



# I-DANCE

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A VIRTUAL DANCEFLOOR

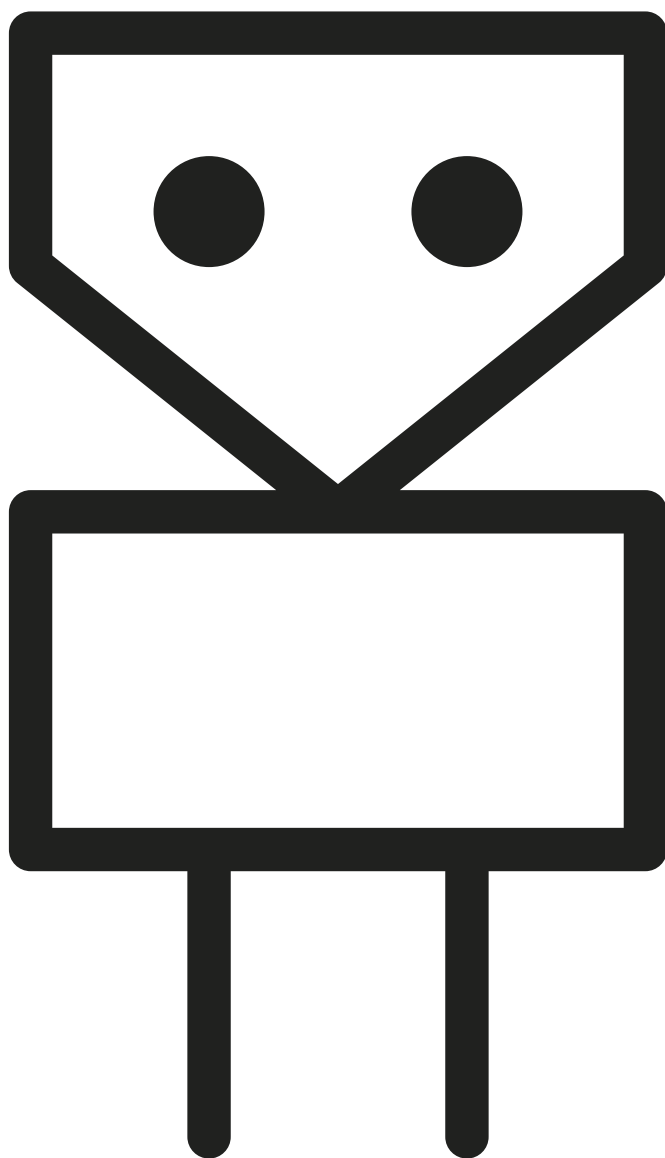
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SCAN YOURSELF AND MAKE YOUR AVATAR DANCE!

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BONLIEU  
SCÈNE NATIONALE  
ANNECY



# i-DANCE

## JOIN THE ADVENTURE!

**A FANTASY BY** PIERRE GINER

**PRODUCED BY** BONLIEU SCÈNE NATIONALE ANNECY

**DÉVELOPPEMENT NUMÉRIQUE** FULL STORY

**DIGITAL DEVELOPMENT** TRAFIK

**MUSIC** SALUT C'EST COOL 14/01/2019, VOILÀ,  
VISIONS, CHAMPIGNONS, LES HUMAINS • THE OTHER  
SIDE HEARTBEAT • FOREVERT FALLEN CROWN,  
JERRIKA, TRAFFIC KING • WERFOL ZEMLYA • LOVE  
FINE BLACK SUNGLASSES • WATERCAT RUNNER, COW  
FEAT MUMBACK • SAVVIER DIVA, POISON • PEYRUIS  
TWENTIES, BONJOUR, STAGE FIGHT • WERFOL KRIK  
SOSEDA • JGRLNG X FALLS

**CHOREOGRAPHIES** FRANÇOIS CHAIGNAUD,  
BORIS CHARMATZ, AMALA DIANOR,  
JEAN-CLAUDE GALLOTTA, ABOU LAGRAA,  
RACHID OURAMDANE, SAIEF REMMIDE,  
AMAURY REOT, FRANÇOIS VEYRUNES, GISÈLE VIENNE  
AND OTHERS TO COME

**WEBSITE** [TOUTLEMONDEDANSE.COM](http://TOUTLEMONDEDANSE.COM)

### INFORMATION

[PROJETIDANCE@BONLIEU-ANNECY.COM](mailto:PROJETIDANCE@BONLIEU-ANNECY.COM)



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ANNECY

# I-DANCE

## THE PROJECT

**Bonlieu Scène nationale Annecy** and the multi-faceted artist **Pierre Giner**, propose the creation of an **avatar community** that invites everyone to celebrate dance on a **virtual dancefloor**, **participatory**, **playful** and **intergenerational**!

