

The image shows an art installation titled 'BIG HUG' by Nathalie Auzépy. It features a hospital bed in a room with pink walls and a pink carpet. The bed is covered with a pink blanket and has several large, colorful pillows (pink, orange, and grey) on it. The walls are covered with numerous large, plush, human-like hands and arms in various colors (pink, orange, purple, and white). Some of the hands are reaching out towards the bed, while others are positioned as if they are hugging or supporting the bed. The overall atmosphere is warm and comforting, despite the clinical setting of the hospital bed.

BIG HUG

ART × CARE × EMOTIONAL DESIGN

Bring more love
into the world.

NATHALIE AUZÉPY

Los Angeles · 2026

FROM ART TO CARE. FROM EMOTION TO CONNECTION. FROM INSTALLATION TO TRANSFORMATION.

As artificial intelligence reshapes the world and society becomes increasingly fragmented, BIG HUG reimagines human connection through a universal gesture: the embrace.

**“The next revolution will not be technological alone.
It will also be emotional.”**

BIG HUG creates emotional infrastructure - immersive environments and objects designed to foster safety, presence, connection and care.





LOS ANGELES · HOSPITAL OF EMOTIONS

THE HUG ROOM

An immersive installation filled with soft textile arms representing caregivers.

“I was moved to tears by Nathalie Auzepy’s The Hug Room.”

The Australian Financial Review
Life & Leisure · June 2026

10,000+ visitors attended Hospital of Emotions during its opening weekend.

THE EXPERIENCE

A ROOM THAT CAN BE FELT, NOT ONLY SEEN.

TOUCH



SAFETY



CONNECTION



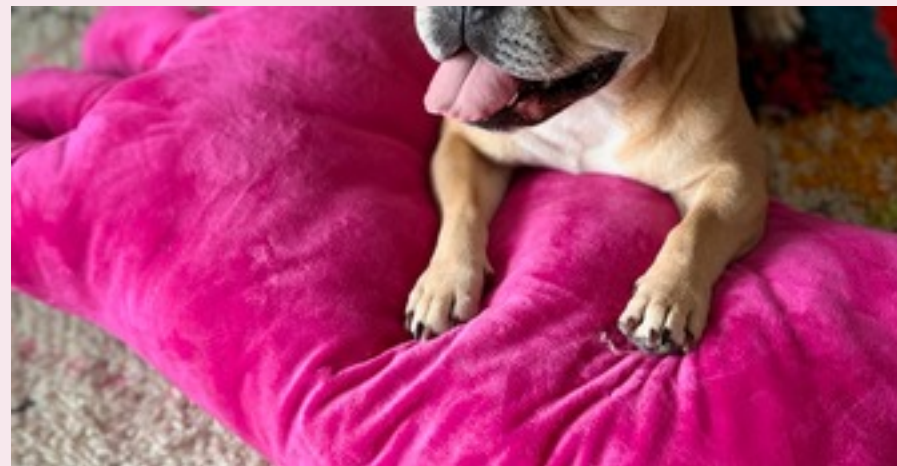
Visitors can approach, touch, hold, rest among and move through the work. The body becomes part of the installation.

EMBODIED EXPERIENCE

BIG HUG IN REAL LIFE.

Comfort, play and connection extend beyond the exhibition.

[EXPLORE BIG HUG ->](#)



BIG HUG as a lived object: tactile, affectionate, playful - at home as well as in an institution.

THERAPEUTIC POTENTIAL

FROM EMOTIONAL ART TO EVIDENCE-INFORMED CARE.

BIG HUG is not presented as a medical treatment. Its therapeutic potential can be explored through rigorous partnerships with hospitals, universities and mental-health institutions.

