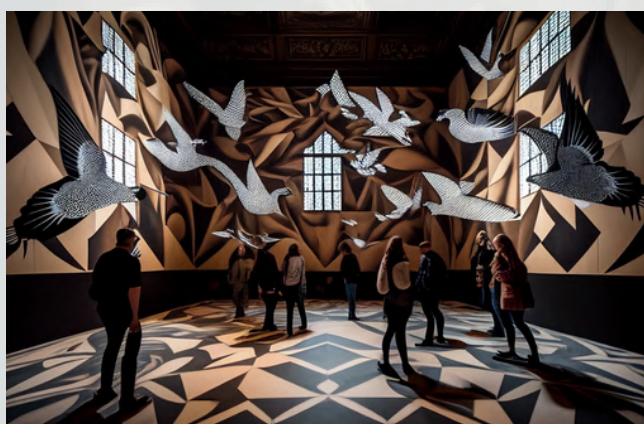




IMMERSIVE CULTURE

Crafting immersive experiences that tell stories.
Playing with temporal and spatial realities.



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Immersive Culture - a Ride FX subsidiary
3 rue Louis de Broglie 56000 Vannes - FRANCE
www.immersiveculture.eu



WE DESIGN AND PRODUCE IMMERSIVE EXHIBITIONS

Art, Science, Music, literature, factories, castles, museums,... any subject and any space can be turned into a mesmerising experience attracting new visitors. Immersive Culture specializes in assembling a creative team for every project including artistic direction and technical supervision. To us, 360° immersive experiences and digital exhibitions are a new medium with which to tell stories and transport an audience into another world to provoke thought and emotion.

Our concepts are created using a holistic approach, not only taking into account media production, but also the physical components of an experience, such as the architecture, furniture, which hardware can be used and how it can be installed. Then there is the music and spatialised sound effects which are incredibly important to create a successful experience. In French we call it 'Scénographie Immersive'. We use it to tell a story.



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THE TRANSFORMATIVE POWER OF EXPERIENCES

In immersive experiences, there can be linear or non-linear story telling. We can use a voice over guiding us through an experience, or add an interactive layer and let an audience create their own story by interacting with real time generative content through movement, touch or speech.

Some of our concepts will include the use of artificial intelligence, at the service of a creative vision, it is a very powerful tool to create content that adapts to an audience and creates unique experiences for every visitor, in an exhibition that is never the same.

In the end there is only one goal, whether we are showing flying acrobats from the works of Chagall or taking visitors to the edge of the universe. Through emotion, beauty and insight, we hope to offer a transformative experience that will provide a lasting souvenir, other than what you can get at the gift shop.