### STEP 1

#### Create your own avatar

A **state-of-the-art 3D scanner** is available to the public so that everyone can create their own **avatar**. You register your details on the tablet provided and then enter the scanning area to create the digitalized 3D picture following the instructions. It only takes **30 seconds**!



When the scan is finished, the finalized 3D avatar appears on the **giant screen** outside the scanner for validation.

Once validated, a code is sent to you by e-mail in order to access the avatar and to be able to enter the **Live** or use the **web application** to customise it and generate your proper videos.



## **STEP 2**

### **Enter the Live**

By flashing the **QR code** displayed with your smartphone, you can access the **Live** web page.

All you have to do is type in the code for your avatar, already received by e-mail, and you're **on the dancefloor** a few seconds later.

After a **triumphant solo entrance** into the **I-DANCE world**, your avatar will join other characters to dance on a **giant 3m x 1.80m screen wall**.



There is a **dance area** where you can try to imitate the avatar's movements or, why not dance with your friends.





## STEP 3

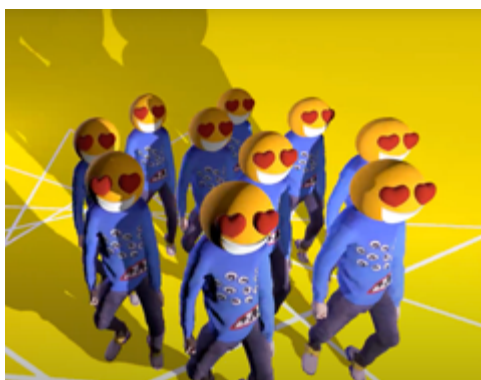
### Customise your avatar and generate your own videos

By connecting to the web application [toutlemondedanse.com](http://toutlemondedanse.com) you can choose:

- your dance, among **10 choreographies** by great names in contemporary dance: Boris Charmatz, François Chaignaud, Amala Dianor, Jean-Claude Gallotta, Abou Lagraa, Rachid Ouramdane, Saïef Remmide, Amaury Reot, François Veyrunes, Gisèle Vienne
- your favourite **music** from **20 different styles**
- your **dance companions**, including your **friends**, or Pierre Giner's **figures**
- your head within **42 hilarious and improbable objects** (horse, deer, smiley face, pumpkin, heart, skull, TV, pokemon, moai statue, crocodile, lego, Santa Claus...)
- your **look**, within **41 colourful styles** that will cover your entire avatar's body



**And may the games begin!** Your avatar is ready to join the virtual stage and set the digital dancefloor alight! You can generate as many videos as you want and customise your avatar endlessly. The video of the dancing avatar can then be downloaded to a smartphone to share on social networks. It can also be found on the dedicated YouTube channel where all the videos generated during this fun and dancing experience are listed!



# THE VIDEOS

## Making of

<https://youtu.be/6lu746vcGsc>



## Teaser

<https://vimeo.com/475010324>



## I-DANCE ONLINE

Website [toutlemondedanse.com/official\\_name\\_of\\_your\\_theatre](http://toutlemondedanse.com/official_name_of_your_theatre)



I-DANCE



Créez votre avatar,  
faites-le danser et  
participez à un  
dancefloor numérique.

Rentrez dans I-DANCE !

Comment  
ça marche ?

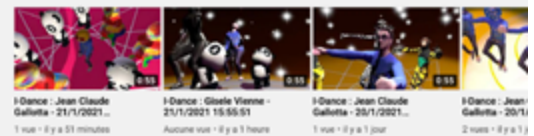
1. Venez vous faire scanner.  
> Dates et lieux de scan
2. Personnalisez votre avatar et faites-le danser.
3. Générez la vidéo de vos prouesses et partagez-la.



I-DANCE

ACCUEIL VIDEOS PLAYLISTS CHAINES DISCUSSION À PROPOS

Vidéos mises en ligne ▶ TOUT REGARDER



# **AN ENHANCED RELATIONSHIP WITH THE PUBLIC**

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Both **beginners** and **enthusiasts** will find an interest in dance with I-DANCE.

