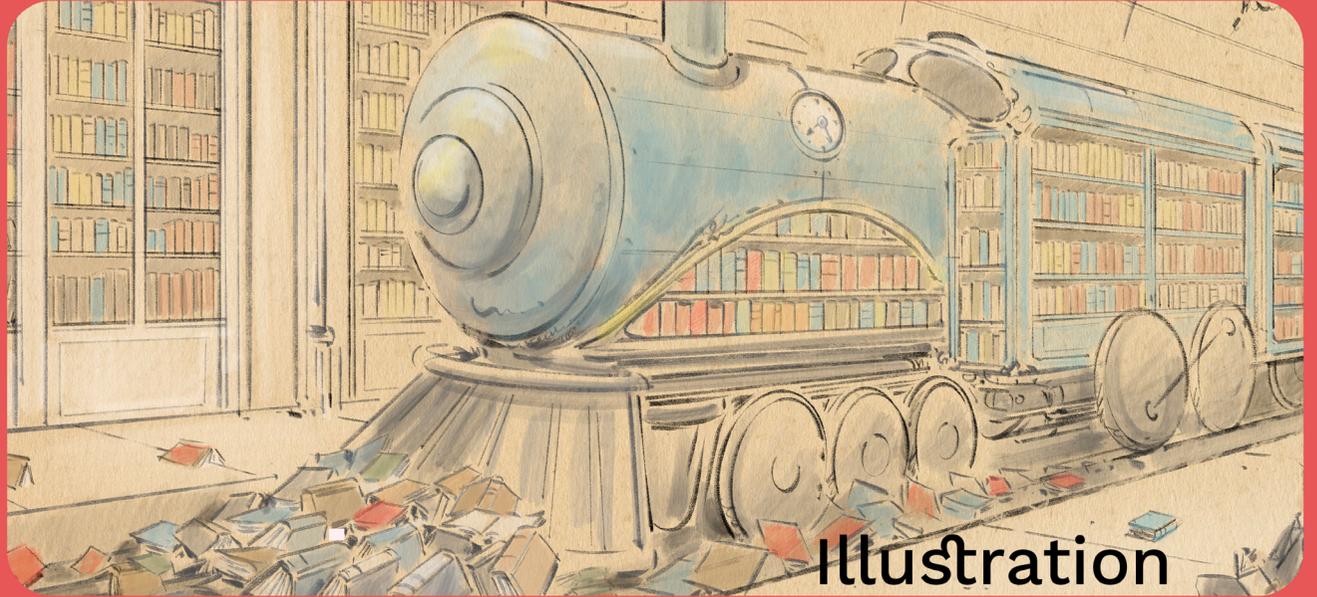


# Lesson

Cartooning for the press and for business.



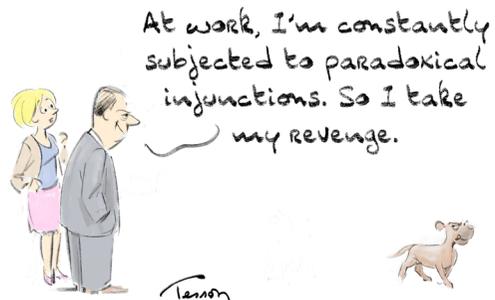
Graphic recording



Illustration



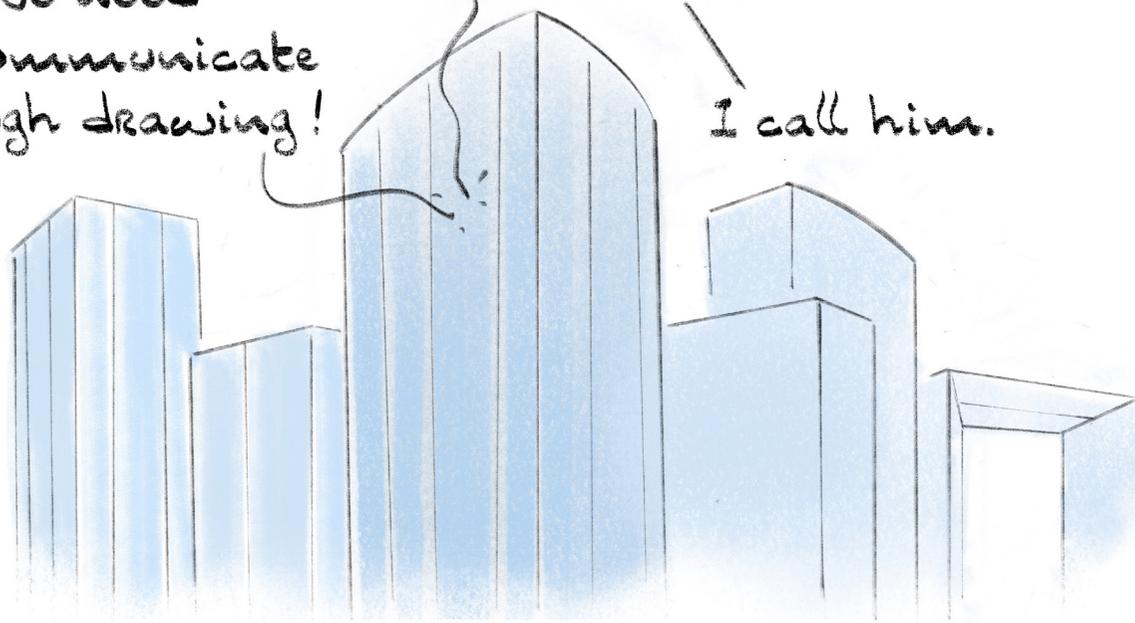
Editorial cartoon



We need  
to communicate  
through drawing!

Tesson's drawings!

I call him.



Yes, I'm at my computer...  
Let me make you a quote.



# Where do I work?

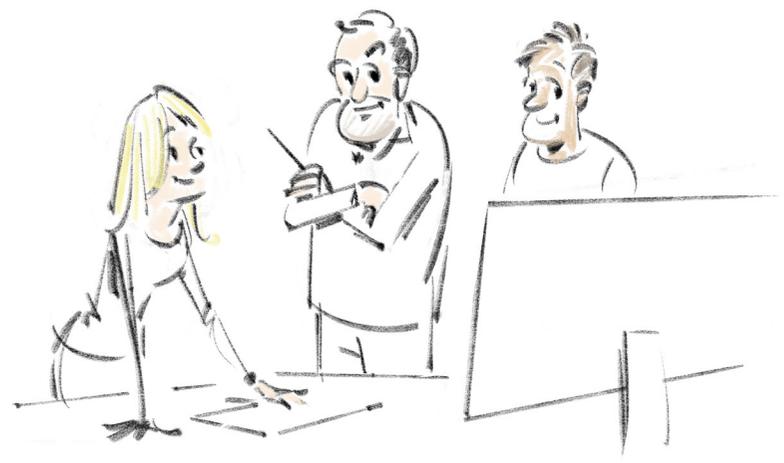
I work for the press and publishing.



Companies, CEOs, HR directors...



Agencies for communication and event management...



Consulting firms...



And sometimes for private clients.



I'd love to dive in, but I have to go where value is created, not where urgency screams.



Yes, I got your email. I'm finishing this cathedral and I'll get back to you.



It's a vial of empathy. Take it three times a day.

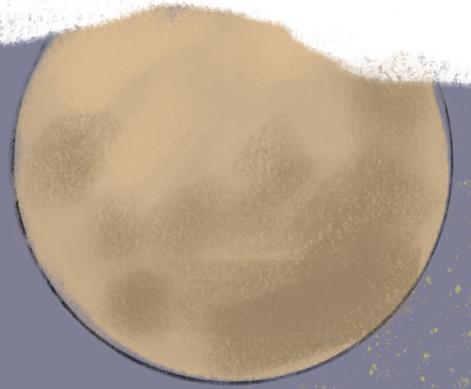
Careful though. Too much and you might start getting on people's nerves.



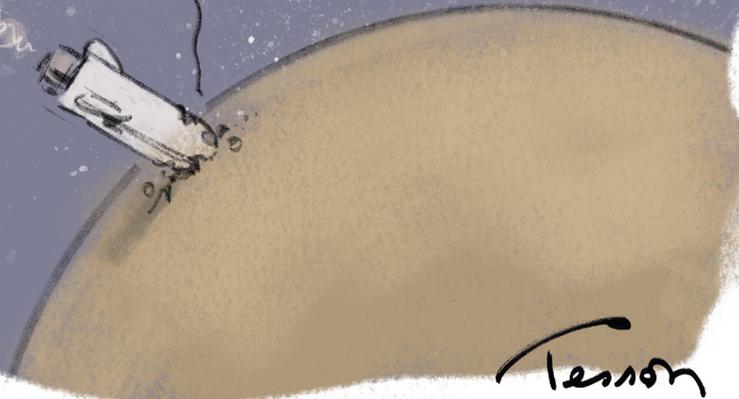
I suggest we observe a minute of doubt before making a decision...



Worse than despair,  
there is uncertainty...

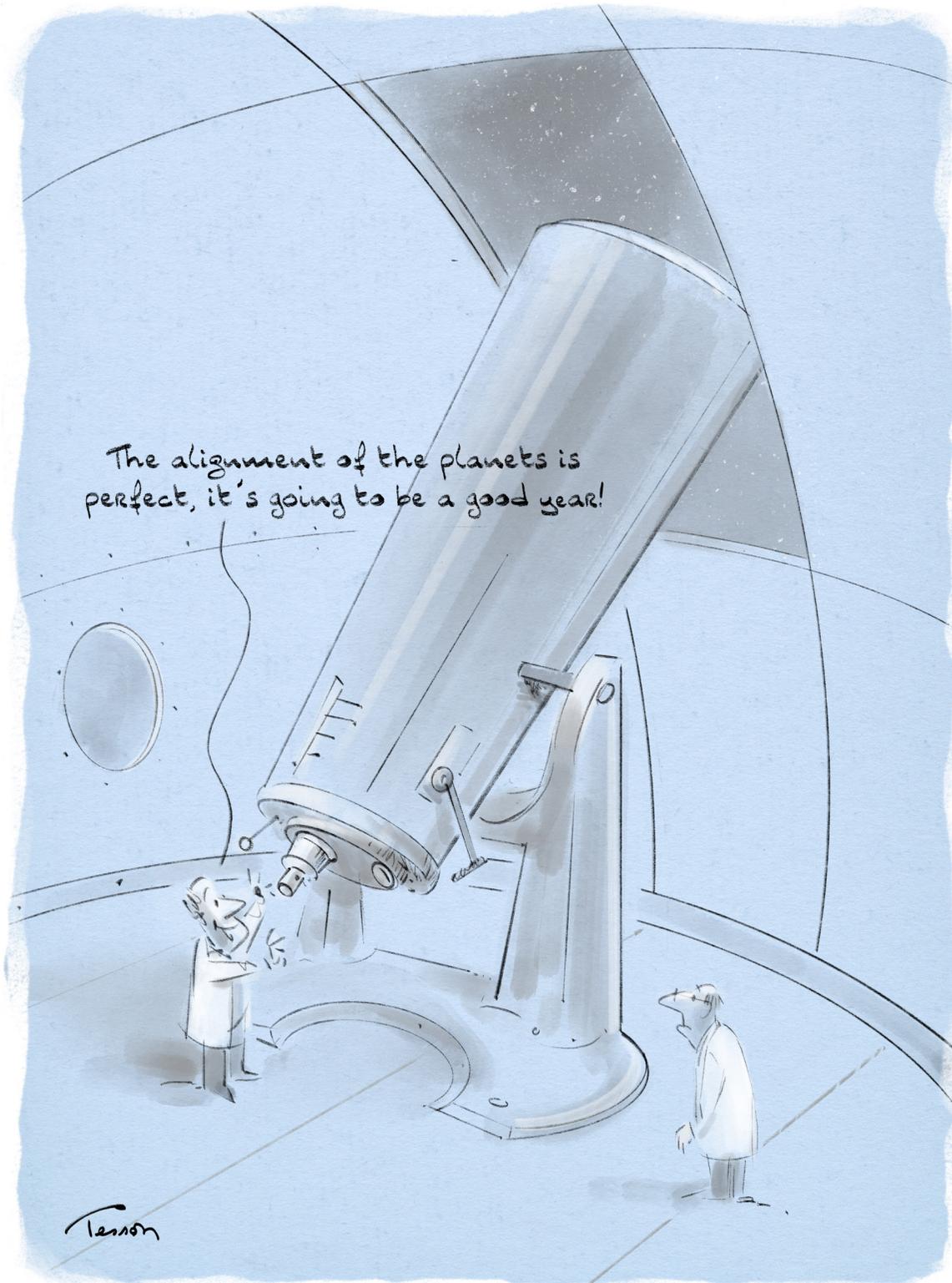


No, actually, I would  
rather have uncertainty.



Tesson

The alignment of the planets is perfect, it's going to be a good year!



Lesson

You visit all the  
departments, listen to  
people, give hugs... You're  
our toxic handler!