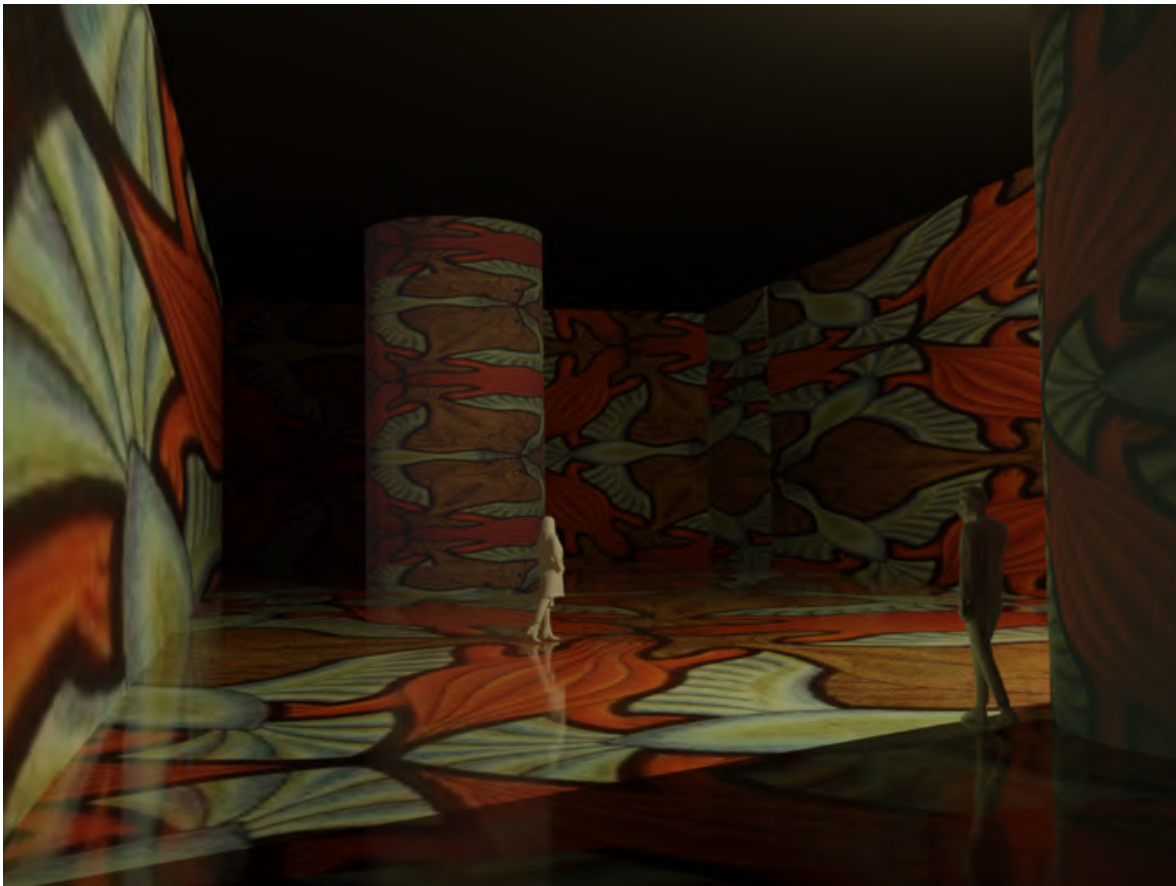
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ART

Immersive experiences are a new way of experiencing an artist's life's work, but also offers a chance to mix in biographical elements and tell a story by combining animated sequences with the music and texts that resonate with the artist's work.



impossible Worlds - Escher Immersive

ART

The monumental aspect of an immersive experience has the capacity to engulf an audience, pretty much in the same way religious buildings or opera houses have done for centuries. Using laser projections, the story can come to life and even react to a human presence.



CIRCENSES - MARC CHAGALL IMMERSIVE

ART

The 360° collective viewing experience, as opposed to a VR experience using glasses, allows for a shared emotional response, helped by a musical score, the colours, the compositions, it all leads us into an artist's work in a new and accessible way.



