

INSTITUT  
FRANÇAIS

# DIGITAL MEDIATION AND CULTURAL INNOVATION

THE FRENCH EXPERTISE: CONTENTS,  
INSTALLATIONS AND SERVICES FOR HERITAGE SITES,  
MUSEUMS, CULTURAL VENUES AND EVENTS



Experience  
France™

# DIGITAL MEDIATION AND CULTURAL INNOVATION

THE FRENCH EXPERTISE: CONTENTS,  
INSTALLATIONS AND SERVICES FOR HERITAGE SITES,  
MUSEUMS, CULTURAL VENUES AND EVENTS

Institut Français

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# EDITORIAL

The Institut français is the public institution responsible for the international cultural actions of France, under the supervision of the Ministry for Europe and Foreign Affairs and the Ministry of Culture. In close cooperation with the French cultural network overseas, it promotes French culture internationally whilst fostering the dialogue with foreign cultures. It operates at the crossroads of different artistic domains (cinema, literature, performing arts, visual arts, digital creation...), working closely with all those in culture worldwide.

Making digital cultures central to its strategy, the Institut français supports those in digital creation in their international development. It fosters partnerships and alliances with the cultural stakeholders (producers, broadcasters, cultural venues, festivals, etc.), who, around the world, invent and invest in this prolific field of creation whose methods and means are constantly renewed and evolving.

The use of digital innovations in museums, heritage institutions and cultural centres has been steadily increasing over the last 20 years: multimedia guidance, on site interactive displays, augmented or virtual realities, video mapping, 3D digitization, smart devices, online experiences, video games, etc. Digital contents, installations and services enhance the visitors' experience through more immersive and interactive mediation propositions. These innovative outreach initiatives meet the growing interest of the public in the renewed experiences that digital technologies provide.

In this field, France benefits from a recognition linked to its heritage, its museums and its touristic development. The expertise and the know-how of the French cultural institutions as well as that of the companies who develop these digital contents and mediation services are regularly sought for internationally.

*The Digital mediation and cultural innovation catalogue aims to present the French expertise in this sector and to foster international cooperation. It addresses the partner institutions of the French cultural network overseas: museums, heritage and touristic sites, cultural venues and events, public and private decision-makers, etc.*

This catalogue does not claim to be exhaustive but presents a selection of more than 50 organizations with proven expertise in different fields of cultural innovation and digital mediation: content production and distribution, educational content, heritage enhancement, exhibition set design, artwork and architectural digitization, audience relations management and technical solutions providers. Each page presents the organization's offer and know-how, as well as its references and achievements.

With this catalogue, the Institut français would like to meet the needs of cultural stakeholders who aspire to reach a broader and younger audience, by looking for interactive, fun, educational and cognitive experiences.

The design and deployment of digital tools and contents enable visitors to experience the venues differently, with more interaction, participation, adaptation and personalization. Digital technologies transform the relationships with the public by enhancing on-site visits but also online experiences, which enable to anticipate and extend the physical visit. The articulation between these two dimensions, "physical" and "virtual", is likely to become stronger in the years to come.

May this catalogue provide inspiration and support to those who want to take advantage of the opportunities and perspectives brought by digital technologies to develop their audience and offer innovative visit experiences.

**Agnès Alfandari**, Digital Director

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# INTERVIEWS WITH

DIGITAL MEDIATION AND CULTURAL INNOVATION

## THE CMN, KEY FIGURES

**+20%** **3,700,000**  
unique visitors to its websites

**+17%** **85,000**  
Facebook subscribers

**+10%** **61,000**  
followers on Twitter

**+54%** **53,000**  
followers on Instagram

\* Compared to 2019

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## INTERVIEW WITH

# VALÉRIE SENGHOR

DEPUTY DIRECTOR  
CENTRE DES MONUMENTS NATIONAUX  
(CENTRE FOR NATIONAL MONUMENTS)



**In a few sentences could you describe the CMN's digital strategy in terms of mediation and innovation?**

The digital strategy of the Centre des monuments nationaux (CMN) resonates with the fundamental missions of the establishment: the restoration and enhancement of the 100 monuments in the network, dissemination of the knowledge associated with this national heritage and development of the audiences that visit the sites.

Our key objectives are to modernise the image of heritage and stimulate or renew the desire to discover monuments. This involves very active communication on social networks, the creation of new visitor experiences based on mediation mechanisms, artistic proposals and the development of practical tools such as chatbots and optimised queue management systems.

Given its position as the leading French cultural and tourism operator, the CMN intends to contribute to the revitalisation of the heritage sector by promoting innovation. **The Heritage Incubator** was created in 2018 with this in mind. Each year, around 10 entrepreneurs are invited to test monument prototypes with the CMN teams and the public, and to experience the realities of a public cultural institution "from within" to better understand how it works.

Building on its 10 years of experience in leading digital projects, the CMN now offers its expertise to other national and international figures in the heritage sector. For example, the CMN supports SNCF, the French National Railway Company, in its policy of promoting its railway heritage, and supports engineering in the incubation of innovative systems.

**What beneficial impacts on your audience do you see from the offers, services and uses of mediation and digital innovation? Could you give us some examples (figures, studies)?**

These new offers must add qualitative value to the visit experience. The digitization carried out at the Conciergerie and at the Basilica of Saint-Denis which restores missing parts of the buildings provides a better understanding of the architectural history of the sites. Using a hologram at the Brou monastery or overlap reality on the Clémenceau house in Saint-Vincent-sur-Jard offers the possibility of embodying significant figures, which makes the monument appear more familiar and alive. A geolocation game soon to be tested at the Château de Pierrefonds will add a playful dimension to visits for younger generations. These are all initiatives that strengthen the loyalty of the public and, we hope, encourage positive word-of-mouth recommendations encouraging other visitors to come and (re)discover the national heritage of monuments, which is the major challenge for the CMN.

For example, a survey conducted in 2019 at the Monastery of Brou after the redesign of the monument's visitor route showed the greater attractiveness of digital mediation schemes for certain categories of visitors, in particular groups with children (+7 points) or international visitors (+10 points). These are interesting indicators in the context of renewing audiences. Another illustration, the **HistoPad**, a visit in augmented reality deployed at the Conciergerie, provides us with very precise data on visitor satisfaction after using the systema (in this case a score of +4.5 out of 5), the visit time (1 hour 30 minutes, which is very significant), data on the origin of visitors, their age etc., all of which enrich our understanding of cultural practices and visitor profiles.

## 23 APPS

released since 2016  
4 new ones planned for 2020

## 25 MONUMENTS

provided in audioguides

## 15 START-UPS

supported by the Heritage  
Incubator since 2018

## 17 EXPERIMENTS

conducted in monuments  
in 2018-2019 with around  
10 expected in 2020

## 400+ PROFESSIONALS

took part in the Heritage Incubator  
Meetings in 2019

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Experimentation at the château de Vincennes of the "Connected Confidant" (le Confident connecté), audio and an sensitive installation by Akken (start-up hosted in the CMN's Heritage Incubator in 2019) © Akken



The HistoPad tablet by Histoverly at the Conciergerie  
© Didier Plowy / CMN



The private life of Georges Clemenceau in Overlap reality  
technology by Sky Boy

### Can you tell us about the latest digital mediation project you have set up?

One project is particularly close to our hearts. It is not a mediation tool, but a virtual reality work on the Villa Savoye. Directed by Gordon, it is produced by Lucid Realities. The CMN is involved as a co-producer. Viewers will be invited to immerse themselves, through image and sound, in the architectural creation process of one of Le Corbusier's most iconic works to play and manipulate a model of the villa in 3D. The writing for the scenario is based on documentary research carried out in collaboration with specialists in the architect's work. This project perfectly illustrates how we see innovation as a lever that opens up new perspectives on heritage and generates new aesthetic experiences for visitor-spectators.

### How do you imagine the museum in 2050?

In a troubled and uncertain global context, I believe that the museum, and cultural structures more broadly, will in future provide an even stronger function of social connection than today. I believe this will involve building shared aesthetic and intellectual experiences, with audiences physically present and others on the other side of the world behind their screens. Knowing how to subtly combine digital and tangible, distance and in-situ, "reality" and "virtuality" will have become a crucial issue for all the professions involved

in institutions, conservation, exhibition production and, of course, mediation.

Beyond its traditional missions, the museum of the future could become deeply involved in the major societal and cultural debates of its time. It will have to be exemplary and innovative in its management method, particularly from an ecological point of view.

# MUCEM

Musée des civilisations  
de l'Europe et de la Méditerranée

## THE MUCEM, KEY FIGURES

**+30%** **1,037,826**  
unique visitors to its websites

**+3,7** **148,645**  
Facebook subscribers

**+10%** **19,900**  
followers on Twitter

**+51%** **33,193**  
followers on Instagram

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INTERVIEW WITH

## CÉCILE DUMOULIN

HEAD OF THE DEPARTMENT OF CULTURAL  
DEVELOPMENT AND AUDIENCES AT MUCEM  
(THE MUSEUM OF THE CIVILIZATIONS OF EUROPE AND THE MEDITERRANEAN)



### In a few sentences could you describe Mucem's digital strategy in terms of mediation and innovation?

Since its opening, Mucem has implemented projects with a digital component, considered as a specific means of reaching and supporting the public in their discovery of the museum's collections and exhibitions. Free access to audio-guide content using NFC codes and QR codes, the free loan of tablets to families as part of the "L'Odyssée des enfants" ("Children's Odyssey") game, and the development of animated films in association with the Arles School of Animated Film have enabled the museum to employ the codes and customs that today's audiences, particularly younger generations, use themselves. What's more, the use of digital technology is most often considered in conjunction with other types of mediation, human and written, without replacing it but reinforcing it; for example, the "L'Odyssée des enfants" game, which has since been replaced by "L'île aux trésors" ("Treasure Island"), was launched by a mediator before families could independently access the exhibition spaces with tablets. The digital tool therefore provides undeniable added value: adaptation, even personalisation, of content and pathways through hierarchies; richness of content; portability that works with the visitor pathway in exhibitions etc.

### What beneficial impacts on your audience do you see from the offers, services and uses of mediation and digital innovation? Could you give us some examples (figures, studies)?

Audiences, including younger ones, are not always looking for digital devices when they visit a museum; they are often

seeking an experience or an artistic or cultural encounter, and sometimes even have a certain distrust of digital, with the feeling that it does not have a place in museums. Displaying digital devices on their own in a museum can therefore be counterproductive. On the other hand, when digital technology is integrated into the visitor experience, it is enriching; for example with "L'île aux trésors", families use it as part of the game that gives children specific access adapted to the Connectivités (Connectivities) exhibition, and it's not just a tablet provided for their amusement. This system, developed by Orbe, the Studio Ravages and Supamonks and modernised by Scala, welcomes around 20,000 children per year. It is supported by MGEN and Babyzen. Another example of an artistic, cultural and digital experience is the Begat Theatre's transmedia creation, "Traversées et dérèglements" ("Crossings and Disturbances", July 2016), a poetic and humorous tour with a headset provided in all the exhibitions.

### Can you tell us about the latest digital mediation project you have set up?

Between 2016 and 2019, Mucem hosted a CIFRE (Industrial Agreements for Training Through Research) doctoral student, Nicolas Doduik, who dedicated his thesis to the design, implementation and critical analysis of a transmedia game called MU, the development of which went to Pixel Hunt following a tendering process. This game offers the museum visitor a leap in time; in a rather dreamlike but relatively credible sci-fi universe, Mucem is submerged under water and its existence has been forgotten. Divers and archaeologists from the future discover the submerged buildings and some of the objects that were exhibited there, being unaware of their

# MUCEM

Musée des civilisations  
de l'Europe et de la Méditerranée

**1,615**

suscribers on YouTube

**20,000**

children experienced "L'Île aux trésors"

**21,330**

photographies digitization

**40,000**

newsletter suscribers

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Mobile app "Mp" developed by Pixel Hunt © MUCEM



Web visite Begat Theater © Erika Latta / MUCEM



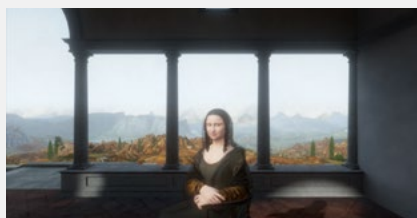
L'Île aux trésors (Treasure Island)  
© Louise Manhes / MUCEM

past use and the reason for their presence in these places. Through tags placed at various points on the site and conversations offered to visitors via SMS, they gradually discover the objects and the purpose of a museum dedicated to social history.

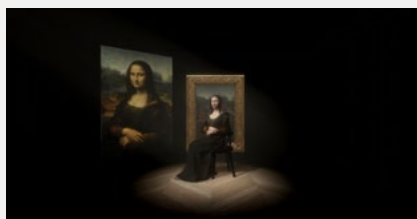
The introduction of this game is an opportunity to further reflect on what digital innovation could be in museums and the issues it raises; the game provokes a response of real curiosity from audiences, and undoubtedly a different vision of the museum. However, many questions had to be answered, or still need to be answered: digital technology is most often "invisible"; to make the game known, for example, we had to "materialise" it by means of a small pyramid given to visitors wanting to activate the game on their smartphones, and which allows objects to be seen in holograms. The dynamics of the game also appear to be too weak given the size of the site and its own attractiveness. Finally, the cost of developing this type of device is not negligible.

## How do you imagine the museum in 2050?

The coronavirus crisis of 2020 is turning the tables...and making any attempt at projection even more difficult. All I want is for museums to still exist in 2050, to articulate even more profoundly than today their mission to safeguard our cultures, material and immaterial, and to be places of welcome, exchange and even the construction of a common future. Digital technology will, in any case, be an essential component of the museums of the future; and it seems to me essential that it is not the only one.



En tête-à-tête avec la Joconde (Mona Lisa Beyond The Glass)  
© Emissive / Louvre / HTC Vive Arts



En tête-à-tête avec la Joconde (Mona Lisa Beyond The Glass)  
© Emissive, HTC Vive Arts, Le Louvre.



En tête-à-tête avec la Joconde (Mona Lisa Beyond The Glass)  
© Emissive, HTC Vive Arts, Le Louvre.

## INTERVIEW WITH

# MAÏTÉ LABAT

HEAD OF DIGITAL AND AUDIOVISUAL PRODUCTION,  
LOUVRE MUSEUM



### In a few sentences could you describe the Louvre's digital strategy in terms of mediation and innovation?

For many years now, the Louvre Museum has been pursuing an active policy of in-situ and online digital mediation aimed at the widest possible audience in France and, of course, internationally. Digital devices are designed to allow people to engage with works, whether on site or remotely. We are very attentive to audience practice. Its constant evolution means we continuously renew how we approach things. The medium follows. According to the statement, the project, the target audience, we choose the best "digital medium": websites, social networks, web series, applications, virtual reality etc. Innovation is creative and technological, both in digital and human mediation, which respond to and complement each other.

### What beneficial impacts on your audience do you see from the offers, services and uses of mediation and digital innovation? Could you give us some examples (figures, studies)?

Digital technology makes it possible to create new and sometimes impossible encounters in real life. For example, a digital device within an exhibition will be used to supplement a statement by showing images of a work or technique that could not otherwise be provided. It also allows the museum to live beyond its opening hours, creating a direct and ongoing dialogue with its communities and beyond. We see that our communities online, on the website and on social networks are continuing to grow, diversify and interact. Thanks to these tools, audiences can access a digital Louvre every day with its collections, conferences, activities etc. They can continue to benefit from this wealth of heritage that belongs to them, and even add to it with their own contributions.

### Can you tell us about the latest digital mediation project you have set up?

At the Leonardo da Vinci exhibition in 2019, we wanted to create and present a virtual reality experience: "En tête-à-tête avec la Joconde" ("Mona Lisa Beyond The Glass"). Virtual reality allows a privileged and unique encounter between the visitor and Mona Lisa. In partnership with HTC Vive Arts and assistance from the French studio **Emissive**, the experience will bring Mona Lisa to life and help us understand this masterpiece of art history based on the latest scientific research on the subject. It was designed with the curators of the exhibition, who are also curators at the Louvre Museum and leading experts in Leonardo and his work. The public was able to test the experience at the end of the exhibition, in-situ and online, on VR platforms and also available in a light version on Android and Apple devices. "En tête-à-tête avec la Joconde" is also being broadcast in other venues such as the Micro-Folies digital museums by La Villette and the Instituts français all over the world. This active dynamic of dissemination and accessibility (the experience is available in four languages) is essential for the museum, which wants to share its riches with everyone and beyond all borders.

### How do you imagine the museum in 2050?

I can't imagine it being so different from now, a lively place serving art and creativity that is ever more accessible.



## RAPHAËL CHANAY & ANNE PRUGNON

HEAD OF INTERPRETATION AND EXHIBITION PROJECTS  
DIGITAL AND PUBLISHING DIRECTOR



Special effects exhibit at the Cité des Sciences et de l'Industrie  
© Ph Levy-EPPDCSI



Creation of an "OTTO" bipedal robot at the FabLab at the Digital Crossroads of the Cité des Sciences et de l'Industrie  
© Menanteau Thibaud - EPPDCSI

**Could you describe your establishment's digital strategy in terms of mediation and innovation in a few sentences?**

Universcience's digital strategy is based on our central mission: the dissemination of scientific and technical culture. We believe science is learned through doing. As such, interactivity has taken on a significant role in recent decades, making digital technology one of our preferred tools and a true hallmark of our exhibits. We take a considered, relevant approach to the scientific message, always in line with our visitors' demonstrated needs.

The other area we consider is digital engagement as a technical subject in and of itself. In 2018, we opened a permanent space at the Palais de la Découverte dedicated to computing and the digital sciences. Through the Carrefour Numérique<sup>2</sup>, Universcience offers everyone the chance to take ownership of digital production tools via one of the most popular FabLabs in France and Living Lab-type design methods. Year after year, these platforms enable us to create an ecosystem that is open to the outside world and to industry, especially through recurring calls for innovative projects.

Lastly, digital technology is designed to increase the accessibility of our offers. Our media is available both on-site and also increasingly online and outside our walls. The Blob.fr platform allows us to generate and share scientific content based on the latest knowledge. With the FabLab at School and FabLab Micro-folies projects, we are supporting players in the regions to set up activities and spaces dedicated to digital production.

**What positive impacts do you see your offers, services and uses of digital innovation and media having on your audiences? Could you give us some examples (numbers, studies)?**

The use of digital media is something our visitors appreciate and seek out. For example, the Special Effects exhibit, which was one of the biggest public successes since the opening of the Cité des Sciences et de l'Industrie, offered a personalized digital experience exploring film industry professions. Thanks to a wristband, each visitor could save the cinematographic creations they put together using 6 digital devices around the exhibit.

The Carrefour Numérique<sup>2</sup> and its FabLab also prioritize discovery through doing. This space invites visitors to discover and use the tools to make all kinds of objects. The programme promotes social technology projects such as the design of low-tech solutions to respond to the environmental crisis. Our activities, which have a strong interactive dimension, and the resources we make available for independent use allow us to reach a loyal audience of local people that are seeking to develop their skills and commit to working within their territory.

**Can you tell us about the latest digital media project you have set up?**

Since the end of 2018, leblob.fr has offered the web series Data Science vs Fake which helps users decipher scientific data. Data Science vs Fake's groundbreaking data visualisation technique turns objective data into animated



**608,112**

suscribers on Twitter  
(Cité des Sciences et de l'Industrie)

**107,200**

suscribers on Facebook  
(Cité des Sciences et de l'Industrie)

**6,000,000**

video views on Leblob.fr

**500,000**

visitors at Carrefour Numerique  
Library



Creation of a robot at the FabLab at the Digital Crossroads of the Cité des Sciences et de l'Industrie ©N Breton- EPPDCSI



Spies exhibit at the Cité des Sciences et de l'Industrie © Ph Levy EPPDCSI



«C'est la fin du pétrole» réal. Pascal Goblot. © Universcience, Arte GEIE, France Télévisions, IRD, Inserm, Escalenta, 2018 with the support of the Ministry of Higher Education, Research and Innovation

images that are visually appealing and scientifically accurate, pitting them against fake news and other preconceived notions. This series, featuring 20 episodes to date, is a real example of a relevant use of digital technology: making the invisible visible and using visual narratives to make subjects approachable.

In October 2019, we opened the Spies exhibit at the Cité des Sciences et de l'Industrie. This exhibit explores the work of the French intelligence services, immersing visitors in a setting developed with TOP, producers of the French TV series The Bureau ("Le bureau des légendes"). The exhibit asks visitors to investigate a nuclear incident that occurred abroad. It uses the style of a TV series narrative to invite visitors to navigate between fiction and reality. Here, digital media sets the pace for the exploration, with the use of video to create an overall consistency and reinforce the effect of being the hero in a work of fiction.

### How do you imagine the museum in 2050?

The museum is a physical and social place. As such, it will continue to play a major role in building a common culture. Nevertheless, methods of visitor engagement will evolve and become less passive, more reflective and more engaged.

In the future, the connected tools that already make it possible to offer personalized experiences tailored to the tastes and needs of a few insiders will make it possible to understand the subjects that inspire and drive our audiences. Drawing on this feedback, the museums will choose to focus their programming as closely as possible on each person's concerns, and above all will be a vector for civic commitment, offering a reflection on scientific identity in dialogue with research and industry.

Digital technology will make it possible to expand our offers outside the walls of institutions. Thanks to video streaming, the ubiquity of online offers and more the museum will expand into the territories thanks to a dense network of local actors.

Beyond its digitized, location-independent expansion, the museum will above all remain a place with a strong experiential dimension that makes it possible to discover subjects in an intuitive and emotional way. Spectacular and even theatrical, more than ever it must remain a place that stimulates the imagination and fully respects the collective. This unifying museum, a cradle of a dialogue and a common imagination, will stimulate innovation and give the public the means to carry out projects. Using digital tools, the museum will move closer to the heart of a social project where everyone can find their place.

# CONTENT PRODUCTION & DISTRIBUTION

DIGITAL MEDIATION AND CULTURAL INNOVATION

## ANAMNESIA

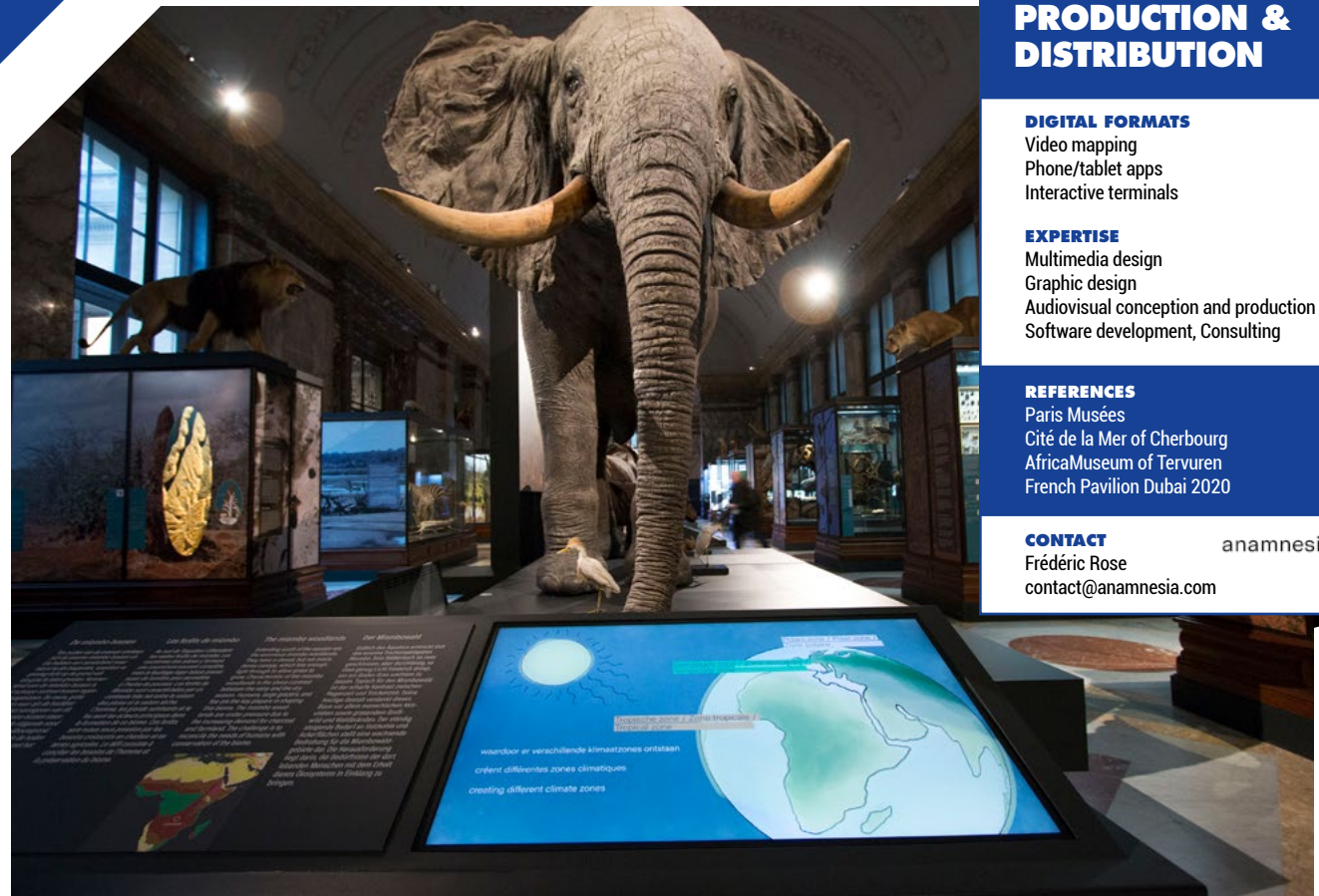
### INNOVATIVE DESIGN FOR MUSEUMS AND EXHIBITIONS

Supporting you: Anamnesia has been accompanying, designing and setting up spaces and interactive interpretation devices for over 10 years. We have developed the fundamental skills and jobs covering all the steps in the creation process. Assistance, study, design, production, deployment: our multidisciplinary and multilingual team is composed of museography, multimedia and audiovisual experts, designers, graphic designers and motion designers, iconographers, drafters, script writers, engineers, programmers and technicians.

[WWW.ANAMNESIA.COM](http://WWW.ANAMNESIA.COM)

### ACHIEVEMENTS

- Accompagny, design and set up spaces and interactive interpretation devices for over 10 years.
- Developed the fundamental skills and jobs covering all the steps in the creation process.
- Offer you a multidisciplinary and multilingual team.



AfricaMuseum in Tervuren, Belgium.

Graphic design, audiovisual and multimedia design, production and development of a content management tool. – © Anamnesia.

#### DIGITAL FORMATS

Video mapping  
Phone/tablet apps  
Interactive terminals

#### EXPERTISE

Multimedia design  
Graphic design  
Audiovisual conception and production  
Software development, Consulting

#### REFERENCES

Paris Musées  
Cité de la Mer of Cherbourg  
AfricaMuseum of Tervuren  
French Pavilion Dubai 2020

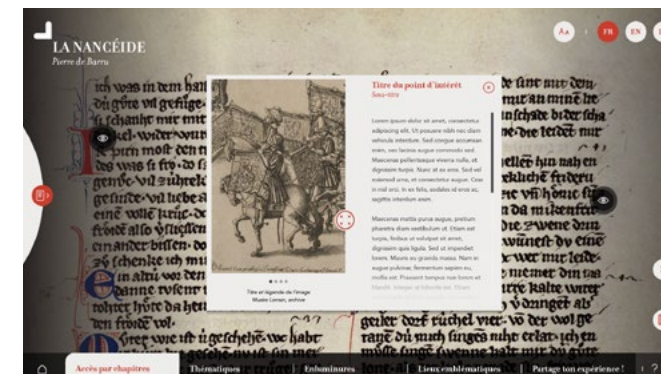
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Frédéric Rose anamnesia  
contact@anamnesia.com



Cité des Sciences et de l'Industrie in Paris, France.

Audiovisual design and production – © Anamnesia.



Musée Lorrain in Nancy, France.

Graphic design, audiovisual and multimedia design and production – © Anamnesia.



# ATELIER DES FAC-SIMILÉS DU PÉRIGORD

## MOVING CREATIONS AND REPRODUCTIONS

Our concept moves the visitor through an immersive experience. Our company "Atelier des Fac-Similés du Périgord" brings its knowledges and technologies to bring back to life the wonders of the past: an interactive link created between the present and the past, we give back to the visitor the chance to experience part of our History, to visit a place that no longer exists. Our experiences have been developed for Lascaux and Parc du Thot Lascaux: the visitor can discover augmented reality in the visit area and on merchandise products for shops.

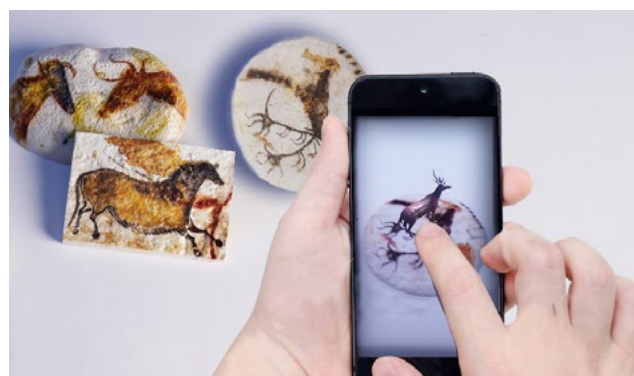
[WWW.AFSP-PERIGORD.FR](http://WWW.AFSP-PERIGORD.FR)

## ACHIEVEMENTS

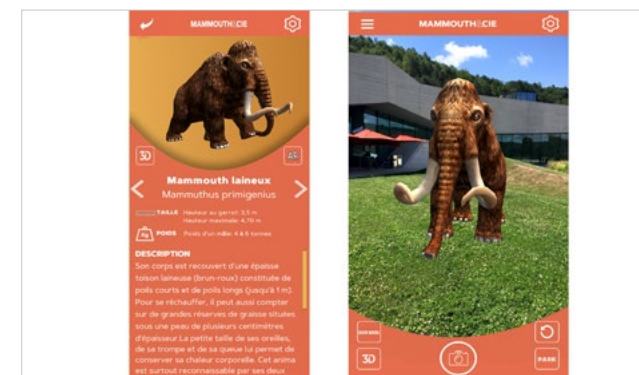
- Real and virtual solutions in building the famous replica cave walls of Lascaux (2012 and 2016).
- Touring Exhibition of the Year, elected by professionals at the Traveling Exhibition Meeting (Berlin 2013).
- French government EPV Label that awards the excellence of French know-how (2016).



Enhance your visit with AR - Audio Guides, 3D Characters, Scenes, Monuments Reconstitutions.



AR Lascaux Goodies.



AR Visit - Interact with prehistoric animals.

## CONTENT PRODUCTION & DISTRIBUTION

### DIGITAL FORMATS

Virtual Reality, Augmented Reality  
Phone/tablet apps, Mixed Reality  
Heritage enhancement

### EXPERTISE

AR, VR, Oculus for digital exhibition  
Virtual remake, Virtual visit,  
Interactive digital tablet,  
App and goodies

### REFERENCES

Lascaux, Parc du Thot Lascaux

### CONTACT

Thomas Vitrebert  
[t.vitrebert@afsp.fr](mailto:t.vitrebert@afsp.fr)



# BACHIBOUZOUK

As a creator of fascinating stories, tales and interactive legends, films both documentary and imaginary, Bachibouzouk produces high-quality documentary programmes, experiments with innovative narrative forms and is driven above all by a desire to venture out into the world.

Its founder, Laurent Duret, has been producing narrative content for more than 15 years. He worked for many famous French museums and foreign exhibitions.

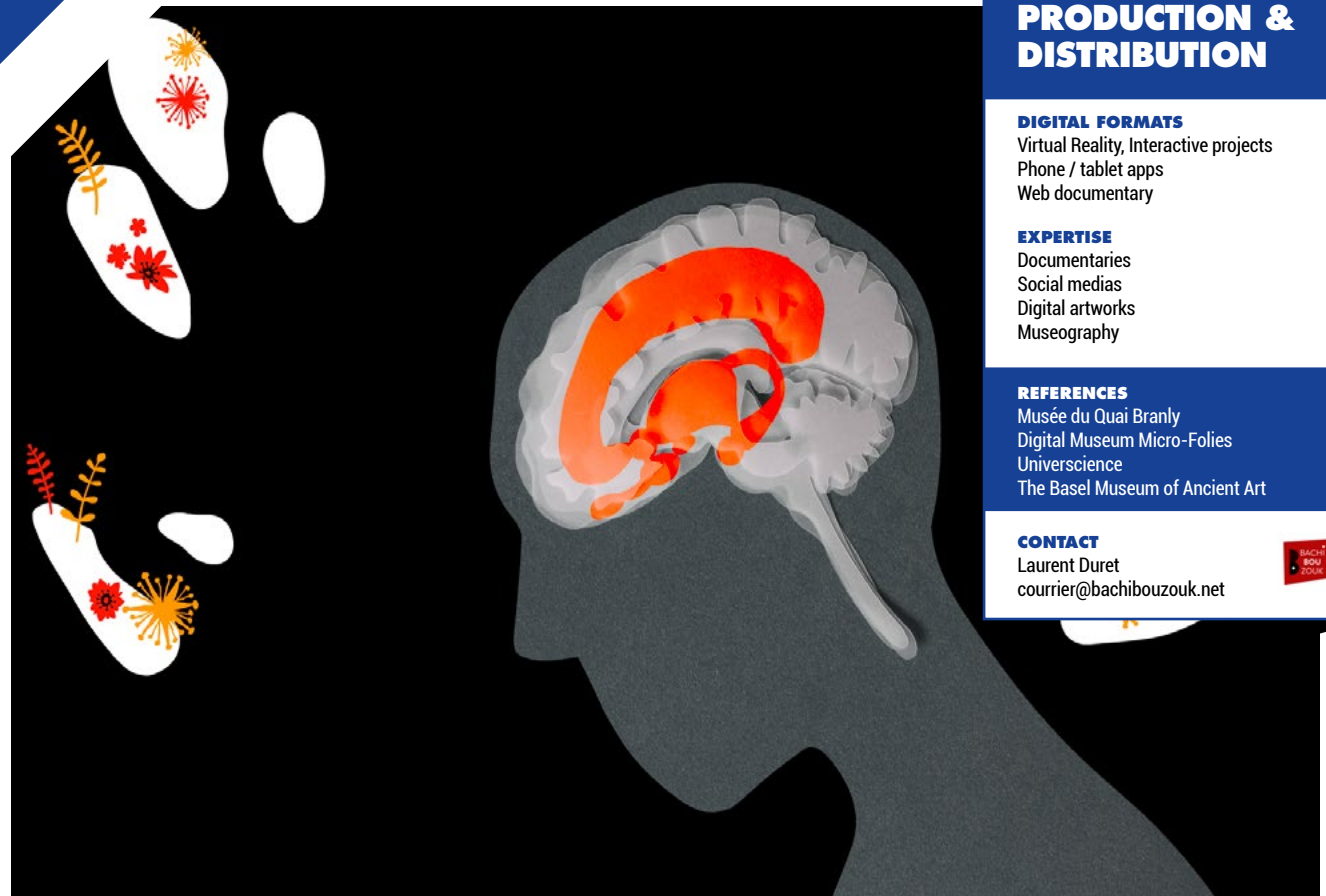
With a team of highly experienced authors for documentary films, interactive writing and museography, Bachibouzouk offers real consultancy skills to scenography and exhibition curators.