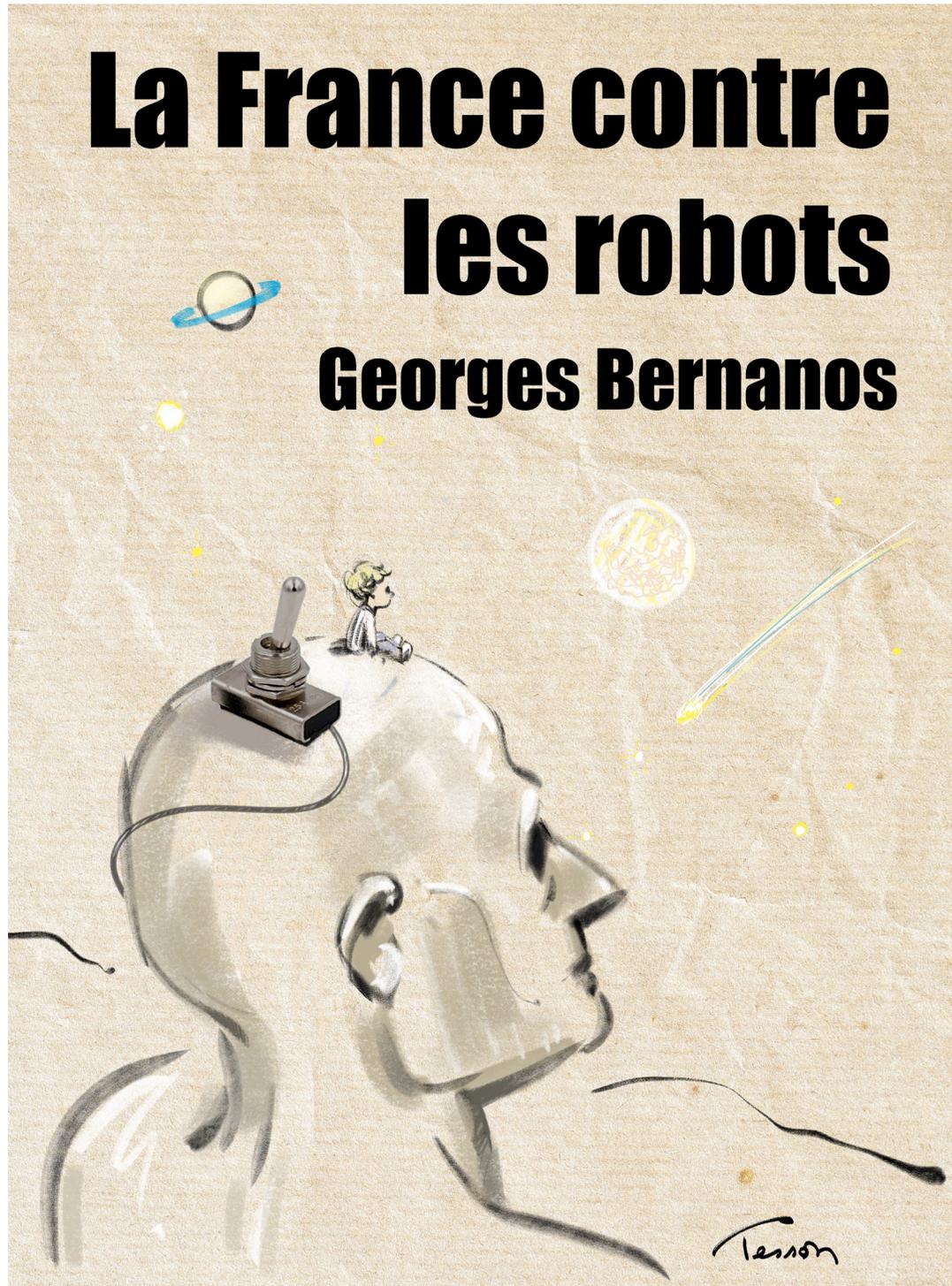


Lesson

# La France contre les robots

Georges Bernanos

Proposed cover design for a book  
by Bernanos, France Against the  
Robots.





Do you seek wisdom,  
noble stranger?

Just a parcel.  
Someone told me you  
did Mondial Relay.

Tesson

Illustration drawing of a file on logistics.

P O L Y T E C H N I Q U E   A L U M N I

# LA JAUNE & LA ROUGE

Janvier 2022 - N° 771 8c

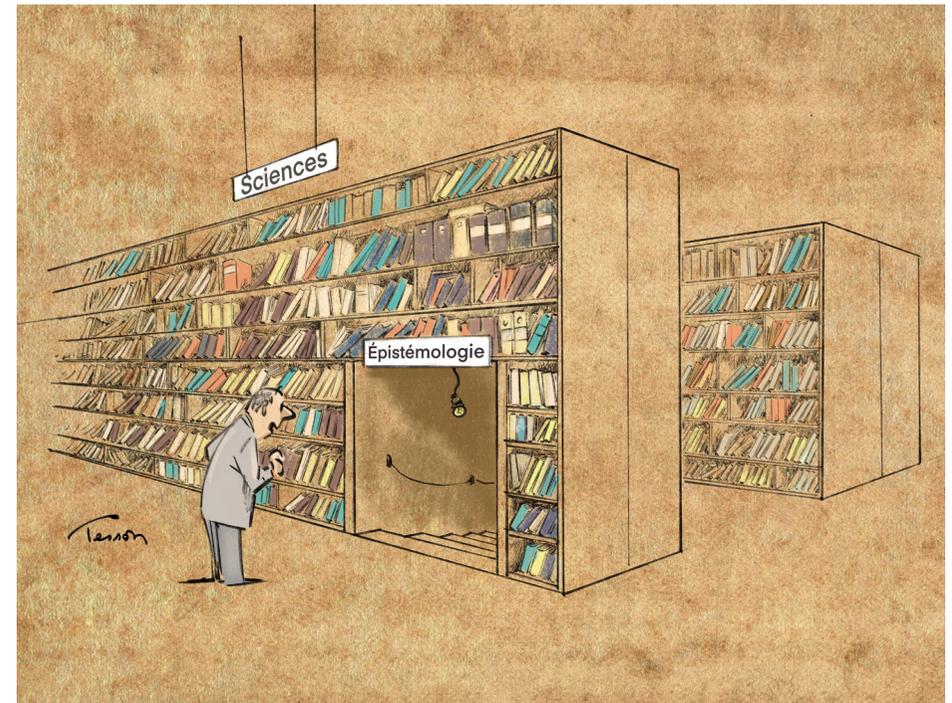
DOSSIER

Y A-T-IL UNE APPROCHE  
POLYTECHNICIENNE DE  
**L'HISTOIRE ?**

PAGE 22

POINT DE VUE  
**Mounia Mostefaoui (M2012) :**  
**À quoi a servi la COP 26 ?**

**SERIGNE MOUHAMADOU SEYE (2013)**  
AX AMBASSADEUR AU SÉNÉGAL



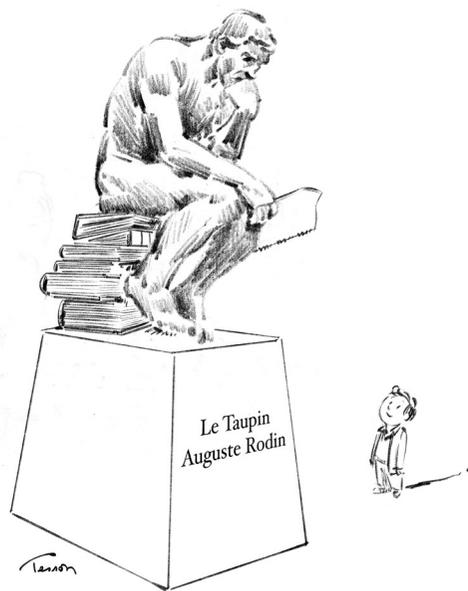
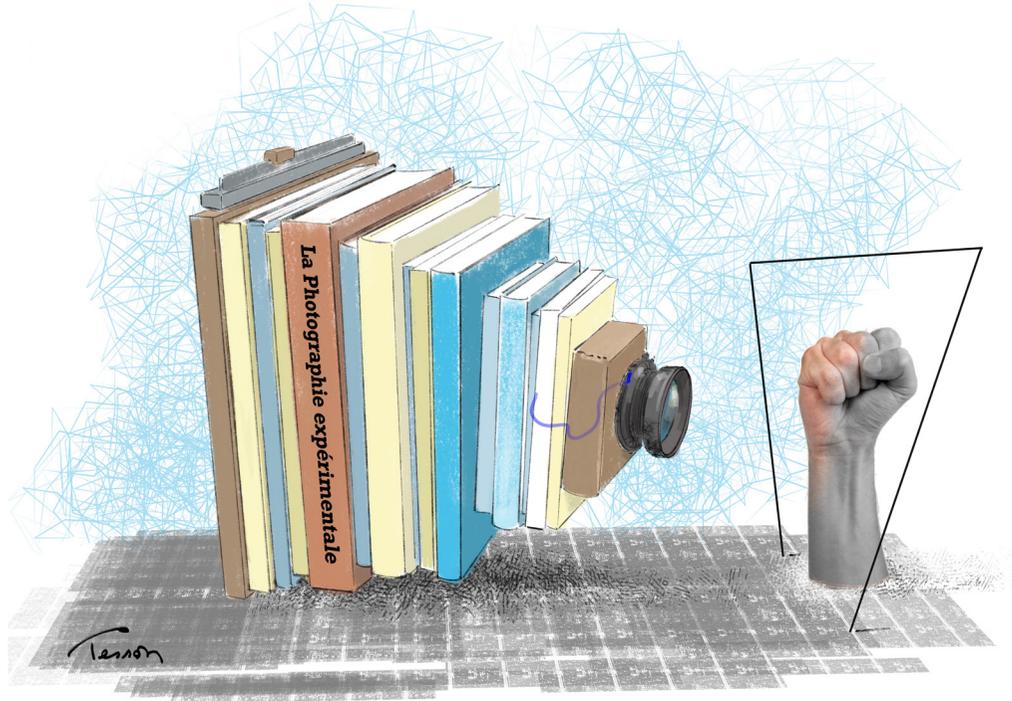
On the left: Alumni Journal of École Polytechnique. Cover and illustration of the feature article.

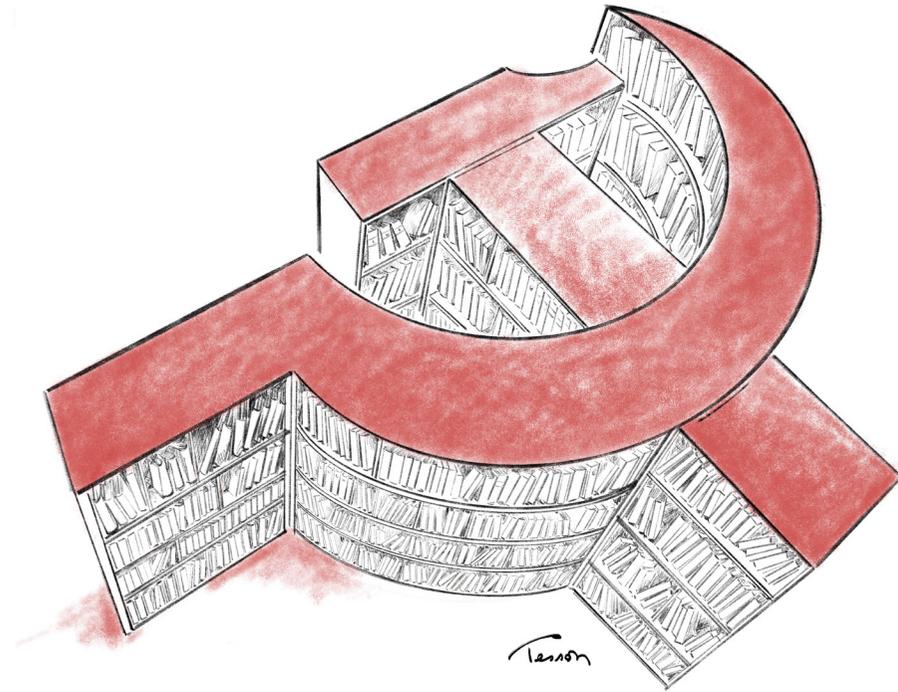
Above: Epistemology.

Illustration for La Jaune et la Rouge, the alumni magazine of École Polytechnique.

On the left: Alumni Journal of École Polytechnique. Topic: experimental photography.