POSSIBLE PILOT OUTCOMES

Stress regulation

Before / after experience

Perceived safety

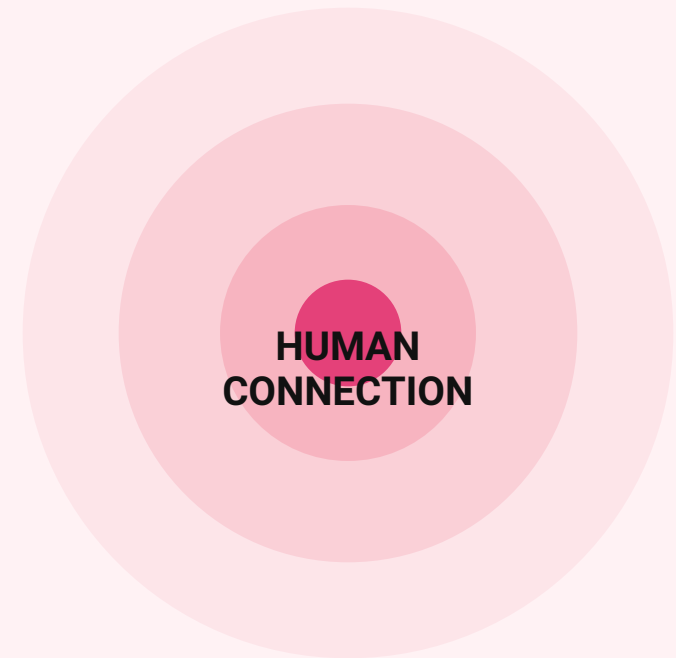
Comfort, calm, containment

Social connection

Loneliness, belonging, empathy

Care experience

Patients, caregivers, staff



RESEARCH OPPORTUNITY

A measurable pilot can turn emotional impact into data - without reducing the work to a clinical product.

DEVELOPMENT POTENTIAL

BIG HUG CAN BECOME A PLATFORM, NOT ONE OBJECT.

IMMERSIVE INSTALLATIONS

Museums · public space · cultural venues

HEALTHCARE PILOTS

Hospitals · clinics · mental health

HOSPITALITY & WORKPLACE

Hotels · offices · restorative spaces

THERAPEUTIC OBJECTS

Tactile objects · limited editions · editions

RESEARCH & EDUCATION

Universities · schools · social impact

SITE-SPECIFIC COMMISSIONS

Custom environments for institutions & brands



BIG HUG ENTERS THE HOME.

An artwork to live with - intimate, tactile, affectionate.

BIG HUG can live at the scale of everyday life: on a bed, a sofa or the floor. It remains a sculptural artwork while becoming a presence of comfort, play and attachment for adults, children and companion animals.

- Collectible and bespoke textile sculptures
- Family, children and companion-animal environments

CONCEPT VISUAL · PROSPECTIVE COMMISSION

From artwork to everyday emotional presence.



A FOREST OF EMBRACES.

BIG HUG can grow into an inhabitable landscape.

At museum scale, the arms become architecture: a forest, a tree, suspended lines and monumental forms. Visitors move through the work, touch it, rest among it and become part of the installation.

- **Monumental and site-specific commissions**
- **Architecture, circulation and audience shape each work**

CONCEPT VISUAL · PROSPECTIVE COMMISSION

The artwork expands from object to environment.



A ROOM THAT HOLDS THE BODY.

Scale, density and softness become part of the encounter.

A commission can become a fully immersive field of soft sculptural presences. The body enters a space of touch, pause and proximity - an environment felt as much as it is seen.

- Immersive room-scale installations
- Participatory encounters and public programmes

CONCEPT VISUAL · PROSPECTIVE COMMISSION

The visitor does not only see the work - they inhabit it.



EMOTIONAL INFRASTRUCTURE AT WORK.

A visible place for pause, connection and human presence.

In a headquarters or campus, BIG HUG can become a bold shared space: playful, memorable and emotionally intelligent. It creates room for contact, rest and informal reconnection.

- HQ, campuses and social wellbeing spaces
- Brand-specific colours and spatial configurations

CONCEPT VISUAL · PROSPECTIVE COMMISSION

A company can invest in connection as well as performance.



A RESTORATIVE ROOM INSIDE THE WORKDAY.

Warm, non-clinical space for decompression and regulation.