We love producing stories, which tell about the world, with a smile on our faces and curiosity in our hearts, to understand it better.

**WWW.BACHIBOUZOUK.NET**

## ACHIEVEMENTS

- A filmography selected in more than a dozen festivals including La Mostra di Venezia, FIPA DOC and Sunny Lab.
- Creator of high-quality, innovative and curious projects.
- Audiovisual and interactive producers for many different institutions and museums.



"A brain that beats" is an animated film projected in video-mapping on a sculpture and directed by Mina Perrichon.  
© Universcience for the exhibition "Love" at the Palais de la Découverte (Universcience).

## CONTENT PRODUCTION & DISTRIBUTION

### DIGITAL FORMATS

Virtual Reality, Interactive projects  
Phone / tablet apps  
Web documentary

### EXPERTISE

Documentaries  
Social medias  
Digital artworks  
Museography

### REFERENCES

Musée du Quai Branly  
Digital Museum Micro-Folies  
Universcience  
The Basel Museum of Ancient Art

### CONTACT

Laurent Duret  
courrier@bachibouzouk.net



A Micro-Folie is a cultural project organized around three modules: the Digital Museum, the Little Folie café and the Workshop.



Production of films and interactive installations of the exhibition "Monaco and the Ocean: From exploration to Protection". Scenography: Clémence Farrell.



HERITAGE ENHANCEMENT

MEDIATION & EDUCATIONAL CONTENT

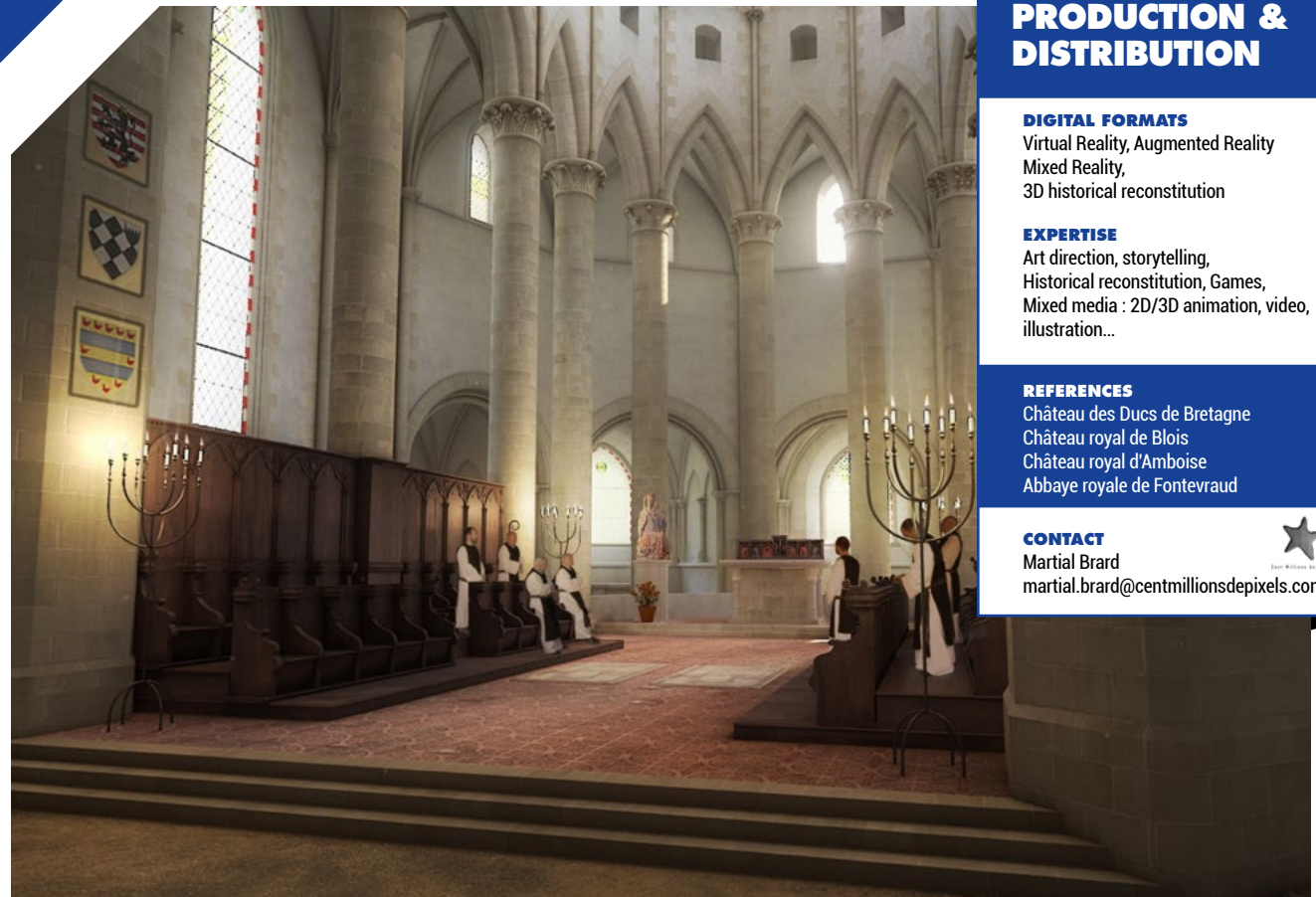
## CENT MILLIONS DE PIXELS

Cent Millions de Pixels is above all a company born from a passion. We imagine, design and produce digital, artistic, scientific, didactic or educational content (or all of these at the same time) for museums, historical and cultural places, institutions, etc. Whether they take the form of interactive applications, audiovisual productions or even entertaining educational narrative devices, our creations are above all created for an audience. With rigor, sensitivity and passion we design each project to measure and adapt our team to your project. Each project is a new field of discovery, a new experience. We do not envision this profession without the enrichment that each achievement gives us.

[WWW.CENTMILLIONSDEPIXELS.COM](http://WWW.CENTMILLIONSDEPIXELS.COM)

### ACHIEVEMENTS

- A narrative approach primarily based on content for a sensitive and relevant user experience and not on technological performance.
- Historical reconstitution expertise : a scientific, artistic and human method approved by many experts (historians, curators ...).
- An educational and fun expertise based on 30 years of experience in video games.



Hambye Abbey in virtual reality: a reconstruction embodied in the 15th century thanks to a simple and innovative device.

#### DIGITAL FORMATS

Virtual Reality, Augmented Reality  
Mixed Reality,  
3D historical reconstitution

#### EXPERTISE

Art direction, storytelling,  
Historical reconstitution, Games,  
Mixed media : 2D/3D animation, video,  
illustration...

#### REFERENCES

Château des Ducs de Bretagne  
Château royal de Blois  
Château royal d'Amboise  
Abbaye royale de Fontevraud

#### CONTACT

Martial Brard  
[martial.brard@centmillionsdepixels.com](mailto:martial.brard@centmillionsdepixels.com)



Railway, an human adventure: an 6mn interactive film retracing the 180 years old history of the railways with a alternative human approach based on a rich collection of iconography.



Animated paintings: a sensitive realization to tell the story of a painting-animated visuals, sound design, voice over.



HERITAGE ENHANCEMENT

TECHNICAL SOLUTIONS PROVIDER

AUDIENCE RELATIONS MANAGEMENT

# CULTURESPACES ATELIER DES LUMIÈRES

## FOSTERING A CULTURE OF EXCELLENCE

With more than 30 years of experience and 4,6 million visitors a year, Culturespaces—founded in 1990 by Bruno Monnier—is the leading private operator in the management and promotion of monuments, museums, and art centres. Since 2012, Culturespaces is also one pioneer in the creation of digital art centres and immersive digital exhibitions. With 4 monumental digital art centres, CULTURESPACES DIGITAL® is a leading international cultural operator with artistic teams and extensive expertise, combining the design and creation of digital art centres, technological expertise for the presentation and production of immersive digital exhibitions, the presentation of traditional, modern, and contemporary artists, and the organisation of festivals.

[WWW.CULTURESPACES.COM](http://WWW.CULTURESPACES.COM)

## ACHIEVEMENTS

- Carrières de Lumières, opened in 2012, in a monumental stone quarry, receiving 770,000 visitors each year.
- Atelier des Lumières, opened in 2018, in a former foundry from the 19th century, receiving 1,400,000 visitors each year.
- Bassins de Lumières is the largest digital art centre in the world, opened in June 2020, in a former submarine base.

## CONTENT PRODUCTION & DISTRIBUTION

### DIGITAL FORMATS

Video mapping

### EXPERTISE

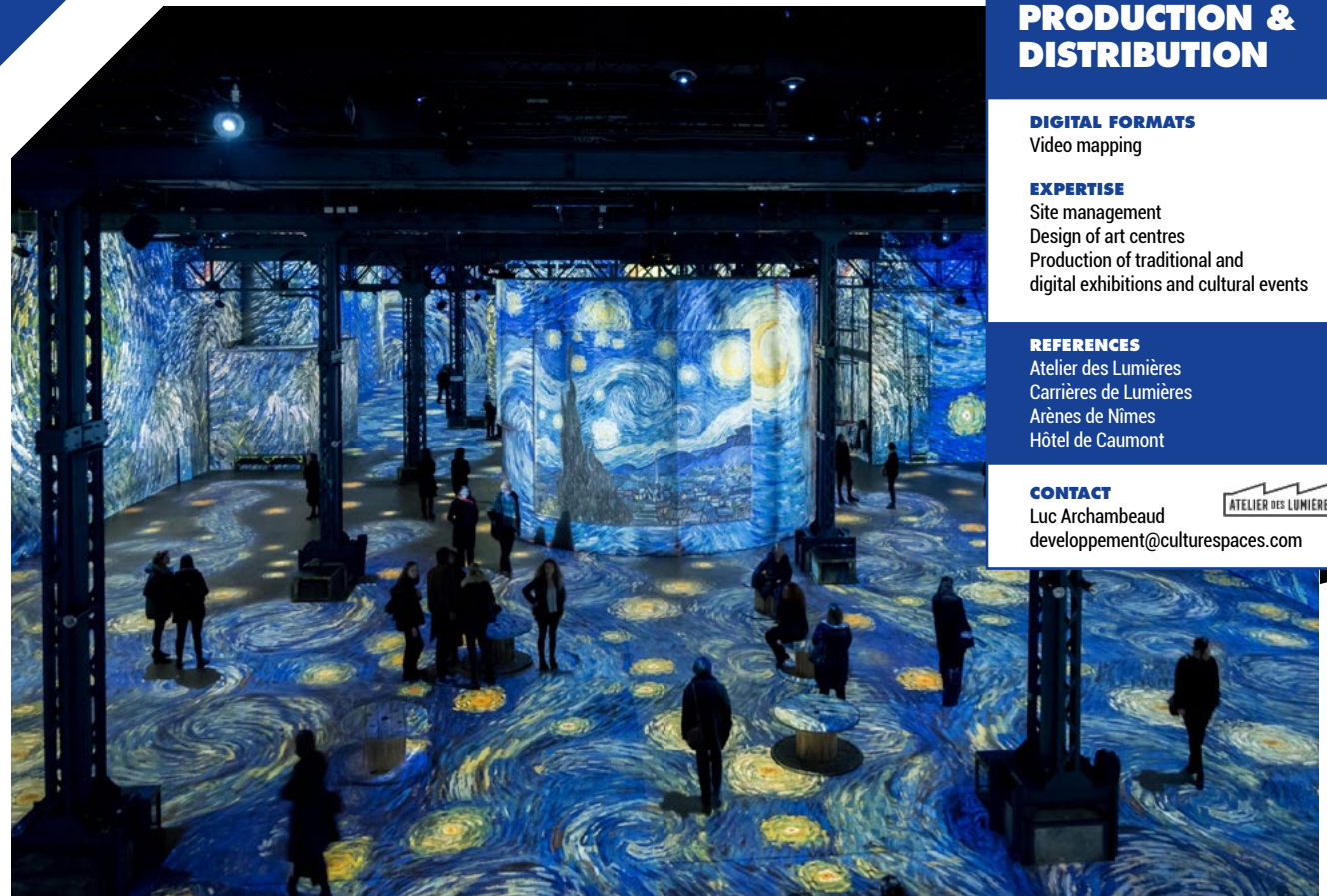
Site management  
Design of art centres  
Production of traditional and digital exhibitions and cultural events

### REFERENCES

Atelier des Lumières  
Carrières de Lumières  
Arènes de Nîmes  
Hôtel de Caumont

### CONTACT

Luc Archambeaud  
[developpement@culturespaces.com](mailto:developpement@culturespaces.com)



Atelier des Lumières, Paris (France).



Carrières de Lumières, Baux-de-Provence (France).



Bassins de Lumières, Bordeaux (France).



MEDIATION & EDUCATIONAL CONTENT

ARTWORK & ARCHITECTURAL DIGITIZATION

## EMISSIVE

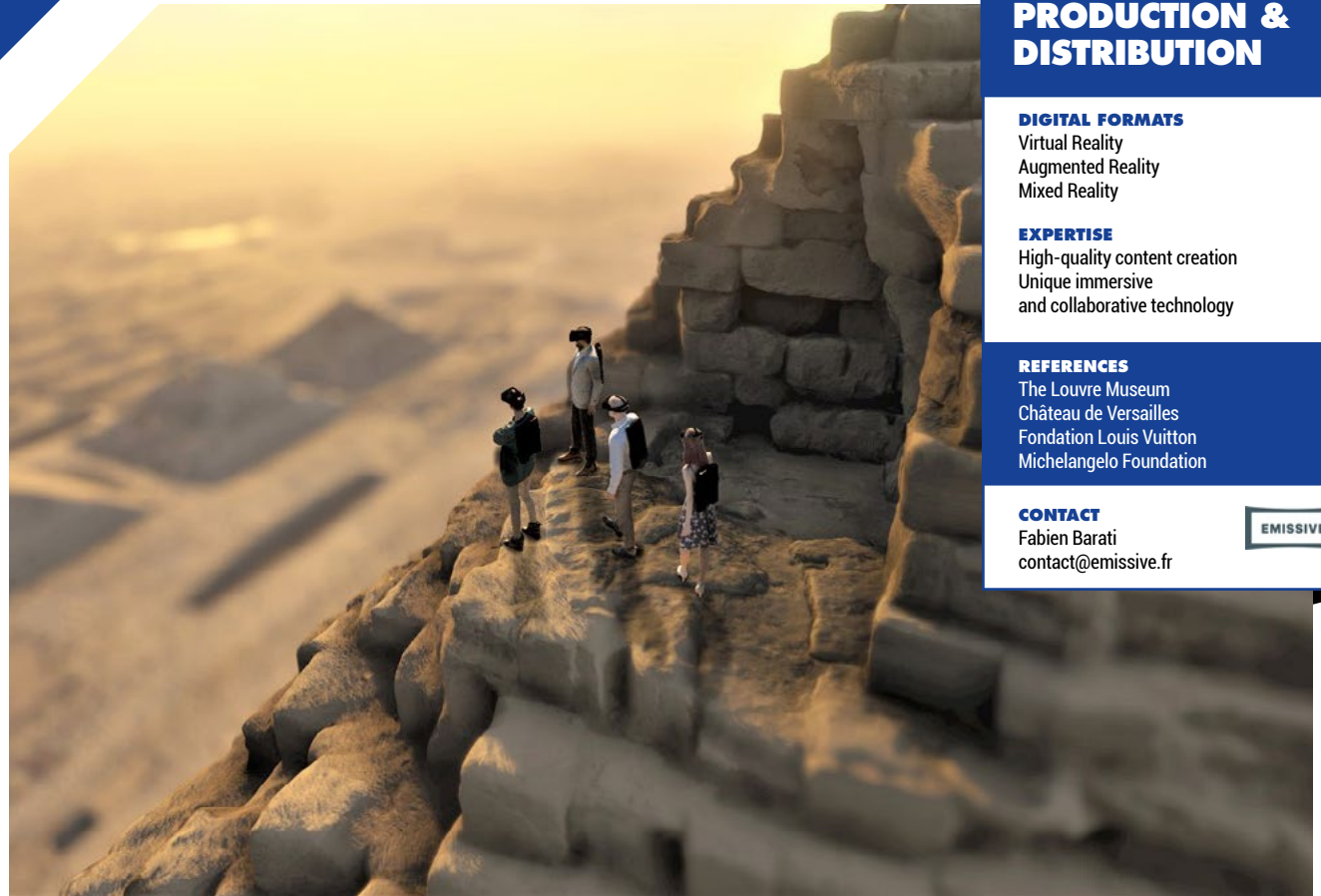
### MAKING VIRTUAL REAL

Specialized in virtual and augmented reality, Emissive creates unique immersive experiences for cultural institution and brands. Founded in 2005, the company focuses on high quality content, deep storytelling and collaborative adventures. Emissive works among others with the Louvre Museum, Château de Versailles or Michelangelo Foundation. Emissive also coproduced the award-winning projects "The Enemy" & "ScanPyramids VR".

[WWW.EMISSIVE.FR](http://WWW.EMISSIVE.FR)

### ACHIEVEMENTS

- Leader in Virtual Reality and Augmented Reality for cultural institutions.
- Unique collaborative technology for multi-user experiences.
- Listed as the 'Most Prestigious French VR agency' by [realitevirtuelle.com](http://realitevirtuelle.com) in 2019.



"ScanPyramids VR" - © Emissive, Institut HIP, Fondation Dassault Systèmes

#### DIGITAL FORMATS

Virtual Reality  
Augmented Reality  
Mixed Reality

#### EXPERTISE

High-quality content creation  
Unique immersive  
and collaborative technology

#### REFERENCES

The Louvre Museum  
Château de Versailles  
Fondation Louis Vuitton  
Michelangelo Foundation

#### CONTACT

Fabien Barati  
[contact@emissive.fr](mailto:contact@emissive.fr)

EMISSIVE



"Mona Lisa: Beyond the Glass" - © Emissive, HTC Vive Arts, Le Louvre.



Collaborative VR system - © Emissive.

# ESCALENTA

## DATA VISUALIZATION, SCIENCE AND ART THEMED SUBJECTS FOR EXHIBITIONS

Created in 2012, Escalenta produces and directs innovative movies and audiovisual installations. In all its creations, Escalenta converges documentary rigor with an aesthetic research and contemporary graphic design. Escalenta already directed more than 100 motion design films, immersive installations and devices, some of which for exhibitions such as Robots, Terra Data, Pasteur, Mutations Urbaines, Darwin l'original, Chiens et chats, Habiter Demain... at the Cité des Sciences et de l'Industrie, Palais de la découverte (Universcience), Mons Mundaneum... Since its creations, the company aimed at innovative productions in motion design, immersive installations, real/animated images compositing, sound design, animated datavisualization and documentary, with a specialization in science and art themed subjects.

[WWW.ESCALENTA.COM](http://WWW.ESCALENTA.COM)

## ACHIEVEMENTS

- Expertise in animated data visualization attested by the "Kantar, Information is beautiful" - Awards 2016.
- Expertise in art and science content productions for exhibitions films and immersive installations.
- Expertise in educative motion design.

## CONTENT PRODUCTION & DISTRIBUTION

### DIGITAL FORMATS

Interactive terminals, Immersive installation, Virtual Reality, Video mapping, Phone/tablet apps, Mixed Reality

### EXPERTISE

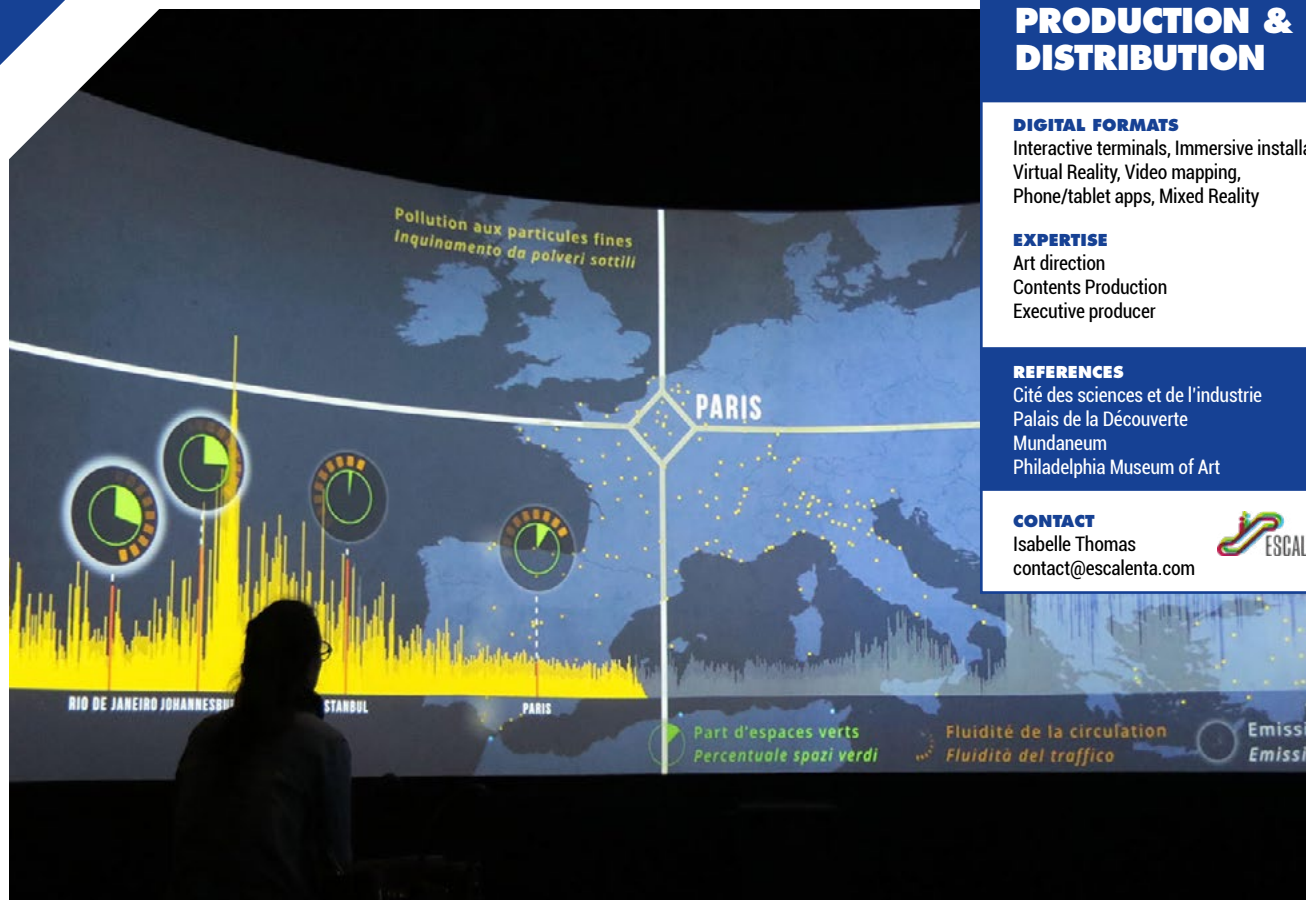
Art direction  
Contents Production  
Executive producer

### REFERENCES

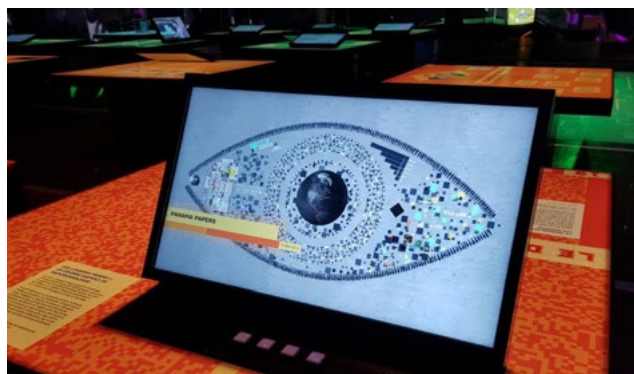
Cité des sciences et de l'industrie  
Palais de la Découverte  
Mundaneum  
Philadelphia Museum of Art

### CONTACT

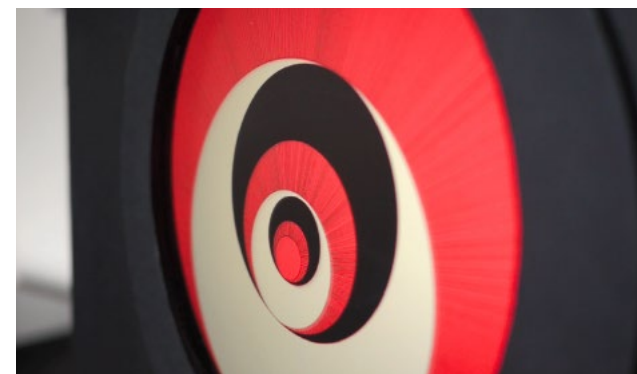
Isabelle Thomas  
[contact@escalenta.com](mailto:contact@escalenta.com)



"Terre Urbaine", an immersive installation displayed at Cité des sciences et de l'industrie on a 180° screen, with a 5.1 sound mix, 9-meter-long and a 2-meter-high.



Immersive 3D diving in the Panama Papers data, and the global journalistic investigation that led to the revelations - "Cité des sciences et de l'industrie".



Under the supervision of the Marcel Duchamp Association, Escalenta offers the digital version of the Rotoreliefs.



# GEDEON PROGRAMMES

## DISCOVER, DREAM AND UNDERSTAND

Gedeon Programmes is a key player in international documentary production with an average of 70 hours of programs per year, 800 hours of films produced since its creation and more than 20,000 hours of rushes on the themes of heritage, history, science, environment...

Gedeon also has a department dedicated to the new communication and mediation challenges of major sites, museums and cultural institutions and meets their audiovisual needs. Finally, Gedeon Programmes is also a designer-producer of immersive audiovisual experiences ranging from 360° exposure to the VR experience, exploring all new forms of storytelling in an approach that encourages immersion, contemplation, interaction and the staging of exciting stories.

[WWW.GEDEONMEDIAGROUP.COM](http://WWW.GEDEONMEDIAGROUP.COM)

## ACHIEVEMENTS

- Co-production of an immersive exhibition with the Grand Palais that virtually reconstructs the city of Pompeii before and after the eruption.
- Creation of a 360° immersive show about Japan projected on 2500 m² of projection space for 5 months at La Villette.
- Production in partnership with Ubisoft and HTC, of an VR experience offering an incredible journey to Pompeii, both geographically and temporally.

## CONTENT PRODUCTION & DISTRIBUTION

### DIGITAL FORMATS

Virtual Reality, Augmented Reality  
3D/2D HD scanning  
Video mapping, Phone/tablet apps  
Immersive exhibitions

### EXPERTISE

Design and development  
Project production and financing  
International distribution

### REFERENCES

Réunion des musées nationaux -  
Grand Palais  
Halle de la Villette  
City of gastronomy of Lyon  
Monnaie de Paris

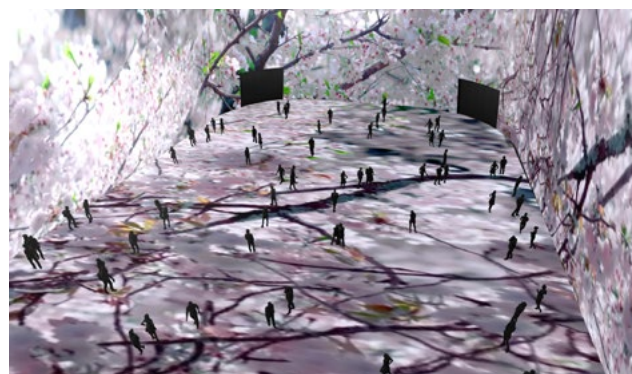
### CONTACT

Garaudel Agnès  
[agaraudel@gedeonprogrammes.com](mailto:agaraudel@gedeonprogrammes.com)

**GEDEON**  
programmes



"Pompeii, the immersive exhibition" © Gedeon Programmes. Co-produced with Rmn - GP (See p.45).



"Japon, the immersive show" © Gedeon Programmes.



"Pompeii, the VR experience" © Gedeon Programmes - RMN-GP - Ubisoft.

# LUCID REALITIES

**ENJOY, EXPLORE, RELIVE ART, SCIENCES, SOCIAL ISSUES, IN AN IMMERSIVE WAY!**

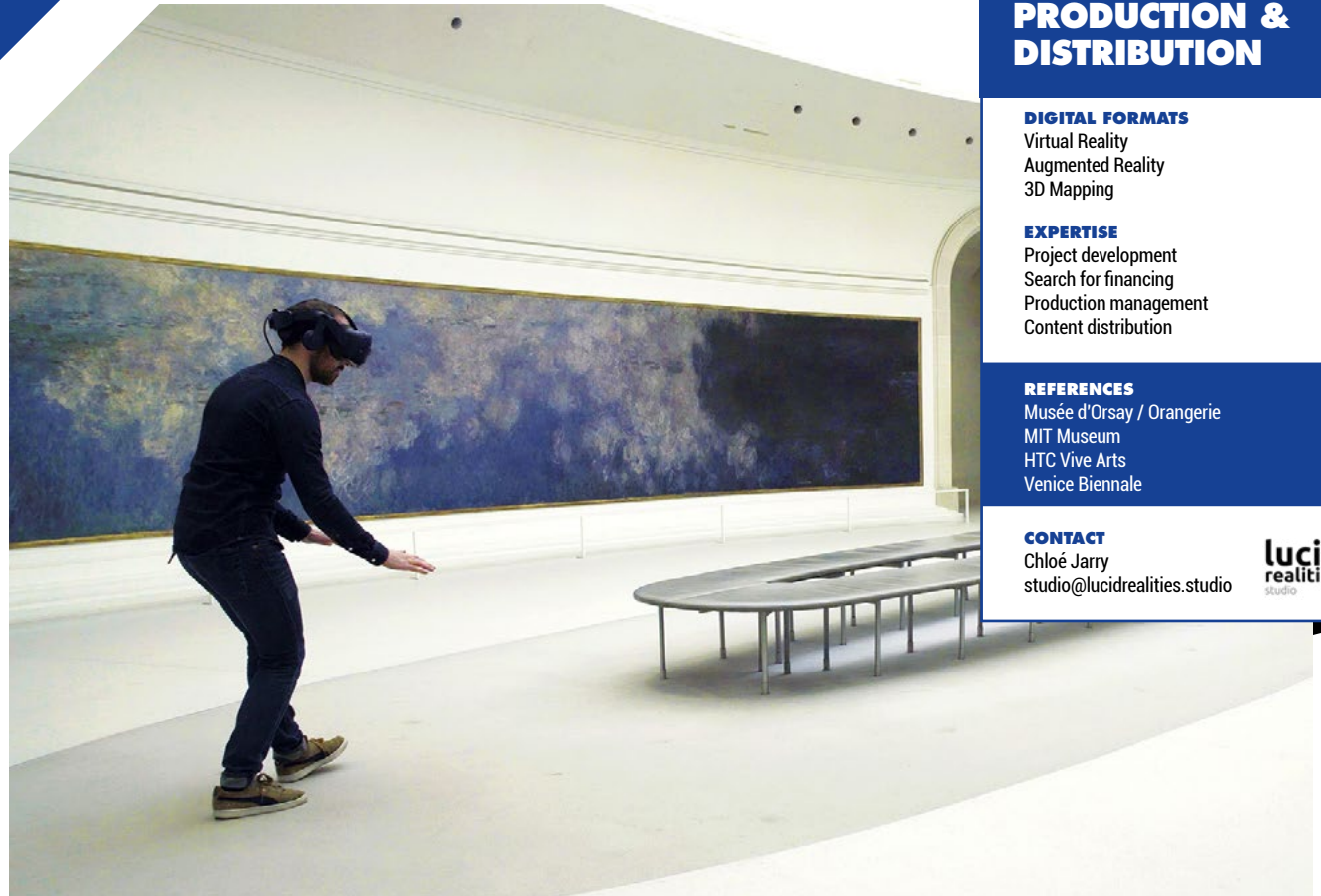
Part of CLPB media group, Lucid Realities gathers the new media activities, focused on immersive and narrative experiences including multi-users VR immersive exhibitions, location-based VR experiences and new VR / AR / Digital Mapping exhibition formats. For us, immersive digital artworks represent an opportunity to create new kinds of experiences that offer an emotional and powerful way to connect with edutainment contents.