Below: Bicentenary of École Polytechnique

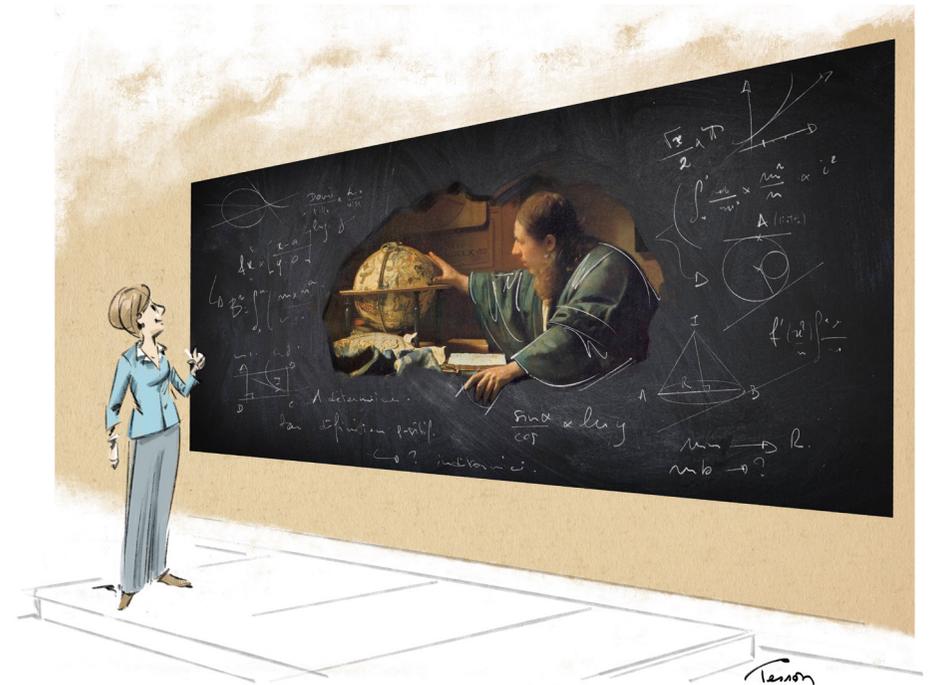
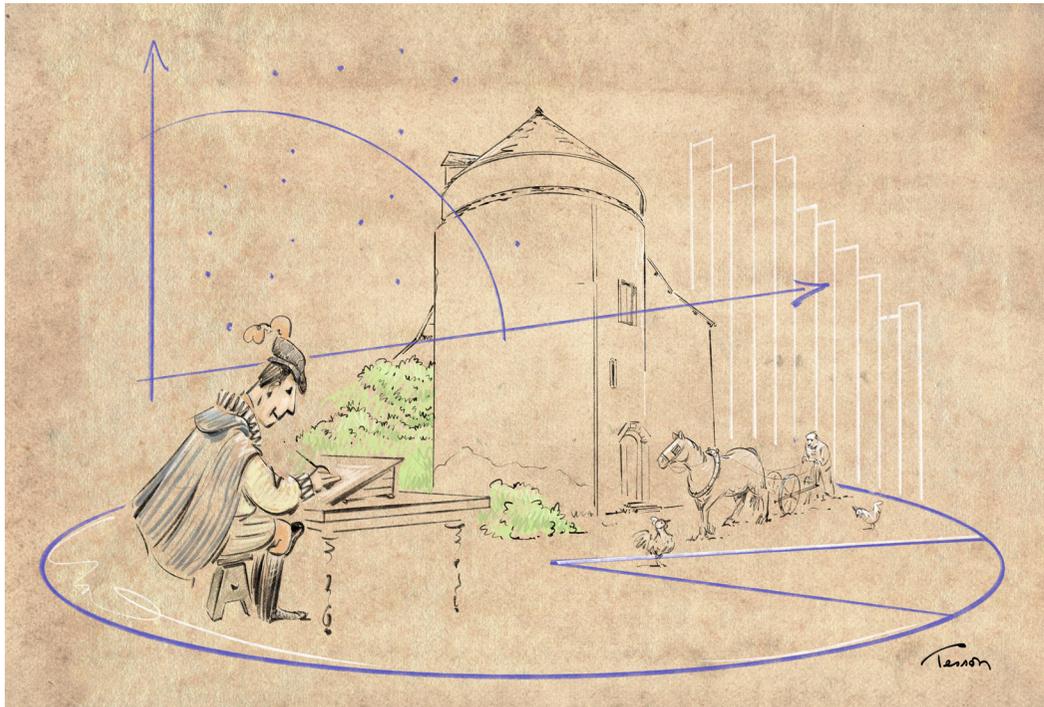




On the left: opening of the Soviet archives.

Below on the left: quantitative history. Gilles de Gouberville, author of a detailed journal, of which the years 1549 to 1562 have been preserved, providing historians with a valuable document.

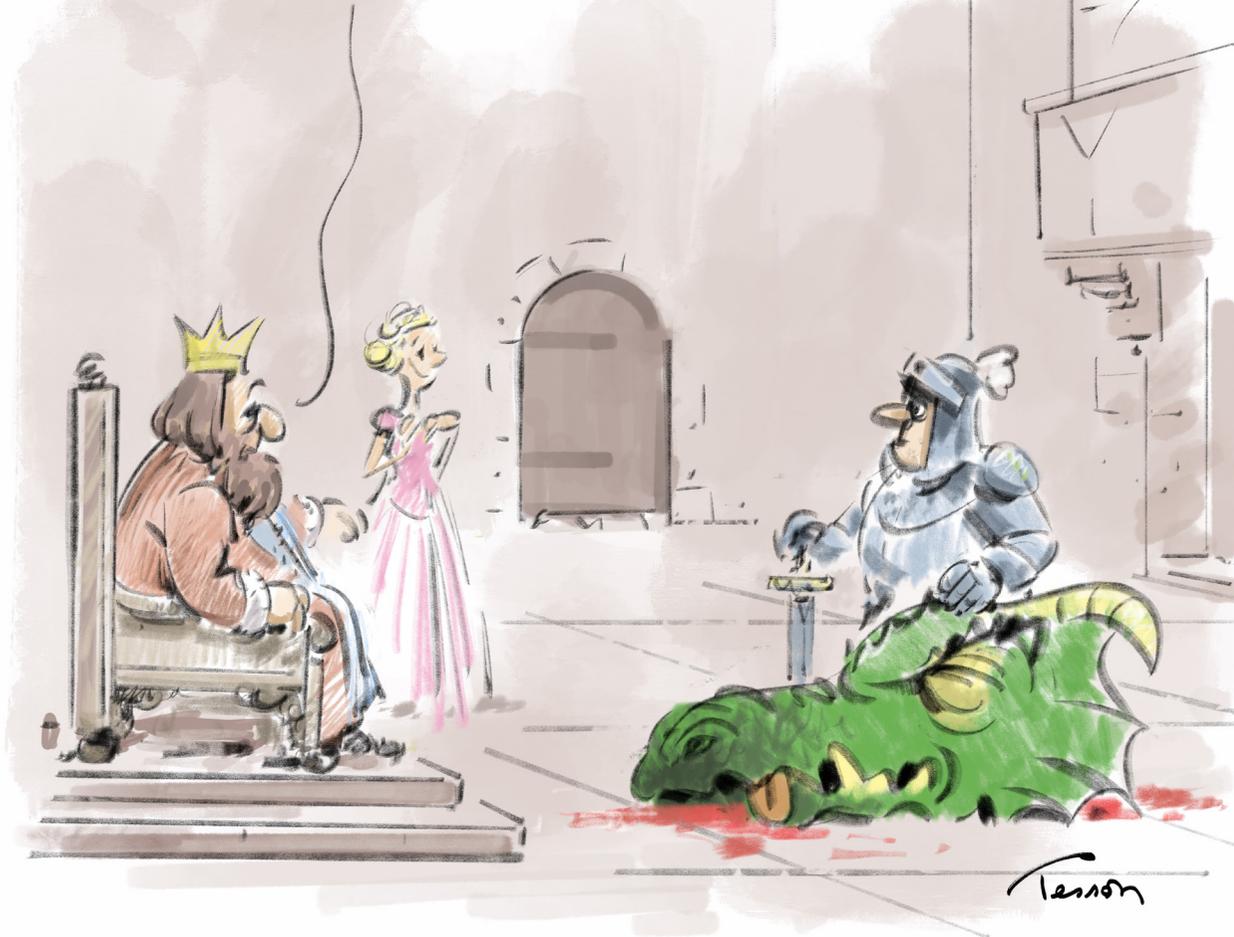
Below: history of science.

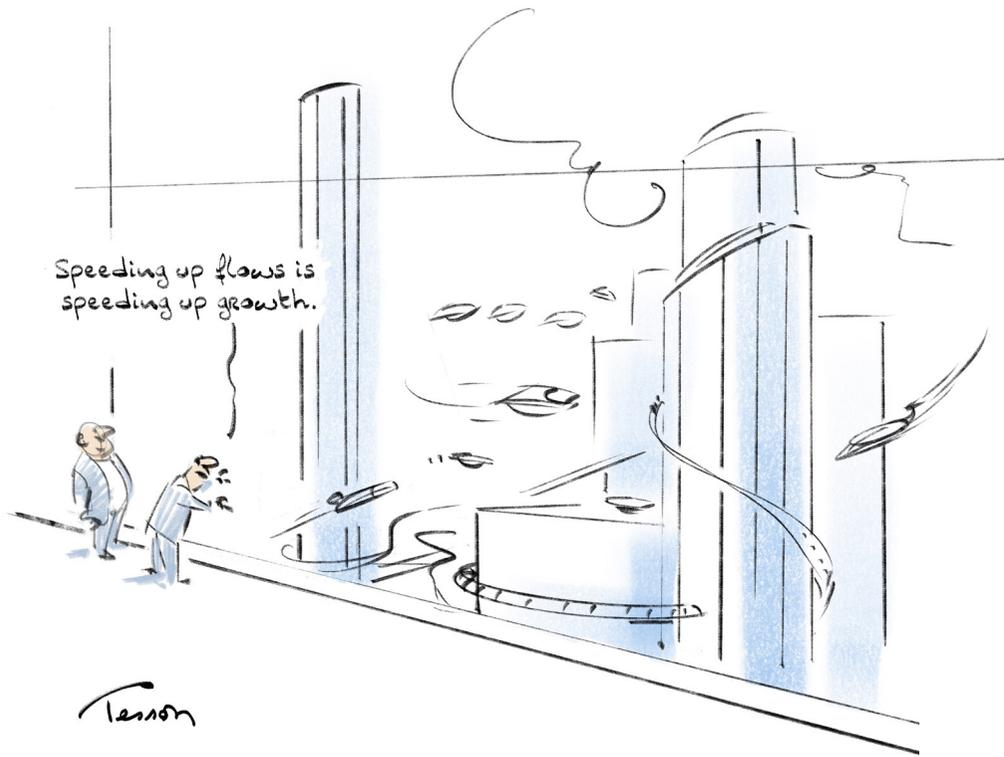




Art and Art History.

Very well. But that was  
the easy part. There's still one  
more trial before you can  
marry my daughter: reforming  
the civil service.





Live drawing : urban mobility, sustainable mobility, public transport.



Ability for every style.

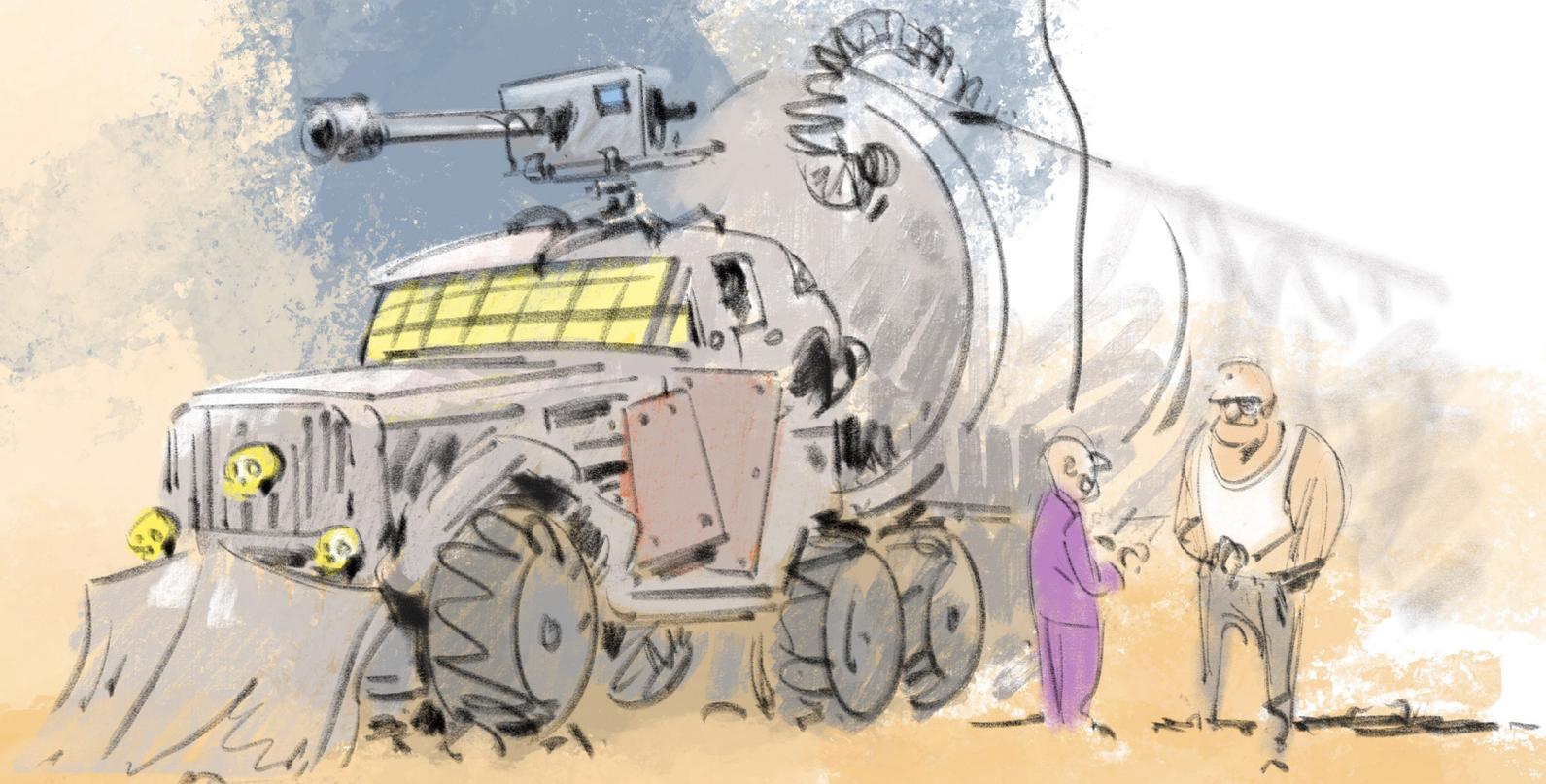


And style is the man.