ENSOR 2024 - IMMERSIVE

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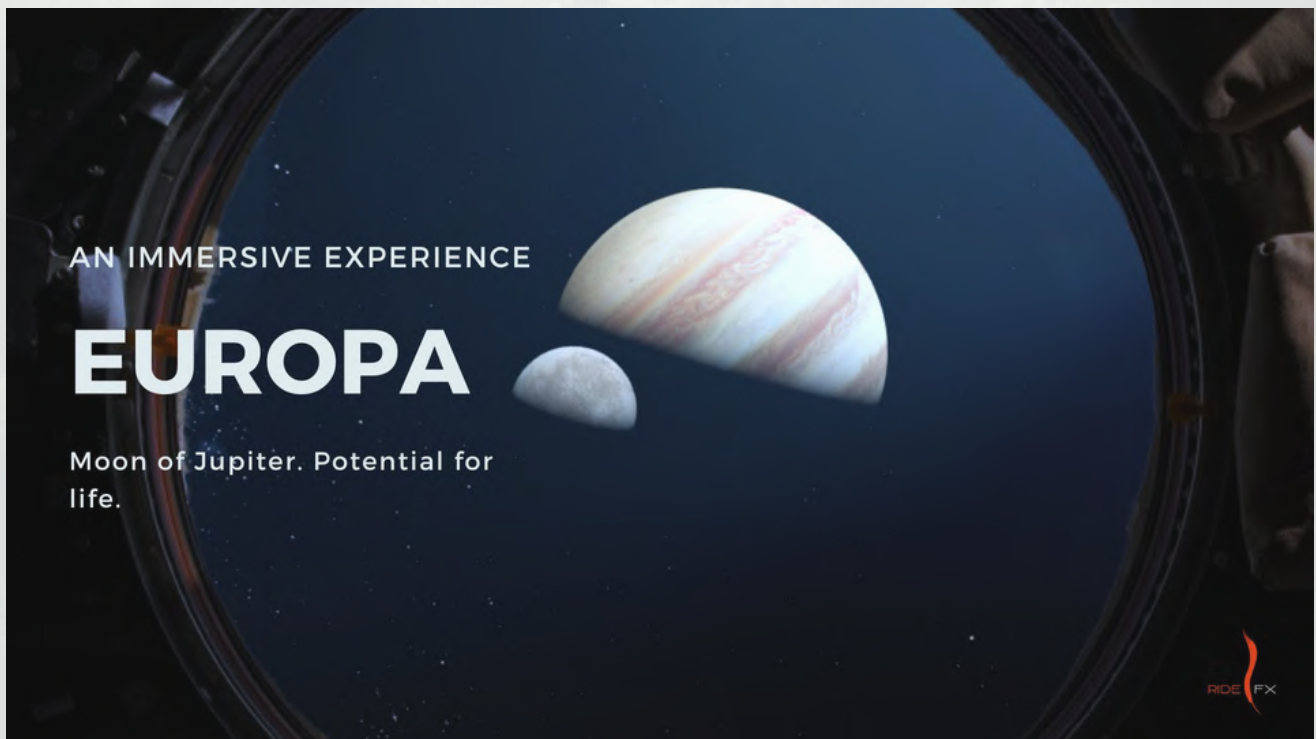


IT STARTS WITH AN IDEA, A VISION, A CONCEPT

We translate a creative vision into a story and then into an immersive exhibition. If you have a venue or a collection, indoor or outdoor, we have the artists, engineers, writers, scientific and creative directors to build a place filled with meaningful experiences.

It seems that through social media and mass production, we have now arrived in the experiential age. Life is no longer about material possessions but about experiences, that we share with others directly or online.

According to a Harris Group survey, 72% of millennials would rather pay for an experience than a material item.



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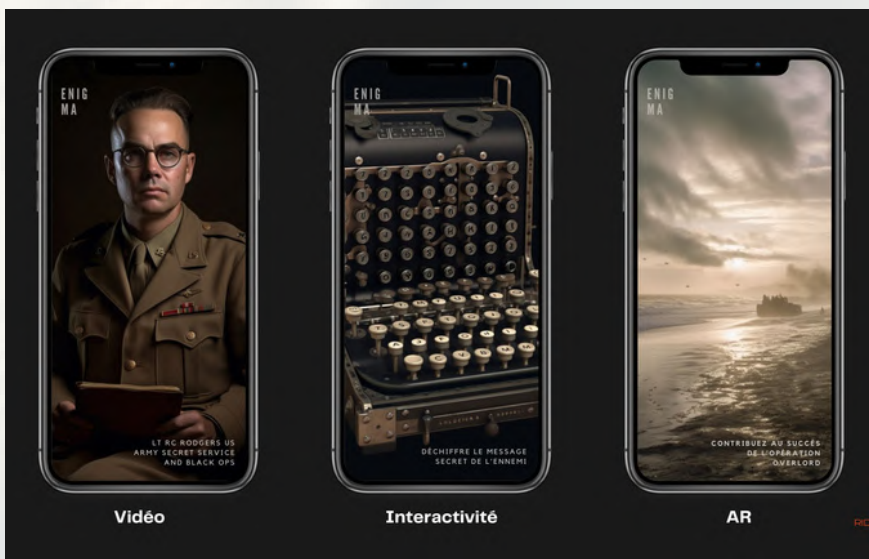
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STORYTELLING & WRITING

Story is King. It is as true for film as it is for immersive experiences. In our design process we will always start from the story we want to tell, then we will develop it into a concept and only then start evaluating different technological solutions for a successful implementation, using laser projections, LED screens, transparent LED screens, holographics, XR, touch screens or interactive web based applications. The audience gets transported by the story, the technology is there to communicate it in a visually stunning way.