Thanks to its participative and playful aspect, it allows us to get closer to the people and to propose an original experience, without any particular commitment. The project promotes a **mix of audiences**, as it is **open to all**. It is an ideal opportunity to **develop and renew its audiences**.

The participation of renowned contemporary dance choreographers brings an important added value to the participatory process: «I can dance in the manner of...», and an opening to different choreographic styles. In addition, the mobility of the scanner offers a wide range of possibilities outside the venue.

## I-DANCE OFFERS NEW OPPORTUNITIES TO CONNECT WITH ALL AUDIENCES.

### IT IS A GREAT LEVER FOR:

- **Various entries to the art of choreography**

I-DANCE is modular and can be adapted to a targeted audience. Indeed, different axes can be exploited: dance, digital arts, games, participation, outside the walls, curiosity.

- **Organising events within the community**

The interest of I-DANCE lies in the ability of a project leader to link the digital and the real. The creation of events and highlights are common objectives to be reached and shared with the whole community of participants. The purpose can be digital (creating and generating videos, participating in the dancefloor in a Live version), but it can also be real (giant dancefloor, participatory ball, internal and external events).

- **Entertaining the public**

Accessible and fun, the 3D scanner alone is a unique experience for everyone. The web application makes the adventure even more fun as it allows parents to dance with their children.

- **Creating by using a modern tool in order to conquer teenagers**

Scanning itself is very impressive and watching oneself dance is a lot of fun. Both of these factors are important to teenagers when they are involved in a new experience, and I-DANCE can offer them that. The simple use of the web application and the sharing on social networks makes the adventure legitimate for this connected public.

- **Opening up new communication spaces**

Hundreds of videos are generated via the web application, which can be used on social networks. Lasting less than a minute, they can be integrated directly into the host structure's Instagram account. I-DANCE becomes a digital tool to create buzz on social networks.

- **Increase and diversify your public contact base**

All participants in the project provide their email address in order to be able to connect to the application. The use of this data can facilitate communication between the host structure and its public.

- **Easily manage avatars with a simplified interface**

Being able to evaluate data in real time in a simplified way is a necessity.

Via the management interface, you can view and manage the avatars generated, target and follow-up on users who have not generated a video, have access to standard follow-up emails that have already been mocked up, and process participants' email addresses.

- **Generating media impact**

Apart from the media impact on the local population, I-DANCE is a tool for the press attachés to promote the structure to the press. This digital project, which allows many participants to be mobilised on site, can easily attract the interest of the cultural press, both general and specialised in digital arts, generating numerous press spin-offs.



# THE ARTISTS

## THE CREATOR

**Pierre Giner** is an artist, curator and set designer. He lives and works in Paris and elsewhere. An unclassifiable and facetious artist, an unrepentant globetrotter, Pierre Giner has made new technologies, video, mobile telephony, websites and video games his playground of creative expression.

[pierreginer.com](http://pierreginer.com)

## THE CHOREOGRAPHERS

As a dancer, choreographer and artistic director of [terrain], **Boris Charmatz** subjects dance to formal constraints that redefine the field of its possibilities. The stage serves as a draft where he throws out concepts and organically concentrates, in order to observe the chemical reactions, intensities and tensions that arise from their encounter. From 2009 to 2018, Boris Charmatz directed the Musée de la danse, Centre chorégraphique national de Rennes et de Bretagne. In January 2019, he launched [terrain], a structure based in the Hauts-de-France region and associated with the Phénix scène nationale de Valenciennes, the Opéra de Lille and the Maison de la Culture in Amiens. Boris Charmatz is also an artist accompanied by Charleroi danse (Belgium) for three years (2018-2021). Boris Charmatz will take over the direction of Tanztheater Wuppertal Pina Bausch, the leading historical company created in 1973 by the German artist, in Wuppertal (Germany), from September 2022.