Supported by some of the major players in the film/XR fields (Sundance Institute, Tribeca Film Fund, Google DNI, HTC Vive Arts, NFB, France TV/Arte, PBS) and renowned cultural institutions (Musée d'Orsay, National Museum of Natural History in Paris...), we have shown our ability to build innovative production & exhibition models.

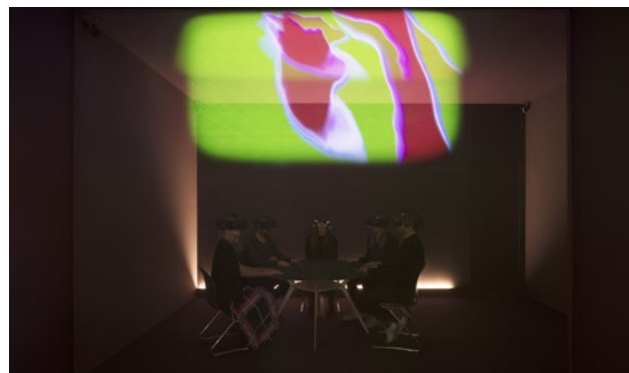
**WWW.LUCIDREALITIES.STUDIO**

## ACHIEVEMENTS

- "Claude Monet – The Water Lily obsession" won the best art & culture VR experience 2019 Viveport award and has been premiered at the Musée de l'Orangerie (Paris).
- "The Enemy" was showcased at the MIT Museum, the Phi Center, the Arab World Institute in Paris.
- "Endodrome" has been shown at the 2019 Venice Biennale, in partnership with HTC Vive Arts, and reached over 25,000 visitors.



"Claude Monet – The Water Lily obsession", a VR experience by Nicolas Thépot, coproduced by Arte & the Musée d'Orsay et de l'Orangerie.



"Endodrome" created by Dominique Gonzalez-Foerster showcased at the 2019 Venice Biennale. Executive producer: HTC Vive Arts.



The VR multi-user exhibition "The Enemy" by Karim Ben Khelifa presented at the Arab World Institute in Paris.

## CONTENT PRODUCTION & DISTRIBUTION

### DIGITAL FORMATS

Virtual Reality  
Augmented Reality  
3D Mapping

### EXPERTISE

Project development  
Search for financing  
Production management  
Content distribution

### REFERENCES

Musée d'Orsay / Orangerie  
MIT Museum  
HTC Vive Arts  
Venice Biennale

### CONTACT

Chloé Jarry  
studio@lucidrealities.studio

**lucid**  
realities  
studio



HERITAGE ENHANCEMENT

MEDIATION & EDUCATIONAL CONTENT

## NARRATIVE

Founded in 2008, narrative is a production company specializing in new forms of storytelling using 3D audio, images and various technologies to enhance the experience of museum visitors.

Innovation is part of our DNA: how to share knowledge and tell stories in new ways. We believe in the strength of well-told stories and collaborate with authors-writers, screenwriters, storytellers, etc.- to write scenarios. We design audio-visual interactive devices and installations to provide immersive and emotional experiences to all kinds of audiences. In 2016 Narrative invented a new kind type of 3D immersive sound tour to bring heritage sites to life. An interactive headset takes visitors on an immersive and personal voyage that starts and stops at any time during their visit.

[WWW.NARRATIVE.INFO](http://WWW.NARRATIVE.INFO)

### DIGITAL FORMATS

Augmented Reality  
Innovative Audiovisual Projects  
Binaural sound tours

### EXPERTISE

Storytelling  
3Dsound  
Inventing and producing innovative formats

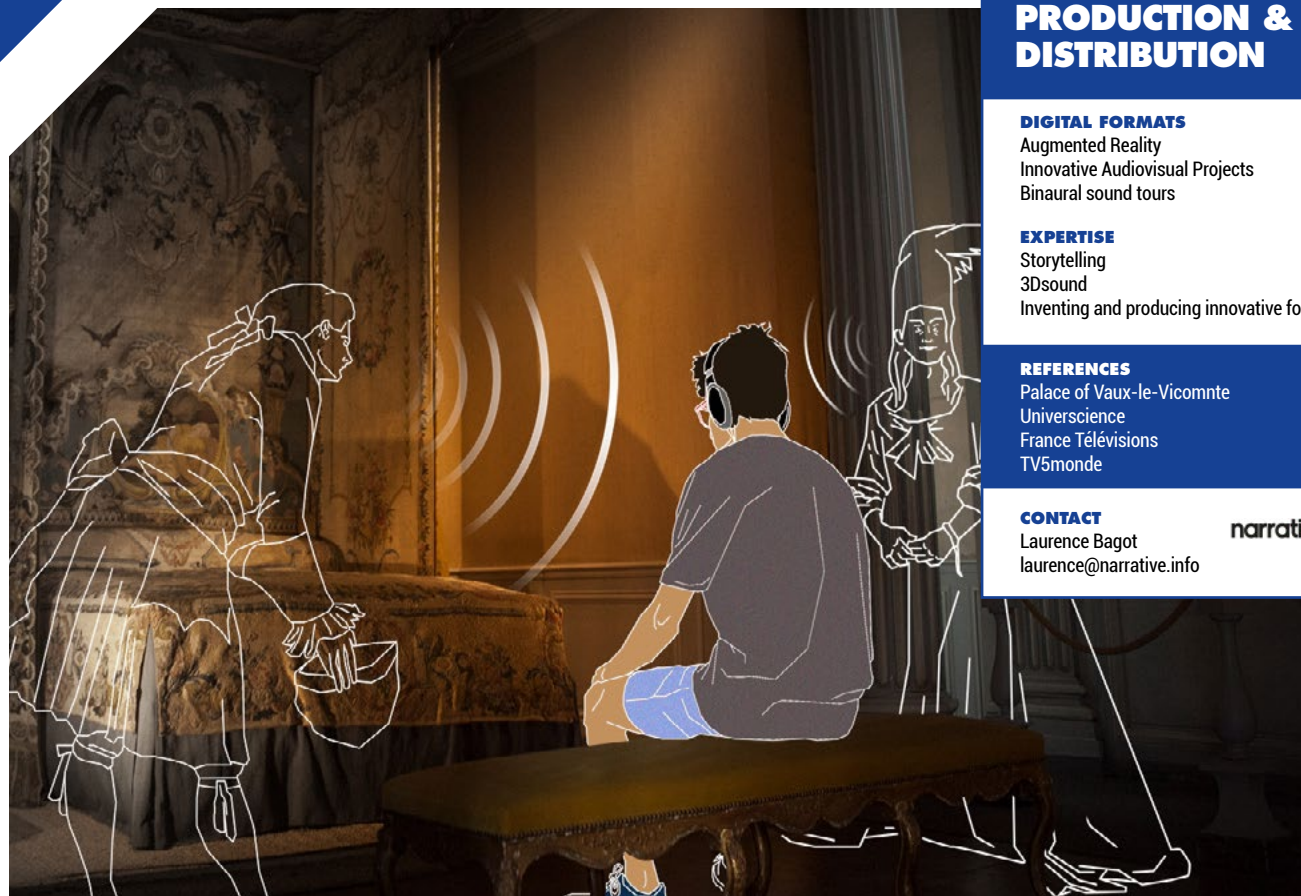
### REFERENCES

Palace of Vaux-le-Vicomte  
Universcience  
France Télévisions  
TV5monde

### CONTACT

Laurence Bagot  
laurence@narrative.info

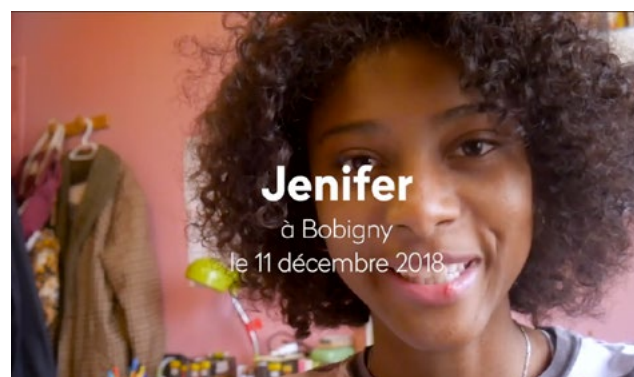
**narrative**



Immersive audio tour at the Palace of Vaux-le-Vicomte: make History real in heritage sites!

## ACHIEVEMENTS

- Innovative forms of storytelling, design and conception of specific projects
- 3D sound projects (such as immersive audio tours for museums and heritage sites)
- Coproduction, Masterclass, Lecturing



Webseries "Dear Futur Me" - © France Television, TV5Monde.



A portrait of Louis Pasteur in an animated movie made for an exhibition at Universcience.

HERITAGE ENHANCEMENT

DIGITAL EXHIBITION SET DESIGN

MEDIATION & EDUCATIONAL CONTENTS

## NOVELAB

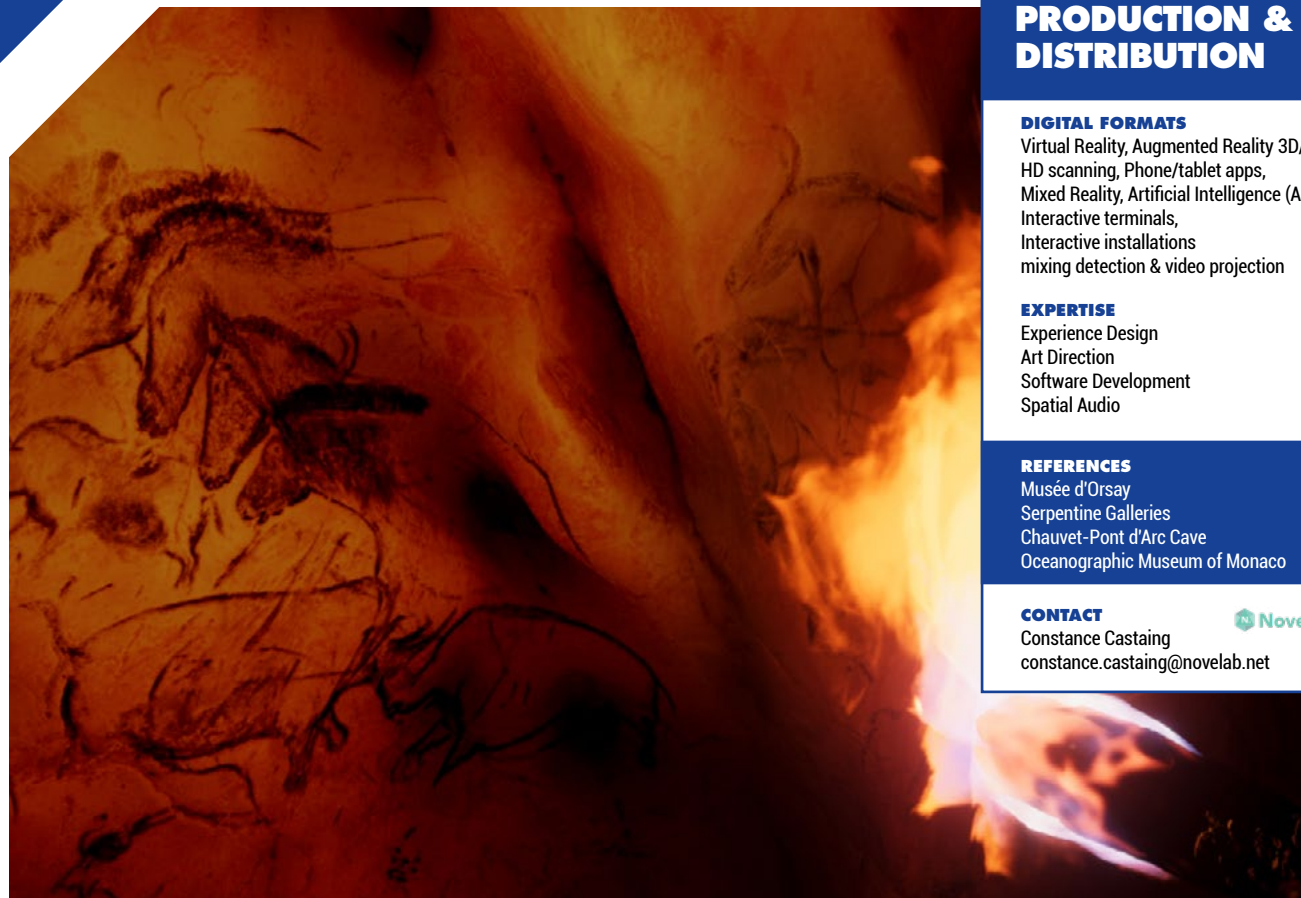
### NATURAL BORN INTERACTIVE

Novelab creates interactive and immersive experiences. Novelab mainly works in the areas of culture & entertainment. We are a cross-over between a technological start-up and a content creator in the sense that most of our projects involve some degree of technology combined with a special care for narration and story developments. Novelab focuses on combining technology and meaningful stories to craft immersive and engaging experiences. Novelab develops original projects like "Dawn of Art - The Chauvet Cave" or the VR projects "Notes on Blindness" or "Spheres". Many Novelab projects have been selected & awarded at festivals such as Sundance, Tribeca Film Festival, la Mostra di Venezia or SXSW.

[WWW.NOVELAB.NET](http://WWW.NOVELAB.NET)

### ACHIEVEMENTS

- Most awarded studio in Europe for VR/AR creations.
- Creative Tech studio mixing most up to date technologies in VR, AR & AI.
- Artistic & narrative quality delivered projects for more than 5 years.



As a cradle of mankind, this place sets a tangible link between our ancestors and our identity: VR is such a wonderful medium to immerse yourself into forgotten times.

#### DIGITAL FORMATS

Virtual Reality, Augmented Reality 3D/2D, HD scanning, Phone/tablet apps, Mixed Reality, Artificial Intelligence (AI), Interactive terminals, Interactive installations mixing detection & video projection

#### EXPERTISE

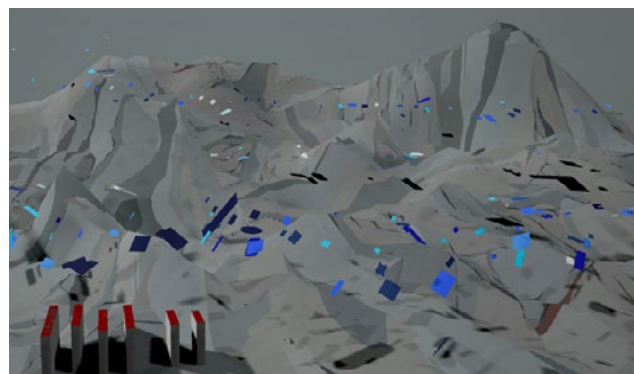
Experience Design  
Art Direction  
Software Development  
Spatial Audio

#### REFERENCES

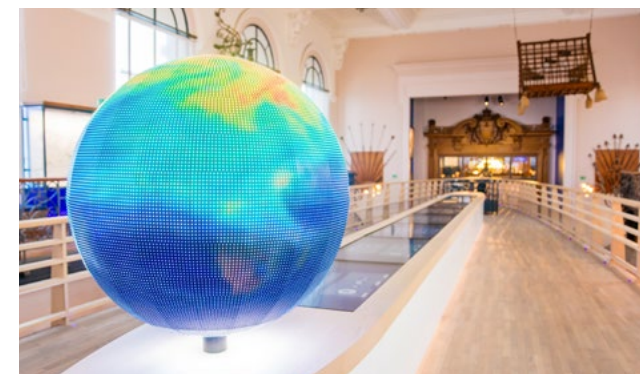
Musée d'Orsay  
Serpentine Galleries  
Chauvet-Pont d'Arc Cave  
Oceanographic Museum of Monaco

#### CONTACT

Constance Castaing  
[constance.castaing@novelab.net](mailto:constance.castaing@novelab.net)



We have developed a virtual reality experience with Zaha Hadid Architects and Google Arts (Serpentine Gallery).



"Monaco and the Ocean": interactive installations & serious games.



TECHNICAL SOLUTIONS PROVIDER

MEDIATION & EDUCATIONAL CONTENT

# ORBITAL VIEWS

## TAKING YOU TO SPACE

Orbital Views creates high-value experiences for art, culture and entertainment. Our Paris studio is an expert in education and outreach.

We create content based on our clients needs (any theme, any purpose), and provide comprehensive training and consulting on immersive technologies.

Trust our prestigious clients ESA, Cité des Sciences, Palais de la Découverte, and Réunion des musées nationaux - Grand Palais: there is no limit to what we can do together!

Orbital Views is a proud member of the International Association of Amusement Parks and Attractions (IAAPA).

**[WWW.ORBITALVIEWS.COM](http://WWW.ORBITALVIEWS.COM)**

## ACHIEVEMENTS

- Best Education Experience award from HTC in San Francisco in 2018 ("Overview: a Walk through the Universe")
- Grand Jury Prize at the Laval Virtual festival in France in 2019 ("Apollo Moon Operations")
- We thrive in transmedia, tangible, collaborative immersive experiences.

## CONTENT PRODUCTION & DISTRIBUTION

### DIGITAL FORMATS

Virtual Reality, Augmented Reality, Mixed Reality, Interactive terminals

### EXPERTISE

Immersive experiences  
Design and production

### REFERENCES

Cité des Sciences  
Palais de la Découverte  
Grand Palais  
Bozar

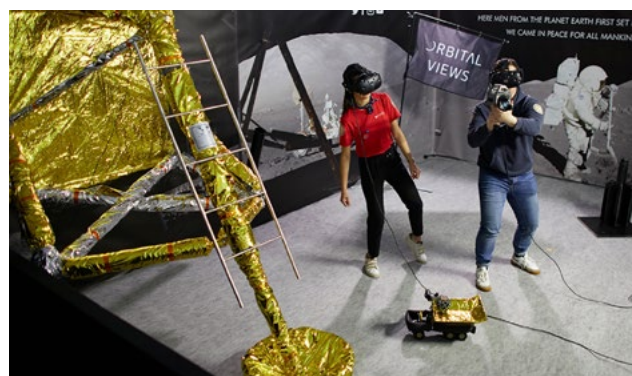
### CONTACT

Amaury Solignac  
[amaury@orbitalviews.com](mailto:amaury@orbitalviews.com)

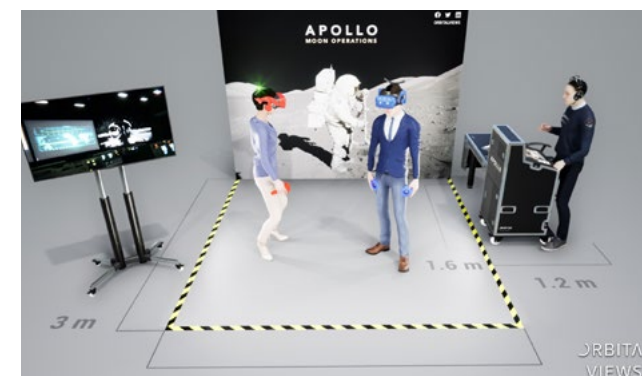
ORBITAL  
VIEWS



Our "Virtual Moonwalk" experience makes visitors feel like they are jumping on the Moon - © Orbital Views / Universcience.



Our "Apollo Moon Operations" experience won the Grand Jury Prize at Laval Virtual 2019.



Our experiences are designed for cultural institutions in all aspects.



## MEDIATION & EDUCATIONAL CONTENT

# SIM&SAM

The Sim&Sam agency specializes in creating unique pieces for museums and institutions, and most of all for visitors. We develop, design, produce on-site surprising audiovisual devices such as holograms, mappings, holomappings, immersive rooms, interactive or linear. Our economic and social awareness, our experience and our extensive image and show management skills mean that we can adopt the appropriate approach for each project. We work as artistic craftsmen, anchored simultaneously in tradition and in modernity. We act with total transparency and bring our passion and twenty years of experience to bear on your projects. Many of our creations comply with the sanitary requirements put in place to address the 2020 pandemic and are by design "corona proof".

[WWW.SIMETSAM.COM](http://WWW.SIMETSAM.COM)

## ACHIEVEMENTS

- Orleans MOBE (WIP): immersive room and devices, documentaries, cartoons, interactive devices.
- Saint Malo Minéralium: VR Immersive room, Holograms with animatronics, Holomapping, VR spheres without Headset.
- Bordeaux "Cit  du Vin": 9 Holograms/Pepper ghosts, Interactive devices, short documentaries and cartoons.



"Holomapping": sculptural device mixing Mapping and Holograms. It represents a biological cell cut in half, its organs levitating in front of the visitors. St Malo, Min rallium.



"Panopticon": VR without Headsets! Mapped inside a sphere. Literally put your head in another world. St Malo, Min rallium.



"Pepper Ghost": Tiny holographic humans in a doll box. Poetic, funny, touching: a classic. Bordeaux, Cit  du Vin.

## DIGITAL FORMATS

Virtual Reality, Video mapping, Hologram, Interactive terminals, Ad hoc combinaison of all the above

## EXPERTISE

Concept and Design, Writing, Art Direction, Production Design Technical, Direction Filming Postproduction, Software development.

## REFERENCES

Mus e de l'Homme, Paris  
Exposition Universelle, Milan  
Petit Palais, Paris  
Fondation Albert 1 r, Monaco

## CONTACT

Marc Mamane  
simetsam@simetsam.com



# SMALL BANG

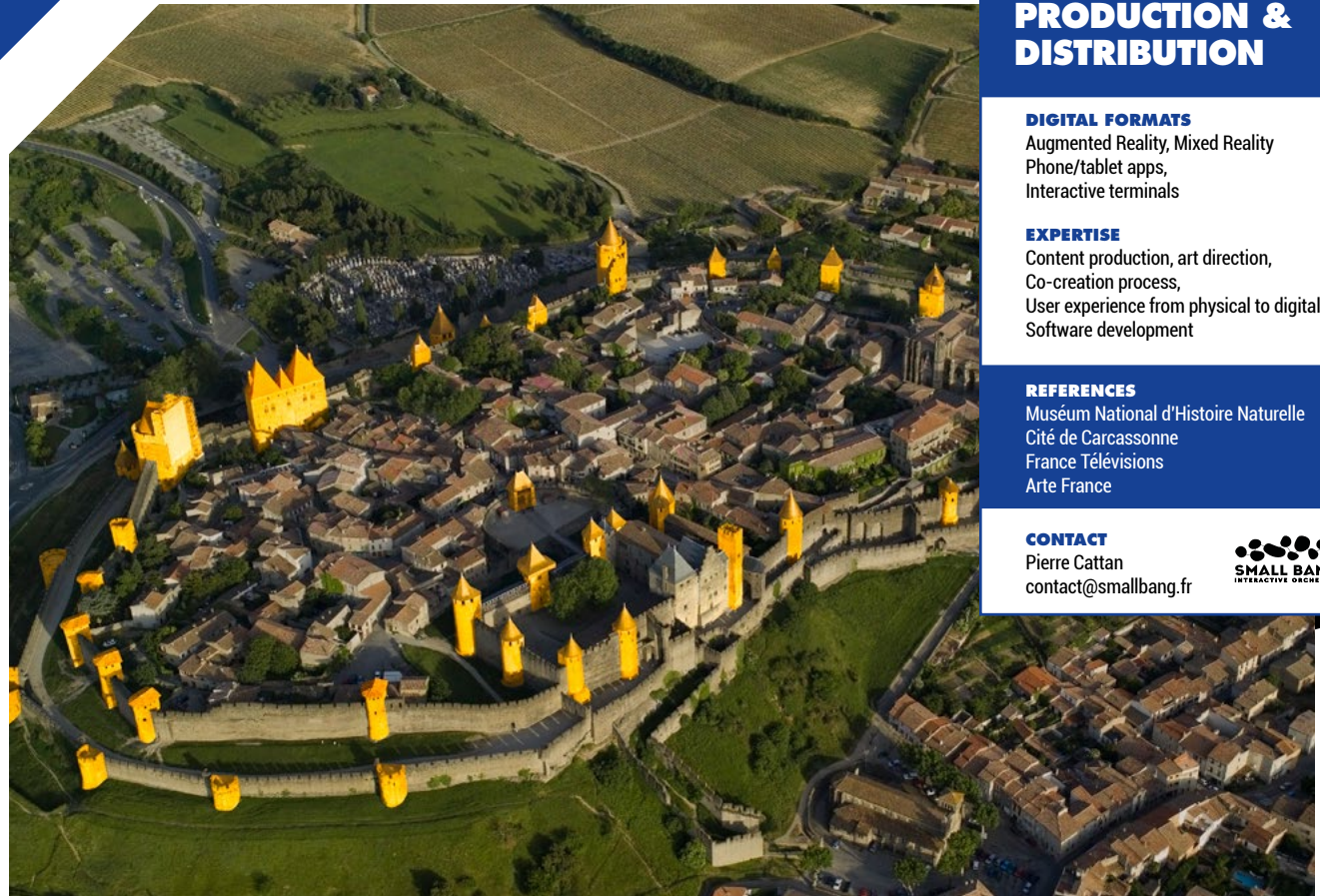
## INTERACTIVE ORCHESTRA

Our skill set ranges from film production, both interactive or linear, to print publishing, digital content, sound design, event planning, physical object design, and spans to the creation of apps or video games... Small Bang creates multi-platform experiences which connect the physical and digital worlds. From the participative science of BirdLab to the cine-walks of Cinemacity, through the physical fresco of Phallaina and the Open Bidouille Camp events, the Small Bang teams explore every novel form of spatialized narration. Small Bang readily defines itself as an interactive orchestra, a laboratory for cultural and civic innovations which places the human experience at the heart of the narrative and digital journey.

[WWW.SMALLBANG.FR](http://WWW.SMALLBANG.FR)

## ACHIEVEMENTS

- Small Bang received a Peabody Award in 2016 for the scrolling graphic novel "Phallaina".
- We produced a free cultural tourism app to visit the 20 sites of Cathar Country: 10 castles, 7 abbeys, 2 medieval sites and 1 museum (2019).
- We produced Castrum, an historical & crafting free mobile game in 5 languages to discover the 20 sites of the Cathar Country (2019).



You will have everything you need to visit the 20 sites of Cathar Country brought together in a single application: 10 castles, 7 abbeys, 2 medieval sites and 1 museum.

### DIGITAL FORMATS

Augmented Reality, Mixed Reality  
Phone/tablet apps,  
Interactive terminals

### EXPERTISE

Content production, art direction,  
Co-creation process,  
User experience from physical to digital,  
Software development

### REFERENCES

Muséum National d'Histoire Naturelle  
Cité de Carcassonne  
France Télévisions  
Arte France

### CONTACT

Pierre Cattani  
[contact@smallbang.fr](mailto:contact@smallbang.fr)



"Phallaina" is the word famous scrolling graphic novel available on tablets and phablets.



The goal of the participatory science's app "Birdlab" is to study the behavior of birds on bird feeders during winter time.



DIGITAL EXHIBITION SET DESIGN

HERITAGE ENHANCEMENT

## SUPERBIEN

**SUPERBIEN IS A CREATIVE STUDIO THAT BUILDS STORIES WITHIN PHYSICAL SPACES.**

Superbien is a creative studio that builds stories within physical spaces. Combining video content production, scenography and creative tech, we are makers who think.

We craft innovative forms of immersive and interactive experiences, allowing audiences to connect with new ideas. From ideation to execution, we build bridges between opposite lands: information and emotion, intimate and spectacular, technological and human.

**WWW.SUPERBIEN.STUDIO**

### ACHIEVEMENTS

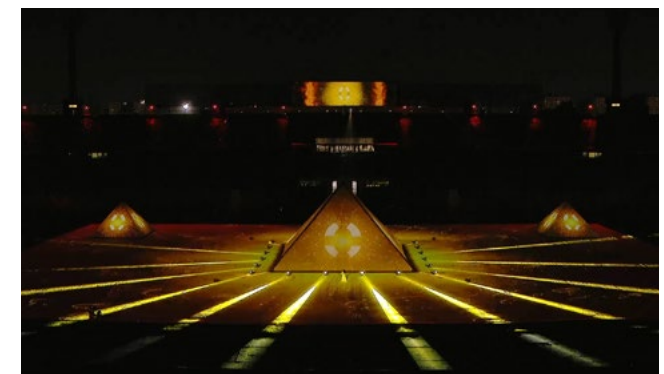
- International award winning studio in 2019: Immersive Art Festival, BEA festival, Virtuality.
- International studio based in Paris and New York: 60 projects/year all around the world, 30 people in-house.
- +100 hours/years of emotions combining video content, stage design and creative tech.



"Siderea" is the immersive tale of a gravitational anomaly, an unknown force at the outer fringes of the Universe, a deeply story exploring the emotion presented at the Immersive Art Festival.



"Oceans" is an immersive and interactive aquarium. A digital odyssey over 300 square metres, the first of its kind at the Oceanographic Institute of Monaco.



For this event broadcasted around the globe, the studio created a mapping on a surface of exceptional dimensions for the Africa Cup of Nations, CAF 2019.

### DIGITAL FORMATS

Virtual Reality, Augmented Reality  
Video mapping  
Artificial Intelligence (AI)  
Interactive terminals

### EXPERTISE

Experiential journey, Stage show,  
Video content production,  
Scenography, Creative tech Narrative,  
Concept

### REFERENCES

Sydney Opera  
Atelier des Lumières  
Musée des Arts Décoratifs  
The Louvre Museum

### CONTACT

Nicolas Gazzola  
nicolas.gazzola@superbien.studio

**SUPERBIEN**

## DIGITAL FORMATS

Augmented Reality, Mixed Reality  
Phone/tablet apps  
Interactive terminals  
Interactive fiction

## EXPERTISE

Storytelling  
Art direction  
Pedagogy

## REFERENCES

MUCEM  
Bibliothèque Nationale de France  
France Télévisions  
Arte

## CONTACT

Florent Maurin  
contact@thepixelhunt.com

**THE  
PIXEL  
HUNT**

## MEDIATION & EDUCATIONAL CONTENT

# THE PIXEL HUNT

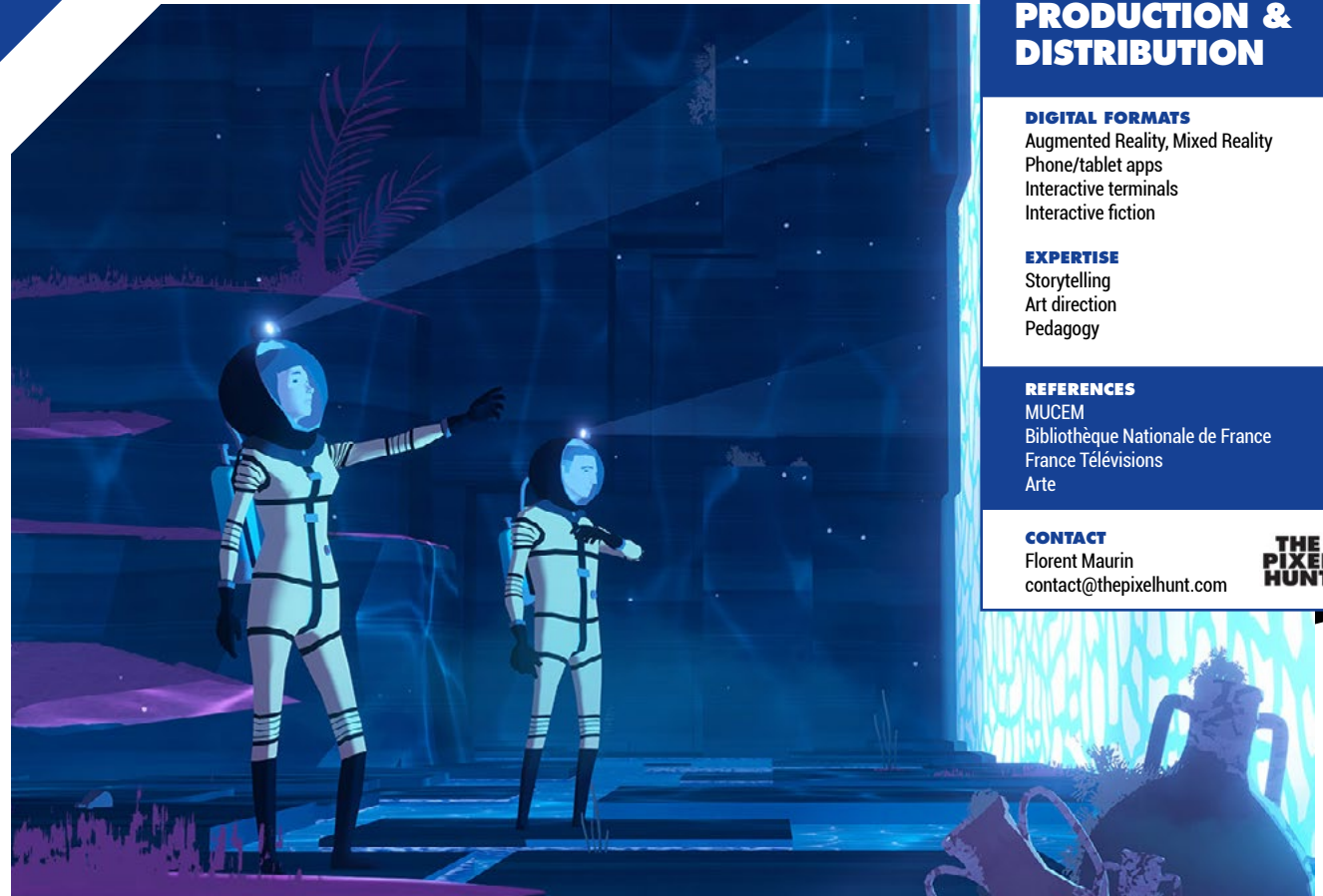
## REALITY-INSPIRED GAMES MAKER

The Pixel Hunt is a video games studio with a focus on rich interactive news items and reality inspired games. In the past, the studio worked for clients such as lemonde.fr (France's first news website), Radio France (national public radio), France Télévisions and Arte (national public TVs), but also institutions such as Marseille's MUSEM and the BNF – National Public Library. In 2017, Pixel Hunt launched its first independent game, the critically acclaimed "Bury me, my Love".