BIG HUG can create a quieter environment where people step out of pressure, slow down and reset. It supports wellbeing while remaining first and foremost an artistic and spatial experience.

- Restorative rooms and wellbeing programmes
- Potential evidence-informed pilots with measurable outcomes

CONCEPT VISUAL · PROSPECTIVE COMMISSION

Pause can become part of workplace culture.



THE BIG HUG BUBBLE.

An immersive cocoon of softness, containment and retreat.

A more enveloping format can combine large soft arms with light, sound or vibration. The visitor enters a contained sensory environment conceived for retreat, presence and emotional reset.

- Individual or small-group sensory formats
- Workplaces, universities, airports, spas and wellbeing settings

CONCEPT VISUAL · PROSPECTIVE COMMISSION

A temporary retreat inside an intense environment.



CARE AS A LIVED EXPERIENCE.

Comfort, touch and presence in a warm shared environment.

For senior living and care homes, BIG HUG can create reassuring tactile presences that invite rest, conversation and calm. Residents, caregivers and families can inhabit the space together.

- **Sensory and emotional comfort**
- **Intergenerational and wheelchair-accessible configurations**

CONCEPT VISUAL · PROSPECTIVE COMMISSION

Therapeutic potential - without making a medical claim.



A SOFTER SOCIAL LANDSCAPE.

A calm, inclusive setting for residents, families and caregivers.

Palettes, proportions and layouts can be adapted to senior living. Softer blues, greens and neutrals create another emotional register while preserving the same language of touch and connection.

- Site-specific palettes and textiles
- Shared spaces for residents, visitors and families

CONCEPT VISUAL · PROSPECTIVE COMMISSION

The fundamental gesture remains the same: to be held.



THE EMBRACE AT URBAN SCALE.

Two radically different expressions of the same universal gesture.

BIG HUG can become a monumental civic symbol of peace or a joyful public landscape for play, encounter and collective life. The material changes; the gesture of the embrace remains.



NEW YORK · MONOLITHIC MIRROR BIG HUG



LOS ANGELES · POP BIG HUG TREE & PLAYScape

A CITY CAN BE HUGGED.

Monumental forms can create places to touch, rest and gather.

BIG HUG can remain close to its soft origin while expanding to urban scale. Giant curved arms and hands create an open landscape to cross, sit on, lean against and inhabit collectively.

- **Public squares, parks and cultural districts**
- **Hospital gardens and community environments**

CONCEPT VISUAL · PROSPECTIVE COMMISSION

A universal gesture becomes a shared place.



AN EMOTIONAL DESTINATION WITHIN THE HOTEL.

From signature suite to spa, lounge or lobby installation.

A hospitality commission can reinterpret BIG HUG through scale, palette and textile identity. Houndstooth, stripes, bespoke colours or luxury upholstery create a new expression while preserving the gesture of the embrace.

- Signature rooms, suites, spas and lounges
- Bespoke textile identities and site-specific environments

CONCEPT VISUAL · PROSPECTIVE COMMISSION

Hospitality becomes a lived emotional experience.



FIVE WAYS TO BUILD THE NEXT CHAPTER.

ACQUIRE

Collect an existing work or installation for a private or institutional collection.

COMMISSION

Create a site-specific BIG HUG environment for a museum, campus, hotel or company.

PILOT

Co-develop an evidence-informed wellbeing or healthcare pilot with measurable outcomes.

SPONSOR

Support public access, research, education, social impact or international touring.

PARTNER / INVEST

Build the long-term platform: IP, editions, licensing, research and international expansion.

THE WIDER ARTISTIC PRACTICE.

Body · living systems · ecology · urbanity · spirituality · care · transformation



CITY LEAVES



TREE OF LIFE



TREE OF BEING



NOUS SOMMES VOUS

These works extend the same long-term investigation: reconnecting the human body, the living world, public space and collective experience.