Lesson

I'll try to get it through  
the inspection, but I can't  
promise anything.



Tesson

Sustainable immobility!



Tesson

What are you doing?

I'm trying to promote myself on LinkedIn.



Looks like it's not really your thing.



You gotta talk about your big clients and wins!



Well, I don't have that many clients, to be honest...



Then talk about yourself, about your mental load...



"Bouncing back after burnout: my long journey of resilience."

Can't make them want you? Take them pity you!



Lesson

Clean firm power  
on its way to STIICRO!



Lesson

Catch the wind,  
harvest the energy!



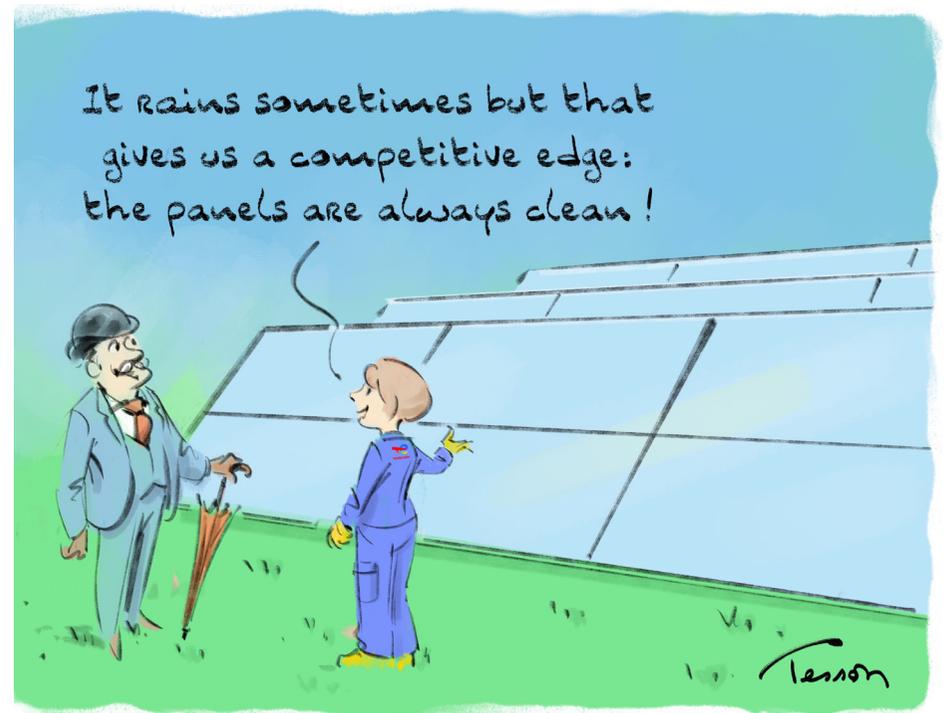
Lesson

This is our first  
operated offshore  
wind farm in  
Taiwan!

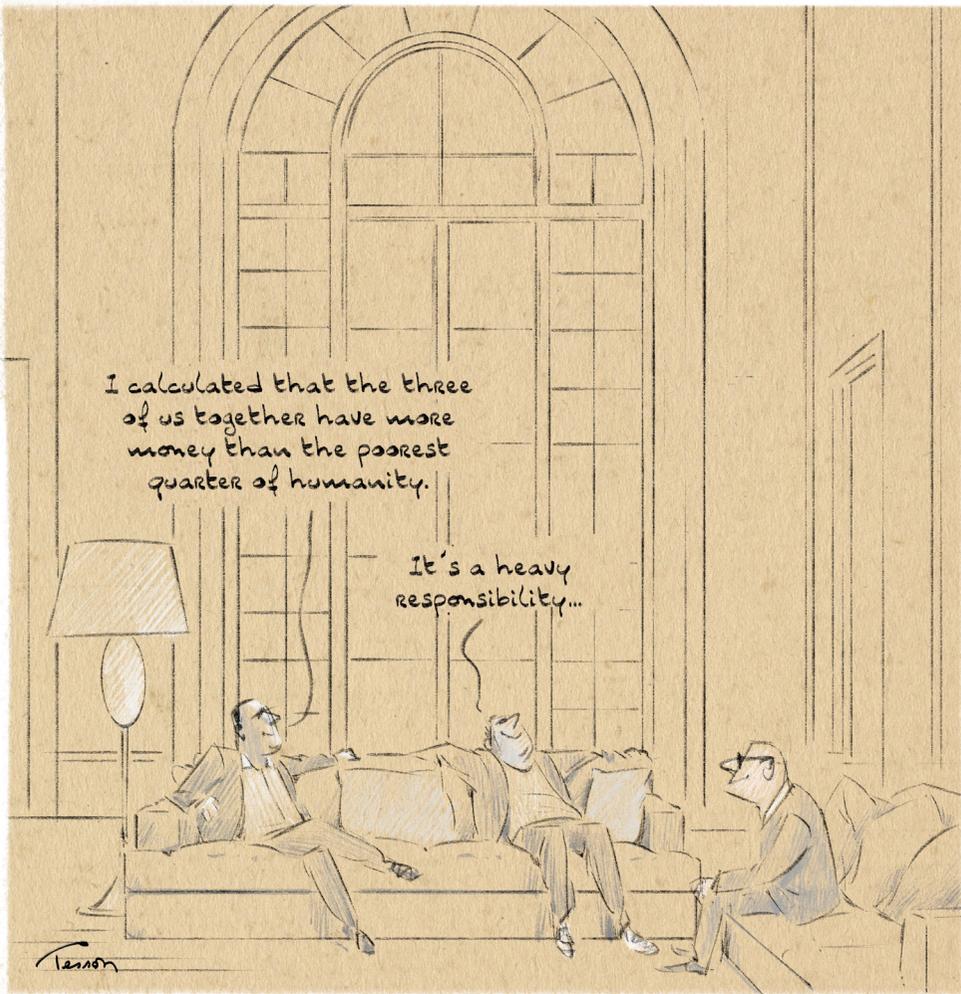


Lesson

It rains sometimes but that  
gives us a competitive edge:  
the panels are always clean!



Lesson





Live drawing at Châteauform des Mesnuls. Themes: transformation, the company's purpose, certainties and uncertainties.

7 out of 10 transformations fail.

Pfff...  
Such a waste  
of energy and  
resources...



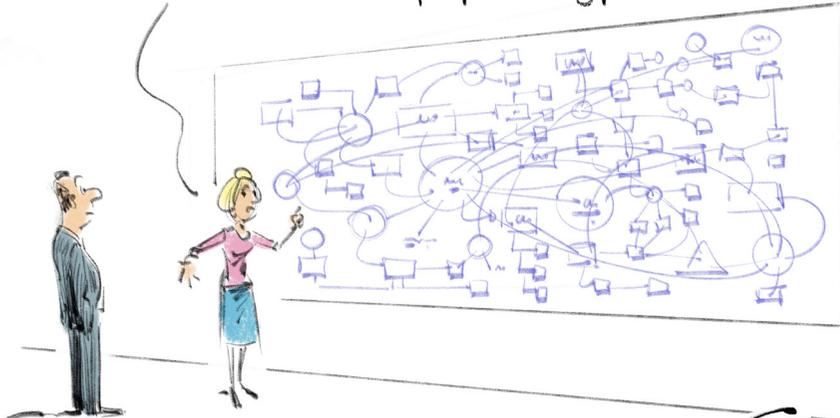
Lesson

Let's ignore the problem... until  
the problem ignores us.



Lesson

This is the client's IT system.  
It's complex, but nothing compared  
to the client's psychology.



Lesson

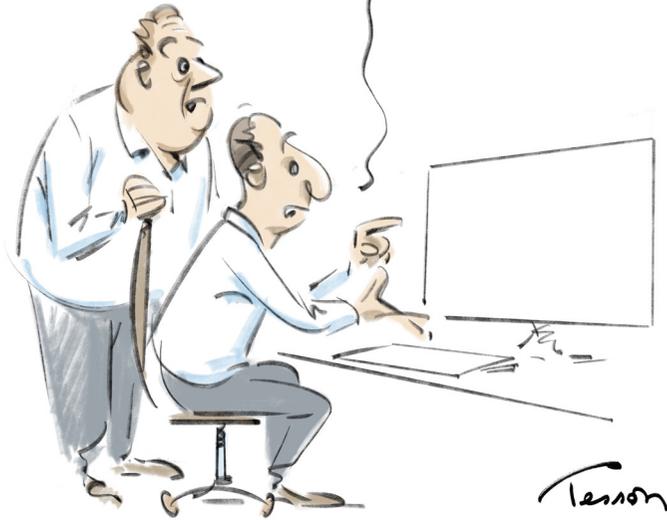
I'm the problem you keep  
pretending isn't there.



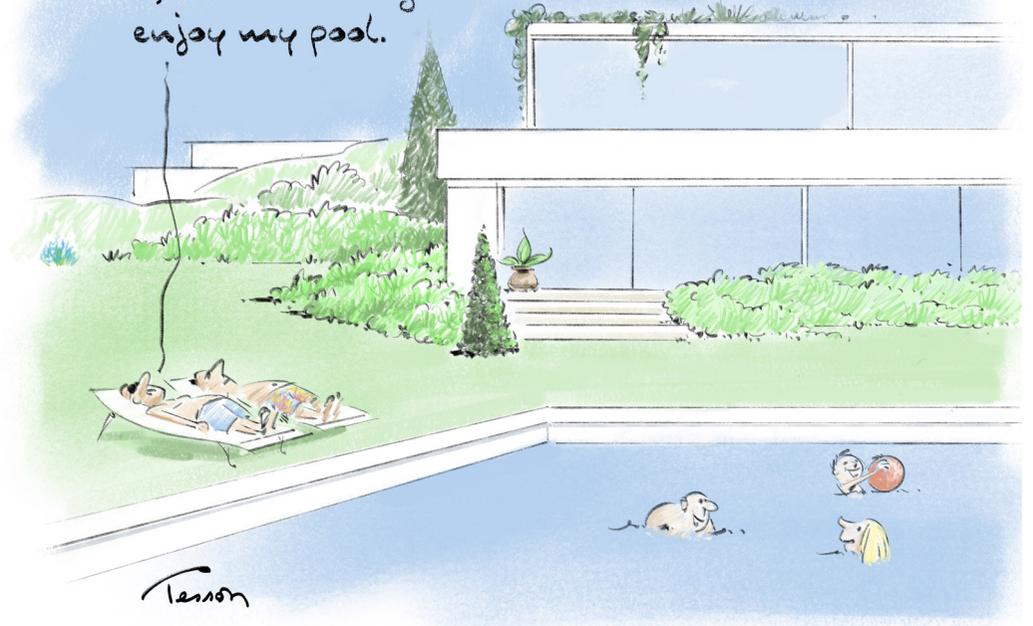
Lesson

Ethical finance, a series of illustrations for an investment fund.

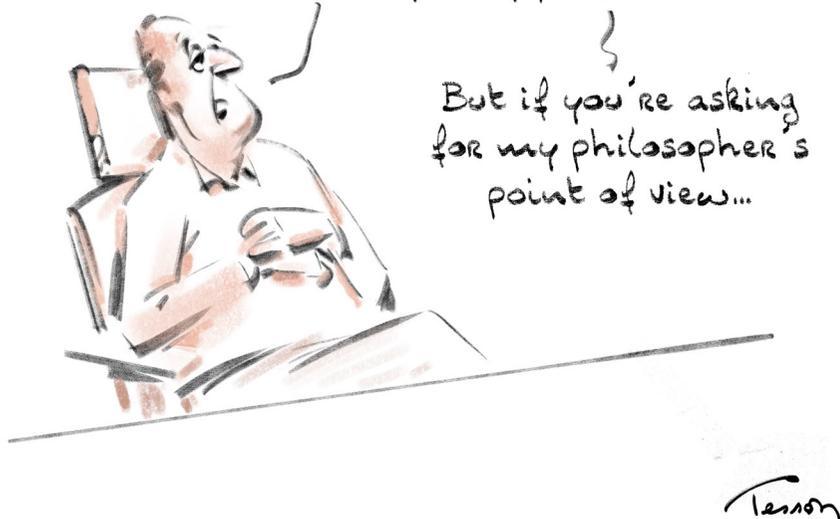
Looks like our AI is going through an ideological shift... it's now investing all our capital with the Amish in Pennsylvania.



When I made my fortune, ethical finance wasn't trendy yet... So, from time to time, I let the neighbors enjoy my pool.



As a banker, my duty to advise compels me to tell you that ethical investment is not always very profitable...



I invested your money so that you could have a share in the Kingdom of Heaven. Naturally, if you need cash, I can sell your shares.



I fear hail less than capital movements... And given the market turmoil, we're going to plant another row of chard.



Very well, but will you also be able to protect my savings?