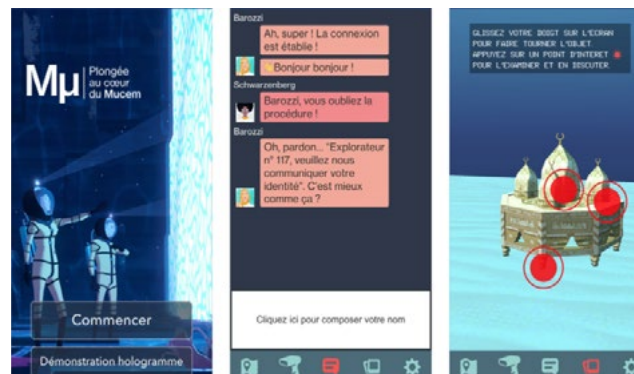
[WWW.THEPIXELHUNT.COM](http://WWW.THEPIXELHUNT.COM)

## ACHIEVEMENTS

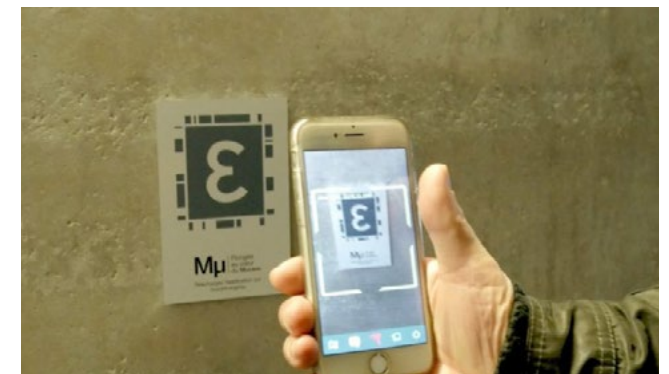
- Producer of the BAFTA-nominated text message based interactive fiction "Bury me, my Love".
- Background in journalism allowing for a capacity to turn complicated topics into easily understandable interactive experiences.
- We're primarily a games studio: we know how to make games, not boring pseudo-games!



"Mu: Plongée au coeur du Mucem" : the player walks the museum in the shoes of an archaeologist from the future who discovers the remains of a forgotten civilization.



A free application, on iOS and Android, to use in the museum.



The tags, scattered around the museum, give access to mysterious objects.

# MEDIATION & EDUCATIONAL CONTENT

DIGITAL MEDIATION AND CULTURAL INNOVATION



HERITAGE ENHANCEMENT

CONTENT PRODUCTION & DISTRIBUTION

DIGITAL EXHIBITION SET DESIGN

## AGENCE OPIXIDO

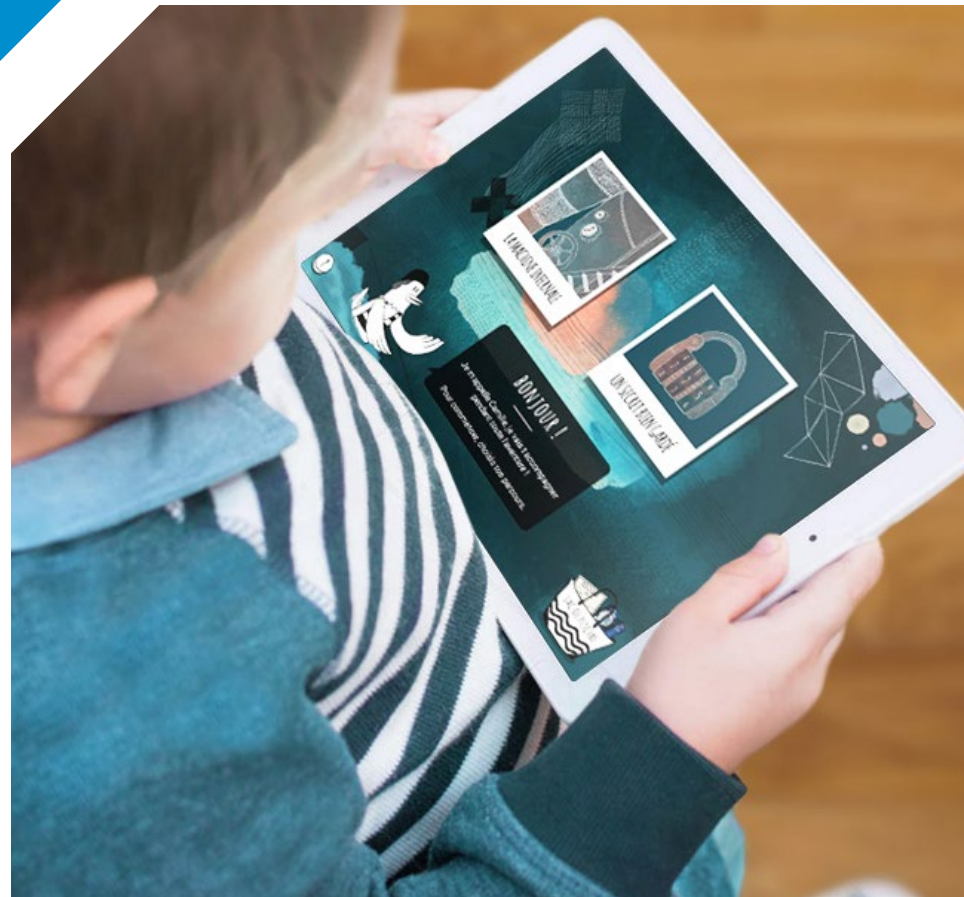
### CREATIVITY AND TECHNOLOGY FOR CULTURAL MEDIATION

Thanks to its audiovisual, print and interactive productions opixido is an expert agency for cultural and institutional mediation. Opixido has built a strong expertise in the conception of interactive and educational displays. Opixido is involved in cultural touristic or scientific projects. Finding the right balance between creativity, technology and accessibility is a key target for our projects. Our ambition is to invite the audiences to discover or learn with pleasure.

[WWW.OPIXIDO.COM](http://WWW.OPIXIDO.COM)

### ACHIEVEMENTS

- Expert in cultural mediation (consulting and production).
- Involved in innovation and creation of devices.
- Creation of specific cultural contents in adequation with the projects and their publics.
- Accessibility : high interest, skills and approvals.



Musée La piscine, Roubaix. Creation of an interactive tablets for children.

#### DIGITAL FORMATS

Augmented Reality  
Video mapping  
Phone/tablet apps  
Mixed Reality, Interactive terminals

#### EXPERTISE

Creation of digital devices  
Conception of new contents  
Disabled accessibility  
Art direction, Coproduction

#### REFERENCES

Louvre Museum (Paris & Abu Dhabi)  
Cité des sciences  
Lascaux IV, Montignac  
Château de Brou

#### CONTACT

Veronique Triger  
contact@opixido.com



Le Panthéon, Centre des monuments nationaux. Interactive terminals.



Lascaux, L'atelier. Production of audiovisual, sound and multimedia devices.



## CONTENT PRODUCTION & DISTRIBUTION

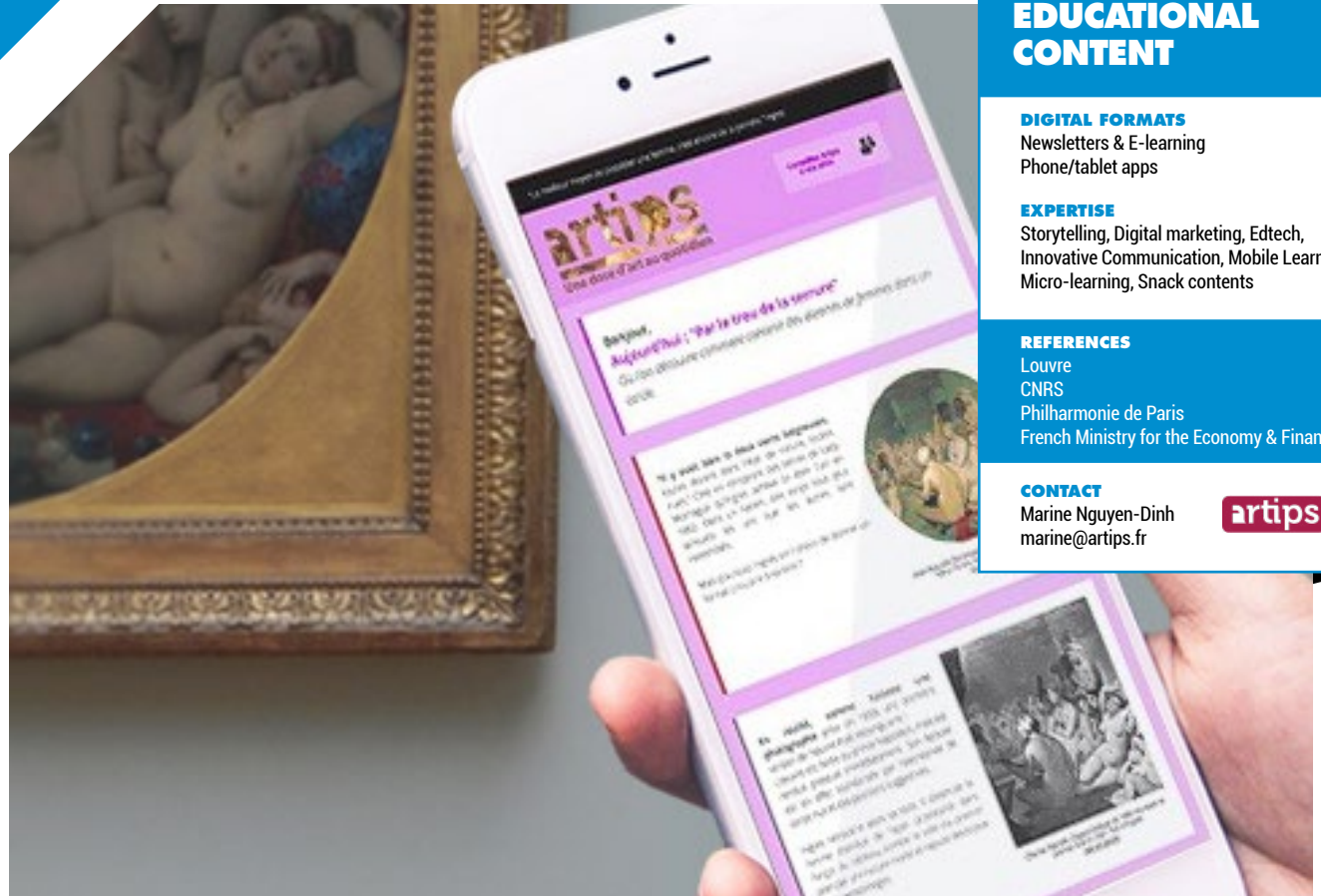
# ARTIPS

Artips specializes in producing accessible and engaging art-related contents. Since 2013, we have collaborated with 150 different cultural institutions (Château de Versailles, the Louvre Museum and the Musée Rodin), corporations (BNP Paribas, SNCF, Accenture) and tourism clients (Visit Flanders). Readers today expect simple, easy-to-follow contents that they can access from any device and our 1-minute read email newsletter responds to exactly those demands. More recently, Artips has also developed an e-learning platform featuring various courses: history of art, fashion, cinema, etc. and targeted at both companies and universities. All modules are written in the fun and accessible Artips tone. To host these modules, we've created a warm and user-friendly platform that makes it easy and enjoyable to learn about the arts and culture.

[WWW.ARTIPS.FR](http://WWW.ARTIPS.FR)

## ACHIEVEMENTS

- ➔ First online cultural media
- ➔ Expertise in storytelling and short formats
- ➔ A warm and friendly pedagogy
- ➔ 1,000,000 readers every week
- ➔ 150 prestigious collaborations in different sectors
- ➔ 50 customized partnerships



Provide readers with cultural anecdotes labeled by prestigious museums, organizations, companies and institutions to boost their attractiveness and visibility.



Capitalize on the digital realm and its possibilities to provide interactive and accessible contents.



Provide your students with a micro-learning platform that delivers fun courses about French arts and culture in an engaging tone: gastronomy, oenology, the Impressionists...

## DIGITAL FORMATS

Newsletters & E-learning  
Phone/tablet apps

## EXPERTISE

Storytelling, Digital marketing, Edtech,  
Innovative Communication, Mobile Learning,  
Micro-learning, Snack contents

## REFERENCES

Louvre  
CNRS  
Philharmonie de Paris  
French Ministry for the Economy & Finance

## CONTACT

Marine Nguyen-Dinh  
[marine@artips.fr](mailto:marine@artips.fr)





# BEAUX ARTS & CIE

## DESIGN INNOVATIVE PATHWAYS BETWEEN ARTS AND AUDIENCES

Beaux Arts & Cie is the mother company of Beaux Arts Magazine, the leading media on visual arts. We have developed a deep expertise in boosting the outreach of culture through innovation and production of original content and experiences.

Beaux Arts Consulting serves Arts & Culture players in developing and accelerating their strategies: we deliver insights for the development of innovative concepts for cultural venues to attract and enlarge audiences, maximize social impact and diversify revenues.

Beaux Arts Institute helps corporate clients in creating premium cultural events - conferences, seminars and talks with artists. Our in-house agency of accredited guides customizes on-site and online discovery of cultural highlights.

[WWW.BEAUXARTS-CIE.COM](http://WWW.BEAUXARTS-CIE.COM)

## ACHIEVEMENTS

- #1 media on visual arts, hub for arts & culture professionals, develops art-thinking approach for companies (Partner of Centre Pompidou's "Ecole Pro")
- Conducted >10 strategy projects in 2 years for cultural institutions to innovate in their programming content and diversify revenue sources
- Conception of "IRCAM Amplify", the new subsidiary of IRCAM-Centre Pompidou

## MEDIATION & EDUCATIONAL CONTENT

### DIGITAL FORMATS

Online video  
Visio-enabled art conferences  
Podcast  
Virtual art fairs and museum visits

### EXPERTISE

Strategy consulting,  
Online content production, Art direction,  
Advisory on new technologies  
and innovative business models

### REFERENCES

IRCAM - Centre Pompidou  
Louvre Museum  
Monnaie de Paris  
Philharmonie de Paris - Cité de la Musique

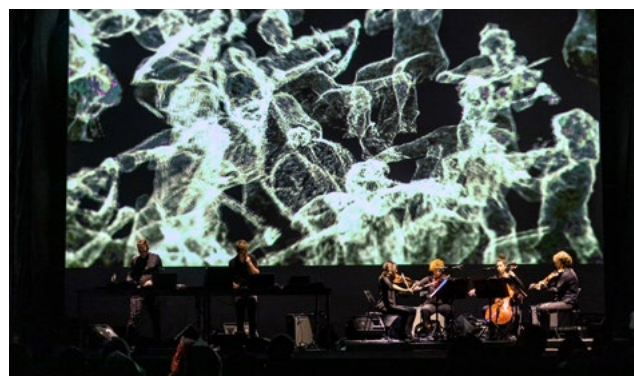
### CONTACT

Solenne Blanc  
[solenne.blanc@beauxarts.com](mailto:solenne.blanc@beauxarts.com)

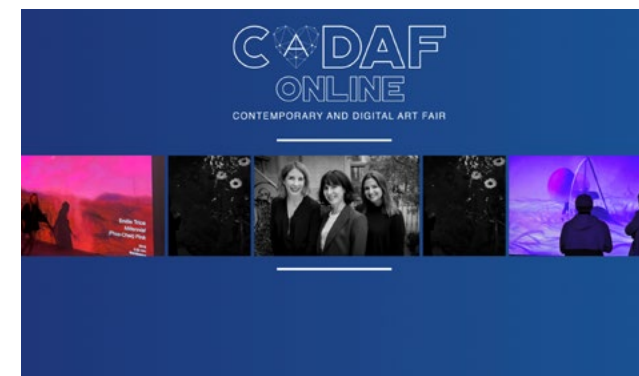
**BeauxArts**



"La Belle Vie Numérique!" (Fondation EDF), an exhibition exploring the relationship between art & digital.



Consulting project with IRCAM for C-Lab - © Taiwan Contemporary Culture Lab.



Turning the US-based Contemporary and Digital Art Fair into an end-to-end virtual experience - © CADAF.

# GRAALY

## THE MOBILE APP TO CREATE EASILY ESCAPE GAMES IN ANY PLACE

The action-based games are one of the best way to attract new audience and to improve memorization of cultural content. The French Army Museum attracted 14,000 visitors to their escape games, with 90% of the players who visited the museum for the first time.. Graaly gives Museum, Heritage Sites & Cultural Institutions the opportunity to create escape games without any infrastructure to manage, or eventually some QR codes to place. The creation studio gives you the hand to create your own game by choosing the locations you want the visitors to play, the story you want to tell, and the rhythm of the game. Graaly works with escape games writers, cultural engineers and schools to bring your visitors the best experience. With Graaly, you can create a paying game, and let the app manage the payment. A very simple way to improve your income.

[WWW.GRAALY.COM](http://WWW.GRAALY.COM)

## ACHIEVEMENTS

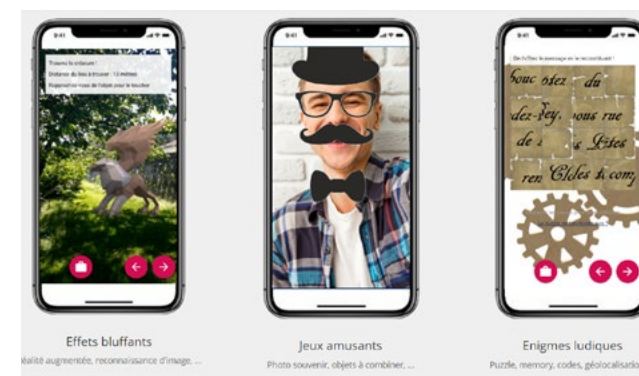
- The easiest mobile and PC app to create your escape game.
- Powerful augmented reality technology compliant with any smartphone.



Graaly offers more than 20 types of fully customizable puzzles.



Graaly is played whether alone or with family, indoors or outdoors.



Augmented reality in a museum.

## MEDIATION & EDUCATIONAL CONTENT

### DIGITAL FORMATS

Augmented Reality  
Phone/tablet apps

### EXPERTISE

Augmented reality, 3D  
Gamification  
Escape games  
Mobile games

### REFERENCES

Museum d'Histoire Naturelle of Grenoble  
City of Romans  
Villard de Lans

### CONTACT

Eric Mathieu  
eric@graaly.com





# HISTOVERY

## THE AUGMENTED VISIT SOLUTION

Histovery guides you through the digital transition of your cultural site. Our ambition: to revolutionize the visitor experience.

The HistoPad, our augmented visit solution, enables the general public to rediscover the wealth of cultural heritage via interactive technologies which are spectacular and accessible to all, in perfect compliance with scientific and historical knowledge. Given to all your visitors, this media tablet device offers a time travel experience thanks to Augmented Reality and Rich Media including 360° historical reconstructions and 3D interactive objects. The HistoPad is also an all-encompassing Analytics and CRM tool. Histovery partnered with more than 15 prestigious cultural sites such as Chambord Castle, the Conciergerie in Paris, the Royal Château of Amboise or the Popes' Palace in Avignon.

[WWW.HISTOVERY.COM](http://WWW.HISTOVERY.COM)

## ACHIEVEMENTS

- Offer visitors a unique visit experience thanks to AR, 360° reconstructions, interactive features and Rich Media, always scientifically validated.
- Available to 100% of your audience with an easy-to-use device, translated into many languages and adapted to people of all ages, or with disabilities.
- Retain visitors and reach out to new audiences with an engaging visitor experience.

## MEDIATION & EDUCATIONAL CONTENT

### DIGITAL FORMATS

Augmented Reality  
Tablet apps  
Interactive terminals

### EXPERTISE

Content creation, Augmented Reality,  
3D reconstructions, Disabled accessibility,  
Coproducton, Statistical analysis

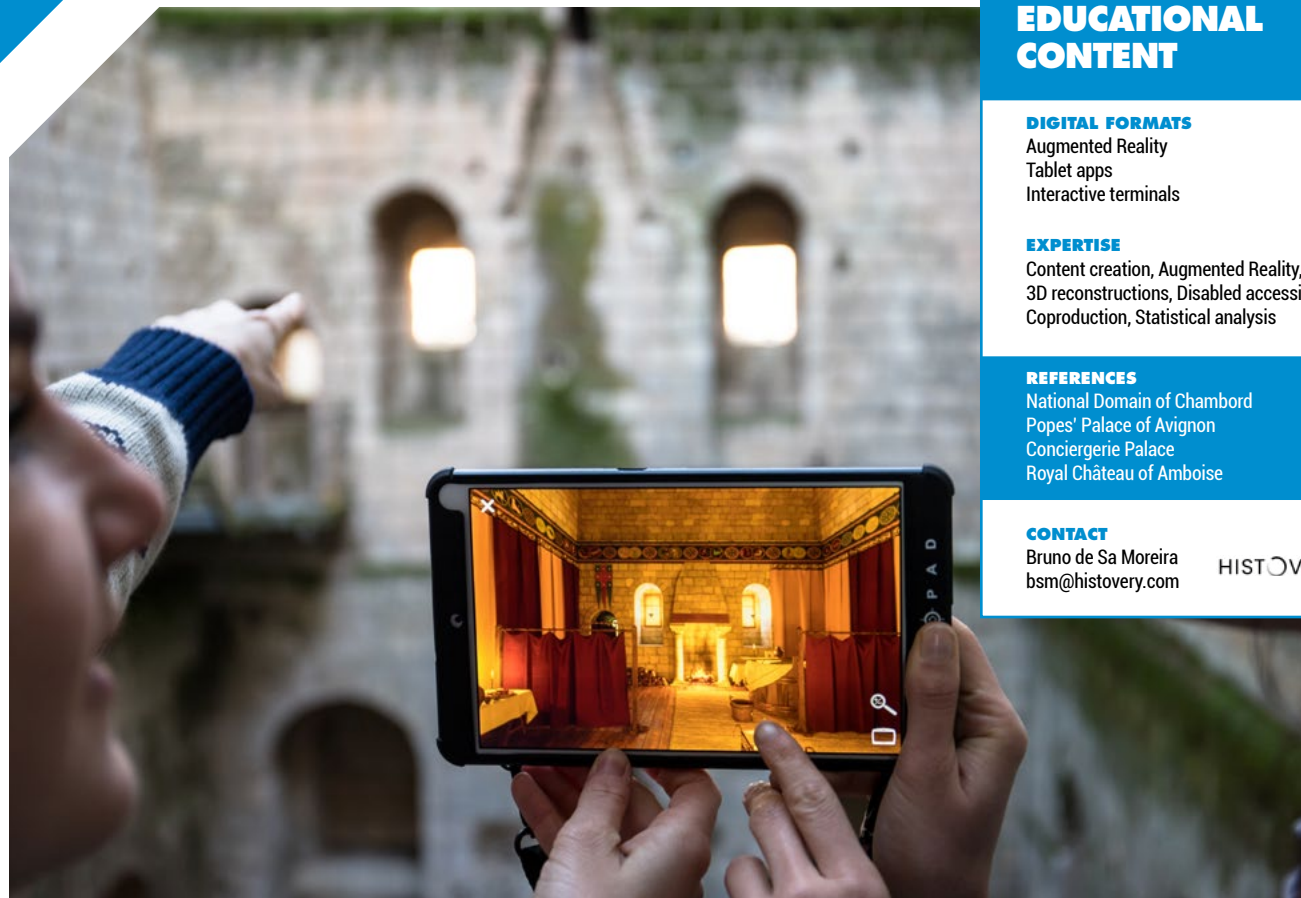
### REFERENCES

National Domain of Chambord  
Popes' Palace of Avignon  
Conciergerie Palace  
Royal Château of Amboise

### CONTACT

Bruno de Sa Moreira  
bsm@histovery.com

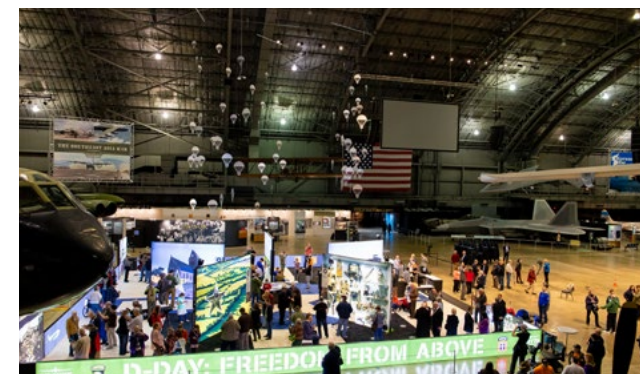
HISTOVERY



Dungeon of Loches HistoPad.



Royal Castle of Amboise HistoPad.



D-Day: Freedom from Above Exhibit at the National Museum of the US Air Force in Dayton, Ohio.



## ON-SITU

### DIGITAL & MULTIMEDIA CREATION AGENCY WITH A CULTURAL VOCATION

On-situ specializes in the design and production of high-end multimedia installations for cultural purposes. Since 2006, we have been working on projects of all sizes in France, Switzerland and abroad (Louvre Abu Dhabi, Aga Khan Museum in Toronto, International Center of Photography in New York, Louvre Lens...). Our projects combine artistic creation and technological innovation. They are most often multimedia scenographic spaces, which are integrated into an exhibition route.

The subject matter, image, staging, technology and scenography come together around unique creations, designed specifically for a project and a place.

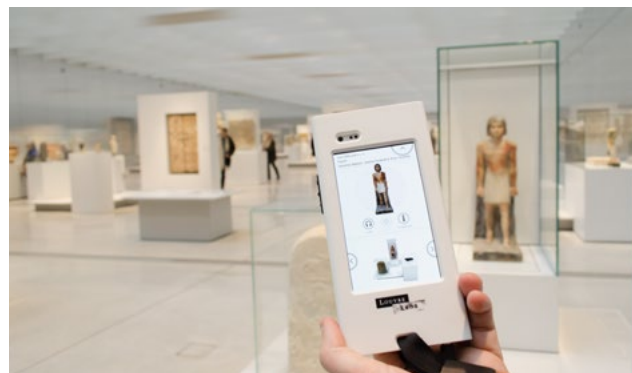
[WWW.ON-SITU.COM](http://WWW.ON-SITU.COM)

### ACHIEVEMENTS

- "Ray-on" concept : augmented reality experiment based on own made original interactive device.
- Expertise of interactive cartography, video mapping, 2D/3D animation films, interactive screens, table with 3D interactive exploration...
- "Corpus" project : restores a collection in its near totality, live and immediately. The visitor interacts with the images.



"Poeme" is a digital installation that invents new ways of consulting image bank. An immersive environment for exploring photographic collections at the Grand Palais.



Multimedia mobile guide with interactive 3D visualization of spaces, audio and video animations, games, Louvre Lens Museum.



The 360° black and white photographs by Raphaël Dallaporta reveal the cave's prehistoric paintings and wall engravings, Kyotographie festival.

## MEDIATION & EDUCATIONAL CONTENT

### DIGITAL FORMATS

Augmented Reality, Phone/tablet apps  
3D/2D HD scanning  
Video mapping  
Interactive terminals

### EXPERTISE

Multimedia and audiovisual design and production  
Graphic and sound production  
Scientific support

### REFERENCES

Louvre-Lens Museum  
International Center of Photography  
Mémorial de Verdun  
Aga Khan Museum

### CONTACT

Mélanie Bercé-Thomas  
contact@on-situ.com

**on-situ**

# REALCAST

## ENGAGE YOUR AUDIENCES

Realcast develops technology and experiences in extended reality (AR, VR, MR) to transform the future of education and mediation in cultural venues. Our solution is based on a human-centered interface, accessible to all audiences. Realcast has reached more than 15,000 users and has earned: Grand Prix AR at the Satis 360° Film Festival AR Grand Prize and the AUREA Award - Impact in 2020. The company is part of Microsoft's "Mixed Reality Partner Program" and develops for all major extended reality technology platforms (HoloLens, iOS/ARKit, and Magic Leap).

Founded by Nino Sapina and Diego Fernandez-Bravo, former executives at Ubisoft and SoftBank Robotics. The company is based in Paris and has opened an office in San Francisco.

**WWW.REALCAST.IO**

## ACHIEVEMENTS

- Topped 15,000 users of HoloLens 1 and 2, Microsoft's high end mixed reality headset in real conditions of Cultural venue.
- Awards: Satis Festival 360 and Aurea-Award for "Insurrection 1944" interactive & immersive experience in the museum of Musée de la Libération de Paris.
- Expertise of 3D virtual character AI to guide the users through rich content and complex space with strong narrative and emotion.

## MEDIATION & EDUCATIONAL CONTENT

### DIGITAL FORMATS

Virtual Reality  
Augmented Reality  
Mixed Reality  
Artificial Intelligence (AI), Hologram

### EXPERTISE

Software development  
Interactive design, AI, Art direction,  
3D graphics & animation  
Sound design, Localization, Mediation

### REFERENCES

Paris Musées  
Centre des Monuments Nationaux  
Musée Quai Branly  
Château de Chamarande

### CONTACT

Nino Sapina  
nino@realcast.io



Realcast's Cubecast platform allows visitors to discover the intangible part of cultural places and to access them in-situ and remotely.



Visitors equipped with HoloLens during the mixed reality experience in the underground location in the Musée de la Libération à Paris ("Insurrection 1944").



Visitor's mixed reality view from the experience including the hologram and an archive photo of colonel Rol ("Insurrection 1944").



CONTENT PRODUCTION & DISTRIBUTION

ARTWORK & ARCHITECTURAL DIGITIZATION

DIGITAL EXHIBITION SET DESIGN

## SKYBOY

### OVERLAP REALITY TO ENGAGE YOUR AUDIENCE

SkyBoy invents Overlap Reality®! A new type of immersive experiences where reality and virtuality overlap. By pointing their Smartphone in front of them, users find themselves immersed in a story which takes place exactly where they stand, 360° around them. SkyBoy proposes either to handle a project from A to Z, including the storytelling and a premium 360° production, but clients are also now able to use the whole SkyBoy platform and autonomously produce their Overlap Reality® content!

[WWW.SKY-BOY.COM](http://WWW.SKY-BOY.COM)

### ACHIEVEMENTS

- Skyboy is the only technology with cinematographic quality in an experience of Augmented Reality.
- Proven solution deployed in French large companies such as : Opera Garnier, Futuroscope, Parc Asterix, Centre des monuments nationaux ...
- First worldwide biopic to be experienced on site at the Georges Clemenceau French house (Historia Prize 2019 "Histoire et nouvelles technologies").



In the context of the 2024 Olympic Games competition, Skyboy was selected to showcase to the official Committee the magnificence of the French capital and highlight the different sport spots thanks to the an emotional premium quality immersive experience to be lived from the top of the Eiffel Tower!



Our solution allows visitors to be part and live historic scenes as if they were really happening in front of them.



SkyBoy experiences mix the cinematographic quality of the VR in an easy-to-live smartphone-based experience .