[EXPLORE ALL ARTWORKS](#)



NATHALIE AUZÉPY

ARTIST · STRATEGIST · DESIGNER · ENTREPRENEUR

For more than twenty years, Nathalie Auzépy has built a multidisciplinary practice across art, strategy, architecture, design and transformative experiences.

Her guiding idea is simple: everything is connected. Her work seeks to reconnect what has been artificially separated - body and environment, ecology and human experience, intuition and strategy.

23

entrepreneur & business leader from age 23

500+

projects for brands, institutions & hospitality

GLOBAL

exhibitions, commissions & collections

Selected locations include Los Angeles, Paris, Brussels, Melbourne, Singapore and China. Selected professional experience includes Chanel, Guerlain, Dior, Hermès, Jaeger-LeCoultre and Accor Group. Other engagements remain confidential.

ART. STRATEGY. HOLISTIC THERAPY.

THREE FIELDS. ONE LIVING SYSTEM.

"Reconnect what is disconnected."

My work connects what organizations and individuals too often separate: strategy and psyche, performance and energy, posture and action, intention and matter.

STRATEGY

23 years of entrepreneurship, leadership, business transformation, governance and work with companies, institutions and family groups.

HOLISTIC THERAPEUTIC PRACTICE

Psychoanalysis, cognitive and active therapeutic approaches, energy work, transgenerational patterns and nervous-system regulation.

ART + CREATIVE DIRECTION

Art, spatial design and creative direction used to make transformation visible, sensorial, collective and durable.

The same principle drives BIG HUG: care is not an add-on. It is a strategic, spatial and human infrastructure.



STRATEGIC TRANSFORMATION.

CLARIFY. REVEAL. ACTIVATE. ORCHESTRATE.

I do not audit in the traditional sense. I identify blind spots, reveal underused resources, reconnect the living parts of the system and turn complexity into a clear architecture for action.

STRUCTURE + GOVERNANCE

Leadership, governance, transmission, restructuring, mediation, decision systems and ethical business models.

DNA + BUSINESS MODEL

Realigning the company with its true DNA, clarifying value creation, obsolete targets, new markets, positioning and priorities.

HUMAN + PSYCHOLOGICAL

Power dynamics, leadership posture, conflict, motivation, mental health, collective intelligence and the psychology of change.

CREATIVE INCARNATION

Narrative, identity, space, rituals, workshops, internal/external communication and artworks that embody the new vision.

SELECTED PUBLIC REFERENCES

Accor Group · Guerlain · Chanel · Hermès · Lacoste · Adidas · Nike · Fondation ADP · Musée Carnavalet · public institutions and cultural partners

CONFIDENTIALITY IS PART OF THE PRACTICE. Several strategic mandates for major groups, family-owned companies and private clients cannot be publicly named.

Worldwide - in person or by video conference - formats from decision calls to intensive transformation missions.

THE HUMAN BEING AS A WHOLE.

BODY · PSYCHE · UNCONSCIOUS · ENVIRONMENT · VALUES · PURPOSE

My method is active, transversal and integrative. It works on several fields at the same time rather than treating the mind, body, emotional life and environment as disconnected territories.

- **PERSONAL + FAMILY**

Adults, adolescents, children, couples and families; transitions, trauma, grief, burnout, dependency, self-esteem and relational ruptures.