HISTORY

Reliving the past through the emotion it provokes, in a shared setting with low, intimate lighting and stunning historical reconstitutions projected all around. Accompanied by special effects, a professional voice over and soundtrack, to be fully immersed in historical subjects.



D-DAY IMMERSIVE EXPERIENCE (COMING 2024)

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HISTORY

An experience designed by a multi-disciplinary team consisting of creatives and academics, museum staff and researchers, actors and set builders, for an immersive, journey back in time.



WELCOME TO VALHALLA - VIKING IMMERSIVE EXPERIENCE

LITERATURE

The writing's on the wall. All of a literary work combined with the art it inspired. Accompanied by one or more voice actors reading extracts, will take you into a literary universe and explore the mind of its creator.



NATURE

An aesthetic interpretation of nature, working on all the senses, or a more educational approach, allow for an audience to appreciate and come close to the richness of earth's ecosystems



OCEANS & FLOATING GARDENS IMMERSIVE EXPERIENCES

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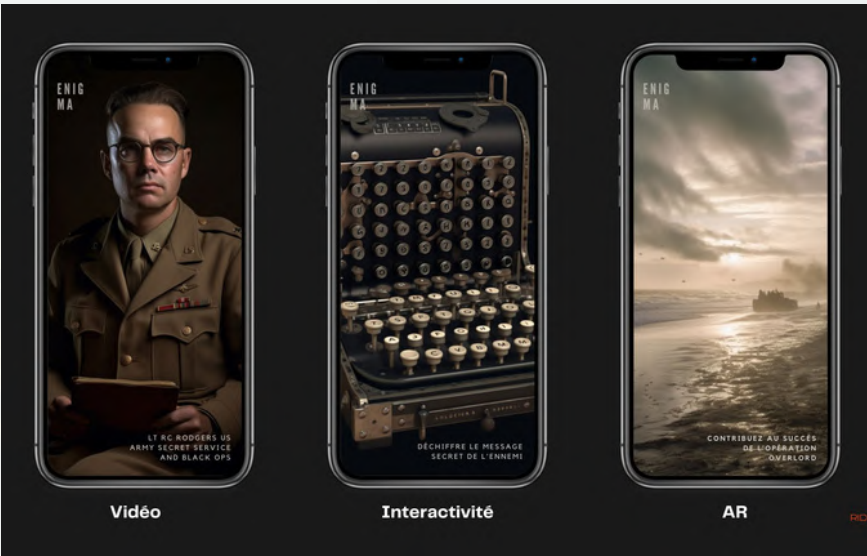
NATURE





TECHNICAL EXPERTISE AND SOLUTIONS

Immersive Culture has the in-house technical expertise and a partner network that allow for a seamless integration of audiovisual hardware into new or existing structures. Multi-projection systems, LED walls and mobile apps with video- or audioguide functionality. We design and take care of customised production and installation for any type of budget in any type of setting, working in close collaboration with a design team, architects, engineers and venue staff.



INTERACTIVITY

Realtime generative content, powered by the latest game engine technology combined with artificial intelligence, allow for an audience to engage more directly with an immersive or digital art work and installation.