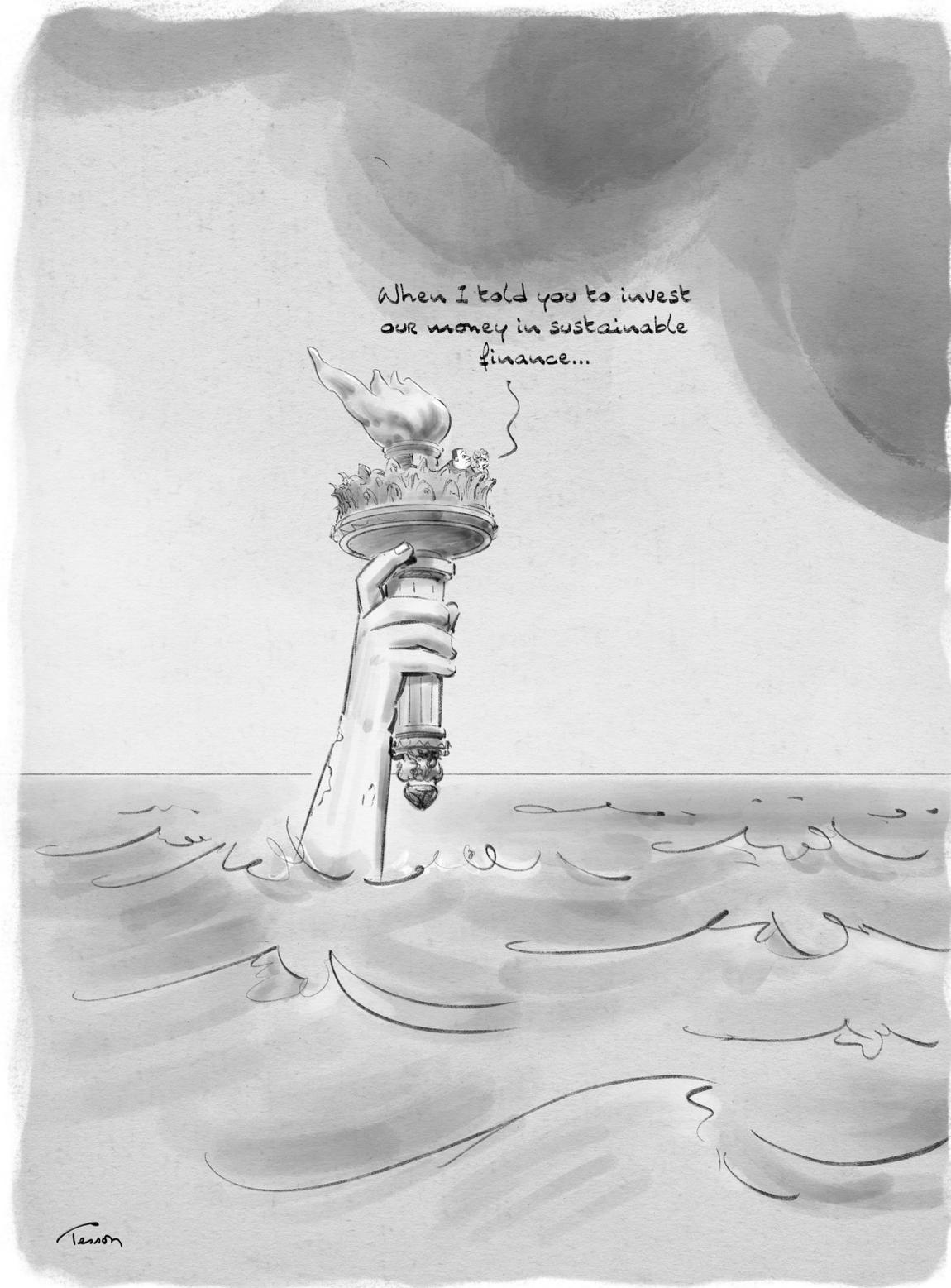
My job is to think about possible hypotheses and weigh them.

In plain terms, he speculates on the markets.



All mathematical models are wrong. But some of them make us money...





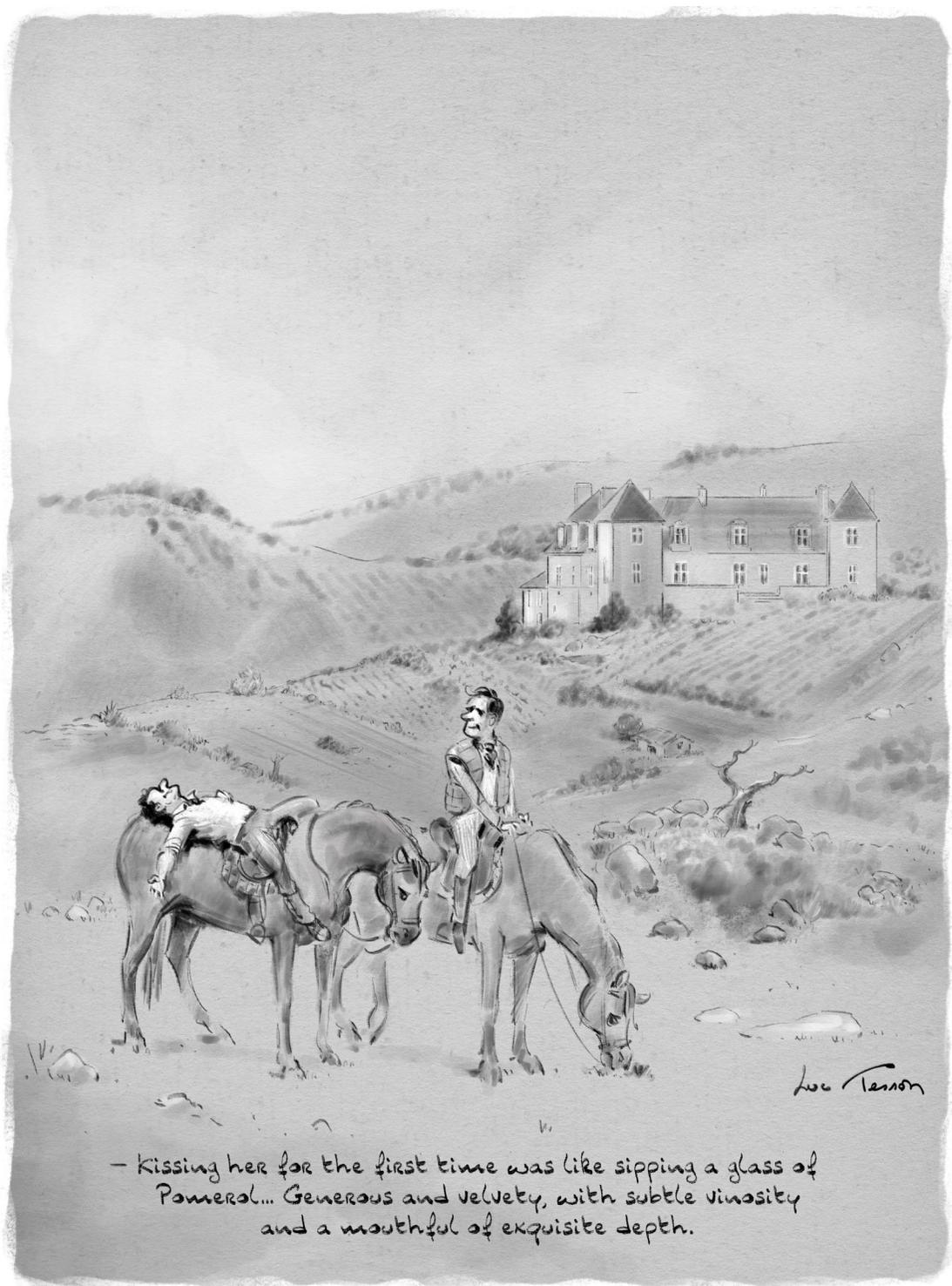
When I told you to invest  
our money in sustainable  
finance...

Drawing for the Polytechnique school magazine illustrating a feature on sustainable finance.

lanson



- It's my little domain. I make three bottles a year. One for myself, the other two for the Chinese market. Some years, there is no vintage.



- Kissing her for the first time was like sipping a glass of Pomerol... Generous and velvety, with subtle vinosity and a mouthful of exquisite depth.

Drawings for Terre de Vins magazine, monthly collaboration.



- Every detail has been carefully designed to welcome distinguished guests who will come to savor our finest crus. The setting is flawless, only my husband and his dog stand out slightly, but we'll take care of that.

Our job is to educate the client. That one, you can redo his entire education.

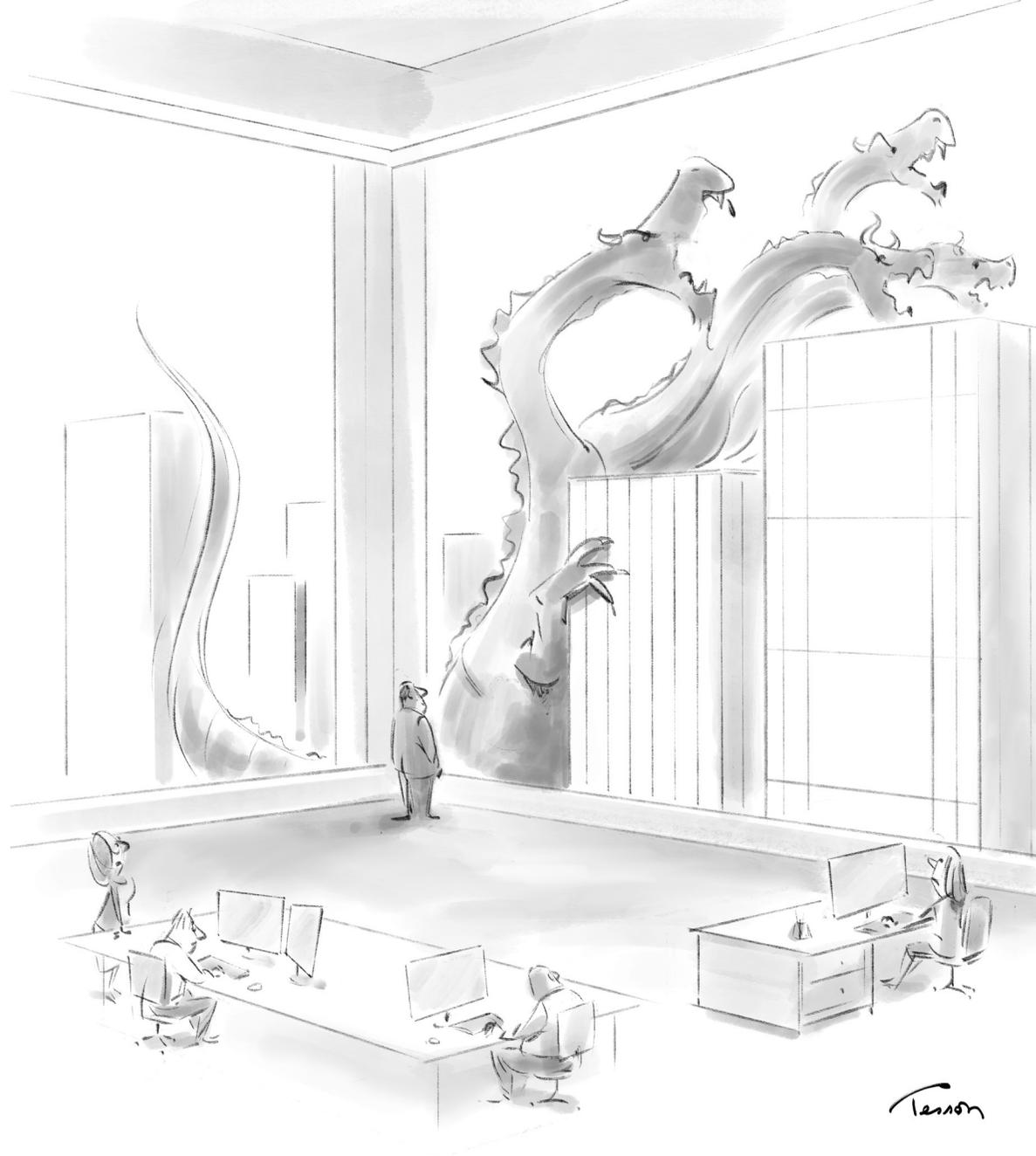


The anthropological crisis is like a big, saggy beanbag. You can only get out of it through a spiritual leap.

I'm waiting for the leap.