- **NEURODIVERGENCE**

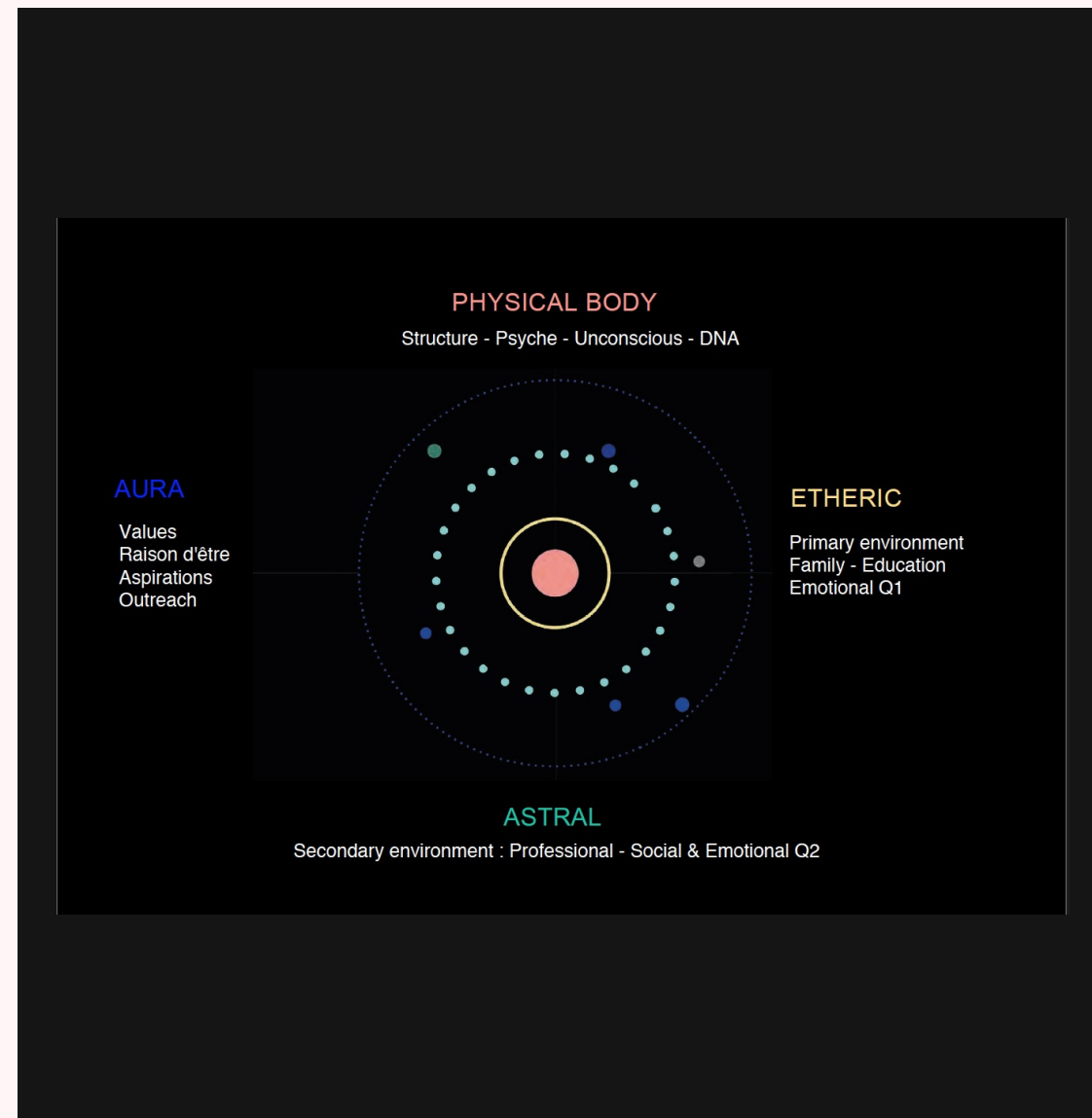
Support for highly sensitive and neuro-atypical profiles, with an emphasis on autonomy, regulation and the capacity to act.