#### DIGITAL FORMATS

Virtual Reality  
Augmented Reality  
Phone/tablet apps  
Mixed Reality

#### EXPERTISE

60 contents production  
Digital visit solution  
Mixed reality  
Audience engagement

#### REFERENCES

Centres des Monuments Nationaux  
Maison de Georges Clemenceau  
Galeries Lafayette

#### CONTACT

Elodie de Loisy  
edeloisy@sky-boy.com





# SMARTAPPS

## CREATE YOUR APP IN MINUTES

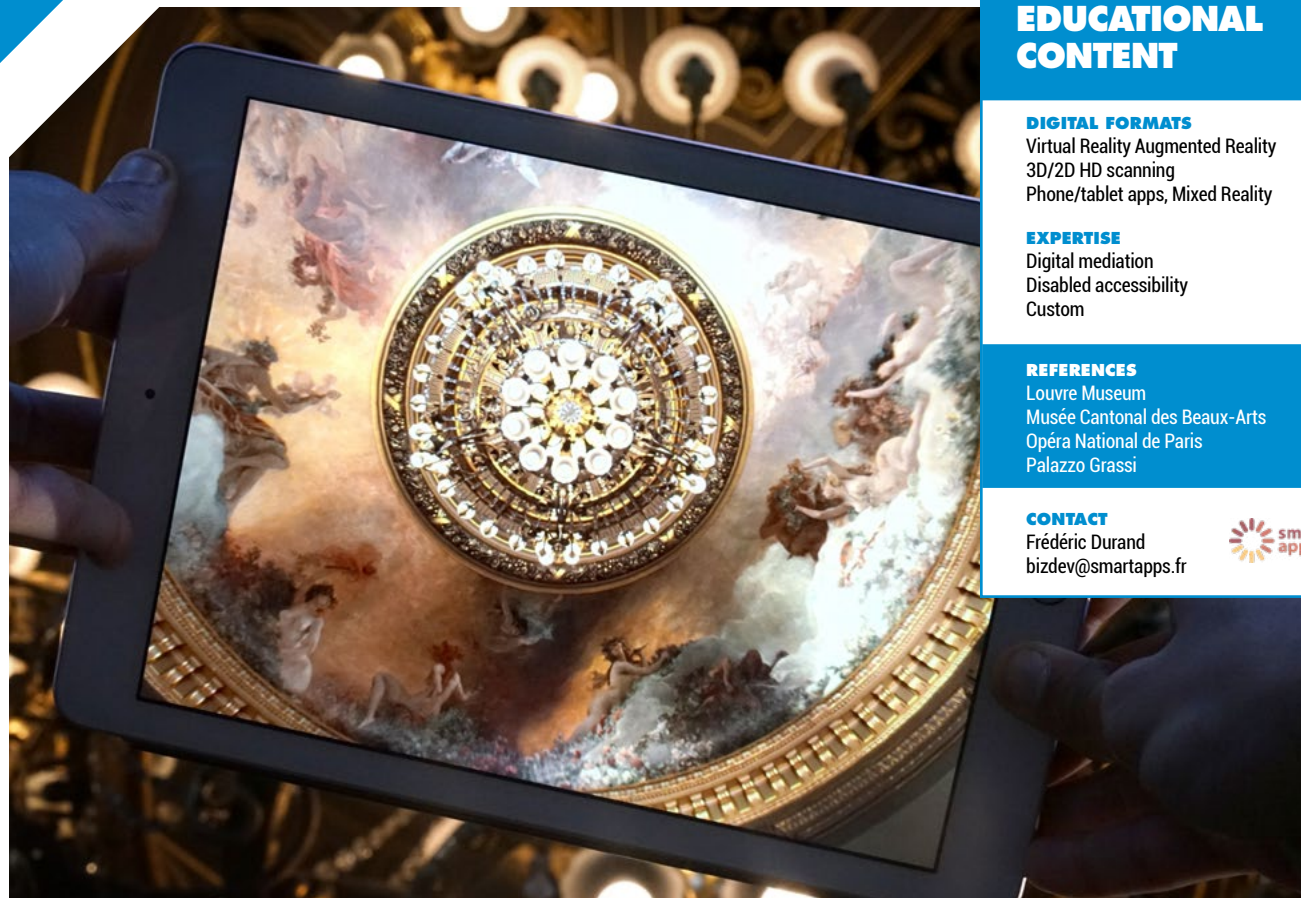
smArtapps was founded in 2010. We help cultural and touristic sites to adapt to the uses of their visitors and to engage with more diverse audiences. smArtapps has developed a CMS (content management system) that allows institutions to create their mobile apps without having to code anything. Institutions integrate their content on the platform (texts, audios, images, videos...) while smArtapps provides its expertise in project management, mobile app development and UX Design (User Experience.)

smArtapps has worked with over 100 clients, including the greatest museums in Paris: The Louvre Museum, Paris Museums, Culturespaces, Paris City Vision, Nancy Museums or the cities of Deauville and Creil. Since its inception, smArtapps has released over 450 mobile apps, downloaded over 2 million times.

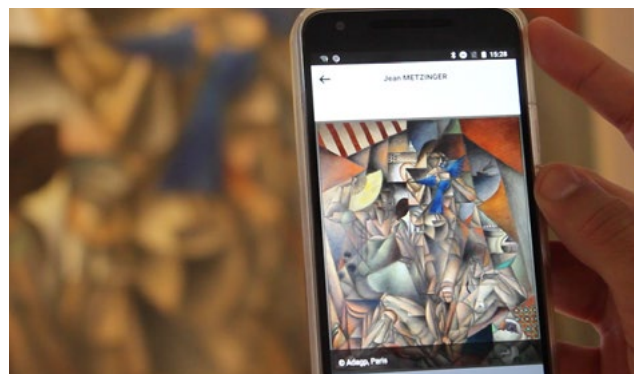
[WWW.SMARTAPPS.FR](http://WWW.SMARTAPPS.FR)

## ACHIEVEMENTS

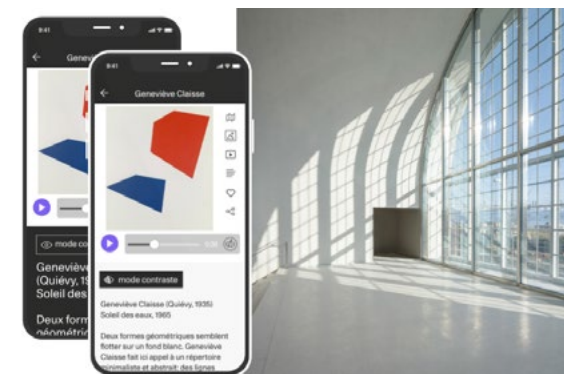
- Official supplier for the largest museum in the world, the Louvre in Paris, for many years.
- Custom solutions for over 150 clients (native mobile apps, in situ apps, Web apps...).
- Expertise in UX/UI design thanks to a highly-skilled international team.



In-situ app for the Opéra National de Paris.



Mobile app project for the Musée d'Art Moderne de Paris.



Mobile app project for the Musée Cantonal des Beaux-Arts de Lausanne.

## MEDIATION & EDUCATIONAL CONTENT

### DIGITAL FORMATS

Virtual Reality  
Augmented Reality  
3D/2D HD scanning  
Phone/tablet apps, Mixed Reality

### EXPERTISE

Digital mediation  
Disabled accessibility  
Custom

### REFERENCES

Louvre Museum  
Musée Cantonal des Beaux-Arts  
Opéra National de Paris  
Palazzo Grassi

### CONTACT

Frédéric Durand  
bizdev@smartapps.fr



# TIMESCOPE

**OFFER MAGICAL IMMERSIVE EXPERIENCES TO YOUR PUBLIC, VISITORS AND PASSENGERS**

Timescope is a unique solution dedicated to places wishing to make the visit experiences unforgettable. We design immersive devices in self-service, accessible to all. We connect every user to the place he visits or crosses. Timescope has a unique savoir-faire in the production of immersive 360 contents and conceive for you outdoor and indoor terminals. These terminals are travel machines. Extremely easy to use, the binoculars can be adjusted to the height of the users. On the touch screen, they choose their language and launch the content of their choice in one second. Every content developed by Timescope includes a very high quality of image. The users find themselves immersed in a 360° environnement. The terminal color and brand can be fully personalized!

**[WWW.TIMESCOPE.COM](http://WWW.TIMESCOPE.COM)**

## ACHIEVEMENTS

- At the Arc de Triomphe you can go back to 1840 with Napoleon or in 2018 after the French victory of the Football World Cup thanks to Timescope!
- At Domplatz Square in Hamburg walkers can travel through centuries and discover the history of the city since middle age thanks to Timescope!
- 2017 Virtuality trade show: Timescope won the price of best VR solution with its universal solution, its potential abroad and in many sectors.

## MEDIATION & EDUCATIONAL CONTENT

### DIGITAL FORMATS

Virtual Reality, Augmented Reality  
Mixed Reality, Interactive terminals

### EXPERTISE

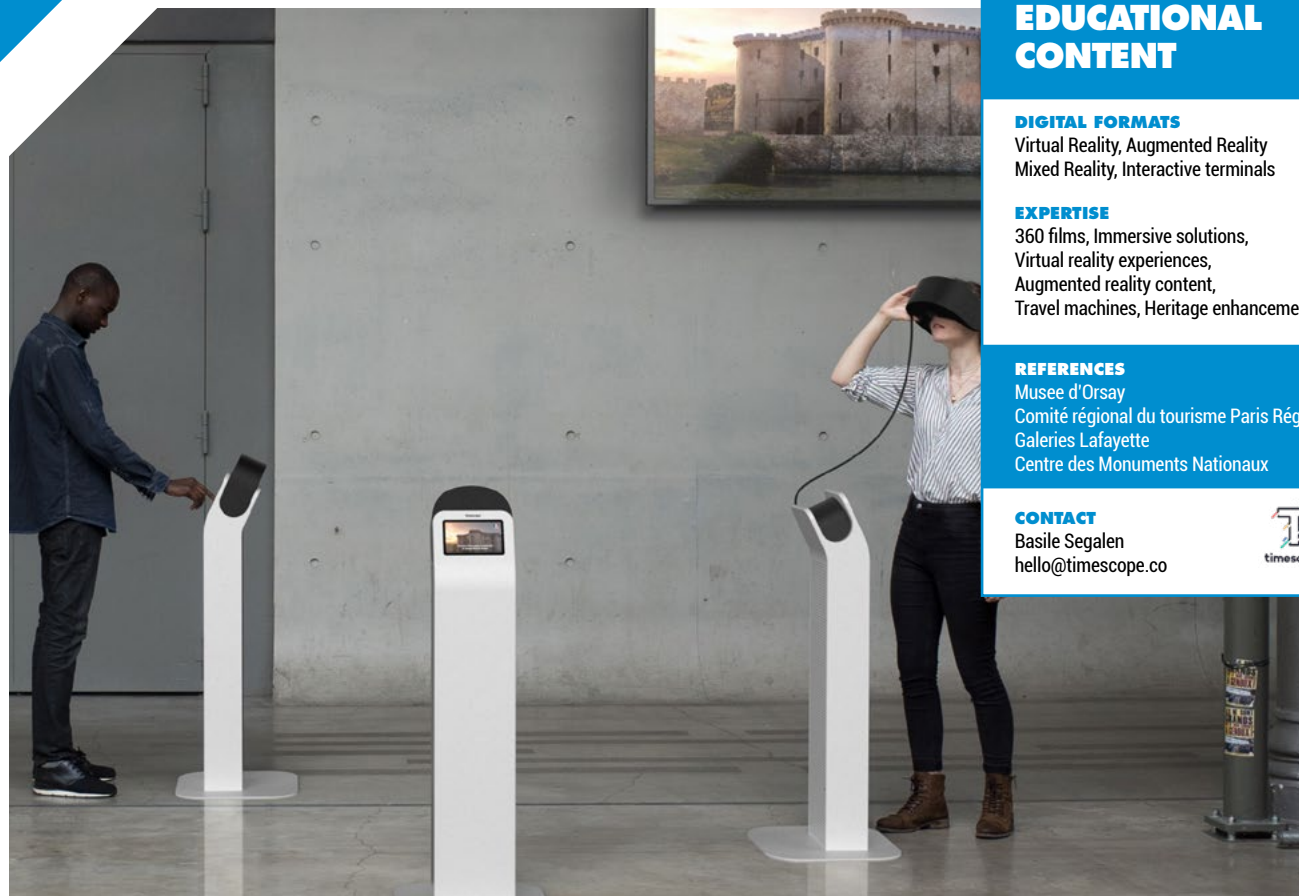
360 films, Immersive solutions,  
Virtual reality experiences,  
Augmented reality content,  
Travel machines, Heritage enhancement.

### REFERENCES

Musee d'Orsay  
Comité régional du tourisme Paris Région  
Galeries Lafayette  
Centre des Monuments Nationaux

### CONTACT

Basile Segalen  
hello@timescope.co



Immersive devices in self-service.



Timescope Terminal along the Tamise River. London UK.



Virtual reality experience for the Arc Triomphe: "Time Travel to 1840".

# HERITAGE ENHANCEMENT

DIGITAL MEDIATION AND CULTURAL INNOVATION



CONTENT PRODUCTION & DISTRIBUTION

ARTWORK & ARCHITECTURAL DIGITIZATION

DIGITAL EXHIBITION SET DESIGN

# ANIMA LUX

CREATIVE CODING BY YANN NGUEMA

Born from a scientific background, Yann Nguema finally turned to the world of artistic creation. As a musician, he founded the group EZ3kiel in 1992 for which he developed the entirety of a rich visual production that has become a reference and a trademark. He focuses his work mainly on performing arts with a constant emphasis on an image-music association. Very quickly he integrated computer technology into his creative process by developing his own software and thus adding a completely interactive dimension to his productions. As a designer of exhibitions and scenography, he has designed numerous projects combining technology, research and poetry. Yann is currently an ambassador artist for the Lyon Festival of Lights.

[WWW.YANNNGUEMA.COM](http://WWW.YANNNGUEMA.COM)

## ACHIEVEMENTS

- Creative coding for cultural institutions.
- Interactive technology for poetry.
- Expertise of graphical contents with arts and sciences alchemy.
- Interactive artistic videomapping to enhance heritage sites.

## HERITAGE ENHANCEMENT

### DIGITAL FORMATS

Video mapping  
Interactive terminals  
Interactive installations and mapping

### EXPERTISE

Software development  
Coding for creativity and interactivity  
Art direction and production

### REFERENCES

National Museum of Singapore  
Detroit Institute of Arts Museum  
Projection mapping, Odawara, Japan  
PiXii festival, La Rochelle, France

### CONTACT

Arnaud Doucet  
[arnauddoucet@me.com](mailto:arnauddoucet@me.com)



"Lux Animae", monumental mapping (video, lights and laser) in Metz, France.



"S.T.R.A.T.A.", interactive installation mixing gravure and lights to recreate a brand new holographic effect.



"S.C.U.L.P.T", interactive mapping on a church chevet allowing the audience to manipulate the projection in real time using a laser beam, in Le Mans, France.



DIGITAL EXHIBITION SET DESIGN

AUDIENCE RELATIONS MANAGEMENT

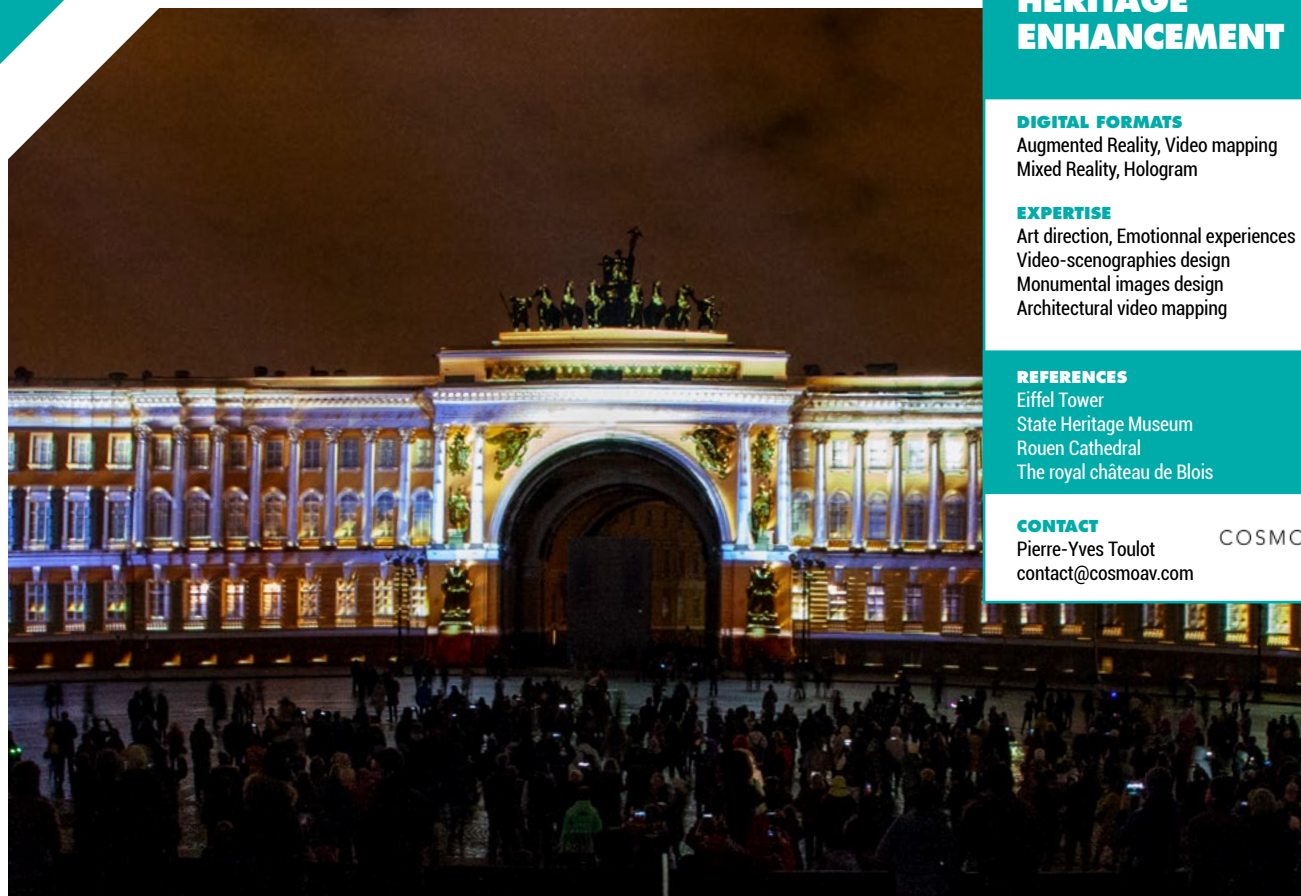
## COSMO AV

Cosmo AV is specialized in creation and design of monumental video mapping projections. We conceive and direct giant images, design video-scenographies, produce original shows and public events. We gather technical and emotional skills to extend the frames and allow the most innovative experiences. Cosmo AV acts in different fields : we conceived most of shows for the historical "Puy du Fou" Theme Park and realized images for "Legend of the Force" and "Season of Super Heroes" shows at Disneyland Paris. We also designed projection mapping for live performances and TV Shows ("Victoria's Secret Fashion Show", "Festival de Cannes") not forgetting many events and games across the world (Sochi Olympic Games – 2014), the anniversary of the Eiffel Tower in 2009, Circle of Light Festival in Moscow.

[WWW.COSMOAV.COM](http://WWW.COSMOAV.COM)

### ACHIEVEMENTS

- Around 250 shows created in 17 years, in more than 30 countries across all continents.
- Cosmo AV has set the Guinness record for the "largest image projected" in 2015 (façade of the Russian Ministry of Defence / Moscow Circle of Light).
- The only full mapping projection of the Eiffel Tower in 2009 for its 120th anniversary.



Video mapping show created for the 250th anniversary of the State Hermitage museum of St Petersburg / Russia in 2014.

### DIGITAL FORMATS

Augmented Reality, Video mapping  
Mixed Reality, Hologram

### EXPERTISE

Art direction, Emotional experiences  
Video-scenographies design  
Monumental images design  
Architectural video mapping

### REFERENCES

Eiffel Tower  
State Heritage Museum  
Rouen Cathedral  
The royal château de Blois

### CONTACT

Pierre-Yves Toulot  
contact@cosmoav.com

COSMO AV



Video mapping show created for the bicentennial of Mexico's Independence / Mexique in 2010.



After 25 years and millions of spectators, Blois has chosen to modernize its castle show and give it a brand new skin.



# VIDEO MAPPING EUROPEAN CENTER

The Video Mapping European Center aims to support the development of the video mapping sector. It combines research actions, trainings, a residency for 10 international projects each year, and international events such as the Video Mapping Festival and IBSIC (Image Beyond the Screen International Conference).

In parallel to these actions of general interest, a cooperative company, "Loom Prod", has been created to allow the career development of supported talents.

This production company answers requests and needs from communities, museums or companies, internationally with a creative studio and all the skills and technical equipments required for video mapping.

**[WWW.VIDEOMAPPINGCENTER.COM](http://WWW.VIDEOMAPPINGCENTER.COM)**

## ACHIEVEMENTS

- Videomapping mediation tool for a funerary stele in the Gallo-Roman museum in Bavay.
- An interactive mapping on a model: consultation tool for urban planners.
- Numerous mapping on buildings allows numerous mapping on buildings to highlight the architecture and to explain the history.

## HERITAGE ENHANCEMENT

### DIGITAL FORMATS

Video mapping

### EXPERTISE

Creation and technical set up for video mapping

### REFERENCES

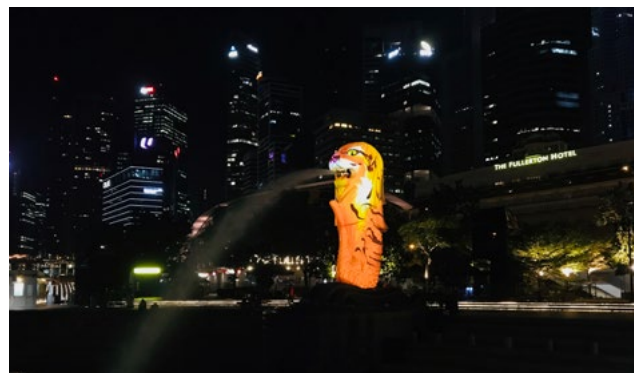
Yangon City Hall - Burma  
Palace of Fine Arts - Lille  
Merlion, Marina Bay - Singapore  
LAM - Art Modem Museum

### CONTACT

Antoine Manier  
[antoine@rencontres-audiovisuelles.org](mailto:antoine@rencontres-audiovisuelles.org)



Yangon City Hall - Burma (Mingalabar! Festival 2016).



Merlion, Marina Bay - Singapore (i Light Singapore 2019).



Palace of Fine Arts - Lille (Video Mapping Festival 2019).



# EXHIBITION SET DESIGN

DIGITAL MEDIATION AND CULTURAL INNOVATION

# LES CHEVREAUX SUPRÉMATISTES

## GIVE AN ARTISTIC FORM TO YOUR CULTURAL CONTENT (FILMS OR INSTALLATIONS)

The Suprematist Goats give artistic forms to scientific, historical, or didactic content, in the context of museums or cultural venues.

From the script to the final set-up, we create films, installations, interactive audiovisual objects, touch-and-manipulate objects, mechanical models and pepper's ghost. We invent offbeat, absurd, magical or humorous forms to convey complex information, innovating both in the way we narrate and broadcast content. Areas of intervention: museography and scenography, audiovisual production, animated film, script, Pepper's ghost, production design, touch-and-manipulate objects, models, dioramas, mechanical machines.

[WWW.CHEVREAUX-SUPREMATISTES.COM](http://WWW.CHEVREAUX-SUPREMATISTES.COM)

### ACHIEVEMENTS

- Dozens of films for the most prestigious French scientific museums: Cité des Sciences, Muséum national d'Histoire naturelle, Museum of Arts and Crafts.
- Numerous collaborations on painted sets with companies: Cirque du soleil, Zingaro, Royal Opera of Versailles, Théâtre du soleil.
- An artistic approach to exhibition design.

## DIGITAL EXHIBITION SET DESIGN

### DIGITAL FORMATS

Video mapping  
Hologram  
Traditional films

### EXPERTISE

Art direction  
Scripts  
Stop-motion films

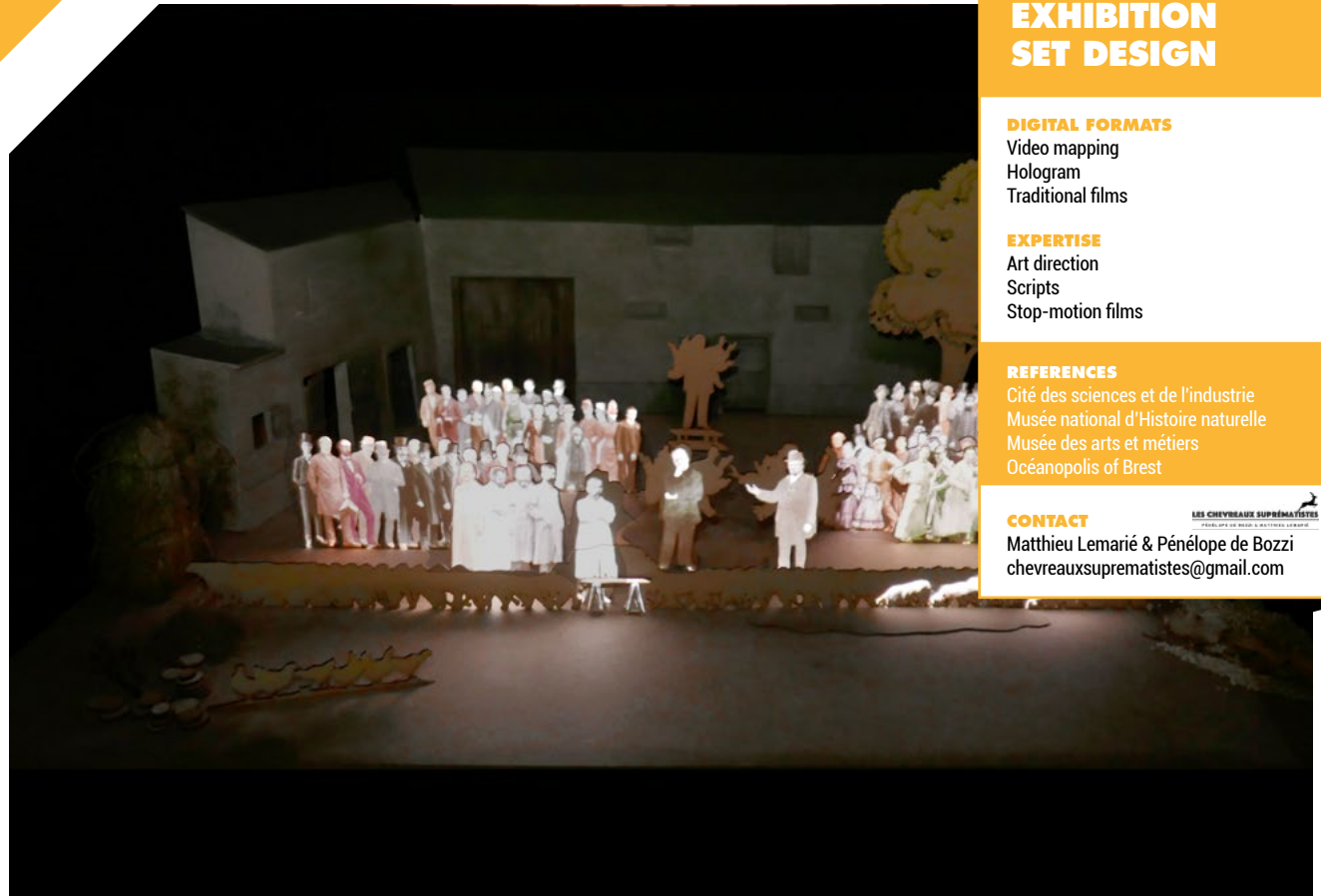
### REFERENCES

Cité des sciences et de l'industrie  
Musée national d'Histoire naturelle  
Musée des arts et métiers  
Océanopolis of Brest

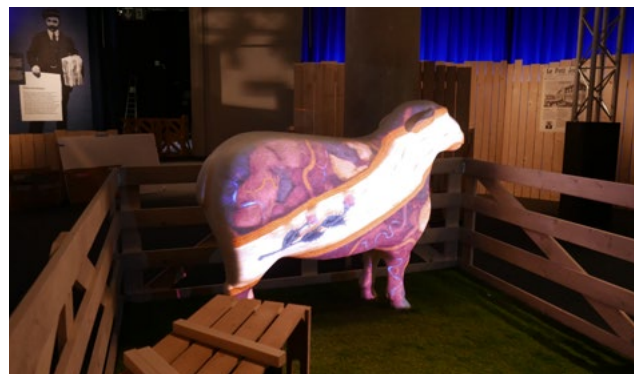
### CONTACT

Matthieu Lemarié & Pénélope de Bozzi  
[chevreauxsuprematistes@gmail.com](mailto:chevreauxsuprematistes@gmail.com)

LES CHEVREAUX SUPRÉMATISTES  
PRODUCTION DE MUSÉE, D'HISTOIRE NATURELLE



Videomapping on a model for the Pasteur exhibition.



Videomapping on a sheep for the Pasteur exhibition.



Shadows filmed for a film about dragons.



# LIGHTS OF THE CENTURY

## A NEW SOFTWARE SOLUTION FOR INTERACTIVE & IMMERSIVE EXHIBITIONS

Lights of the Century presents a full projection system offering its customers the solution to create innovative virtual and mobile exhibitions. The cultural sector has thus the possibility to create immersive and interactive exhibitions, promoting its diverse museums outside their usual static environment, and virtually exhibiting their masterpieces in unlimited destinations and to new eager audience. New e-Exhibition leasing service allows museums to export themselves to other cities. Our software adapts exhibition videos to different types of area settings and offers features to either support a one room space with a multi-projectors system organisation.

[WWW.LIGHTSOFTHECENTURY.COM](http://WWW.LIGHTSOFTHECENTURY.COM)

### ACHIEVEMENTS

- Leading Innovative software for interactive and immersive exhibitions.
- Artificial intelligence to assist deployment and production.
- Expert in multi sites digitalization and new interactive art.

## DIGITAL EXHIBITION SET DESIGN

### DIGITAL FORMATS

Virtual Reality, Augmented Reality  
Video mapping, Mixed Reality  
Artificial Intelligence (AI)  
Interactive terminals

### EXPERTISE

Expert in Digital exhibitions Software deployment

### REFERENCES

The Wrong biennale  
Digital biennale Valencia  
Art Basel

### CONTACT

Cyril Spasevski  
[cyril@lightsofthecentury.com](mailto:cyril@lightsofthecentury.com)



Visitors can interact directly with touch to display information - © Jeff Colin/Lights of The Century.



Conferral guides only can zoom, add descriptions and control the images from their smartphone - © Jeff Colin/Lights of The Century.



Create any scenography anywhere and make it real - © Jeff Colin/Lights of The Century.

# MK2 +

## THE AUGMENTED AGENCY

Pioneer in the democratization of virtual reality, MK2 + Studio specializes in the production of immersive experiences. Through interactive video projection, augmented reality or immersive audio, immersion has become the new benchmark for entertainment, which focuses on new ways of welcoming audiences while presenting to them innovative content creations. This innovation alone makes it possible to travel from one universe to another instantly and thus, providing them with a highly memorable experience. MK2 + Studio is committed to this great adventure by offering dazzling emotional stories through the design and production of immersive and emotional experiences for brands, agencies, museums, sports clubs, real estate developers and institutions in order to generate commitment and support from their public..

[WWW.MK2PLUS.COM](http://WWW.MK2PLUS.COM)

## ACHIEVEMENTS

- Grand Prix Stratégies : "BRAND EXPERIENCE" for Cinema Paradiso 2015 at the Grand Palais.
- CCI Paris Shop & Design Prize : "DIGITAL EXPERIENCE" Category for the mk2 VR.

## DIGITAL EXHIBITION SET DESIGN

### DIGITAL FORMATS

Virtual Reality, Augmented Reality  
Video mapping  
Mixed Reality  
Interactive 4K projections

### EXPERTISE

One-stop shop for immersive experiences  
Distribution, Operating event, Digital advisory, Media Culture, Production.

### REFERENCES

Palais de Tokyo  
Louvre Museum  
Le Grand Palais  
Musée du Quai Branly

### CONTACT

Yoann Malleval  
yoann.malleval@mk2.com



"Oceans Digital Immersive Odyssey" - Cap3000, Shopping center of Nice.



MK2+ VR Stations. Yard party 1/8 finals champions league at PSG Experience, Parc des Princes.



Exhibition "Week-end en Océanie" at Musée du Quai Branly, Paris.



# MOSQUITO

## INTERACTIVE DESIGN FOR CULTURAL SITES

Based in Paris, for over two decades, Mosquito Studio's creative services across visual design, scenography and technology have pushed the boundaries of interactive installations for museums, entertainment and public installations. We are looking for strategies to create a virtuous interaction loop between the space, the visitor, the digital device and the content. Each project offers a different answer. We believe that audiovisual and multimedia devices for museums must highlight content, stimulate curiosity, stimulate the desire to learn, and remain hidden, almost invisible.

A successful interactive installation cannot be explained, the visitor naturally appropriates it.

[WWW.MOSQUITO.FR](http://WWW.MOSQUITO.FR)

### ACHIEVEMENTS

- Children's Museum, Louvre Abu Dhabi: Exhibition, "A costume adventure".
- "Digital journey", Musée de l'armée, Hôtel des Invalides, Paris France
- Multimedia production of the exhibition : "The history of the world" in 100 objects from the British Museum, Valenciennes, France



Children's Museum, Louvre Abu Dhabi. Interactive exhibition.

## DIGITAL EXHIBITION SET DESIGN

### DIGITAL FORMATS

Virtual Reality, Augmented Reality  
Video mapping, Hologram  
Interactive terminals, web site  
Interactive scenography

### EXPERTISE

Design and realization of interactive experiences  
UI/ UX design and production  
Custom software development

### REFERENCES

Musée du Louvre in Abu Dhabi  
Musée de l'armée  
Musée des Arts décoratifs  
La Conciergerie

### CONTACT

Emmanuel Rouillier  
emmanuel@mosquito.fr



"Multimedia Journey", Panthéon Paris.



"Interactive journey", Bibliothèque Humaniste, Sélesta France.

## DIGITAL FORMATS

Augmented Reality  
Video mapping  
Phone/tablet apps  
Hologram

## EXPERTISE

Audiovisual and multimedia production

## REFERENCES

Banque de France Citeco  
Foire de Milan

## CONTACT

Farrell Clémence  
mm@museomaniac.com



CONTENT PRODUCTION & DISTRIBUTION

MEDIATION & EDUCATIONAL CONTENT

# MUSÉOMANIAC

Muséomaniac designs, produces and sells products derived from museum practice: from interactive furniture, to audiovisual or multimedia production, to the overall production of an exhibition, the company offers 360° services for independent and complementary activities.

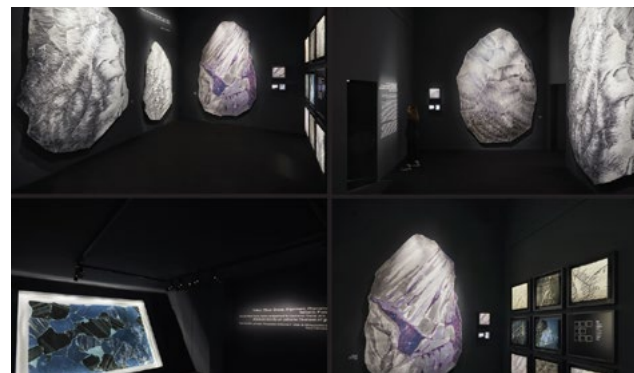
[WWW.MUSEOMANIAC.COM](http://WWW.MUSEOMANIAC.COM)

## ACHIEVEMENTS

- Production of a film consisting of clips for the Noé Duchaufour-Lawrance collection for Tai Ping.
- Scenography mission for the exhibition "Pictographs: Abstraction and Calligraphy" presented at the Louvre Museum in Abu Dhabi.
- Design, study and follow-up scenography and installation of works for the exhibition of fair 1-54 at DADA - Marrakech



Cité de l'Économie et de la Monnaie - Paris.