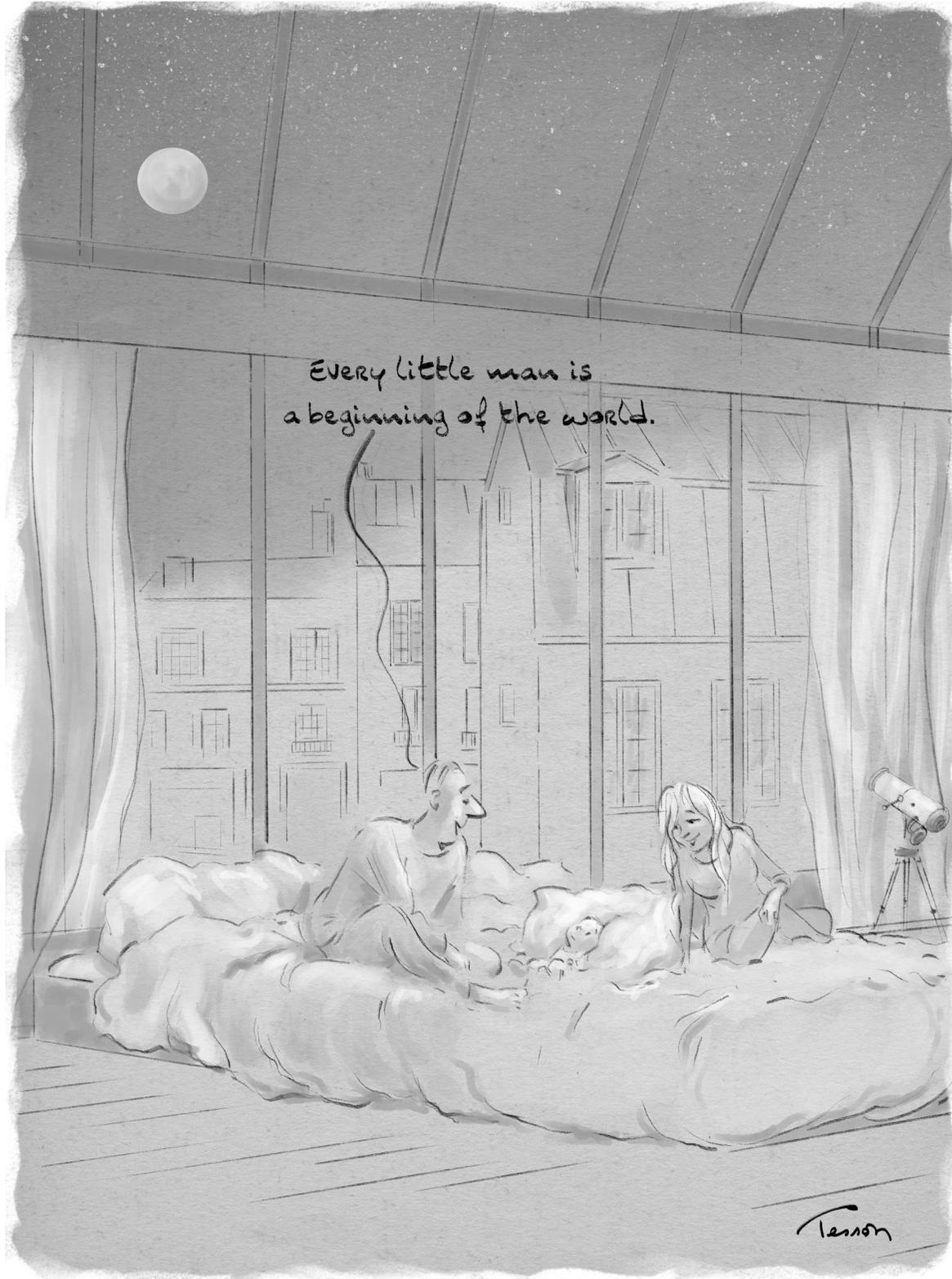
Tesson



Tenson

-The Beast of the Apocalypse... Well, let's keep it very rational and integrate it as a new environmental data.

Every little man is  
a beginning of the world.



Tesson

It's a management experience.  
It's up to him to understand what  
the hell he's doing there.



Lesson

If you don't mind,  
I'll water the plant myself.  
It's the only time of day  
I truly feel I'm working for  
the common good.

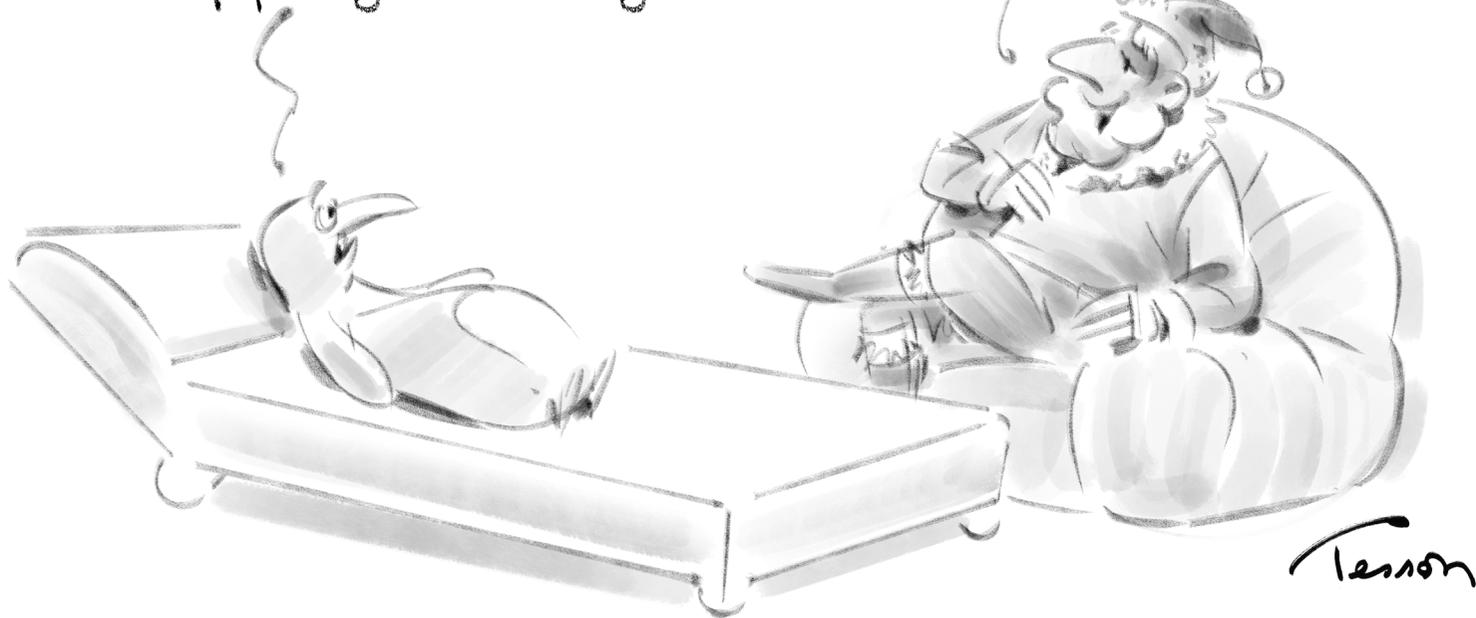


Since this morning,  
the AI lets him win at  
the Connect Four.  
It seems that it has  
understood what is  
to love.

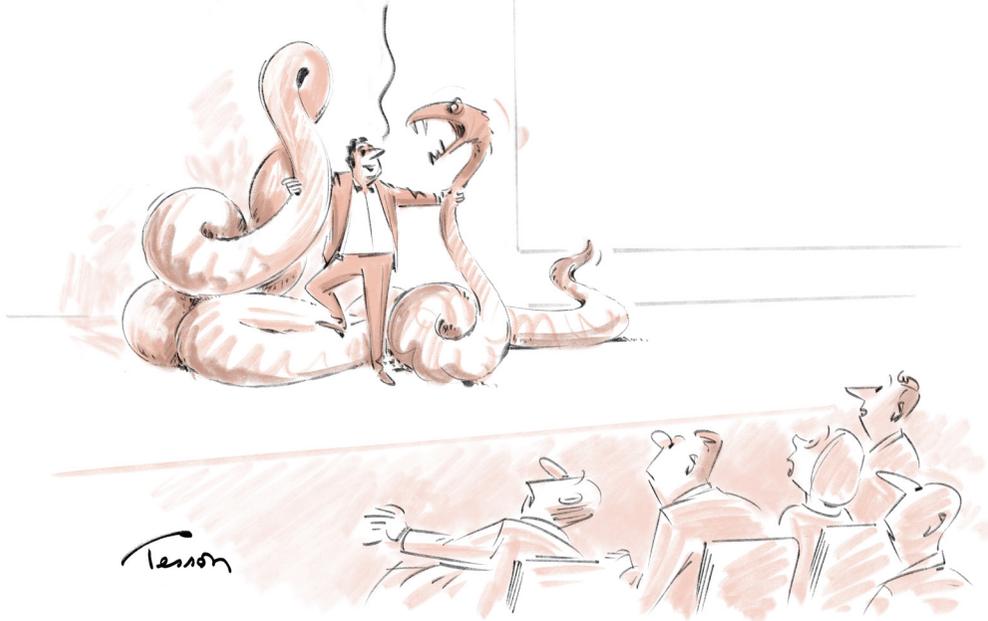


I'm a penguin.  
If there's no more ice floe,  
how am I supposed to do  
my penguin thing?!!

Well, you'll just have  
to do something else...  
Look at me... I haven't  
always been a shrink,  
you know...



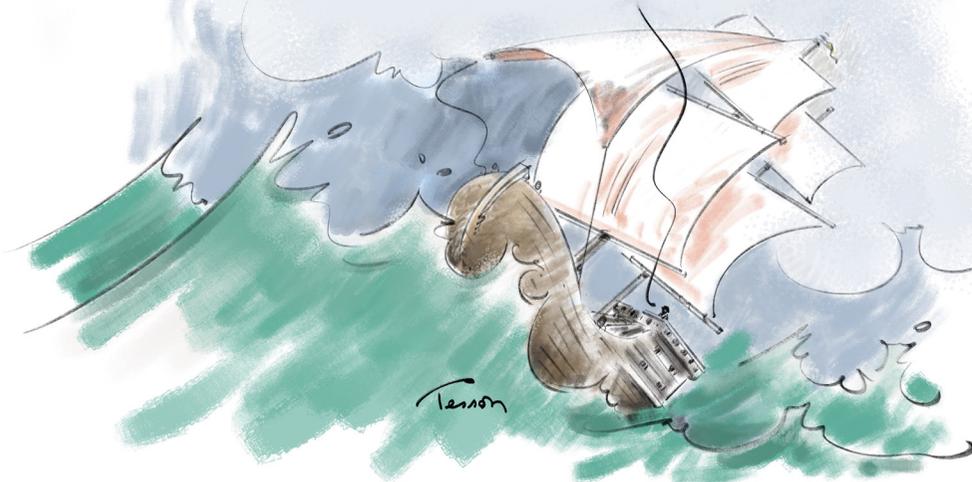
Risk management, for example, is knowing exactly how far you're willing to go to grab someone's attention.



Innovating without taking risks is like trying to sail without leaving the shore.



Courage, sailors! Those who invested their capital in this expedition have perfectly assessed the risk/reward ratio!



Risk management

An organization  
is what resists the  
will of its leaders.

Looks like I'm  
running one heck of  
an organization!



Lennon

I'll only take one head. Just  
enough to build my legend and  
cement my leadership.



Lesson

I need you to be there when I make an important decision. It reminds me that I have to deal with the irrational part inherent in any organization.



Well... I've spent the whole day  
playing the authentic leader, so  
tonight I don't want to see anyone  
anymore... Off to your rooms!



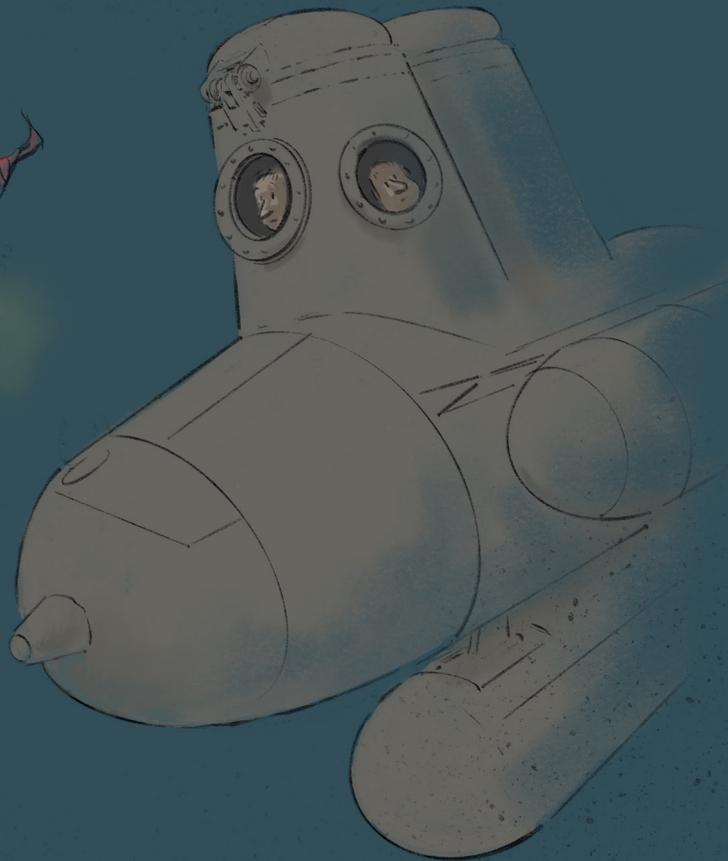
Tension

Reality doesn't matter. We've slipped away from it. What matters is the narrative: it is performative, magical, and gives shape to what our project aspires to.