- **TRANSGENERATIONAL + ENERGY**

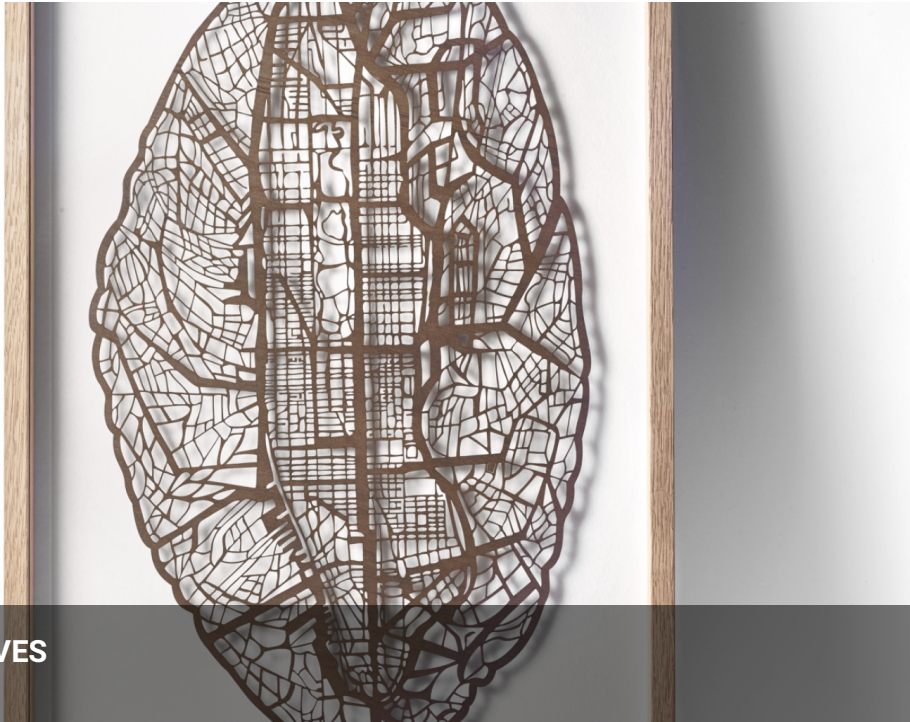
Working with inherited patterns, embodiment, grounding, energetic regulation and the restoration of broken links.

The intention is not dependence, but autonomy: a gentle yet active process that reconnects inner structure, lived experience and future potential.

International practice - in person and by video conference.

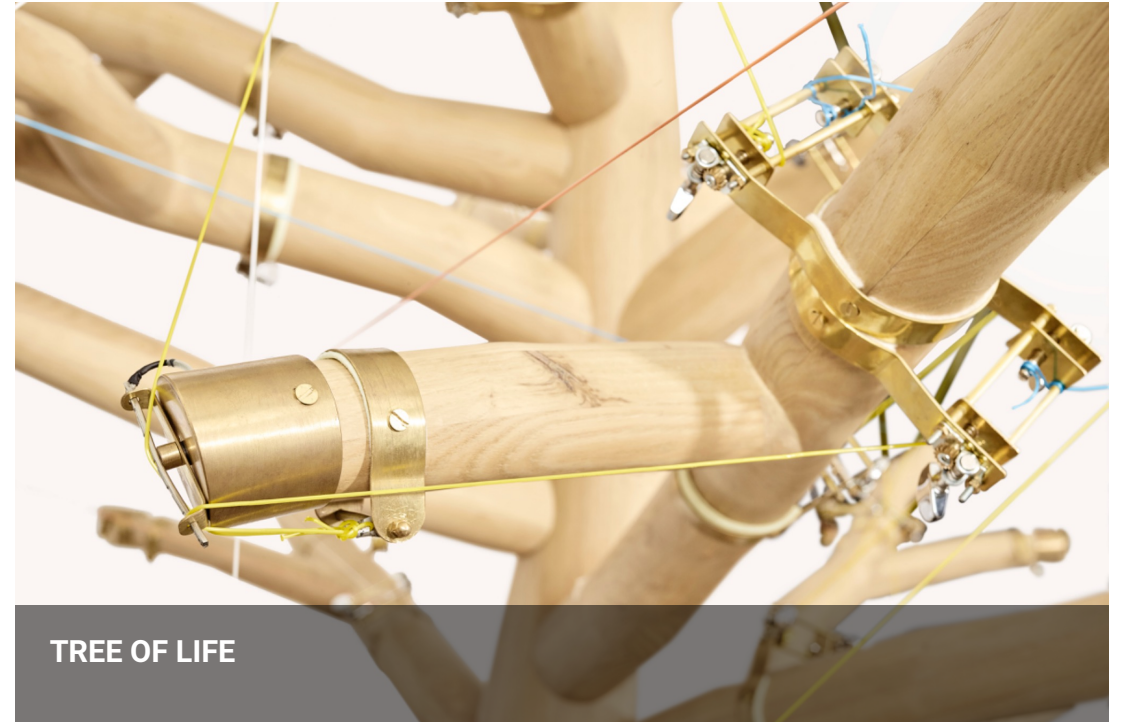


PUBLIC ART · LIVING SYSTEMS.