Noé Duchaufour-Lawrance' exhibition - Tai Ping Milan showroom.



Cité de l'Économie et de la Monnaie - Paris.



CONTENT PRODUCTION & DISTRIBUTION

TECHNICAL SOLUTIONS PROVIDER

AUDIENCE RELATIONS MANAGEMENT

# MUSEUM MANUFACTORY

## EXPERIENCING YOUR STORY

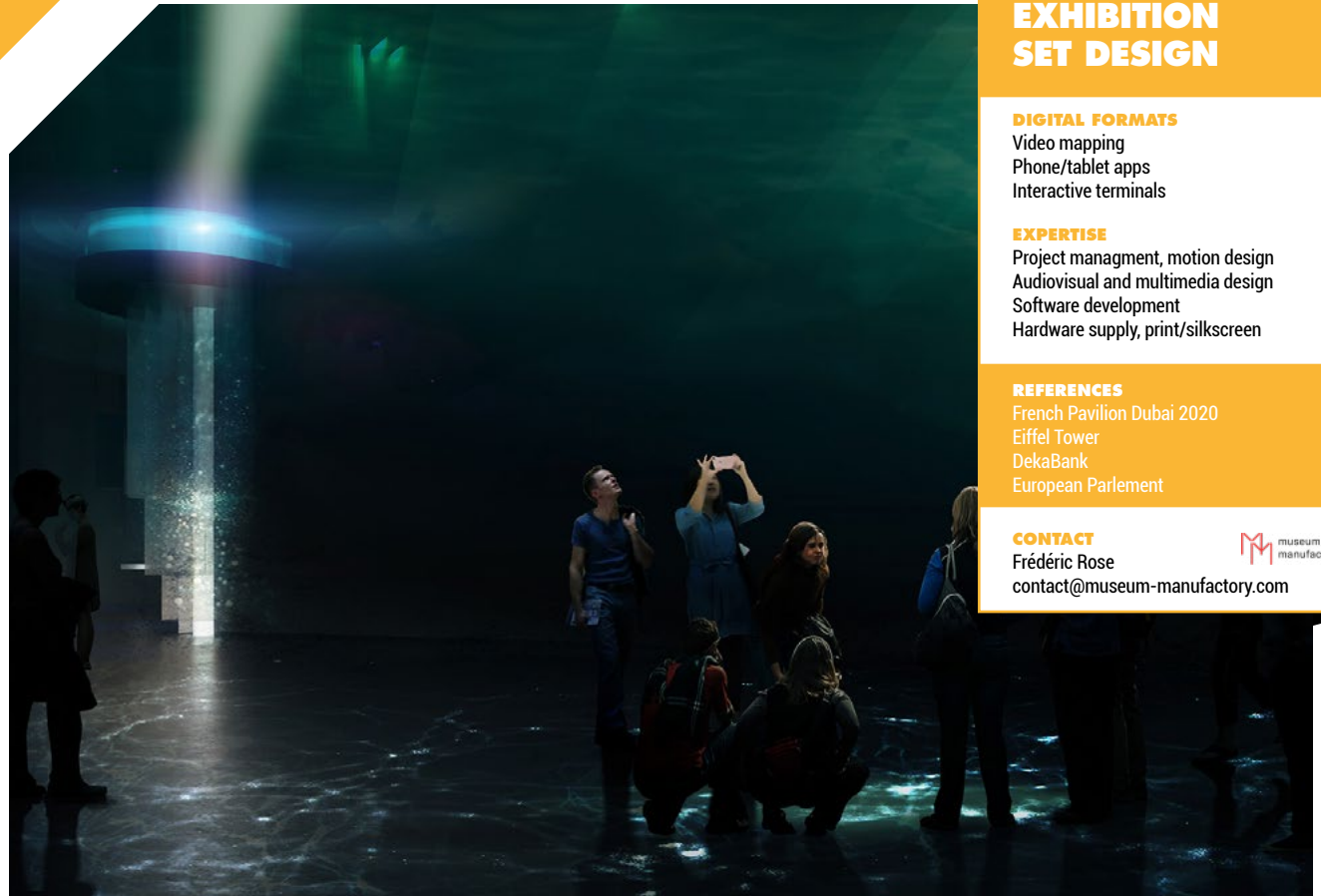
Museum Manufactory designs and develops tailor-made worlds: permanent exhibitions, corporate museums, interpretation centres, showrooms, historical and heritage spaces, temporary and travelling exhibitions... for public and private sponsors, in France and abroad.

Our team has more than 25 years of experience. From Paris, Strasbourg and Germany, it accompanies you throughout your project, from its detailed design to its implementation, by offering you creative turnkey solutions.

**[WWW.MUSEUM-MANUFACTORY.COM](http://WWW.MUSEUM-MANUFACTORY.COM)**

## ACHIEVEMENTS

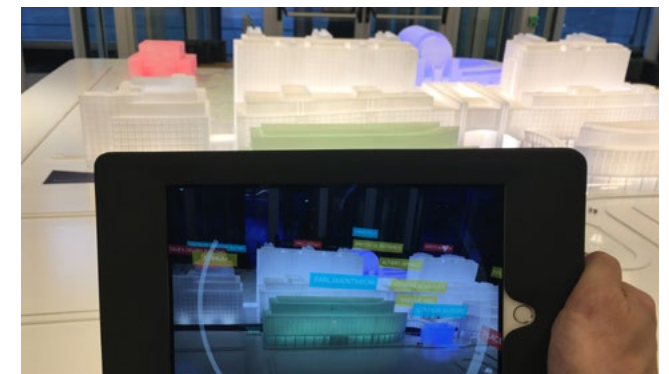
- Leadship in international Consortium audiovisual & multimedia design + production = immersive installations, interactive multimedia, motion design.
- Supply + installation of hardware.
- Print + silkscreen leader in France and Europe



French Pavilion for Dubai2020 (UAE). Project management, audiovisual and multimedia design and production.  
© Anamnesia/SNAIK/ducksceino/NÜSSL.



"130 years of the Eiffel Tower", temporary exhibition in front of the Eiffel Tower.  
Project management, global design, audiovisual and multimedia design and production - © Dorian Rollin.



European Parliament, Belgium. Project management, global design and layout - © Anamnesia.

## DIGITAL EXHIBITION SET DESIGN

### DIGITAL FORMATS

Video mapping  
Phone/tablet apps  
Interactive terminals

### EXPERTISE

Project management, motion design  
Audiovisual and multimedia design  
Software development  
Hardware supply, print/silkscreen

### REFERENCES

French Pavilion Dubai 2020  
Eiffel Tower  
DekaBank  
European Parlement

### CONTACT

Frédéric Rose  
[contact@museum-manufactory.com](mailto:contact@museum-manufactory.com)



## RECIPROQUE

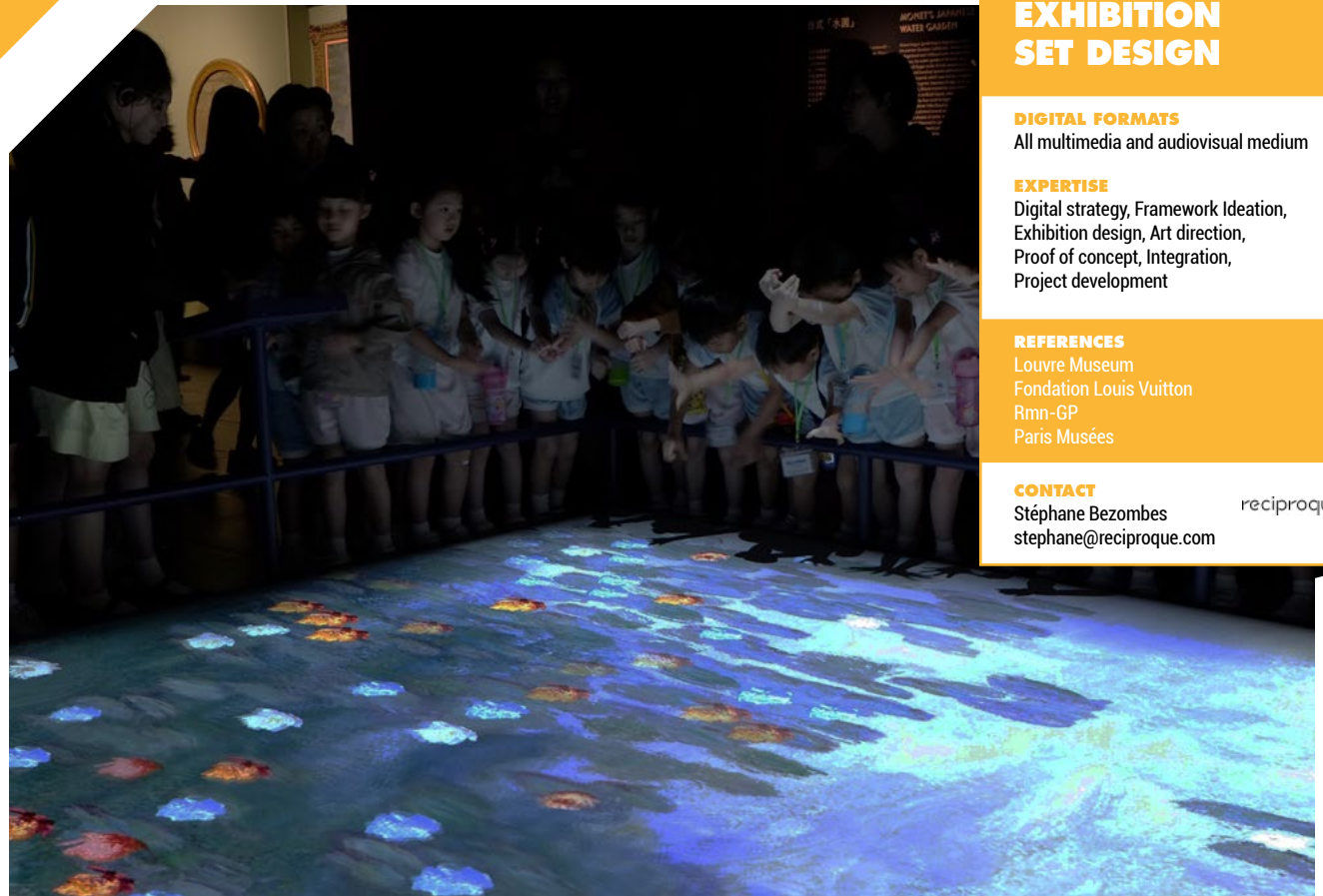
### A CULTURAL ENGINEERING FIRM SPECIALIZING IN DIGITAL INTERFACES

Founded in 2006, Reciproque is a cultural engineering firm specializing in digital, multimedia and audiovisual technology. We offer services in research and innovation, multimedia design, audiovisual production, strategic consulting, project management, diagnostic assessment, museography, cultural mediation, programming, set design, and cultural engineering. Our team will oversee your projects, from the initial design phase to its commissioning. We have the expertise required to manage and optimize your digital services, whether already existing or in transition. At Reciproque, our company culture inspires all of our projects, from their inception to their commissioning.

[WWW.RECIPROQUE.COM](http://WWW.RECIPROQUE.COM)

### ACHIEVEMENTS

- Make human creativity accessible to as many people as possible through digital technology.
- Bring unique perspective to every exhibition project.
- Design interfaces that allow visitors to discover art and heritage for themselves.



Digital Exhibition "Claude Monet, le génie des lieux" at Heritage Museum, Hong Kong, 2016.

#### DIGITAL FORMATS

All multimedia and audiovisual medium

#### EXPERTISE

Digital strategy, Framework Ideation, Exhibition design, Art direction, Proof of concept, Integration, Project development

#### REFERENCES

Louvre Museum  
Fondation Louis Vuitton  
Rmn-GP  
Paris Musées

#### CONTACT

Stéphane Bezombes [stephane@reciproque.com](mailto:stephane@reciproque.com) [reciproque](http://reciproque.com)



"Sharks Exhibition" with interactive wall at Musée Océanographique de Monaco, 2012-2013.



Musée du Quai Branly permanent exhibition, 2017.



# ARTWORK & ARCHITECTURAL DIGITIZATION

DIGITAL MEDIATION AND CULTURAL INNOVATION

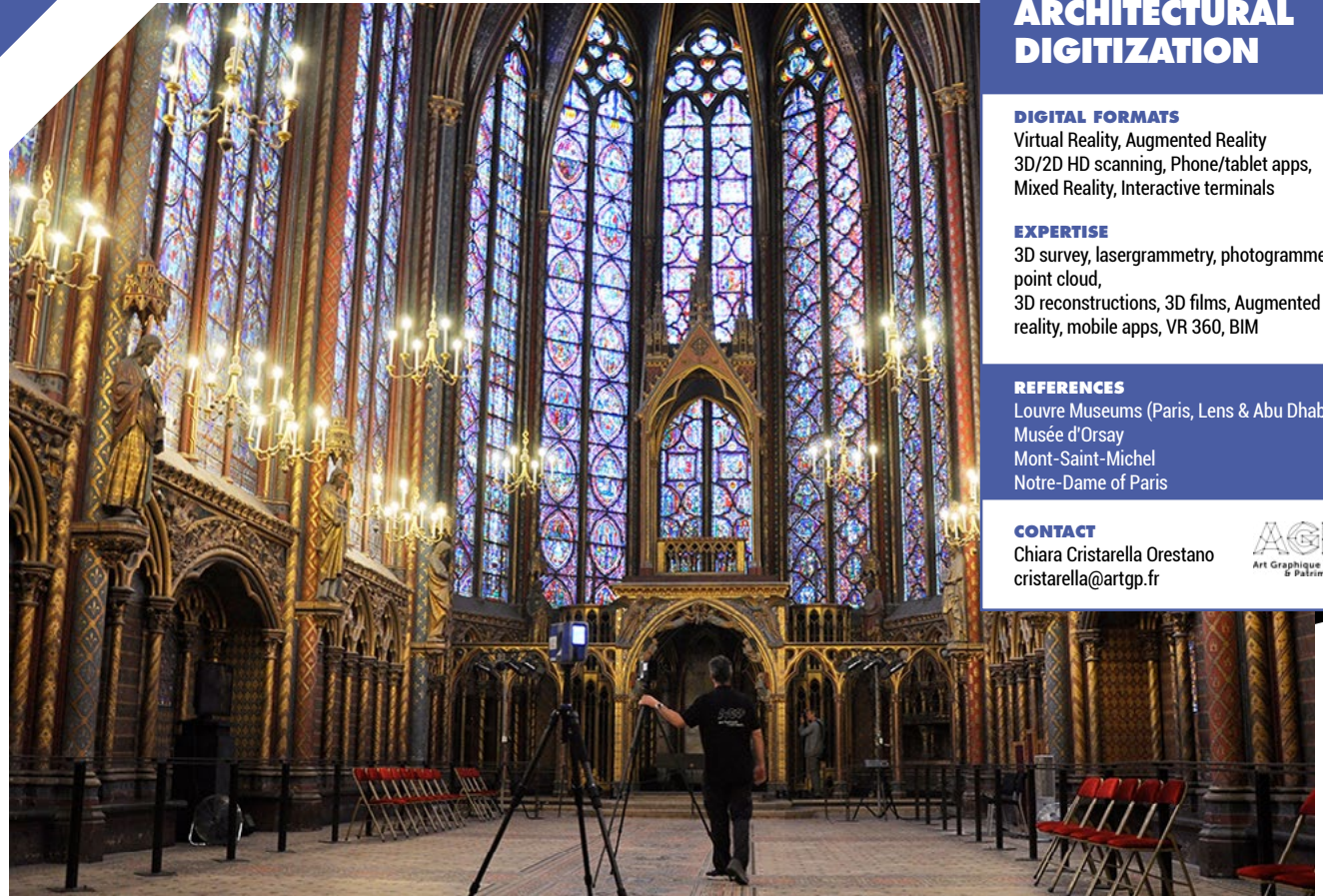
# ART GRAPHIQUE ET PATRIMOINE

AGP represents the French expertise in digital technologies for cultural heritage enhancement. Founded by a stonecutter in 1994, the company operates for restoration, preservation and valorization projects of historical monuments and artworks: archaeological and architectural 3D survey, 3D digitization, BIM as-built, 3D historical reconstructions, VR and augmented reality apps for cultural outreach. Pioneer in its sector, AGP has collected more than 2000 references, in France and abroad, thanks to its multidisciplinary team of 25 specialists (stonecutters, architects, engineers, art historians, archaeologists, infographic designers, IT developers...). AGP, by gathering traditional know-how and digital skills, produces high technical quality images and develops innovative solutions for museums, collectors and cultural institutions. Its expertise is recognized by the French EPV label - Entreprise du Patrimoine Vivant.

**[WWW.ARTGPF.FR](http://WWW.ARTGPF.FR)**

## ACHIEVEMENTS

- French leader of 3D digital technologies for cultural heritage enhancement for 25 years.
- High quality, heritage passion and unique expertise: the excellence of French know-how recognized by EPV label (Entreprise du Patrimoine Vivant).
- More than 2,000 references in France and abroad conducted by a multidisciplinary team of 25 specialists.



3D survey campaign of the Sainte-Chapelle as part of a larger campaign to digitize Paris' Palace of Justice, being carried out for the renovation of the APIJ real estate complex.



3D historical reconstruction of Notre-Dame of Paris - 1245  
© Laurence Stefanon, Art Graphique & Patrimoine.



High Quality 3D model of the Winged Victory of Samothrace based on 3D digitization of the statue for the Louvre Museum.

## ARTWORK & ARCHITECTURAL DIGITIZATION

### DIGITAL FORMATS

Virtual Reality, Augmented Reality  
3D/2D HD scanning, Phone/tablet apps,  
Mixed Reality, Interactive terminals

### EXPERTISE

3D survey, lasergrammetry, photogrammetry,  
point cloud,  
3D reconstructions, 3D films, Augmented  
reality, mobile apps, VR 360, BIM

### REFERENCES

Louvre Museums (Paris, Lens & Abu Dhabi)  
Musée d'Orsay  
Mont-Saint-Michel  
Notre-Dame of Paris

### CONTACT

Chiara Cristarella Orestano  
[cristarella@artgp.fr](mailto:cristarella@artgp.fr)





## ARTOFCORNER

### LET'S CREATE TOGETHER GREAT IMMERSIVE EXPERIENCES!

ArtofCorner was created in 2016 : "Turnkey" immersive projects firstly in the field of Art, Culture and Heritage, specialist in designing volumetric VR & AR content with photographic rendering, partnership with Intel for our photogrammetry expertise applied to VR, many awards, especially Best VR interactive content in Laval Virtual 2018.

We design and broadcast very qualitative immersive experiences.

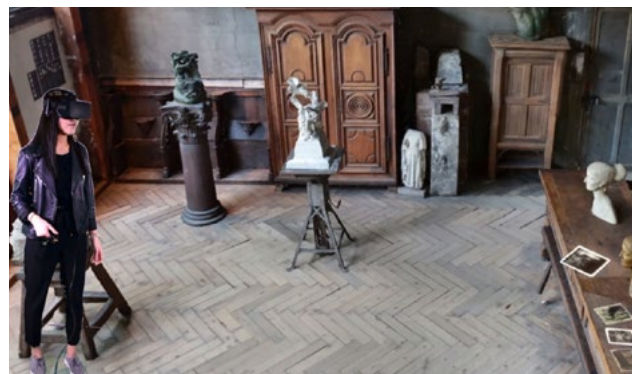
**[WWW.ARTOFCORNER.FR](http://WWW.ARTOFCORNER.FR)**

### ACHIEVEMENTS

- Award of the Best VR interactive experience in Laval Virtual 2018 with Bourdelle VR.
- White Paper for Intel about photogrammetry applied to VR.
- Lumiere awards of the best Museum VR Experience, Stereopsia 2018, Bruxelles.
- Mediakwest Award, 360 Film Fest 2018, Paris.



Antoine Bourdelle's workshop in VR - Musée Bourdelle (Paris).



View from the mezzanine - Antoine Bourdelle's workshop in VR.



Scan view - Antoine Bourdelle's workshop in VR.

### DIGITAL FORMATS

Virtual Reality  
3D/2D HD scanning

### EXPERTISE

Documentary, Historical, Interactive  
Volumetric, Educational  
Narrative, 6DOF  
Event, Cultural Heritage

### REFERENCES

Paris Musées  
Montmartre Museum

### CONTACT

Frédéric Purgal  
frederic@artofcorner.fr



HERITAGE ENHANCEMENT

DIGITAL EXHIBITION SET DESIGN

CONTENT PRODUCTION & DISTRIBUTION

## ICONEM

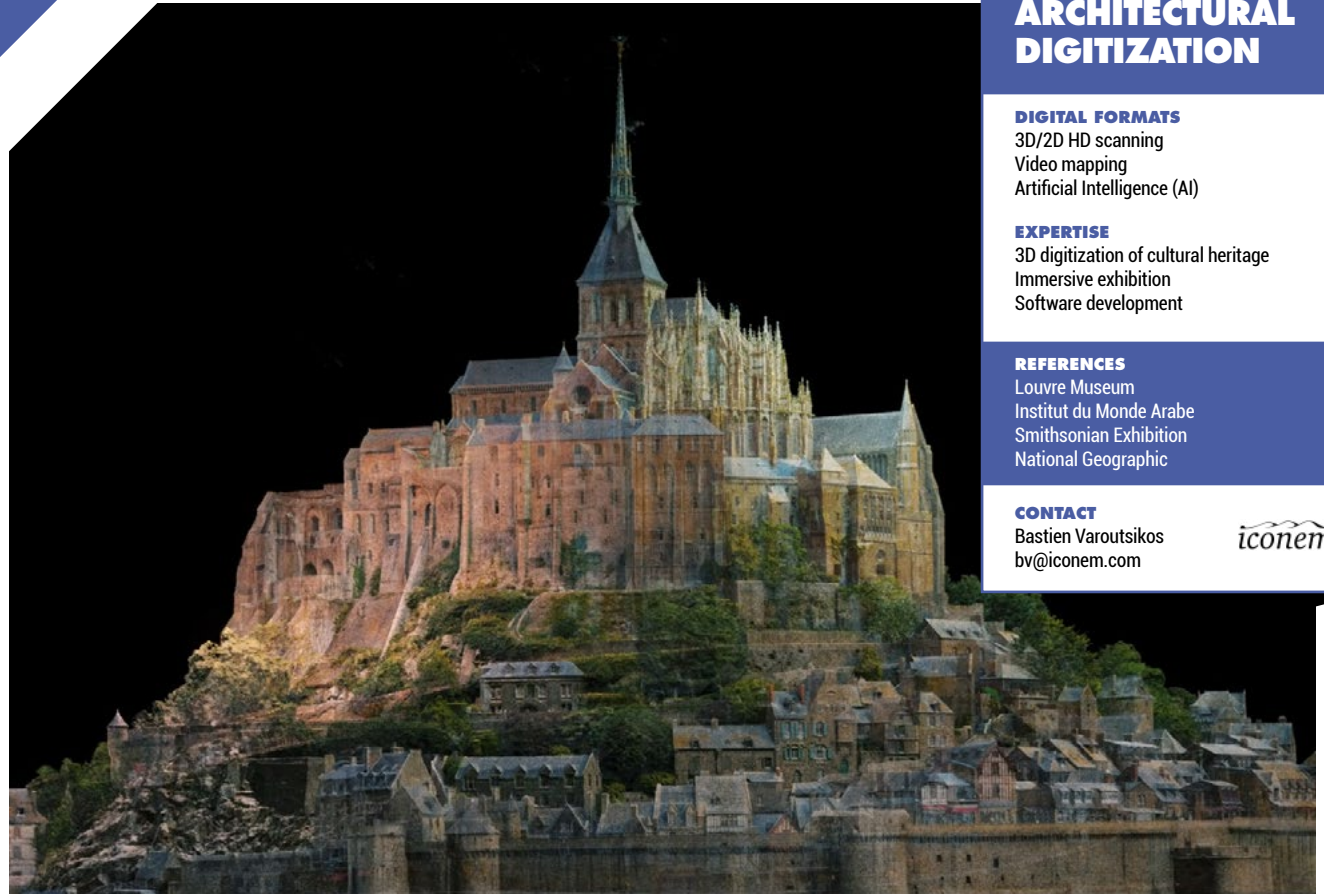
### EXPLORE HUMAN HERITAGE

Iconem is a startup that specializes in the digitization of the world's endangered cultural heritage sites in 3D. Founded in 2013 and active in over 30 countries, its expert team travels the globe, leveraging the large-scale scanning capacity of drones and the photorealistic quality of 3D, to record archaeological and historical sites that are imperilled by looting, urbanisation, mass tourism, armed conflict, and climate change. The company's urban and architectural 3D models, and training for local professionals facilitate the critical conservation of cultural heritage experts. Iconem's digital content curated for museum exhibitions immerses visitors in the treasured sites that represent the wealth of our planet's cultural heritage.

[WWW.ICONEM.COM](http://WWW.ICONEM.COM)

### ACHIEVEMENTS

- Iconem has developed new technological solutions to increase speed and resolution of 3D documentation of cultural heritage.
- Carried out complex and multi-scalar 3D recording of more than 200 archaeological and heritage sites across 30 countries.
- Produced international immersive 3D exhibitions using innovative scenography and technology.



France's Mont Saint Michel pointcloud with 3D artistic processing ready for an exhibition - © Microsoft/CMN/Iconem.

#### DIGITAL FORMATS

3D/2D HD scanning  
Video mapping  
Artificial Intelligence (AI)

#### EXPERTISE

3D digitization of cultural heritage  
Immersive exhibition  
Software development

#### REFERENCES

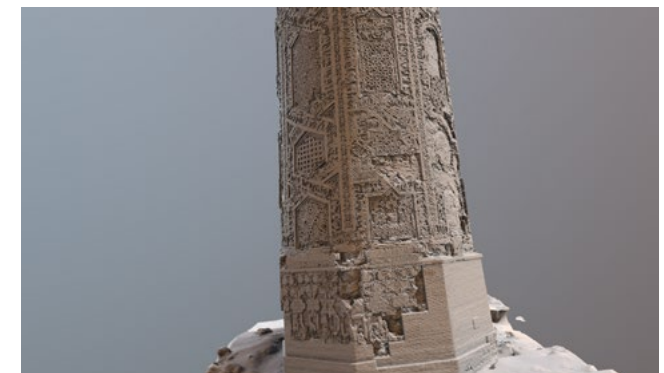
Louvre Museum  
Institut du Monde Arabe  
Smithsonian Exhibition  
National Geographic

#### CONTACT

Bastien Varoutsikos  
bv@iconem.com



Orthophotography of the Krak des Chevaliers, Syria - © DGAM/Iconem.



Untextured model of the Jam Minaret, Afghanistan - © UNESCO.



# IMA SOLUTIONS

## 3D SCANNING & DIGITAL MEDIA FOR HERITAGE

IMA Solutions provides to Museums & Cultural Institutions 3D digitization services and original 3D digital media creation using cutting edge certified 3D technologies like 3D scanning, X-ray tomography scanning, high performance computing, 3D printing, 3D interactive applications and 3D visualization. IMA Solutions works with prestigious Museums worldwide like The British Museum, Museo Egizio, Le Louvre Lens, and Natural History Museums on multi-million visitors' exhibitions that use 3D technologies to improve knowledge and cultural mediation. Our 3D solutions open new ways of studying and exploring Museums' collections like seeing what's inside an artwork or Egyptian mummies using medical CT scanning imaging or visiting non accessible archeological sites using virtual reality.

**[WWW.IMA-SOLUTIONS.FR](http://WWW.IMA-SOLUTIONS.FR)**

### ACHIEVEMENTS

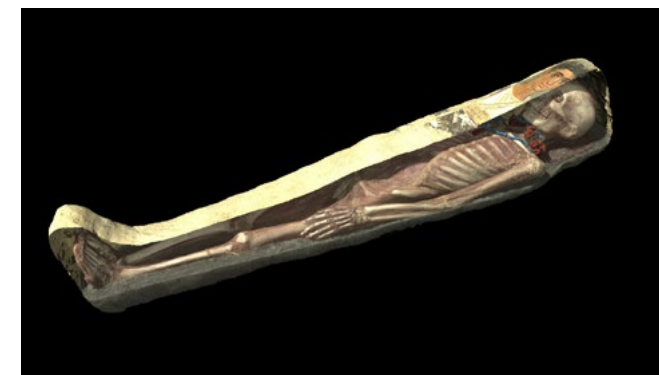
- Worldwide on site 3D scanning capabilities with certified 3D scanners and softwares.
- Unique and innovative solution to explore what's inside artworks using X-ray imaging and best in class 3D volumetric engines.
- RNCI Heritage & Innovation Award 2016.



Medical CT scanner acquisition of an Egyptian mummy of a child from The British Museum collection.



3D scanning of Roman sculptures at Musée Départemental Arles Antique to create an online 3D collection database.



3D volumetric rendering with virtual unwrapping of an Egyptian mummy from the British Museum collection.

## ARTWORK & ARCHITECTURAL DIGITIZATION

### DIGITAL FORMATS

Virtual Reality, 3D/2D  
HD scanning  
Interactive terminals

### EXPERTISE

3D scanning, X-ray scanning  
3D visualization, 3D interactive Applications, 3D printing  
High Performance computing

### REFERENCES

The British Museum  
Museo Egizio  
Louvre Lens  
Cité des Sciences et de l'Industrie

### CONTACT

Benjamin Moreno  
[contact@ima-solutions.fr](mailto:contact@ima-solutions.fr)

**IMA Solutions**  
3D scanning & digital media



# SUMMUM 3D

## 3D DIGITIZATION EXPERTS AND VISUAL ASSET STRATEGY

Summum 3D helps curators, archaeologists, museum professionals and cultural institutions fulfill their mission by providing photorealistic 3D models of artworks in the highest image and color quality. Our innovative team has been pioneering in high quality photo, photogrammetry and 3D modeling for the main French museums since 2012, developing a specific and extensive experience in 3D digitization of paintings, sculptures and objects. Our know-how empowers museums and archaeologists to study and spread the knowledge of cultural and artistic heritage through all types of digital content. From video to digital interfaces, immersive content and extended realities, we fuel creative new ways to tell the stories of artworks and design experiences for the widest audience. In details !

**[WWW. SUMMUM3D.COM](http://WWW.SUMMUM3D.COM)**

## ACHIEVEMENTS

- Providing Cultural Institutions with high quality data relevant for scientific requirements as well as communication and mediation needs.
- Innovative high definition photogrammetry and 3D postproduction workflow.
- Creative digital and immersive content production.

## ARTWORK & ARCHITECTURAL DIGITIZATION

### DIGITAL FORMATS

Virtual Reality, Augmented Reality 3D/2D  
HD scanning, Interactive terminals  
Video mapping Phone/Tablet apps  
Mixed Reality Hologram

### EXPERTISE

3D digitization, photogrammetry  
Photography, postproduction  
photorealistic rendering  
Visual & immersive content production

### REFERENCES

Paris Musées  
Rmn-Grand Palais  
Goulrandis Foundation  
IFAO, Hatnub mission

### CONTACT

François Bougnères, CEO  
[francois@summum3d.com](mailto:francois@summum3d.com)



Painting detail of "Women Picking Olives" by Van Gogh - © Goulrandis Museum of Modern Art / Summum3D.



"Ajax suicide Exekias amphora" - © Musée de Boulogne-sur-Mer / Summum3D.



Hatnub inscription - © IFAO / Summum3D.



# WAOLAB

## THE AGENCY SPECIALISED IN 3D DIGITIZING AND VIRTUAL REALITY CONTENT DESIGN

Designer of innovative immersive and interactive experiences, WAOLab is an agency specialized in 2D and 3D digitalization of artworks, objects and spaces. We also reproduce and restore collectibles through 3D printing. We are fore-runners in the creation of innovative ways of appreciating masterpieces, exceptional objects and luxury products. We work in the domains of art, fashion, architecture, design, luxury items and cinema. Among WAOLab's vocations, is the one to preservation of our heritage by creating dematerialized objects for the appreciation of future generations. Attentive, perfectionist and adaptable our agency have convinced global luxury brands, film production companies, fashion icons, artists and galleries thanks to its know-how and tailor-made services.

[WWW.WAOLAB.COM](http://WWW.WAOLAB.COM)

## ACHIEVEMENTS

- Leader in 3D digitizing for artworks and cultural spaces.
- Pioneer in the creation of tailor-made solutions and the invention of new means of communication.
- Amazing mobile applications and 100% customized virtual reality experiences.



Design & Architecture : Virtual reality tailor-made solutions - © Laurent Rossignol / WAOLab.

## ARTWORK & ARCHITECTURAL DIGITIZATION

### DIGITAL FORMATS

Virtual Reality VR (HTC Vive and Oculus)  
Augmented Reality AR (Hololens)  
3D/2D HD Scanning, Phone/Tablet Apps  
Interactive Hologram Terminals

### EXPERTISE

HD 3D scanning, 360° videos,  
Laser point cloud recording (BIM)  
3D interactive applications,  
Customized virtual and augmented reality experiences

### REFERENCES

Centre Pompidou-MNAM, Boucheron  
MOCA Museum, Fox Pictures, Chanel  
Fitzwilliam and Chatsworth museum  
Laffanour-Downtown Gallery, Owenscorp  
Renzo Piano Building workshop

### CONTACT

Laurent Rossignol  
lrossignol@waolab.com



Artworks : 3D HD scanning & printing for restoration.  
© Laurent Rossignol / WAOLab.



