories to the widest possible audiences throughout the world.

Due to landmarks web success like “New York Minute” or “Lookin4Galt”, Gasface is widely recognized for its unique ability to connect brands and media entities with active, stylish, forward-thinking and culture-driven youth audiences across the globe.

Our network is composed of hundreds of sites, blogs and media influencers, and thus provides an opportunity to invade the eyes and ears of consumers looking for technology, lifestyle, travel... a targeted audience which blogs, comments, tweets and shares with the community, every minute, every day, relentlessly.

We assist brands in reaching this new generation of multicultural youth by steering and engaging them around a brand's culture and lifestyle. Clients include: Foursquare, European Commission, ARTE, Pernod-Ricard, Dailymotion, VICE.

## CLIENTS

---

**arte**

**complex**

**VCE**

**foursquare**

**Tetra**  
media  
Studio

J.M. WESTON

**inRockuptibles**

**Canon**

European  
Commission

---

  
Pernod Ricard

 **Dailymotion**

**wesc**



**UNIVERSAL**

 **VILLE DE  
LYON**

## SAVOIR-FAIRE

---

FILMS

WEB-SÉRIES

COURTS-MÉTRAGES

PUBLICITÉS

ÉDITION

BRAND CONTENT

STORYTELLING

STRATÉGIE DE MARQUE

WEB DESIGN

COMMUNITY MANAGEMENT

MOTION DESIGN

DÉVELOPPEMENT WEB

IDENTITÉS VISUELLES

DIRECTION ARTISTIQUE

PRODUCTION PHOTO

EXPOSITIONS

# ÉCHOS

---

« MAGNIFIQUE ! »

**Les Inrocks**

« À LA FOIS CRU ET ONIRIQUE »

**Fubiz**

« HYPNOTIQUE ! UNE RÉALISATION TRÈS SOIGNÉE »

**Télérama**

« QUELQUE PART ENTRE MICHAEL MANN ET HOW TO MAKE IT IN AMERICA »

**Libération**

« LA SIGNATURE DE GASFACE EST UNIQUE, INCOMPARABLE »

**Alternatives, France Inter**

« WHAT A GREAT SERIES! »

**Wired**

« GASFACE : YOU MADE MY DAY ! »

**Mouloud Achour, Canal +**

« SOME BEAUTIFULLY SHOT FOOTAGE WITH A GREAT SENSE OF HUMOR »

**Hypebeast**

« THE BEST NY DOCUMENTARY EVER »

**A-Trak**

« MY FAVORITE VIRAL SERIES! »

**Highsnobiety**

« SO GASFACE CONTINUES TO KILL IT WITH THESE MINI DOCS »

**Karmaloop**

« PLEASE WATCH GASFACE ! »

**Swizz Beatz**

« UN MAGAZINE INCROYABLE DÉDIÉ À LA CULTURE URBAINE »

**Snatch**

« TOTALEMENT DIFFÉRENT, TOTALEMENT AUTHENTIQUE ET COOL »

**La Matinale, Canal +**

« COUP DE CŒUR ! »

**Radio Nova**

« DES WEBDOCS PASSIONNANTS ! »

**Premiere**

« LE GANG DES LYONNAIS EST DEVENU INSTOPPABLE »

**Technikart**

« HERE COME THE ACCLAIMED FRENCH FILMMAKERS NICO VENANCIO AND MATHIEU ROCHET AKA GASFACE »

**Complex**

« FRENCH COOL CATS GASFACE DECIDED TO TAKE ON ANOTHER CHALLENGE »

**Okayplayer**

« UN OVNI, CA FAISAIT LONGTEMPS QU'ON N'AVAIT PAS VU QUELQUE CHOSE D'AUSSI DÉCALÉ, AUSSI FOURNI EN INFORMATION »

**France Inter**

## CONTACT

---

[gasfacefam@gmail.com](mailto:gasfacefam@gmail.com)  
T +33(0)695377148

GASFACE  
19 PERE CHEVRIER  
69007

63 AVENUE DE MORGES  
1004 LAUSANNE