CITY LEAVES

Urban ecology, collective identity and the dialogue between nature and the city. The City Leaves series has been developed through public commissions and installations.



TREE OF LIFE

Interactive and sound sculpture presented for Nuit Blanche Paris in 2016, exploring connection, memory and the living network.

FOREST • PRESENCE • OTHERNESS.



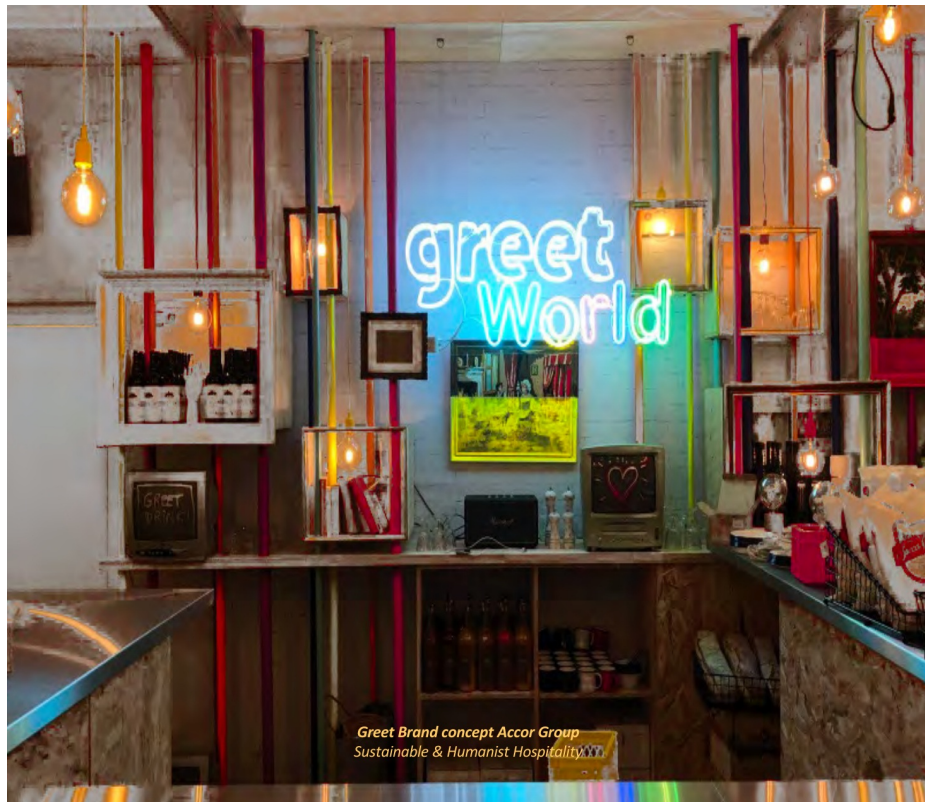
A sculptural environment where vegetal forms, language and human presence meet. The project was shown in Namur in 2017.



A land-art and performance project presented at LE LAN in Belgium in 2022, connecting bodies, forest, masks and collective identity.

HOSPITALITY AS A LIVING SYSTEM.

STRATEGY · BRAND DNA · CIRCULAR ECONOMY · CUSTOMER JOURNEY · SPACE



Greet Brand concept Accor Group
Sustainable & Humanist Hospitality

GREET · ACCOR GROUP

Creation of a new sustainable and humanist hospitality brand.

Strategy, brand DNA, customer experience, design charter and pilot model for international deployment.



IBIS STYLES · PARIS

A LONG-TERM PRACTICE OF TRANSFORMING HOTELS INTO EXPERIENCES.