Fashion : 3D & VR configurator for accessories.  
© Laurent Rossignol / WAOLab.

# AUDIENCE RELATIONS MANAGEMENT

DIGITAL MEDIATION AND CULTURAL INNOVATION



# AFFLUENCES

## WAITING TIMES AND OCCUPANCY, IN REAL TIME

Affluences is a digital solution specialized in measuring human flow. We communicate real time occupancy and crowd forecasts on a free mobile app. Affluences is established in France and in Europe. Our digital solution is made of 4 main stages :

- 1-We set up sensors to measure real-time occupancy or waiting times.
- 2-Our predictive algorithm analyses all incoming data to provide hourly forecasts
- 3-We display this real time information (occupancy rate, waiting time) to your visitors, thanks to the Affluences free mobile app or the use of web API.
- 4-An easy to use backoffice helps your institution with key indicators and other tools to improve your visitor flow management.

[WWW.AFFLUENCES.COM](http://WWW.AFFLUENCES.COM)

## ACHIEVEMENTS

- Several awards: Think culture 2019 ID d'Or 2018, IFCIC/Ministère de la culture 2018, Services Numériques innovants of the French Ministry of Culture 2018.
- Leader in providing real time information for more than 800 institutions.
- 1 million users of Affluences mobile app.
- Partner of the Louvre Museum since 2016.

## AUDIENCE RELATIONS MANAGEMENT

### DIGITAL FORMATS

Phone/tablet apps, Saas software

### EXPERTISE

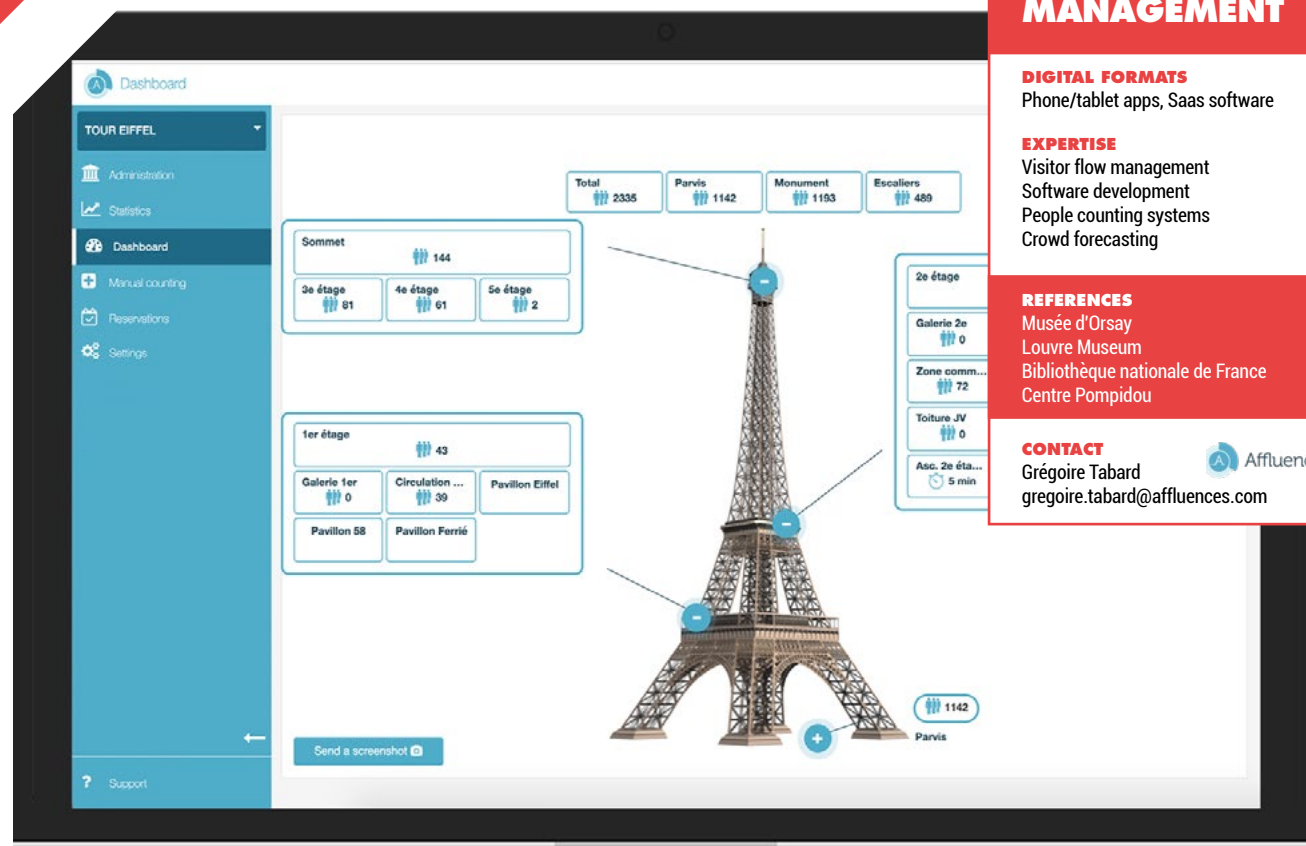
Visitor flow management  
Software development  
People counting systems  
Crowd forecasting

### REFERENCES

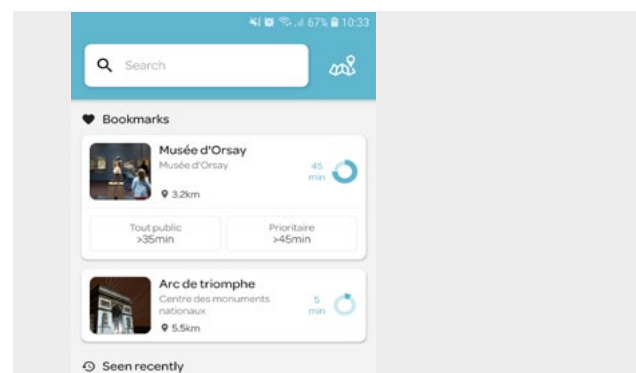
Musée d'Orsay  
Louvre Museum  
Bibliothèque nationale de France  
Centre Pompidou

### CONTACT

Grégoire Tabard  
gregoire.tabard@affluences.com



Affluences monitors in real-time every occupancy and waiting time thanks to proprietary sensors. Cultural institutions can manage and optimize their space with data.



A 100% free mobile app you can use anywhere, for different kinds of practical informations.



Our partners choose Affluences also for its business intelligence tools.

# ASK MONA

## EMPOWER YOUR VISITORS THROUGH AI & CHATBOT

Ask Mona uses artificial intelligence to help cultural institutions reaching new audiences. The startup began by launching a chatbot that advises its users on cultural places to visit depending on their requests. Today, Ask Mona also develops conversational experiences for cultural institutions (Grand Palais, Fondation Louis Vuitton, Théâtre du Châtelet...). Those experiences are available before the visit to discover and gather informations on the cultural institution. They also provide information during and after the visit so that visitors can interact with artworks and give their feedback to the institution.

[WWW.STUDIO.ASKMONA.FR](http://WWW.STUDIO.ASKMONA.FR)



Offer a user-oriented service to help your visitors preparing their venue.

### DIGITAL FORMATS

Artificial Intelligence (AI)

### EXPERTISE

AI & chatbots for cultural institutions

### REFERENCES

Grand Palais  
Fondation Louis Vuitton  
Théâtre du Châtelet  
Caen Memorial Museum

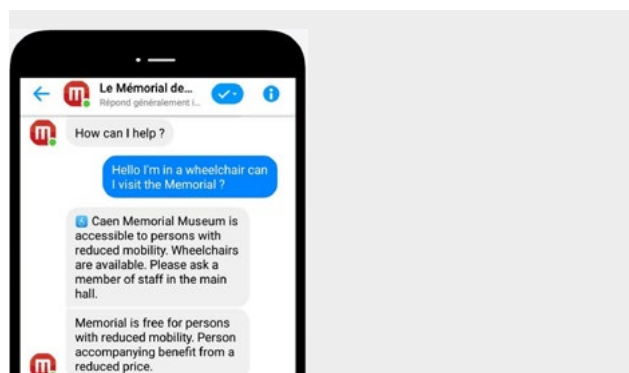
### CONTACT

Marion Carré  
marion@askmona.fr

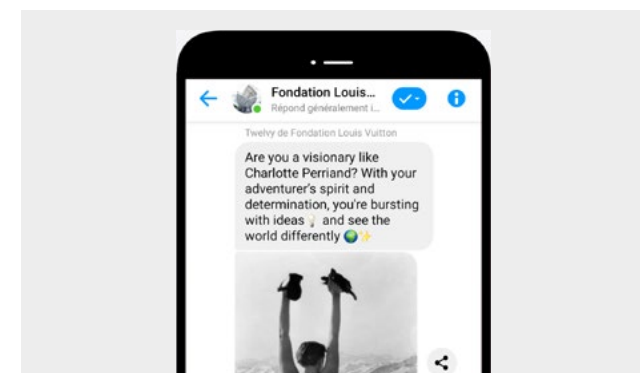


## ACHIEVEMENTS

- Leader of chatbots solutions for cultural institutions
- Powerful Artificial Intelligence technology developed in house
- Expertise of contents and technology attested by the Innovation Prize of Viva Technology in 2017



Open a new chat channel to answer instantly all the questions of your audience.



Create a thrilling experience for your visitors to grasp your collections using an original tone.



# GUESTVIEWS

## ADOPT A VISITOR-CENTRIC STRATEGY WITH OUR SMART GUESTBOOK

In 2013, the GuestViews team noted a paradox: the end of the visit is a fundamental yet poorly exploited time of the visitor journey. More specifically, the tools used to collect visitor feedback and stay in touch with them were old-fashioned, unexploitable and time-consuming. This is why we invented a smart guestbook that takes advantage of this precious moment to generate every day hundreds of visitor data entries and build a lasting relationship with your audience. GuestViews now helps more than 350 institutions develop digital and customer-centric strategies. Our team of geeks and museum enthusiasts always has new projects running to keep visitor data alive: Artificial Intelligence to automate visitors profiling, big data to provide comparative analysis and identify trends... and much more to come!

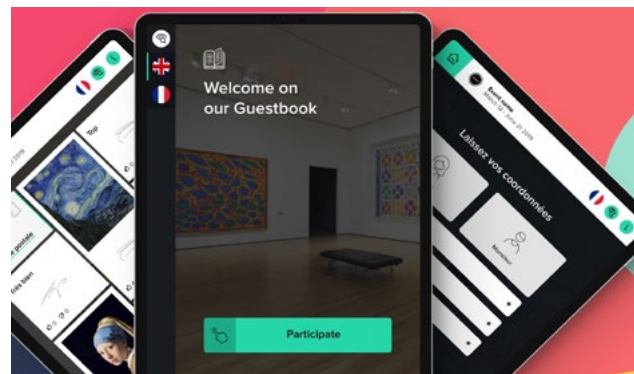
[WWW.GUESTVIEWS.CO](http://WWW.GUESTVIEWS.CO)

## ACHIEVEMENTS

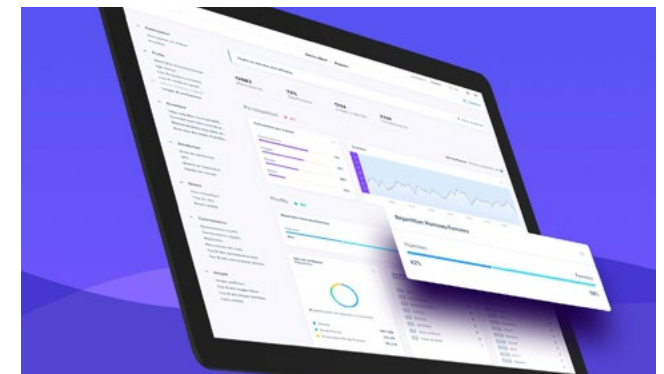
- Leader of feedback management platforms for touristic and cultural sites in Europe.
- Member of the public-funded R&D project "Data&Musée" since 2017.
- Coproduction, Masterclass, Lecturing.



A smart guestbook to build a lasting relationship with your audience.



Listening to visitors on-the-spot through a customizable, fun and autonomous app: on terminal, tablet, mobile device.



Analysing and extracting value from data in real time.

## AUDIENCE RELATIONS MANAGEMENT

### DIGITAL FORMATS

Phone/tablet apps  
Artificial Intelligence (AI)  
Interactive terminals

### EXPERTISE

Smart digital guestbook  
Feedback management  
Visitor data, Visitor loyalty  
Audience development

### REFERENCES

Louvre Museum  
British Museum  
Centre Pompidou  
Bayeux Museums

### CONTACT

Alizée Doumerc  
alizée@guestviews.co

GUESTVIEWS

# TECHNICAL SOLUTIONS PROVIDER

DIGITAL MEDIATION AND CULTURAL INNOVATION



CONTENT PRODUCTION & DISTRIBUTION

DIGITAL EXHIBITION SET DESIGN

# DIVERSION CINEMA

## VIRTUAL REALITY SPACES CREATORS & IMMERSIVE EXPERIENCES DISTRIBUTORS

Diversion cinema has been experimenting with Virtual Reality (VR) since 2016 while welcoming visitors into its VR theater every Saturday.

In 2018, Diversion cinema opens a distribution department to promote immersive experiences internationally. As a partner to the world's most prestigious festivals and clients, Diversion cinema has developed an expertise in VR space creation, from pre-event planning to mediation, technical support, scenography, logistics and more.

[WWW.DIVERSIONCINEMA.COM](http://WWW.DIVERSIONCINEMA.COM)

## ACHIEVEMENTS

- The exhibition created around "Ayahuasca - Kosmik Journey" by Jan Kounen sells out before opening at Eye Filmmuseum, Amsterdam.
- 15+ "Viktor Romeo" VR stations have been installed around France in "Micro-Folies" museums in partnership with La Villette & ARTE.
- The 80-seats-VRcinema at Océanopolis (Brest), powered during 2 months, welcomed more than 24,000 visitors



VR cinema: 50 seats for simultaneous screenings of virtual reality at Venice VR, la Biennale di Venezia - © Stéphanie Cornfield.

## TECHNICAL SOLUTIONS PROVIDER

### DIGITAL FORMATS

Virtual Reality  
Mixed Reality

### EXPERTISE

Technical management & consulting,  
Exhibition set & management,  
Scenography and mediation,  
Curation, International sales.

### REFERENCES

La Biennale di Venezia  
ARTE France  
RMN Grand Palais  
SNCF

### CONTACT

Camille Lopato  
[camille@diversioncinema.com](mailto:camille@diversioncinema.com)



Viktor Romeo: VR360° station for two during "Art#Connexion", RMN Grand Palais.



Papa Charlie: Two interactive virtual reality stations during "Les Rencontres du Numérique", CNC.

CONTENT PRODUCTION & DISTRIBUTION

DIGITAL EXHIBITION SET DESIGN

# HERVÉ

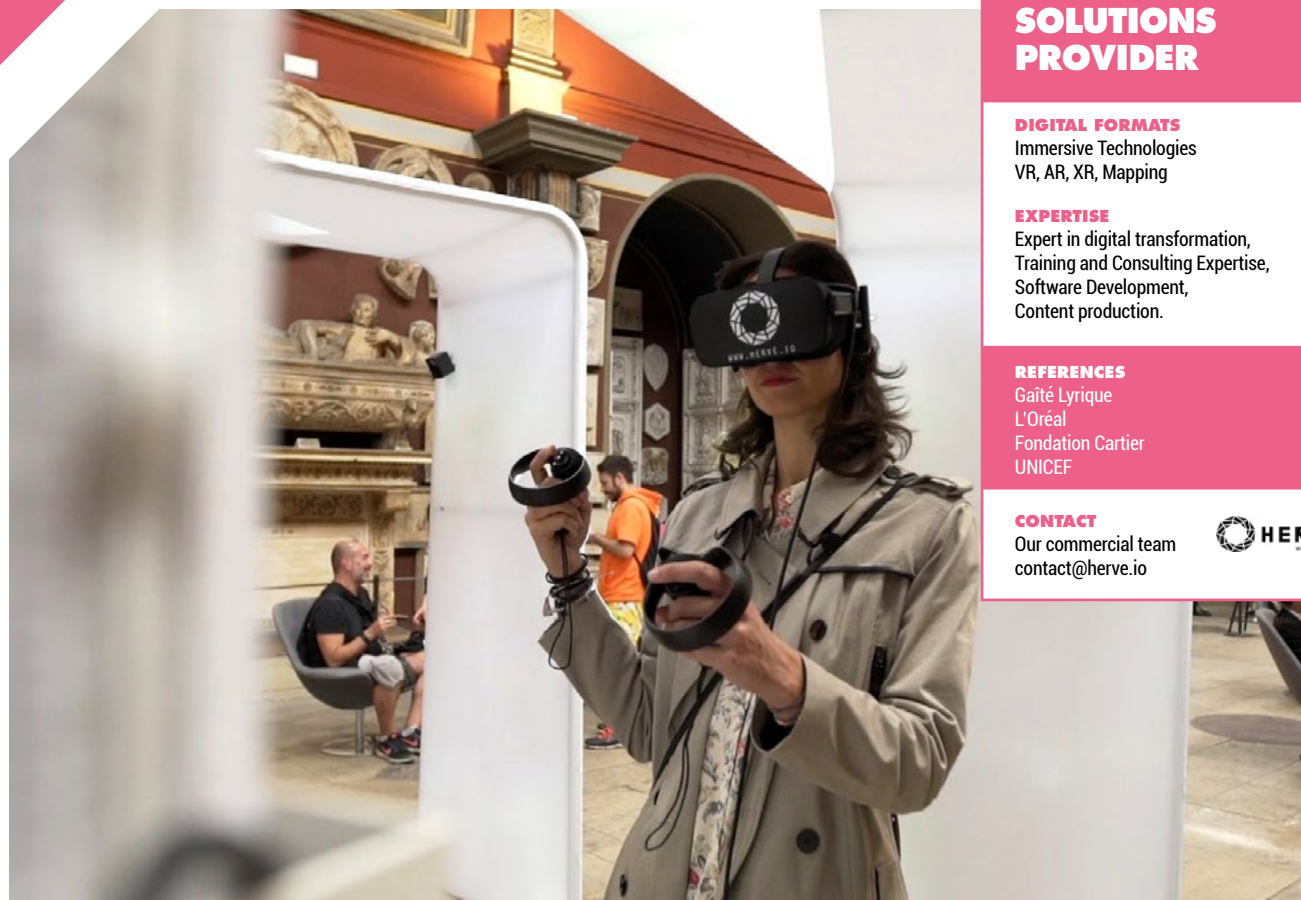
## VIRTUAL REALITY, REAL EXPERIENCE

There is a need to re-evaluate professional interactions and access to knowledge, culture and education. Technologies are opening new perspectives for collaboration and communication. They also offer new users experience and new ways to adopt and consume these contents. Hervé brings strategies and advice to groups, companies and museums in their digital transformation. As a specialist in Virtual Reality and immersive experiences we study, develop and produce projects using XR technologies.

[WWW.HERVE.IO](http://WWW.HERVE.IO)

## ACHIEVEMENTS

- Hervé offers a unique combination of expertise for the education, training and culture industry since 2016.
- 4 years, 60 clients, 15 countries all over the world, 30 events and festivals, 25,000 visitors introduced to VR.
- We have ongoing projects and relationships in Switzerland, Morocco, Brazil, Canada...



Virtual Immersive Experience feel Real. Adapt your spaces and enhance the user experience - École Nationale des Beaux-arts (Paris).

## TECHNICAL SOLUTIONS PROVIDER

### DIGITAL FORMATS

Immersive Technologies  
VR, AR, XR, Mapping

### EXPERTISE

Expert in digital transformation,  
Training and Consulting Expertise,  
Software Development,  
Content production.

### REFERENCES

Gaîté Lyrique  
L'Oréal  
Fondation Cartier  
UNICEF

### CONTACT

Our commercial team  
[contact@herve.io](mailto:contact@herve.io)



We can make your projects and ideas a reality. Hervé will help you to get the best from XR and present it to the public the right way using the right technology and business model - "Novembre Numérique" (Brazil).



Create new offers for you audience: Digitize your resources and make them accessible anytime and anywhere.



MEDIATION & EDUCATIONAL CONTENT  
ARTWORK & ARCHITECTURAL DIGITIZATION  
CONTENT PRODUCTION & DISTRIBUTION

# HOLOFORGE INTERACTIVE

## MIXED REALITY SOLUTIONS PROVIDER

With 6 years of dedicated work, HoloForge Interactive has a unique understanding of the Augmented and Mixed Realities, from the early concept to the industrialization stage. Today, HoloForge's goal is to make Mixed Reality accessible to everyone by creating universal solutions with the high standards of video games quality and attention to details, inherited from Asobo Studio, our parent company.

[WWW.HOLOFORGE.IO](http://WWW.HOLOFORGE.IO)

## ACHIEVEMENTS

- Leader in this field
- Great User Experience
- High-quality content
- Microsoft partner
- Several awards



With the Musée des Plans-Reliefs of Paris we have brought to life the historic Mont-Saint-Michel relief map.



During the heritage days, people could experience an augmented visit of Saint-Louis church in La Flèche military Prytanée.



The technology makes it possible to highlight inaccessible or missing items.

## TECHNICAL SOLUTIONS PROVIDER

### DIGITAL FORMATS

Virtual Reality, Augmented Reality,  
Mixed Reality, Phone/tablet apps,  
Artificial Intelligence (AI)  
Hologram, Interactive terminals

### EXPERTISE

Software development  
User Experience  
High-quality content

### REFERENCES

Musée des Plans-Reliefs  
Museum of History and Industry  
Mont-Saint-Michel  
Prytanée de La Flèche

### CONTACT

Boris Gambet  
[bgambet@holoforge.io](mailto:bgambet@holoforge.io)





# MAZEDIA

## TRANSMEDIA SOLUTIONS

Mazedia is a firm specialized in the design and creation of cultural mediation multimedia systems for museums and heritage sites. The types of applications developed are: collaborative, interactive tables, mobile apps for visitors, augmented reality applications... Highly committed to research and development, Mazedia has designed and offers a transmedia experience management program to organize the before and after visit for the general public or schools. This offer is marketed worldwide through partner agencies in 14 countries. Our goal: help museums in becoming an active part of smart-cities.

[WWW.MAZEDIA.FR](http://WWW.MAZEDIA.FR)

## ACHIEVEMENTS

- A team of 35 specialized professionals.
- A perfect understanding of cultural mediation.
- A technical transmedia solution recognized worldwide.

## TECHNICAL SOLUTIONS PROVIDER

### DIGITAL FORMATS

Augmented Reality  
Phone/tablet apps  
Interactive terminals

### EXPERTISE

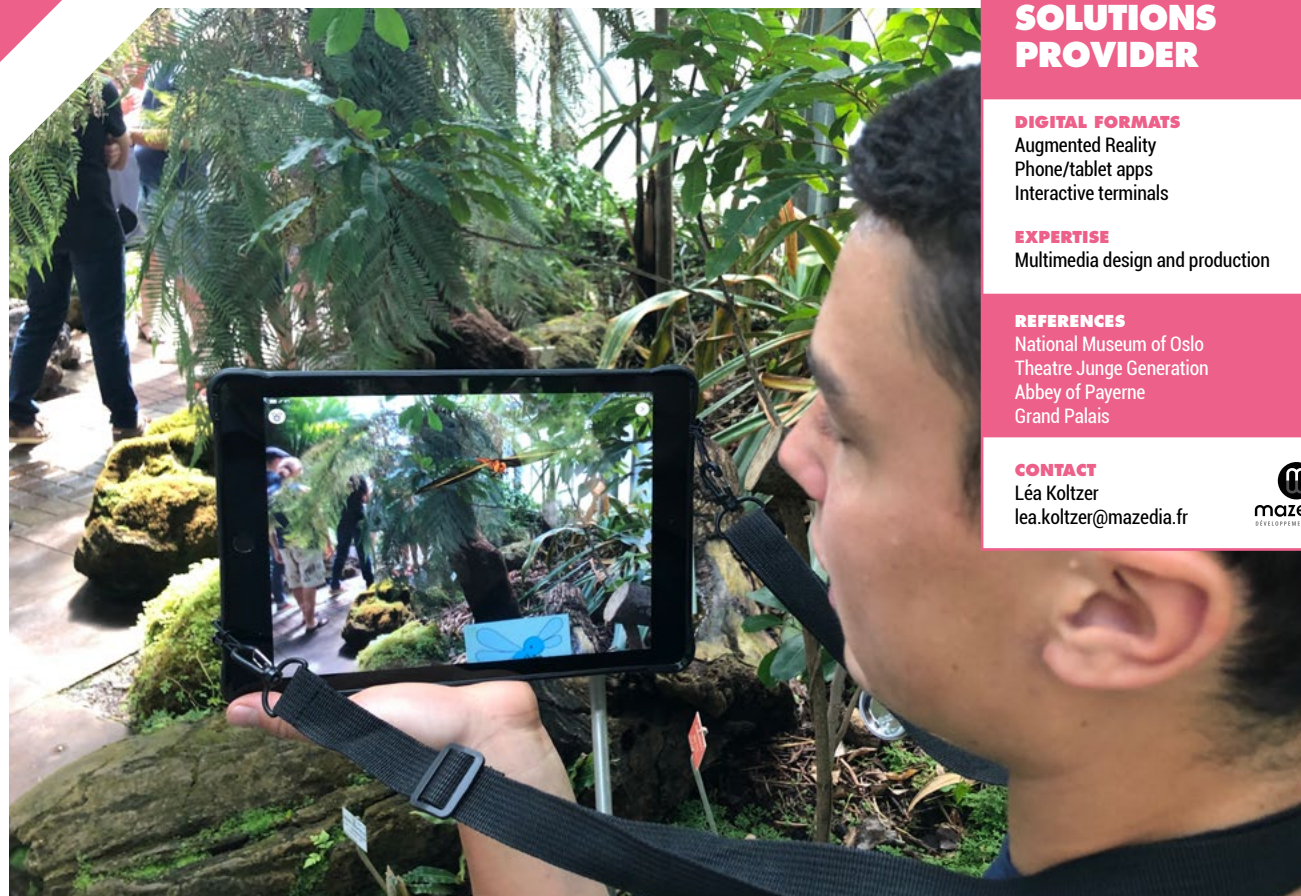
Multimedia design and production

### REFERENCES

National Museum of Oslo  
Theatre Junge Generation  
Abbey of Payerne  
Grand Palais

### CONTACT

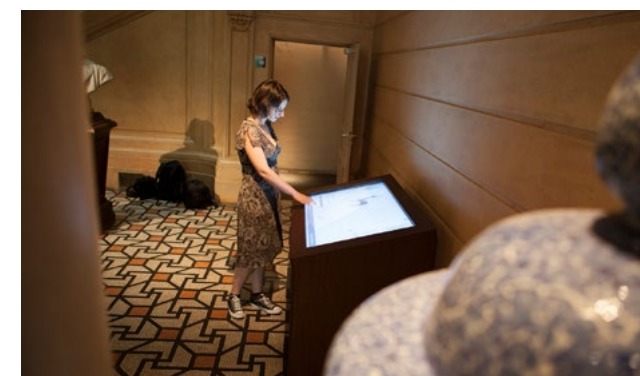
Léa Koltzer  
[lea.koltzer@mazedia.fr](mailto:lea.koltzer@mazedia.fr)



Botanical gardens Jean-Marie Pelt, Augmented reality.



Historical Charles de Gaulle, Interactive book.



Cernuschi museum, Interactive tables.



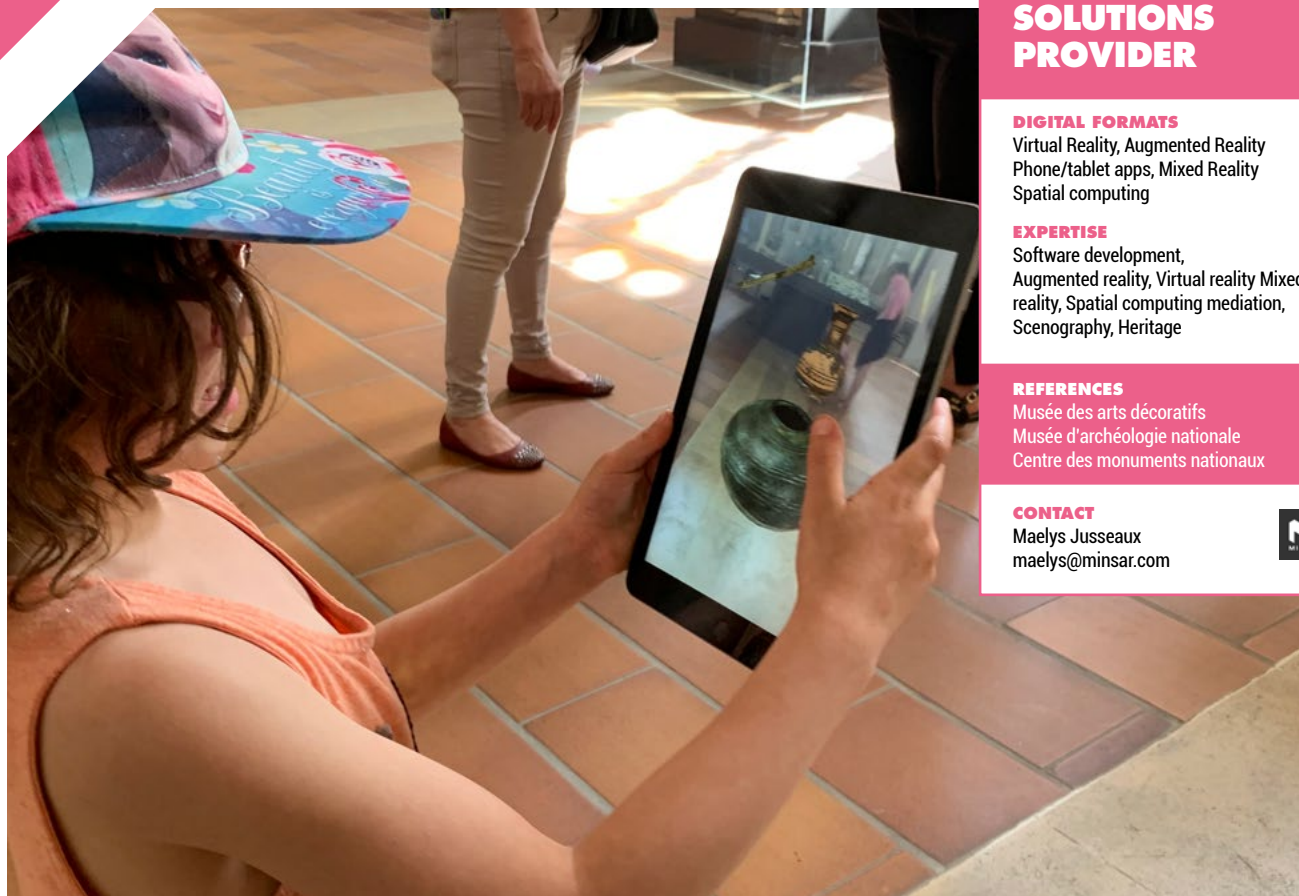
# MINSAR

Minsar is a code-free platform used to build, share, and collaborate on AR/VR experiences. We empower creators ranging from emerging designers to global companies, by making it easy to create immersive 3D environments. It was created in 2016, with the primary goal of giving cultural institutions access to the AR and VR technologies to create new, more engaging experiences. In 2016, Minsar won a call for projects from the French Ministry of Culture, and worked for three years with great institutions such as the Musée des arts décoratifs, Musée d'archéologie nationale, Centre des monuments nationaux. Today, Minsar is fully cross-platform and available on HoloLens 2, Magic Leap, Oculus Quest, iOS, and Android devices. It can be used across multiple sectors such as retail, architecture, urban planning, interior design, culture, tourism, corporate training, and more.

[WWW.MINSAR.COM](http://WWW.MINSAR.COM)

## ACHIEVEMENTS

- In 2017 and 2019, two experiences were created by our cultural institutions partners and presented successfully to the general public.
- In 2019, Minsar won the "Best innovative XR company" award from Virtuality Trade Show..
- In 2019, Minsar raised 3 million euros in a seed round, one of the first AR/VR companies to do so in a seed round in France.



Use Minsar to create and share new and engaging experiences for your visitors.



Give your institution the power of AR/VR technologies to attract new constituents.



Free yourself from all technical costs to concentrate on providing your public with unique ways to apprehend heritage.

## TECHNICAL SOLUTIONS PROVIDER

### DIGITAL FORMATS

Virtual Reality, Augmented Reality  
Phone/tablet apps, Mixed Reality  
Spatial computing

### EXPERTISE

Software development,  
Augmented reality, Virtual reality Mixed  
reality, Spatial computing mediation,  
Scenography, Heritage

### REFERENCES

Musée des arts décoratifs  
Musée d'archéologie nationale  
Centre des monuments nationaux

### CONTACT

Maelys Jusseaux  
maelys@minsar.com



# CULTURAL INSTITUTIONS

DIGITAL MEDIATION AND CULTURAL INNOVATION



# CENTRE DES MONUMENTS NATIONAUX

## INCUBATEUR DU PATRIMOINE

The Centre des monuments nationaux is in charge of the preservation of around 100 monuments, ranging from the prehistoric megaliths at Carnac, Renaissance castles such as Azay-le-Rideau, to Le Corbusier's Villa Savoye. The CMN sites gather a total of nearly 10 million visitors per year. The CMN is entrusted by law to insure conservation historic buildings, and propagation of knowledge and presentation to the wider public of these sites. In 2018, the CMN launched l'Incubateur du patrimoine (the Heritage Incubator) which is a platform created to facilitate experimentations and innovative projects in heritage sites. Each year, 7 to 8 start-up are enrolled in a program to support innovation initiatives. The CMN can help institutions work with start-up and implement new methodologies and innovation through consulting and training sessions.