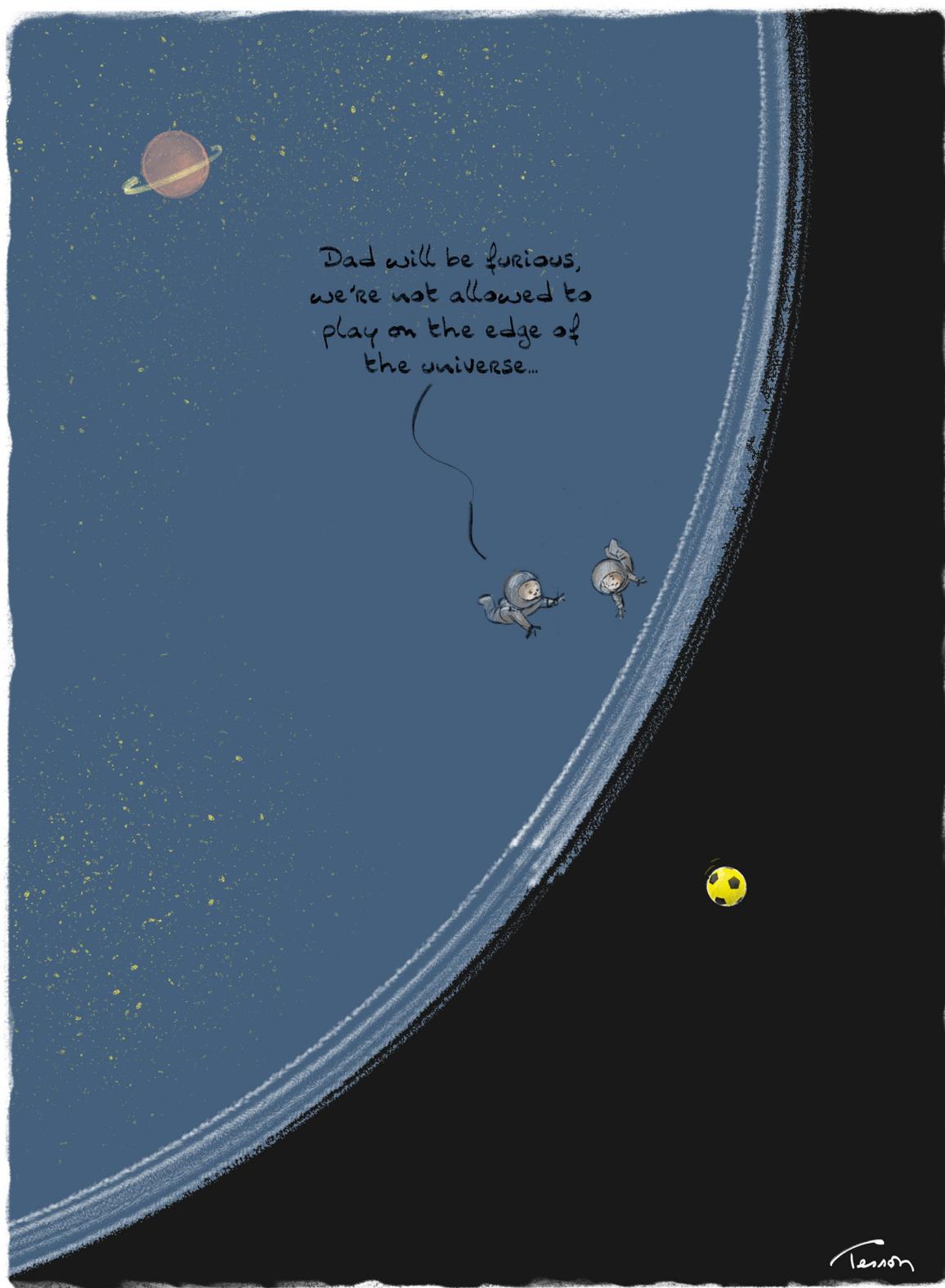


Tesson

Turn off your light,  
it attracts them.



Tesson

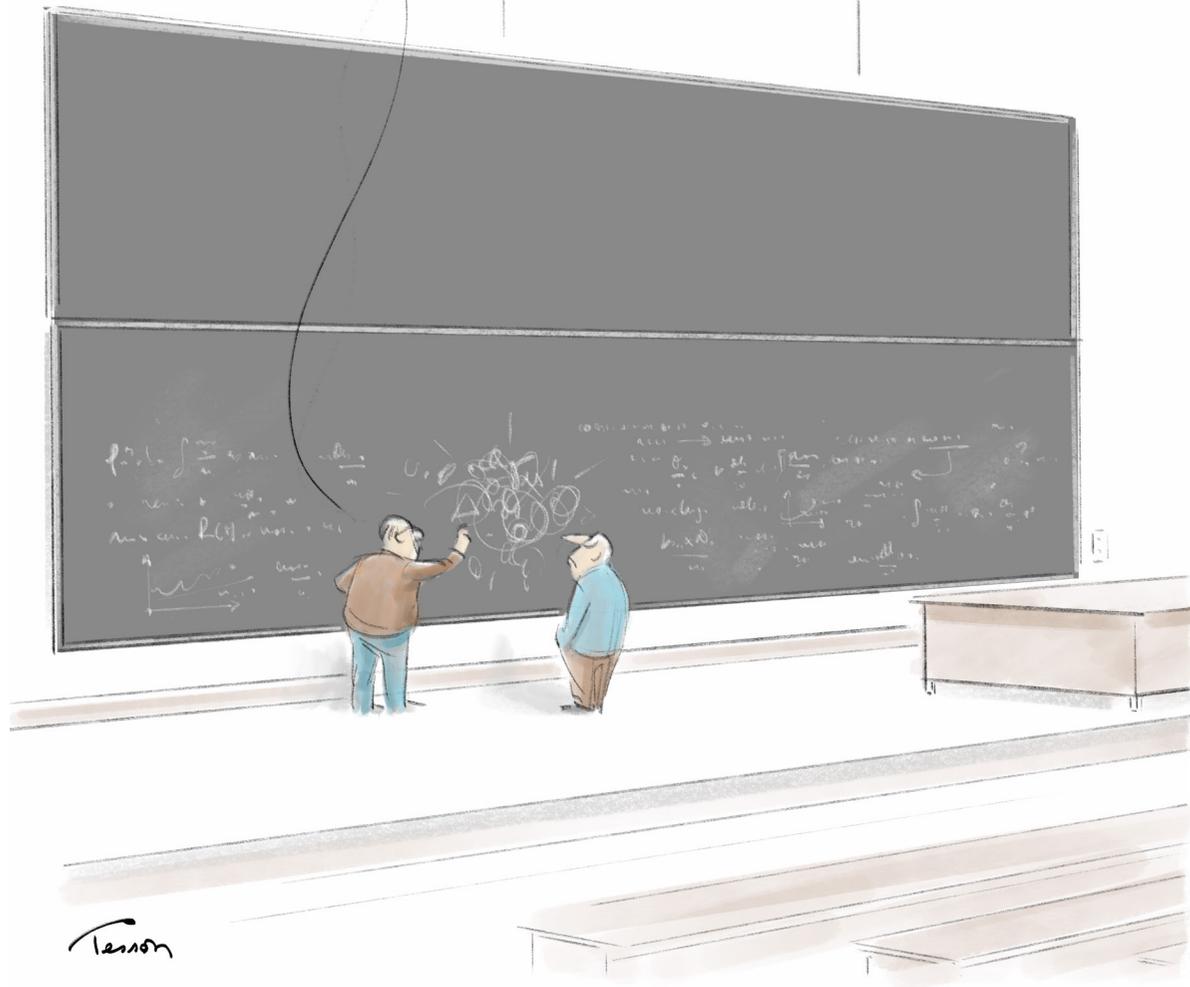


Series of drawings made in Ben Guerir (Morocco), for a scientific conference in Ben Guerir, Morocco. The conference was organized by Jean Staune with Gregory Chaitin, Anton Zeilinger (Nobel Prize), Andrew Briggs, and William Phillips (Nobel Prize).



-The problem with Gregory is that he lives in his little system of coherent axioms and sees me only as an undecidable proposition.

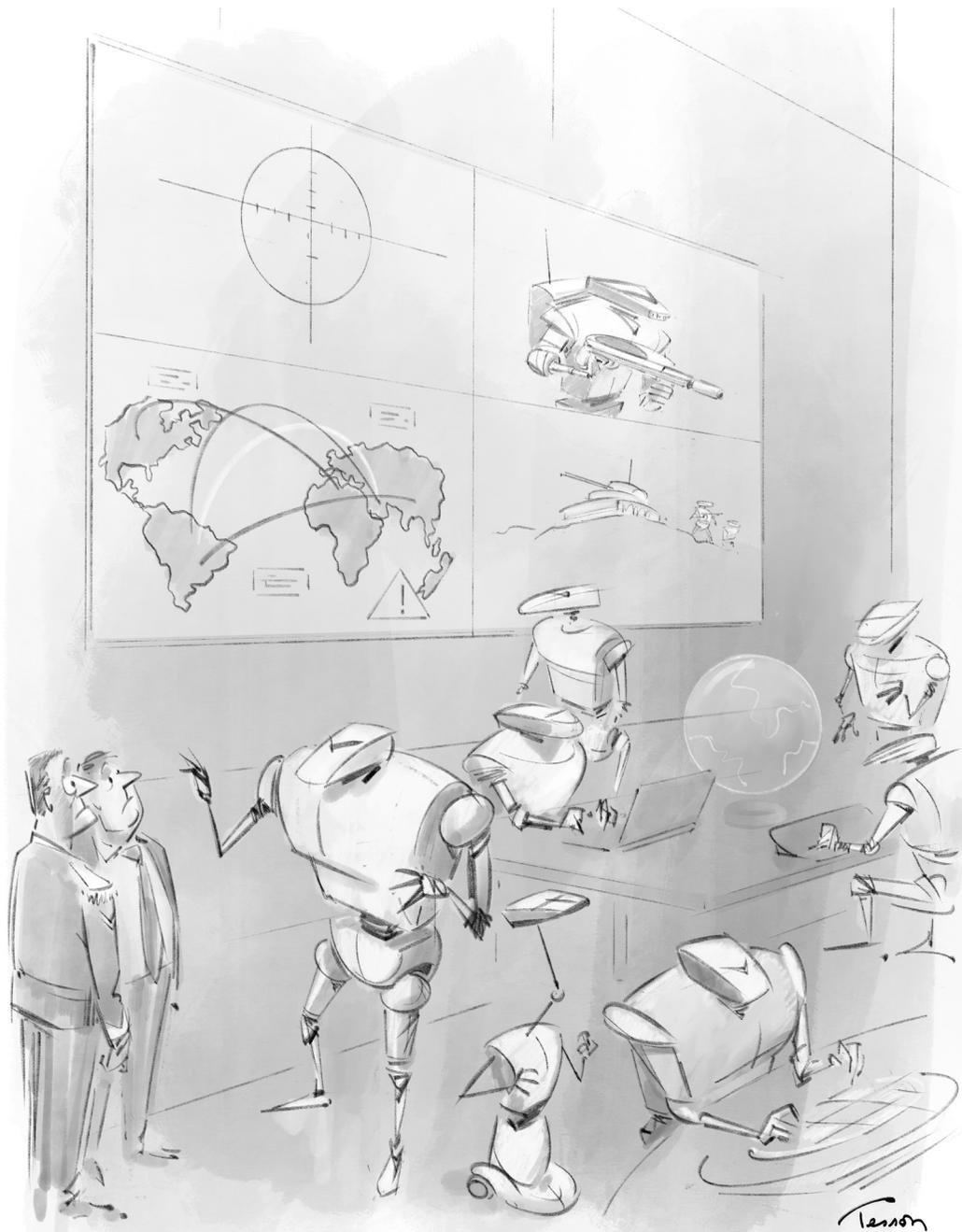
This is the part of my demonstration  
that calls on shamanic mysticism.



A true leader must  
maintain distance and  
gain perspective.



Tesson



-I'm sorry, gentlemen, but war is too serious a matter to be entrusted to humans.

Tesson



He agreed to give up remote work, but he imposed his own conditions.

Tesson



Mistrust of the media

I'm going to express my disagreement directly,  
without trying to justify myself...



I can help you boost  
your credibility.



Before all these organisational  
changes, I was asking myself  
some real questions... Who am I?  
Is there a God?



How can initiative  
be encouraged?



"Not invented here" culture  
needs to be killed.



Series of cartoons for an aerospace group. General  
theme: innovation and management.

"The future is already  
here, it's just not very  
evenly distributed."

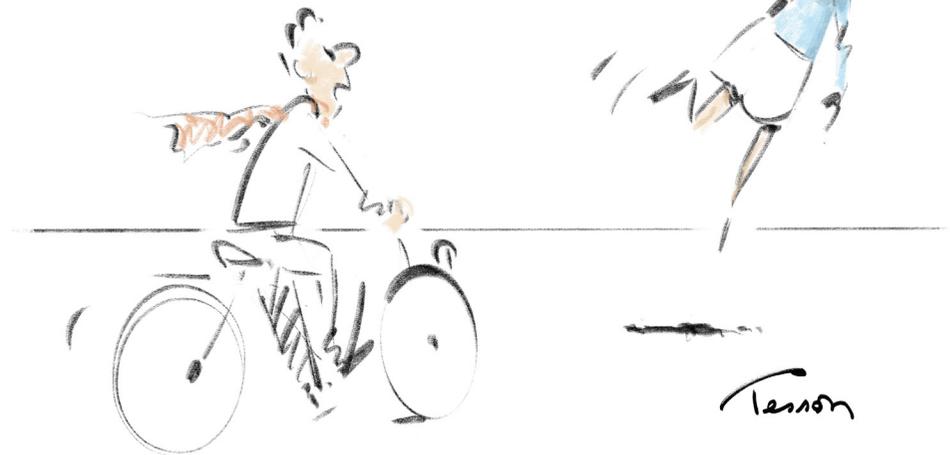
Robert Metcalfe



It runs on  
cucumbers.