[borischarmatz.org](http://borischarmatz.org)

A graduate of the Conservatoire National Supérieur de Danse de Paris, **François Chaignaud** creates danced and sung performances, at the crossroads of inspirations drawn from heterogeneous historical references, from erotic literature to sacred arts. His influences range from the choreographic precursors of the early 20<sup>th</sup> century (François Malkovsky, Isadora Duncan) to the current avant-garde, and from the techniques and symbolism of classical ballet to urban dance. Also a historian, he published *L’Affaire Berger-Levrault : le féminisme à l’épreuve (1898-1905)*. He has initiated collaborations with the drag queen Rumi Missabu of the Cockettes, the visual artist Théo Mercier, the musician Nofell, the video artist César Vayssié, and recently with the musician Marie-Pierre Brébant...

[mandorleproductions.fr](http://mandorleproductions.fr)

A hip hop dancer, **Amala Dianor** trained at the Centre national de danse contemporaine d’Angers (CNDP). He won 2<sup>nd</sup> and 3<sup>rd</sup> prize at the Reconnaissance competition with *Crossroads* in 2012. He set up his own company and produced works on a theme that is dear to him, that of the encounter. Artist in residence for two years at the Théâtre Louis Aragon in Tremblay-en-France (93) in 2015, then associate artist at Centquatre-Paris until June 2018. His latest piece, *The Falling Stardust*, invites nine contemporary and hip hop dancers to the stage, as well as classical ballet dancers, who all explore his mixed gestures. Associate artist at POLE SUD, CDCN-Strasbourg (2016-2019), he is also associate artist at the Maison de la danse de Lyon / Pôle européen de création for the 19/20 season.

[amaladianor.com](http://amaladianor.com)

**Jean-Claude Gallotta** belongs to the generation of the «New French Dance». In 1984 he founded one of the first national choreographic centres in Grenoble, at the Maison de la Culture de Grenoble, where he was director from 1986 to 1988. His first major piece, *Ulysse*, 1981, a «white ballet» that has become emblematic, playing with the codes of classical dance without destroying them, opened the doors to international recognition. He crosses dance with the other arts: cinema (he himself has directed two feature films), video, literature and music, and is constantly expanding the boundaries of a contemporary dance that is considered elitist. Since the end of 2015, Jean-Claude Gallotta has been an associate author at the Théâtre du Rond-Point in Paris. The Groupe Émile Dubois is housed at the MC2: Grenoble.

[gallotta-danse.com](http://gallotta-danse.com)

**Abou Lagraa** began dancing in Annonay before entering the Conservatoire National Supérieur de Musique et de Danse de Lyon. He began his career as a dancer-performer at the S.O.A.P. Dance Theater Frankfurt with Rui Horta, becoming his assistant on a project at the Gulbenkian in Lisbon. He worked with Robert Poole, Denis Plassard and Lionel Hoche. In 1996, he received the 2nd Prize for interpretation at the International Contemporary Dance Competition in Paris and in 2009, the Prize for Best International Dancer awarded by the International Movimentos Dance Prize. In 1997, he founded the Compagnie La Baraka.

[aboulagraa.fr](http://aboulagraa.fr)

**Rachid Ouramdane** co-directed the CCN2-Centre chorégraphique national de Grenoble with the circus artist Yoann Bourgeois. After several years of developing a testimonial poetic choreographic art, his work tends more and more towards a form of abstraction. He is developing a work of transmission and cooperation in France and internationally. He has been an associate artist at the Manège de Reims, Bonlieu Scène nationale Annecy, T2G and Théâtre de la Ville - Paris. He has been working with Bonlieu Scène nationale Annecy since 2015. He has collaborated with artists Pascal Rambert, Meg Stuart, Alain Buffard, Christian Rizzo, Fanny de Chaillé, Emmanuelle Huynh, Catherine Contour, Odile Duboc, Hervé Robbe, Julie Nioche, Nicolas Floch', Mehdi Meddaci, Alexandre Meyer... He is the director of Théâtre national de la danse - Chaillot since April 2021.

**theatre-chaillot.fr**

As a hip hop dancer, **Saïef Remmide** met contemporary dance techniques with David Zambrano, Damien Jalet and other dancers of the Eastman - Sidi Larbi Cherkaoui Cie before participating in their performances. He is currently a dancer and performer for international companies such as the CCN of Créteil / Cie Kafig (show: *YoGeeTi*) and the CCN2 of Grenoble / Rachid Ouramdane (shows *Tenir Le Temps* and *Polices!*). Present on several projects of the collective Un Autre Angle De Rue, he is currently developing his own project NaKaMa. where he seeks to encourage multidisciplinary encounters, exchanges and reflections around the danced gesture. The NaKaMa project is part of this process, to build bridges and find a shared language with others.