**WWW.MONUMENTS-NATIONAUX.FR**  
**WWW.LINCUBATEURDUPATRIMOINE.FR**

## ACHIEVEMENTS

- 30 innovative projects in the heritage field and network management.
- More than 250 entrepreneurs and innovation players working in the heritage sector in France and worldwide are gathered in the community of the Incubateur du patrimoine.
- The Incubateur launched successfully an edition dedicated to railway heritage for the SNCF (French National Railway Company) as a service provider.

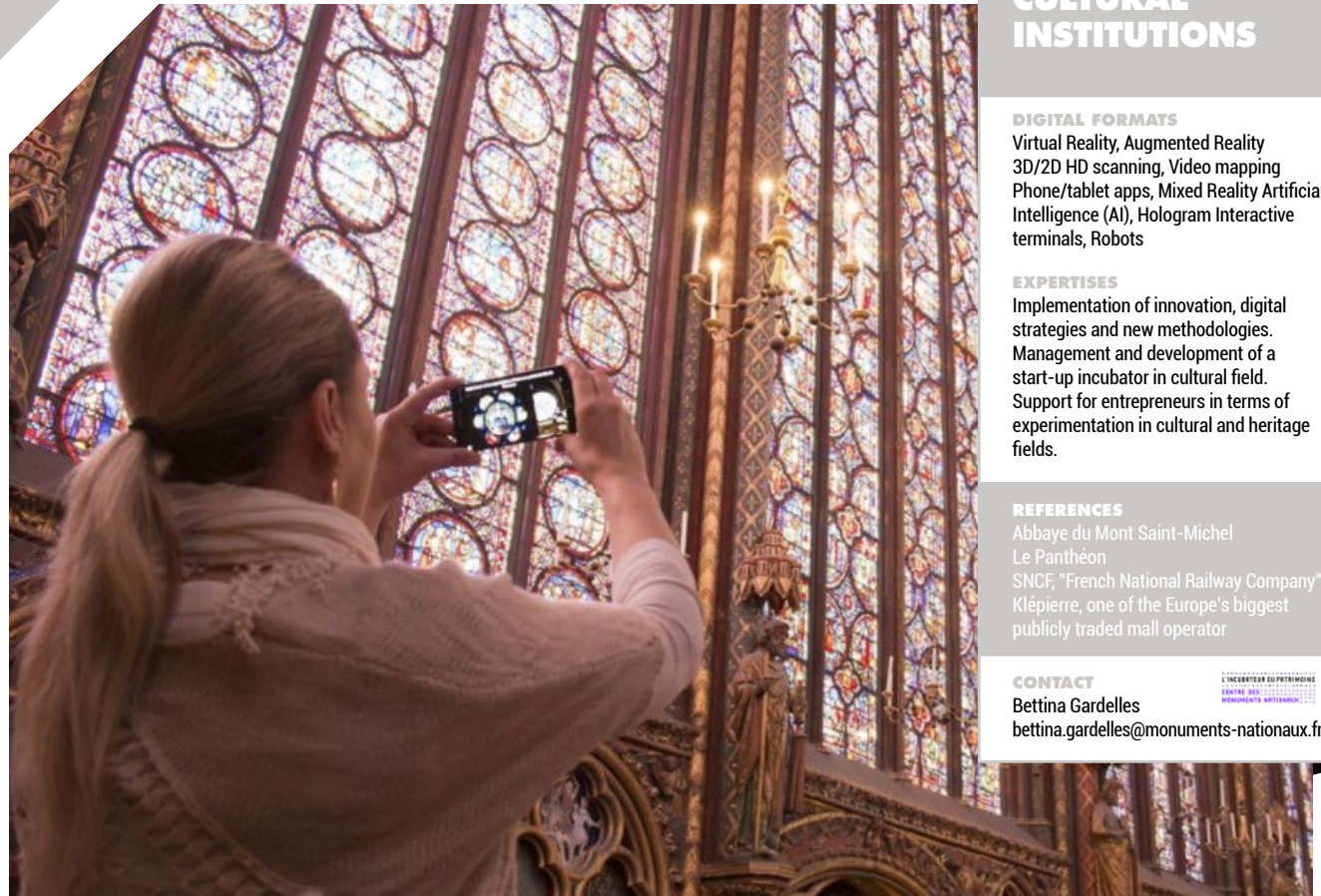


Image recognition for stained glasses at the Sainte-Chapelle - © CMN.

## CULTURAL INSTITUTIONS

### DIGITAL FORMATS

Virtual Reality, Augmented Reality  
3D/2D HD scanning, Video mapping  
Phone/tablet apps, Mixed Reality Artificial Intelligence (AI), Hologram Interactive terminals, Robots

### EXPERTISES

Implementation of innovation, digital strategies and new methodologies.  
Management and development of a start-up incubator in cultural field.  
Support for entrepreneurs in terms of experimentation in cultural and heritage fields.

### REFERENCES

Abbaye du Mont Saint-Michel  
Le Panthéon  
SNCF, "French National Railway Company"  
Klépierre, one of the Europe's biggest publicly traded mall operator

### CONTACT

Bettina Gardelles  
bettina.gardelles@monuments-nationaux.fr



3D digitalization of the abbaye de Montmajour - © CMN / Akatimi.



Chatbot for the Panthéon - © CMN / AskMona / Comside.

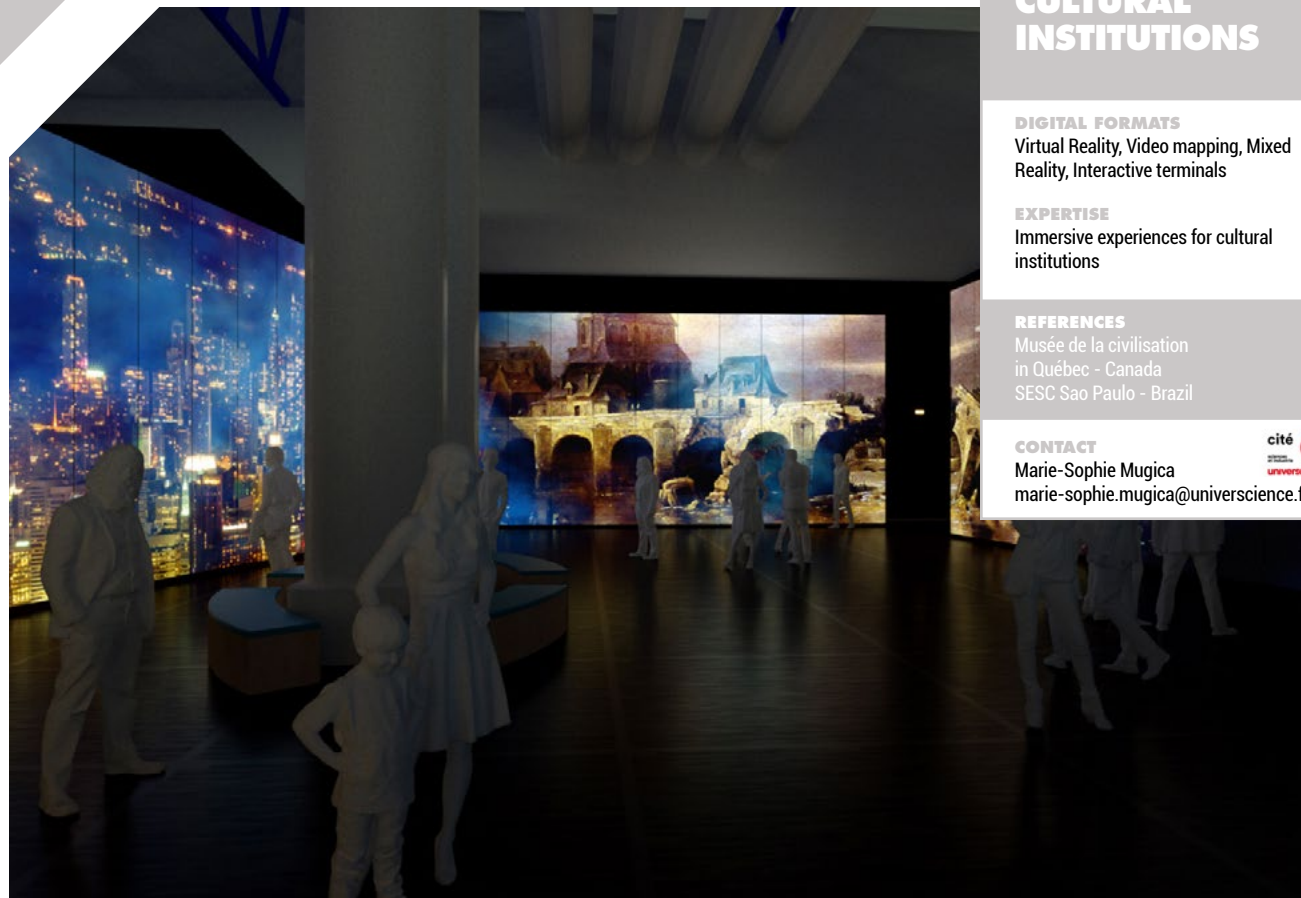
# CITÉ DES SCIENCES ET DE L'INDUSTRIE /PALAIS DE LA DÉCOUVERTE

Universcience (Cité des sciences et de l'industrie and the Palais de la découverte) in Paris, is the first French public institution for the communication of scientific and technical culture. Its 3 million visitors per year have made the 5th most visited cultural site in France and one of top science centers in the world. Universcience draws on its expertise to provide a range of services to its partners around the world. Universcience exhibitions shows are opportunities to see and experiment in a spectacular, entertaining, interactive way by deploying emotion and pleasure ensuring the satisfaction of all. Among our productions, three immersive experiences can be implemented: XXHL on extraordinary architecture, Planetarium shows, E-lab – where science and video games meet.

**[WWW.UNIVERSCIENCE.FR](http://WWW.UNIVERSCIENCE.FR)**

## ACHIEVEMENTS

- Expertise in designing space encompassing environments attested by the attendance figures of our exhibitions.
- Recognition for original content creation attested by Kantar prize 2016 and Ecsite awards 2019.
- 10 years of experience in a real-time 3D environment for the planetarium shows.



XXHL on extraordinary architecture.



Planetarium shows.



E-lab, video game exhibition-experience.

## CULTURAL INSTITUTIONS

### DIGITAL FORMATS

Virtual Reality, Video mapping, Mixed Reality, Interactive terminals

### EXPERTISE

Immersive experiences for cultural institutions

### REFERENCES

Musée de la civilisation  
in Québec - Canada  
SESC Sao Paulo - Brazil

### CONTACT

Marie-Sophie Mugica  
[marie-sophie.mugica@universcience.fr](mailto:marie-sophie.mugica@universcience.fr)





# CHÂTEAU DE VERSAILLES

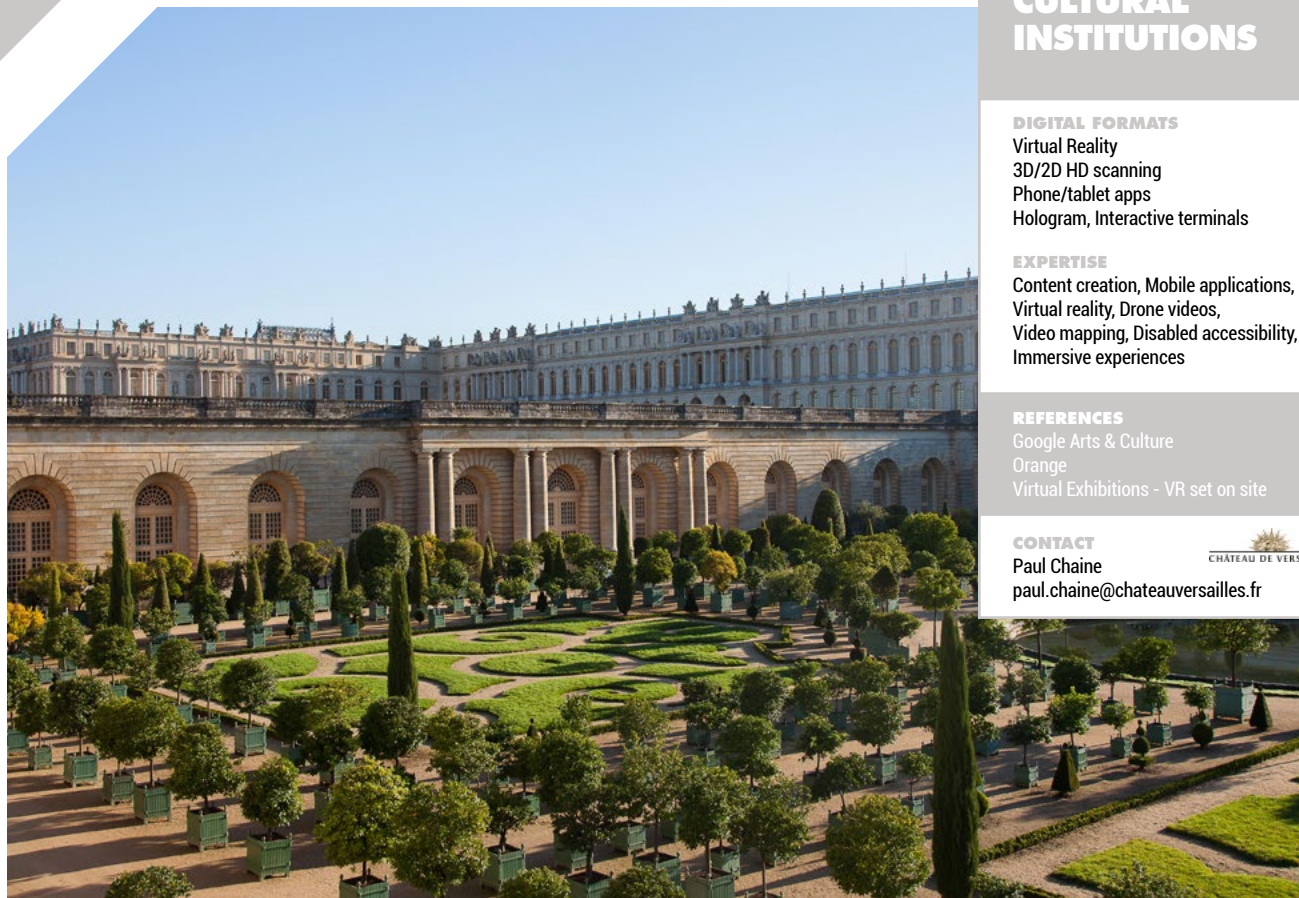
## VIRTUALLY VERSAILLES

The Palace of Versailles created Virtually Versailles, an entirely digital presentation of the Palace and its collection, presented for the first time in Singapore in 2018. The ambition of this experience is to immerse an unfamiliar public in the universe of Versailles through its emblematic places, artworks and the decisive moments of its history. And make them want to come to Versailles after this first contact. This exploration uses the most innovative digital technologies, including a 360° experience, an immersive and interactive visit, 3D models and virtual realities. Together with the patronage of the Michelin Foundation, this touring digital exhibition is intended to travel all around the world through the major capital cities.

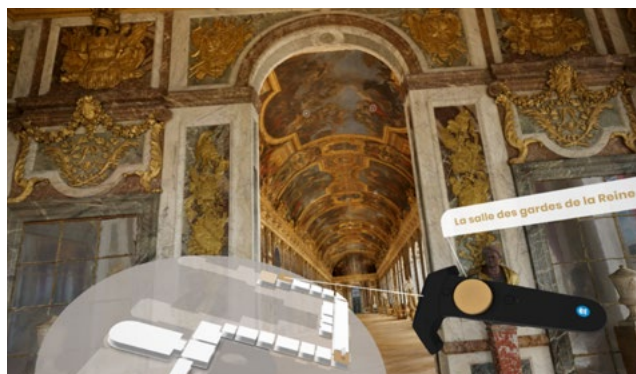
[WWW.CHATEAUVERSAILLES.FR](http://WWW.CHATEAUVERSAILLES.FR)

## ACHIEVEMENTS

- "VersaillesVR, the Palace is yours": VR project developed with Google Arts & Culture to discover the Palace of Versailles.
- Video creation: videos published each week on our YouTube channel on numerous topics.
- Mobile application: a complete mobile app with an interactive map, 600 points of interest, 15 audio paths in 11 languages.



View of the Palace and Park of Versailles. The Orangery on the foreground.



"VersaillesVR", discover the hall of mirrors as never before.



"Virtually Versailles", an immersive experience presented across the globe.

## CULTURAL INSTITUTIONS

### DIGITAL FORMATS

Virtual Reality  
3D/2D HD scanning  
Phone/tablet apps  
Hologram, Interactive terminals

### EXPERTISE

Content creation, Mobile applications,  
Virtual reality, Drone videos,  
Video mapping, Disabled accessibility,  
Immersive experiences

### REFERENCES

Google Arts & Culture  
Orange  
Virtual Exhibitions - VR set on site

### CONTACT

Paul Chaine  
paul.chaine@chateauversailles.fr





# GRAND PALAIS IMMERSIF

Proposing immersive technologies to promote art for large audiences. Telling passionate stories in an attractive and interactive settings, conveying a real pleasure and knowledge; federating audiences around artists, monuments and cultural heritage venues. "Grand Palais Immersif" is a subsidiary branch of the Réunion des Musées Nationaux – Grand Palais, producing, distributing and programming digital immersive exhibitions. Proposing for cultural venues, innovative, original, sensorial and meaningful experiences. "Grand Palais Immersif" aims to federate cross-generations' large audiences, in France and all around the world. It opens the doors of art to all; neophytes and art lovers will be surprised by the new large scale immersive formats, the technological, narrative and interactive innovations – highly esthetic, and scientific contents.

**WWW.RMNGP.FR**

**WWW.GRANDPALAIS.FR**

## ACHIEVEMENTS

- French Leader of Fine Art Exhibition's production.
- Monumental art installations.
- Largest French digital art images database.

## CULTURAL INSTITUTIONS

### DIGITAL FORMATS

Digital immersive art and cultural exhibitions

### EXPERTISE

Large scale digital immersive artistic and cultural exhibitions

### PARTNERS

Louvre Museum  
Gedeon programmes  
Pompei archeological sites  
Iconem

### CONTACT

Roei Amit  
roei.amit@rmngp.fr



"Pompeii, the immersive exhibition" © Gedeon Programmes (See p.10) - Rmn - GP.



"Pompeii, the VR experience".  
© Gedeon Programmes (See p.10) - Rmn-GP - Ubisoft.



"Mona Lisa - the Immersive digital exhibition" - © Rmn-GP - Louvre Museum.



# MICRO-FOLIE

## CULTURAL PLATFORM FOR LOCAL DEVELOPMENT

The Micro-Folie project is founded on the concept of a digital museum operating alongside 12 French national founding cultural institutions\*. Depending on the sites selected to host a Micro-Folie and the project as it is designed both for and with local residents, several ancillary modules may complete the digital museum. These can include a FabLab, a virtual reality space, a stage, a book library/toy library, and perhaps even a gathering space. The aim is to create an accessible and welcoming multipurpose space and share cultural experiences.

\* Centre Pompidou, Château de Versailles, Cité de la musique – Philharmonie de Paris, Festival d'Avignon, Institut du monde arabe, Musée du Louvre, Musée national Picasso-Paris, Musée d'Orsay, musée du quai Branly – Jacques Chirac, Opéra national de Paris, Rmn – Grand Palais, Universcience.

[WWW.LAVILLETTE.COM](http://WWW.LAVILLETTE.COM)

## ACHIEVEMENTS

- Create local attractions by setting up new, convivial gathering spaces, accessible to everyone.
- Offering an access to the treasures of the greatest cultural institutions via the Digital museum.
- Take part in a resources-sharing network and support artists and local associations.



Made up of several thousand masterpieces from numerous museums and institutions, the Digital museum is a digital art gallery especially suited to educational programs in the arts and general culture. © Anaïs Gadeau - Dicom - Ville de Lille.



Fab lab - © Charles Mangin.



Virtual Reality experience - © Arnaud Robin.

## CULTURAL INSTITUTIONS

### DIGITAL FORMATS

Virtual Reality  
Phone/tablet apps  
Digital Museum

### EXPERTISE

Cultural engineering

### REFERENCES

Moroccan French Institute  
Abu Dhabi French Alliance

### CONTACT

Micro-Folie project  
[micro-folie@villette.com](mailto:micro-folie@villette.com)



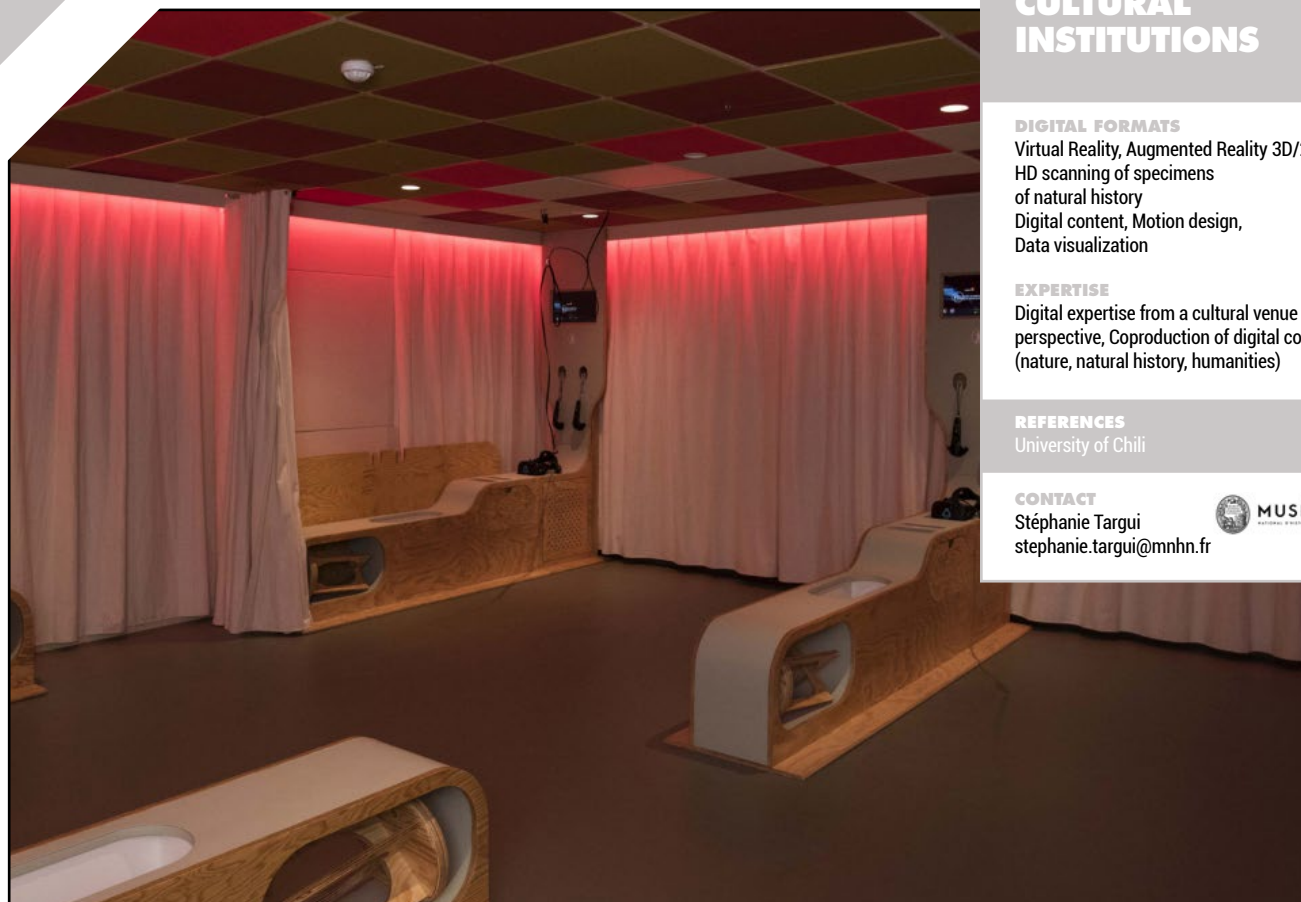
# MUSÉUM NATIONAL D'HISTOIRE NATURELLE (MNHN)

The Muséum national d'Histoire naturelle is a research establishment, university, museum, galleries, botanical gardens and zoos rolled into one. At the crossroads between earth, life and human sciences, the museum focuses on nature and its relationship with mankind. In 2017, the MNHN launched the Cabinet of Virtual Reality as the first permanent VR room in a museum in France. Strongly convinced that these experiences are new ways to reach new audiences, and are transforming the visitor's view and understanding of the natural world, the MNHN is developing new immersive XR experiences. The MNHN is now searching for partners around the world, oriented towards art, science, nature, biodiversity, geodiversity, and humanities, to build a network of XR and immersive experiences co-producers and distributors : museums, cultural institutions, NGOs, medias, etc.

**[WWW.MNHN.FR](http://WWW.MNHN.FR)**

## ACHIEVEMENTS

- 3.3 millions visitors in our museums, galleries, gardens and zoos in 2019.
- 15,000 VR users in the Cabinet of Virtual Reality since the launch in Dec. 2017 (open on Wednesdays, Saturdays, Sundays and public holidays).
- 1<sup>st</sup> permanent VR room in a Museum in France.
- 1<sup>st</sup> Price in VR Educational content at Laval Virtual 2018.



"The Cabinet of Virtual Reality", MNHN. We help our cultural partners to create their own Cabinet of Virtual Reality, including VR stations, each equipped with a latest-generation VR system. The project is compatible with the objectives of sustainable development.

### DIGITAL FORMATS

Virtual Reality, Augmented Reality 3D/2D  
HD scanning of specimens  
of natural history  
Digital content, Motion design,  
Data visualization

### EXPERTISE

Digital expertise from a cultural venue  
perspective, Coproduction of digital content  
(nature, natural history, humanities)

### REFERENCES

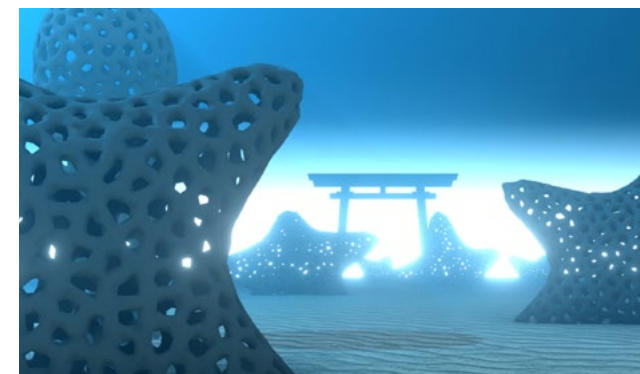
University of Chili

### CONTACT

Stéphanie Targui  
stephanie.targui@mnhn.fr



"Journey Into The Heart Of Evolution", a unique VR diving into the Evolution tree of life and how the species are related to each other. (Available now).



"Hoshizuna No Hama, The Starry Sand Beach" by Nina Barbier and Hsin-Chien Huang, a VR scientific tale to explore the memory of the earth. (Available in 2021).



## PARIS MUSÉES

Paris Musées is the public institution incorporating the 14 museums of the City of Paris. Fashion, fine arts, history... their collections offer unique possibilities for exhibitions with unheralded cross-disciplinary and monographic themes. "Fragonard, Monet, Chanel... Digital Masterpieces from the Museums of the City of Paris" is the digital exhibition dedicated to the unique collection of the City's museums. Through an immersive installation, visitors will admire the works in the minutest detail, thanks to the gigapixel technology. The exhibition was shown in Spain under the title "The Digital Window" and is available to tour.

With successful international collaborations, Paris Musées offers custom exhibition and digital services. From concept to production follow-up, you benefit from the expertise and adaptability of our services.

**[WWW.PARISMUSEES.PARIS.FR](http://WWW.PARISMUSEES.PARIS.FR)**

### ACHIEVEMENTS

- More than 500,000 visitors in about 10 exhibitions organized abroad each year.
- Two Awards for "Insurrection 1944" a mixed reality experience at Musée de la Libération de Paris (360 Satis Film & Aurea).
- Mediation & educational contents, Heritage enhancement, Original content production & distribution, Strategic consulting.

## CULTURAL INSTITUTIONS

### DIGITAL FORMATS

Virtual Reality  
Phone/tablet apps  
Full digital exhibitions, Virtual Tours

### EXPERTISE

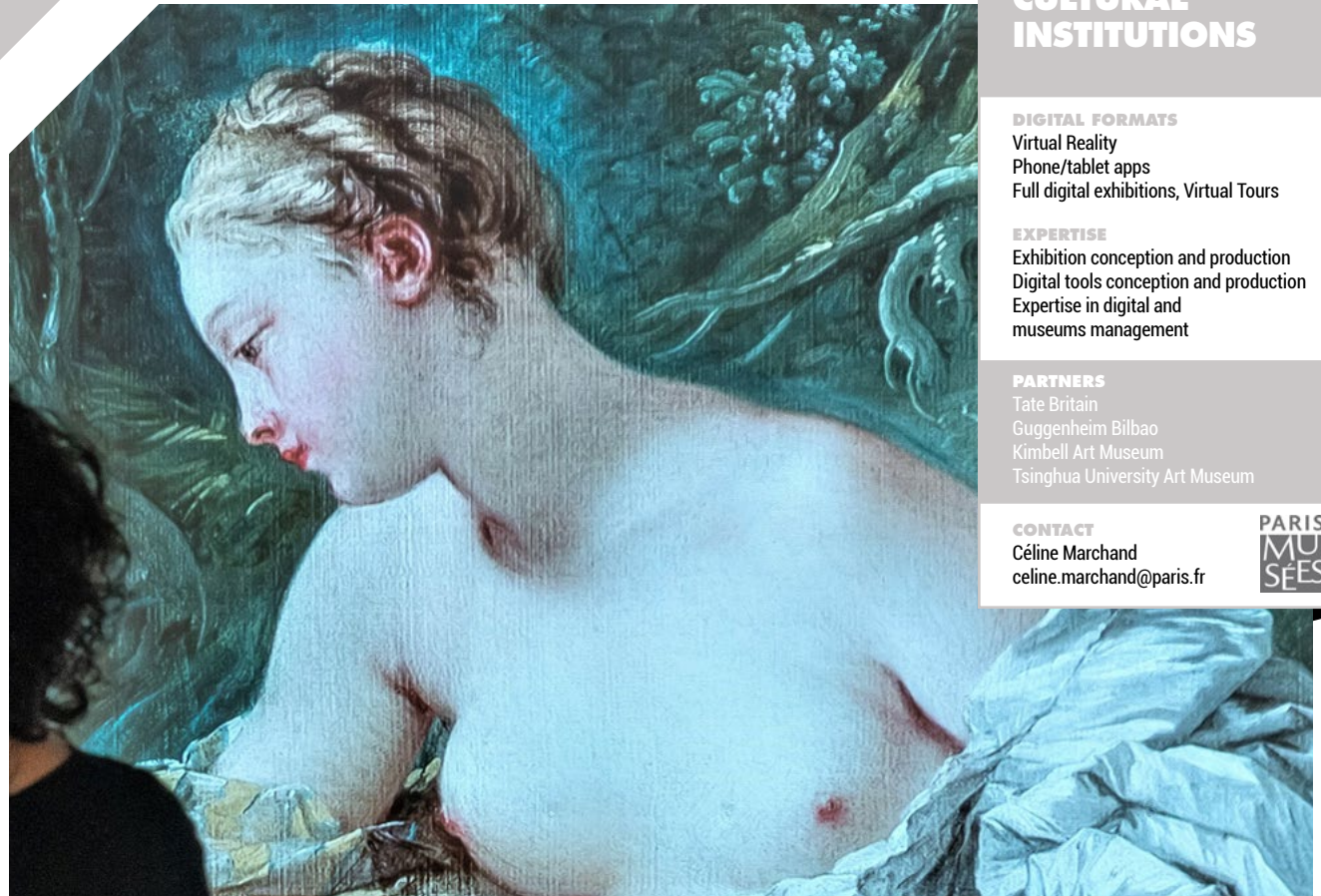
Exhibition conception and production  
Digital tools conception and production  
Expertise in digital and museums management

### PARTNERS

Tate Britain  
Guggenheim Bilbao  
Kimbell Art Museum  
Tsinghua University Art Museum

### CONTACT

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[celine.marchand@paris.fr](mailto:celine.marchand@paris.fr)



View of "The Digital Window", Tabakalera, San Sebastian, Spain : a customizable digital exhibition of Paris Musées' masterpieces, available to tour.



Colonel Rol in the mixed-reality experience "Insurrection 1944" at the Musée de la Libération de Paris.



Virtual tour of Antoine Bourdelle's Workshop in Paris: view of the exhibition at Tsinghua University Museum, Beijing.

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<b>Holoforge interactive</b>	TECHNICAL SOLUTION PROVIDER
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### COMPANY

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les  
cultures



# **DIGITAL MEDIATION AND CULTURAL INNOVATION BY INSTITUT FRANÇAIS [WWW.INSTITUTFRANCAIS.COM](http://WWW.INSTITUTFRANCAIS.COM)**

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[CULTUREVR.FR](#), [FUTURLIVRE.FR](#), [FUTURIMAGE.FR](#), [CULTUREGAMER.FR](#)