Does it work?

No, but it's  
quite poetic.



Action



Client satisfaction



To be autonomous



Trust



Create, innovate, build.



Support, develop.

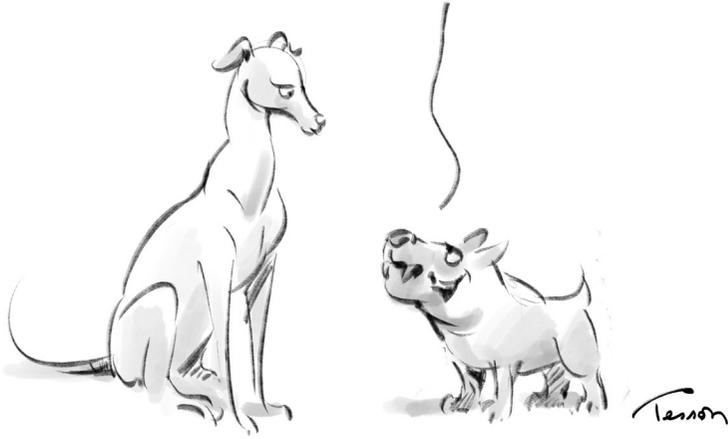


Communicate

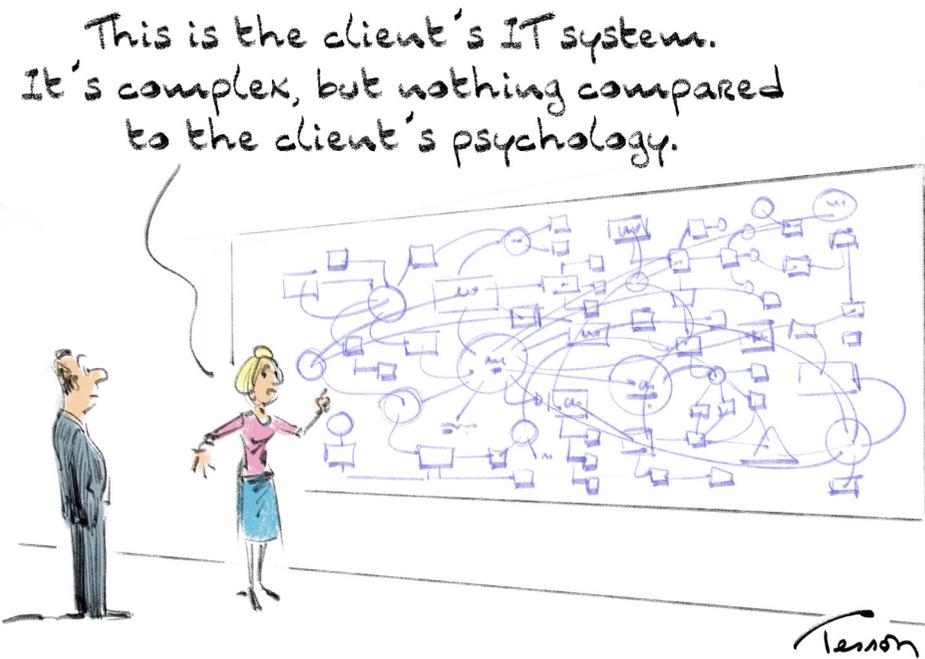
Develop

Tenson

We complement each other.  
If we become partners, we'll be unstoppable!



Dessin en direct au Chateauform des Mesnuls  
pour un cabinet de conseil en S.I.



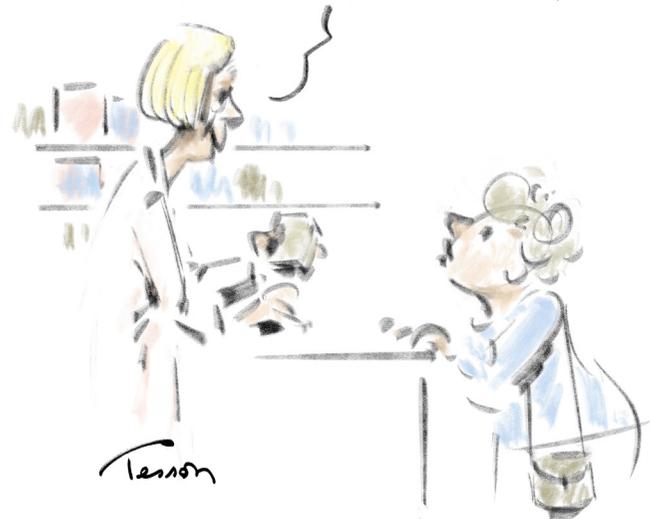


Really, you shouldn't. I'm a treatment for hepatitis, and there are side effects.



Live drawing in Monaco for a pharmaceutical group

You'll see, it's a miracle drug. But you have to have faith and say a rosary for each pill.

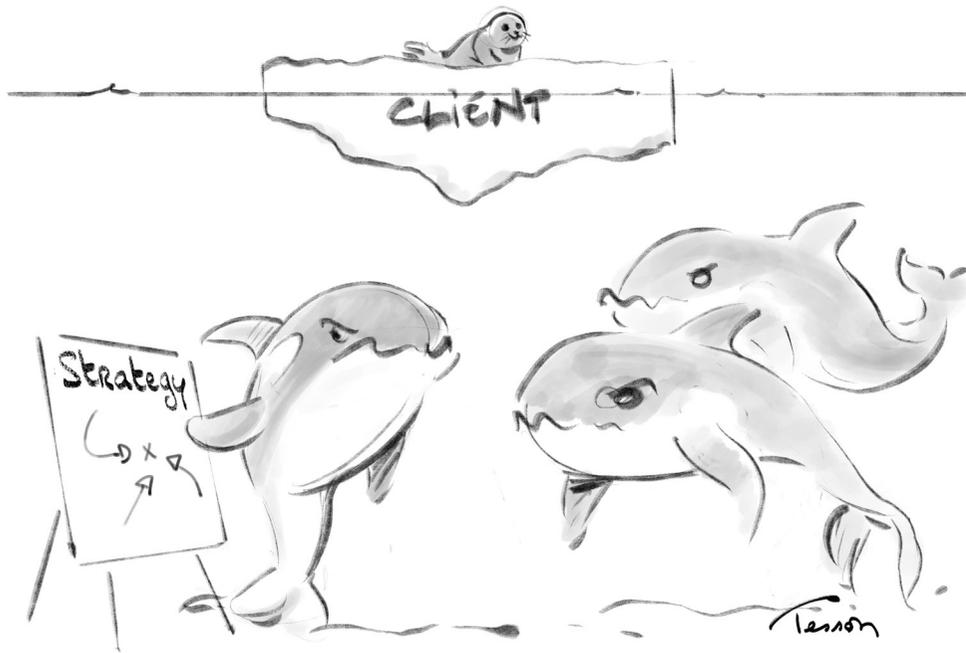


Live drawing for a satellite manufacturing group. Berlin.

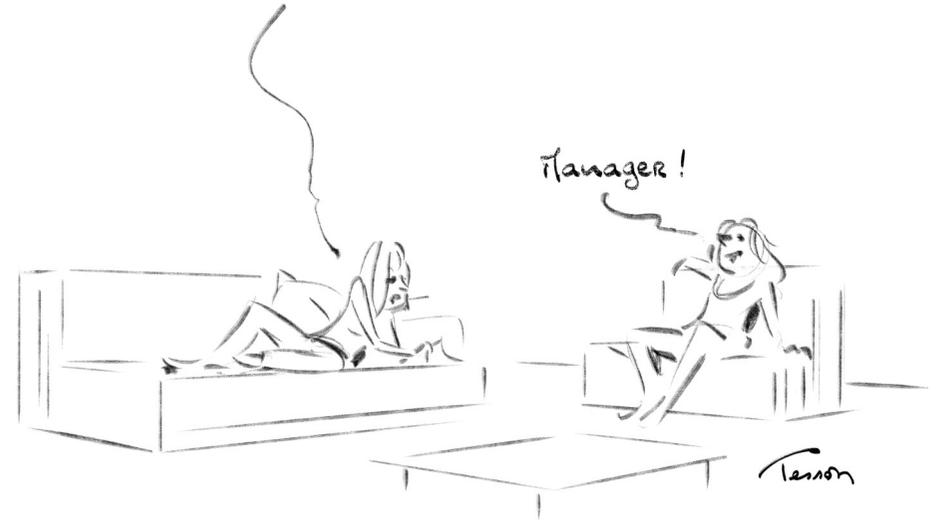
After Virgin Galactic,  
a new competitor coming  
soon... Disney Land!

Evolving clients...





Empowers, supports, mobilizes,  
accelerates... in seven letters...



Live drawing for an annual convention.

Ça ressemble à un  
abandon de panier...

La veille de Noël,  
quelle tristesse !



I am a customer. I arrived at your  
business through omnichannel.



## **Live drawing**

**Laughter is not a meaningless luxury.**

**«The specific remedy for vanity is laughter, and... the defect that is essentially laughable is vanity.»**

**Laughter also serves to curb discordant tendencies.**

**Its primary role is to transform rigidity into flexibility.**

**The fragmentation that the mind introduces everywhere is harmful.**

**The irony of laughter questions everything.**

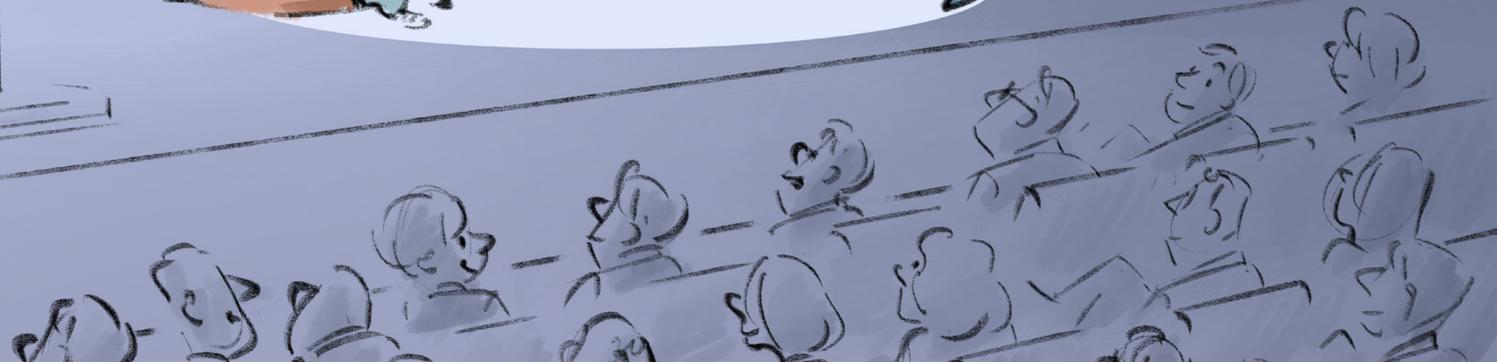
**Laughter reintroduces into individual and collective life**

**the fluidity that is often missing,**

**thus bringing what is rigid and dead back to Life.**

As part of these on-site or remote seminars, where the illustrator listens and observes, an original work emerges that resonates with both the experiences and reflections of the participants and the offbeat approach of an artist who interacts on multiple levels in a suggestive, humorous, and sometimes poetic way. The participants' reflections are thus linked to a lighter note, where the drawing's power of synthesis captures memory and, in itself, provokes thought based on what has been highlighted by the participants. By combining the words of the speakers with the artist's stroke of the pen, theory is joined with intuition, reflective insight with a sensitive and artistic perspective. This ensures that the reflection has a tangible impact on the life it seeks to awaken and expand.

Turns out, no one grabbed the oars...



Live drawing for conventions, seminars, videoconferences, workshops, symposia, conferences, talk shows, award ceremonies...

Reacting live to the issues raised with humor, in a constructive and concise way.  
In fact, it is also possible to prepare drawings in advance, in the spirit of live performance.

A knowledge of the company and a responsiveness that hit the mark.

«To understand is already to love.»

Far from mockery, the cartoonist steps into the speakers' world, follows their reasoning, and supports the discussion with humor—sometimes opening up unexpected perspectives.

Live drawing means:

Stimulating and accompanying reflection.

Keeping participants' attention alive.

Conveying messages without resorting to slogans.

Creating images in which everyone can recognize themselves, without caricaturing anyone in particular.

Offering a fresh perspective: the artist approaches issues with a sensitivity that goes beyond concepts.

Lightening up serious topics and fostering relaxed communication.

Bringing a convivial and creative dimension to an event.

Providing an interactive performance that can be commented on and that feeds into dialogue.

Offering a different reading—poetic, tender, humorous—of sometimes dry and often technical subjects.

After projection, the drawings can be used to illustrate reports or internal newsletters, enrich the intranet...

Or even become a post-event sketchbook to be shared with all participants.

Références : Dessin de presse, illustration, vidéos, dessin en direct...

HAVAS



If I succeeded,  
you can succeed too.



1512 : Leonardo da Vinci  
presents his masterclass.

website : [dessinateurdepresse.com](https://dessinateurdepresse.com)

**tesson@gmail.com**

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Insta : [https://www.instagram.com/tesson\\_cartoonist/](https://www.instagram.com/tesson_cartoonist/) (english)

Linkedin : <https://www.linkedin.com/in/luctesson/>