**Amaury Reot** developed his practice through hip-hop battles with the Alliance crew, with whom he became European champion, and was invited to the USA, Japan, Korea, Canada... He nourishes his body practice within TDMI (Théâtre Danse Musique Image) in Lyon and the Centre de Développement Chorégraphique de Toulouse. Dancer and performer for companies in Switzerland and France, he assists the choreographer Guilherme Bothelo in the recreation of *Sideways Rain* in Poland. He created *Lalala, folie quotidienne* for dancers in training at Château Rouge in Annemasse as well as a duet supported by the Antigél festival in Geneva. As a member of the collective Un Autre Angle de Rue, he has created several performances.

After a master's degree in computer science and a passion for alpine skiing that led him to the French University Team, **François Veyrunes** deepened his training as a dancer at the Centre National de Danse Contemporaine in Angers - then in New York. As a performer in the companies of Christiane Blaise, Annie Delichères and Mirjam Berns, he created the Compagnie 47•49 and has created more than thirty choreographic works. He collaborates with other arts and artists and in 1999 co-founded the Citédanse collective in Grenoble, of which he is an active member until 2016.

He explores the question of the being as a subject, in its own challenges, its creativity and its free will to reveal the singularity of each person and to inscribe his project in sharing at the heart of the city.

**compagnie47-49veyrunes.com**

After studying philosophy and music, **Gisèle Vienne** trained at the École Supérieure Nationale des Arts de la Marionnette. She works regularly with the writer Dennis Cooper, the musicians Peter Rehberg and Stephen O'Malley and the lighting designer Patrick Riou. Her work tours Europe and the world, including *The Ventriloquists Convention* (2015) created in collaboration with the Puppentheater Halle. She regularly exhibits her photographs and installations. She published a book + CD *Jerk / Through Their Tears* (with Dennis Cooper, Peter Rehberg and Jonathan Capdevielle) with Éditions DISVOIR in 2011 and a book *40 Portraits 2003-2008*, (with Dennis Cooper and Pierre Dourthe) with Éditions P.O.L in 2012. Gisèle Vienne is currently preparing a production of Robert Walser's text *L'Étang*.

**g-v.fr**



# I-DANCE ON TOUR



**2023**

**LE TRIDENT - SCÈNE NATIONALE DE  
CHERBOURG-EN-COTENTIN**

JANUARY 2023

**2022**

**LE CRATÈRE,  
SCÈNE NATIONALE D'ALÈS**

12<sup>nd</sup> FEBRUARY to 3<sup>rd</sup> MARCH 2022

**MALRAUX**

**SCÈNE NATIONALE CHAMBÉRY SAVOIE**

1<sup>st</sup> MARCH to 2<sup>nd</sup> APRIL 2022

**PALAIS AUGMENTÉ 2, PARIS**

GRAND PALAIS ÉPHÉMÈRE

17<sup>th</sup> to 19<sup>th</sup> JUNE 2022

**BONLIEU SCÈNE NATIONALE ANNECY**

MOUV'

