

Artist of the Month—Michel Bergeron



Michel Bergeron is an artist, father, designer, teacher, and inspirer with over 40 years of creative experience. His visionary endeavors started when he was very young growing up in Quebec, and sketching during class instead of studying his lessons. Luckily, he made creativity his life pursuit.

His education includes attending Pratt Institute in Brooklyn NY; Graduating from Art Center College of Design, Pasadena, CA, and workshops with Armin Hoffman at the Allgemeine Gewerbeschule in Basel. After pursuing an artistic education, he founded and co-partnered BergeronHamel in New York City, then Atlanta, Montréal, and Mexico City, a company consisting

of a multi-disciplinary team of over 20 designers in the development of projects for major corporations and Fortune 500 companies.

Michel's designs reached national as well as international audiences to include Dubai UAE, Australia, Hong Kong, and Brazil. Michel's expertise in the area of strategic product direction and branding, trends analysis and anthropology lent to his success as Creative director/mentor of 42 designers for DYWorks in Mumbai, India; and as an AGDA lecturer for postgraduate designers in Melbourne and Sydney, Australia. Michel's accomplishments in the field of design are exemplified by the plethora of awards received for outstanding work, including Clio Gold awards for packaging design.

Although much of Michel's career revolves around design, he is also a fine artist. He has regularly practiced his hand at sculpture and painting, looking to everything from fashion to folklore as his muse. In 2017 he was involved with the Naples Arts Association's "Paint the town" mural project in which he was one of the featured artists to paint a mural on 5th avenue, then he made a mural "For the love of art" at the Naples Arts Association headquarter in Naples.

Today, Michel continues to grow, to investigate, and to share. As a natural continuation of his inquisitive mind and love of expression, he has committed himself over the past five years to this daily blog highlighting artists from various countries and mediums of art. This blog brings him joy, curiosity, and genuine satisfaction to get to seek, share, and sometimes meet an artist who is working continuously to change the way we see the world. He is also developing new way to make art available for everyone marketed under the name "PopUp, an interactive and uplifting art."

