

**GALERIES LAFAYETTE CHAMPS-ÉLYSÉES TO PRESENT ACCLAIMED ARTIST ANDRÉ SARAIVA X MR. A'S**  
**TRIBUTE TO LEGENDARY PEANUTS CREATOR CHARLES M. SCHULZ**  
**MAY 12 -27**

*Art-Centric Pop-up Shop Represents the Newest Incarnation of the [Peanuts Global Artist Collective](#),  
the Groundbreaking Initiative Which Places Schulz's Beloved Characters  
Into the Hands and Imaginations of Seven World-Renowned Contemporary Artists*

*Fans Invited to Meet Saraiva and Snoopy During Insta-Worthy Opening Night Party*

Visitors to Galeries Lafayette Champs-Élysées will be doing the Snoopy dance May 12–27 over acclaimed contemporary artist André Saraiva x Mr. A's tribute to legendary Peanuts creator Charles M. Schulz.

Known for his witty and imaginative works and his signature graffiti-style designs, Saraiva is one of seven elite contemporary artists participating in the Peanuts Global Artist Collective. The unprecedented worldwide initiative invited creators to blend their unique styles with the iconic world of Charlie Brown, Snoopy and the rest of the Peanuts gang.

"Charles Schulz's characters have been a huge source of inspiration for my own artwork," says Saraiva. "As a kid, I always wished that I could have a Snoopy dog and a Woodstock bird. So, it's an honor to bring the Peanuts Gang to one of the most happening places in Paris, where I'm sure they'll be greeted like rock stars."

To launch the festivities on an appropriately artistic note, Galeries Lafayette Champs-Élysées will host a family-friendly event from 4-8pm on the 12<sup>th</sup> featuring special guest appearances by Saraiva and his new BFF, Snoopy. Saraiva will sign posters and do what he's best known for: tagging! In this case, his canvas will be his latest creation—a fanciful, larger-than-life interpretation of Joe Cool's fabled dog house.

The event will also include a number of activities for kids and kids at heart. Guests will be able to "tag" their own work, as well, when they color in one of Saraiva's Peanuts-inspired designs at the store's interactive station. Patrons can also shop for "wearable art" featuring Mr. A and the Gang in Galeries Lafayette Champs-Élysées's exclusive new apparel, accessories, and giftable collection, consisting of items such as t-shirts, bucket hats, bandanas, Emalware mugs, a Crosley Cruiser record player and a special edition À la mere de famille chocolate.

Saraiva's distinctive pop-up shop for the chic Paris department store demonstrates the creative versatility of the arts initiative, which has also encompassed public-art murals, digital installations, a 3D sculpture in Mexico City, and even an 18' by 15' retired ISS training module wrapped in a Peanuts motif, currently on display at Space Center Houston.

-The End-

**About the Peanuts Global Artist Collective**

The Peanuts Global Artist Collective, presented by Peanuts Worldwide, was curated by leading public art curators and evangelists Yvonne Force Villareal and Doreen Remen, co-founders of the esteemed New York-based creative consulting firm Culture Corps. Over the course of a year, they evaluated the work of more than 100 different contemporary artists to find collaborators who could uniquely expand upon the themes from Schulz's oeuvre. Based on their recommendations, Peanuts Worldwide selected seven artists, all of whom share a deep connection to Peanuts and a long-standing commitment to public art. The creators include **André Saraiva x Mr. A**, **Nina Chanel Abney**, **AVAF**, **FriendsWithYou**, **Rob Pruitt**, **Kenny Scharf** and **Matsuyama Tomokazu**. The project debuted in Spring 2018 with public-art installations in Paris, Seoul, New York, San Francisco, Berlin, Tokyo and Mexico City and continues to manifest in a variety of creative and tangible new ways.

**About Peanuts Worldwide**

The PEANUTS characters and related intellectual property are owned by Peanuts Worldwide, a subsidiary controlled by DHX Media and the family of Charles M. Schulz.

**Where to Find/Follow the Peanuts Global Artist Collective**

#SnoopyGlobalArt

peanutsglobalartistcollective.com

IG: @SnoopyGrams

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