11<sup>th</sup> and 12<sup>th</sup> NOVEMBER. 2022

**2021**

**COLLÈGE LES TILLEULS, ANNECY**

8<sup>th</sup> to 12<sup>th</sup> MARCH 2021

**LYCÉE L'ISÉTA (INSTITUT DES  
SCIENCES DE L'ENVIRONNEMENT ET  
DES TERRITOIRES D'ANNECY)**

15<sup>th</sup> to 19<sup>th</sup> MARCH 2021

**COLLÈGE EVIRE, ANNECY**

29<sup>th</sup> MARCH to 2<sup>nd</sup> APRIL 2021

**19<sup>E</sup> BIENNALE DE LA DANSE  
DE LYON**

8<sup>th</sup> to 16<sup>th</sup> JUNE 2021

**2020**

**IUT ANNECY,**

**UNIVERSITÉ SAVOIE MONT BLANC**

10<sup>th</sup> to 14<sup>th</sup> FEBRUARY 2020

**FORUM DES ROMAINS**

**MJC CENTRE SOCIAL ANNECY**

18<sup>th</sup> to 28<sup>th</sup> FEBRUARY 2020

**LA GALERIE**

**VAL SEMNOZ**

2<sup>nd</sup> to 7<sup>th</sup> MARCH 2020

**LA TURBINE SCIENCES**

**PÔLE CULTUREL À CRAN-GEVRIER ANNECY**

10<sup>th</sup> to 14<sup>th</sup> MARCH 2020

**BONLIEU SCÈNE NATIONALE ANNECY**

3<sup>rd</sup> to 29<sup>th</sup> OCTOBER 2020

**ESPACE DES ARTS,  
SCÈNE NATIONALE CHALON-SUR-  
SAÔNE**

9<sup>th</sup> to 21<sup>st</sup> NOVEMBER 2020

**2019**

**BONLIEU SCÈNE NATIONALE ANNECY**

31<sup>st</sup> AUGUST to 27<sup>th</sup> SEPTEMBER 2019

**LE MIKADO**

**MJC & CENTRE SOCIAL ANNECY NORD**

21<sup>th</sup> OCTOBER to 9<sup>th</sup> NOVEMBER 2019

**CURRENTLY AT**  
**PALAIS AUGMENTÉ 2, PARIS**

GRAND PALAIS ÉPHÉMÈRE

17<sup>th</sup> to 19<sup>th</sup> JUNE 2022

# **FICHE TECHNIQUE**

## **CREATION OF 3D AVATARS**

**Technology used:** four volumetric cameras capture the image of a user for 30 seconds. A software program uses these images to recompose a digital object of this person in 3 dimensions. This 3D image, an avatar, is then made available to the user who uses it on a web browser to personalise it, make it dance, generate videos and participate in the LIVE.

## **PLANNING**

**D-1 :** assembly, adjustments and tests at 12 o'clock

**D Day :** training of reception staff and a technician on site in the morning for an event beginning at 2pm.  
Duration of training 2h.

If the organiser wishes to move the scanner, the technician must be present for 1 day for dismantling and reassembly.

## **CAPACITY**

It is possible to scan 1 person every 3 minutes.

The scanning of a person takes place in three stages:

- Welcome of the person and creation of an account on a tablet: 30s to 1min
- Scanning the person: 1min
- Data processing and rendering: 1min

The data is usable by the user approximately 13 minutes after passing through the scanner.

Approximately 15 persons/hour

## **SPACE CHARACTERISTICS AND TECHNICAL REQUIREMENTS**

2 spaces are installed which may or may not be adjoining. Adaptations are possible after discussion with the technical management:

- Scanner space: 5m x 5m x 3m
- Live space: 5m x 5m x 3m

## **OTHER TECHNICAL REQUIREMENTS**

- Four (4) 16A electrical supplies
- Wired internet access at the center of the box with 20Mbps upload speed
- Extension cords and power strips

## **PERSONNEL REQUIREMENTS**

### **Technique**

**D-1:** 3 shifts = 1 stage manager + 1 operations manager with IT, lighting and sound skills + 2 shifts = 3 stagehands

**During:** a referral technician available if needed

**Dismantling and loading:** 2 shifts = 1 stage manager + 2 stagehands + 1 reference stage manager

### **Reception**

Two mediators are needed at all times to welcome the public and use the 3D scanner.

- ➡ Detailed technical rider on demand
- ➡ Data server + YouTube access supported by the producer
- ➡ During the entire period of operation, hotline if necessary

# **FINANCIAL TERMS AND CONDITIONS**

## **OPERATION**

**2 weeks:** 12 000 € HT

**Every additional week:** + 2 500 € HT

**3 weeks:** 14 500 € HT

**4 weeks:** 17 000 € HT

**5 weeks:** 19 500 € HT

**6 weeks:** 22 000 € HT

## **ROYALTIES**

**10 % of the amount of the operation**

## **SET TRANSPORTATION**

Carrier truck 23m<sup>3</sup> + costs of return trip from Annecy

## **TEAM TRAVEL**

**2 return train tickets** 1<sup>st</sup> class for the 2 technicians

**1 return 1<sup>st</sup> class train** ticket for the person in charge of training/mediation

From 2 weeks of operation, several return trips are to be considered. Price estimate on request.

## **TEAM EXPENSES**

Meals at the conventional SYNDEAC rate + accommodation at the organiser's expense.

## **INFORMATION**

[PROJETIDANCE@BONLIEU-ANNECY.COM](mailto:PROJETIDANCE@BONLIEU-ANNECY.COM)



