



Odette Lafrance is a multidisciplinary artist and professional with over 40 years of experience, who has uniquely and transformatively integrated creativity, communication, and personal growth.

Her journey harmoniously combines visual arts with the practice of Mindfulness, culminating in the creation of **her Method "The Power of Intention,"** which helps people awaken their potential, overcome blocks, and manifest a life in harmony with their values.

From 1982 – Communication, Marketing, and Graphic Design

Odette worked in Montreal in an agency, then in Italy she directed her own communication agency, collaborating with international brands and contributing to the visual evolution of prominent companies. She created powerful and lasting communication identities within the visual landscape.

From 2006 – Expert in Mindfulness and Female Empowerment

As a Mindfulness Mentor, she developed the practical and transformative method "The Power of Intention," which integrates awareness, the rewriting of limiting beliefs, and intentional visualization. She has guided hundreds of women to rediscover their inner strength, overcome blocks and limitations, and create the life they desire.

From 2006 – Multidisciplinary Artist

Odette has exhibited her art in numerous international solo exhibitions in cities such as Rome, Milan, Tel Aviv, New York, Miami, London, Paris, and Montreal. Her art is inspired by the Italian way of life, its culture, history, and the beauty of its landscapes and people.

Her artistic research focuses on evocative emotions, using art as a tool to explore and express the inner world, stimulating exploration and self-expression.

Her creations range from large abstract canvases reflecting the harmony of Italian landscapes seen from a drone, to Pop Portraits that transform families into superheroes, to photographs that celebrate everyday beauty in Italy. Since 2025, she has also explored sculpture, creating busts in clay that express deep states of mind.

Odette's throughline is an invitation to reconnect with the joy that permeates every one of her creations. According to her vision, we are pure essence of joy traveling on this planet, and her mission is to keep that frequency alive through Art, Mindfulness, and Communication.

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