From rooms and lobbies to work, social and outdoor spaces, the approach connects positioning, function, emotion, sustainability and operational reality.



NOVOTEL · HOSPITALITY

EXPERIENTIAL RETAIL · PARIS

GUERLAIN

THE CHAMPS-ÉLYSÉES LAB

2011 · UPCYCLING · ECO-DESIGN · ART · RITUAL · EMOTION

An early experiential retail concept for Les Ateliers Guerlain on the Champs-Élysées, created to make the client journey younger, more emotional, artistic and participatory.

Upcycled and eco-designed furniture, artistic installations, product rituals, event space, scenography and merchandising were treated as one coherent experience.

9 YEARS

OF PARTNERSHIP WITH GUERLAIN

A precursor to the same continuum now explored by BIG HUG: space as an emotional, sensory and relational medium.



Guerlain, Sustainable Retail Paris



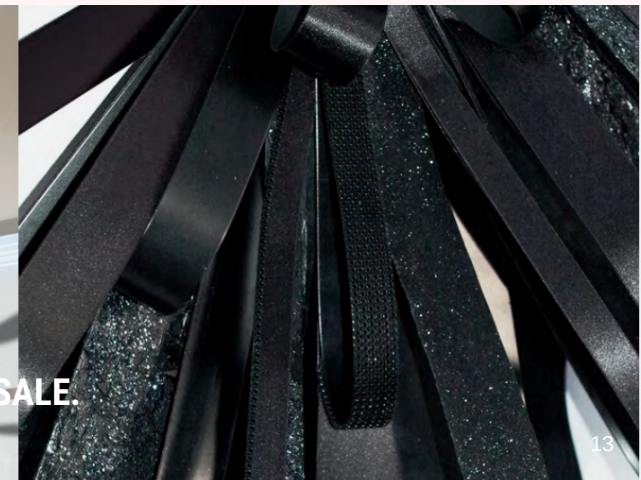
Guerlain, Sustainable Retail Paris



Guerlain, Sustainable Retail Paris

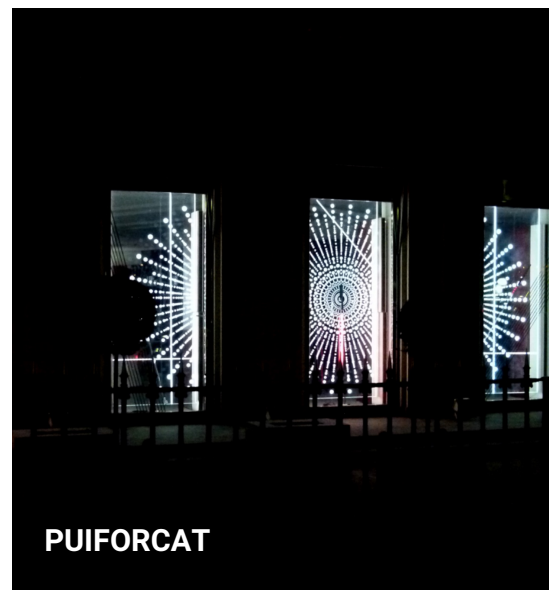


RETAIL BECOMES A LIVED EXPERIENCE, NOT ONLY A POINT OF SALE.



FROM STRATEGY TO SPACE.

Brand strategy · creative direction · architecture · retail · scenography · installations



Hospitality strategy & projects include Accor Group, Ibis Styles, Novotel, Mercure, Club Med, Royal Monceau and Hyatt. Selected assignments can be shown in meetings; a number of client engagements remain confidential.

[VIEW BRAND PROJECTS](#)

LET'S BUILD THE NEXT CHAPTER OF BIG HUG.

Acquisition · Commission · Healthcare Pilot
Sponsorship · Research · Strategic Partnership



SCAN TO EXPLORE
BIG HUG

bighugtherapy.com/big-hug.html

nathalieauzey@gmail.com

BRING MORE LOVE INTO THE WORLD.