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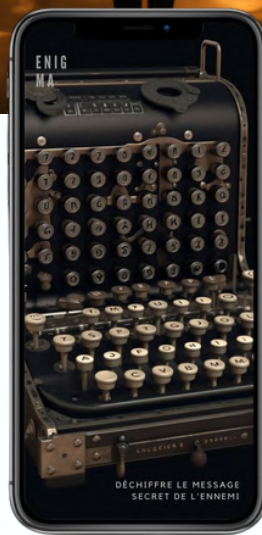
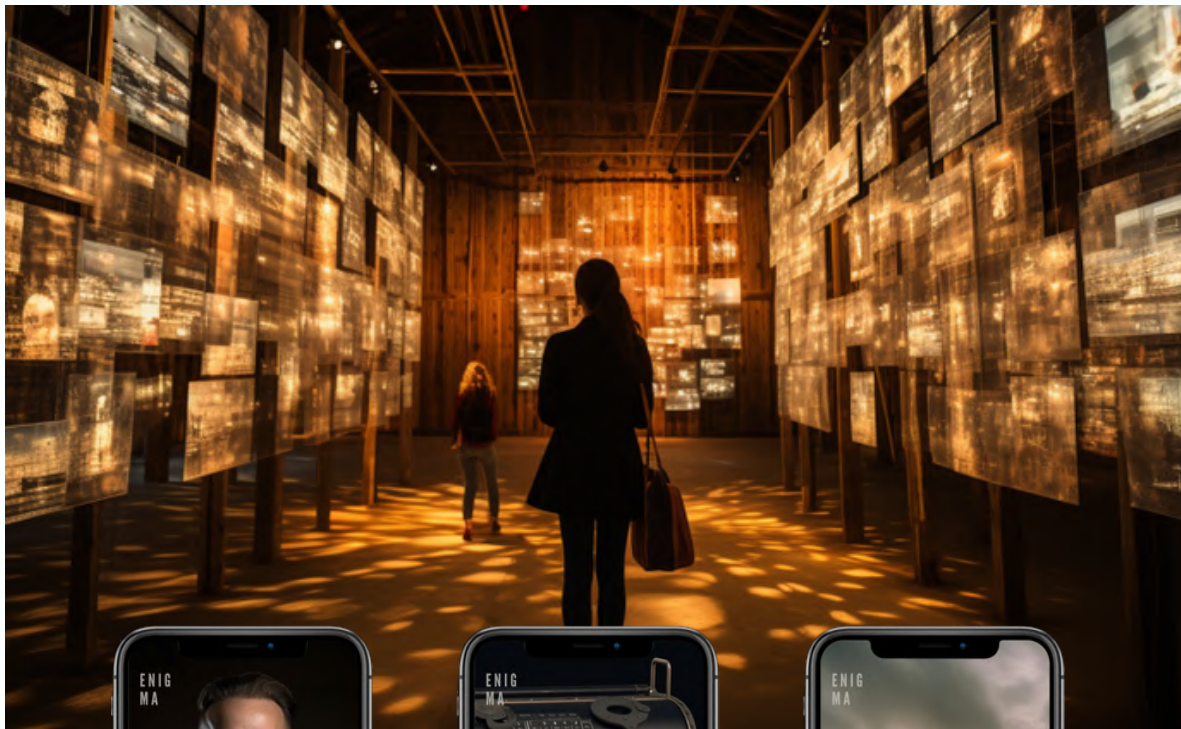
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INTERACTIVITY

Touch screens and web based applications directly accessible from a visitor's phone. A tool for the audience to delve deeper, understand and live through more experiences during a visit.

Immersive Culture has developed a mobile framework that can be applied to any subject for a highly interactive and even gamified visitor experience.



SCIENCE

From the infinitely small to the edge of the cosmos, an immersive exhibition allows for a deeper understanding of scientific principles through visual storytelling while at the same time elevating the subject to highly aesthetic experience.





SCIENTIFIC OR HISTORICAL RESEARCH AND CURATORSHIP

We are accustomed to the high standards and production values of working on scientific and historical productions. For us working with a scientific committee or research team, a museum appointed curator or external consultants, enriches the immersive experience with extra layers of meaning. We will actively search to add these layers of meaning by closely working with our exhibition partners or by constituting a team of experts ourselves in a continued exchange between creative and scientific talents, leading to a more profound immersive experience.





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