



SERVICE CATALOG



THÉORIZ IS A CREATIVE STUDIO DESIGNING
BEAUTIFUL AND UNCONVENTIONAL EXPERIENCES
WITH CUTTING-EDGE TECHNOLOGIES

WHO ARE WE?

We are a multi-awarded studio gathering a team of professional engineers,
visual artists and creative developers.

We combine scientific and artistic research to craft
immersive and interactive experiences.

[Discover our world](#)
[Download the video](#)



ART

We explore the boundaries between reality and virtuality through poetic and beautiful experiences.

As artists, we exhibit our work and accept special commissions.



SERVICE

Brands

We connect consumers to brands through engaging technologies.

Culture

We provide our tools and expertise for other artists projects and stage shows.

Events

We design entertainments personalized for your event.

Museums

We create immersive and interactive installations.



R&D

Where the innovation happens.

At the intersection of science, art and society, we explore how new technologies can shape the world to come and trigger new emotions.

A NEW KIND OF ENTERTAINMENT

An emerging creative field points the way to the future of entertainment : the immersive experience.

When interactive technologies and art meet together, the audience engages with the story and explores through a living narrative.

We think that art and technology can be bridged together to create a new form of amazement and entertainment, triggering deeper emotions.

A dark, atmospheric scene featuring a white door slightly ajar in a black room. Through the doorway, a bright, pixelated blue and white tunnel recedes into the distance, ending in a small, glowing rectangular light source. The overall mood is mysterious and futuristic.

“The best way to predict the future is to invent it.”

- Alan Kay

SERVICES

Whatever your idea or your brief, our studio is here to provide with what you need at every step of your project.

Our team of experienced creative directors, artists, engineers, developers and project managers will assist you from the ideation to the on-site installation of your project.

The workflow with our clients is based on the following steps :

1. Ideation 2. Conception 3. Production 4. Installation 5. Documentation 6. Celebration !

Tell us about your project and meet our creative directors : contact@theoriz.com

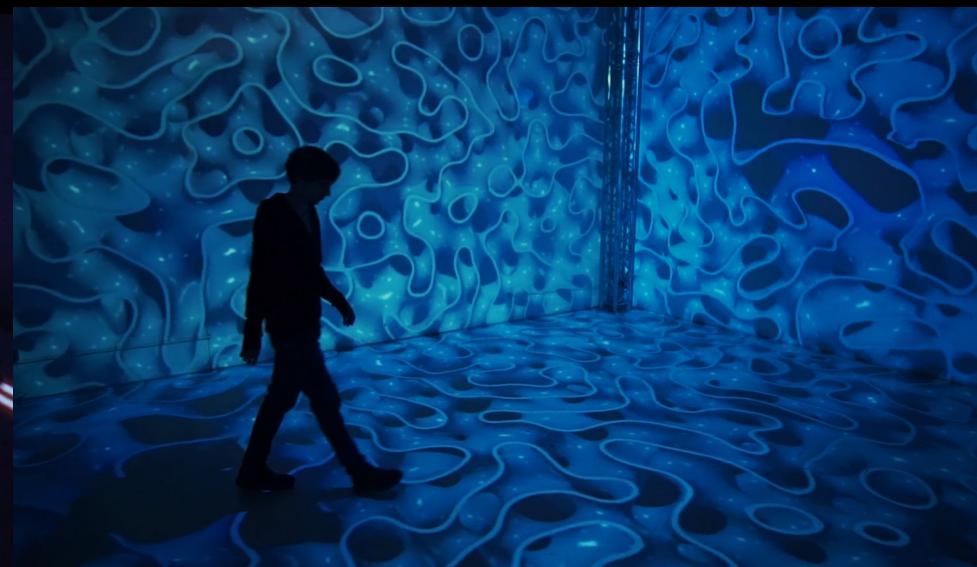


IMMERSIVE SPACES

We design and equip specific immersive spaces for different uses :

- Entertainment
- Art exhibition
- Decision and meeting room
- Relaxation space
- Experience center
- Showroom
- Private shows

Please find our detailed solutions and services in the PDF link below.



MUSEOGRAPHY

From specific interactive tables or walls to large scale interactive spaces, we design all sort of customized installations and interactive content for museums.

Please find examples of our museography installations in the pdf link below.

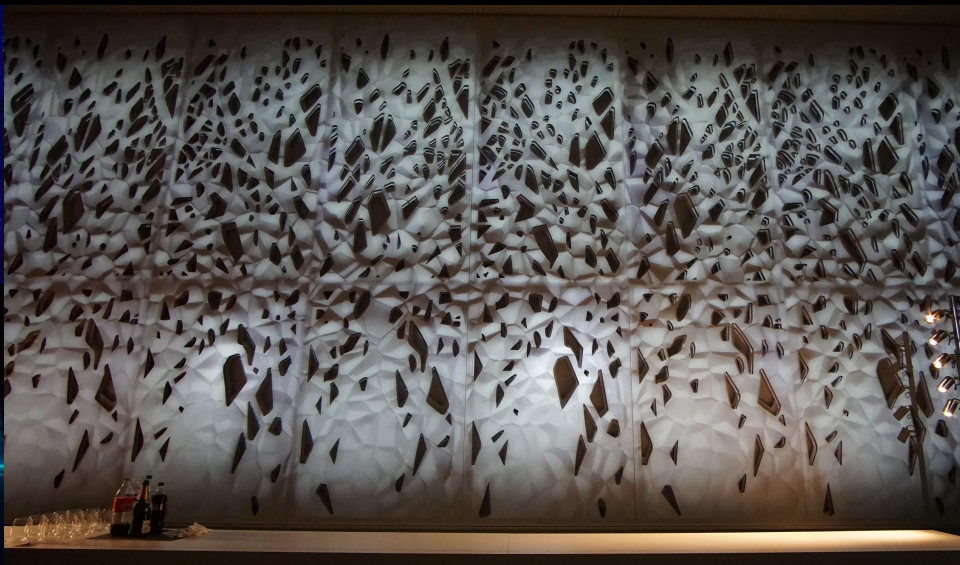


BRANDING & EVENTS

We design experiences and shows for brands who want to communicate their message and reach their community.

Through new technologies, activations, installations and shows, we propose unexpected and creative ways to amaze and have a lasting impact on the participants.

Discover some of our branding uses cases.



USE CASES

Here are some examples of specific use cases illustrating clients requests and our creative proposal.

LET'S LIGHT

► vimeo.com/144477868

Let's Light is an interactive installation featuring a cube with four interactive faces.

When passing by or interacting with it, the installation transforms any people into pixels!

The shape of this installation can be customized into corridors or other shapes.

Useful information

- Works indoor and outdoor
- Colors of the design can be changed
- Need 2x 16A electricity supply
- Each cube face is 2x2m



SMART SIGN

► vimeo.com/115248559

Finding your way, made fun!

In everyday life, Smart Sign augments your reality to help you find quickly your way, in an interactive and fun manner!

We use Smart sign as smart signage for events or for entertainment.

Useful information

- Need to be hanged on the ceiling
- Need a videoprojector



DEERUPT by adidas

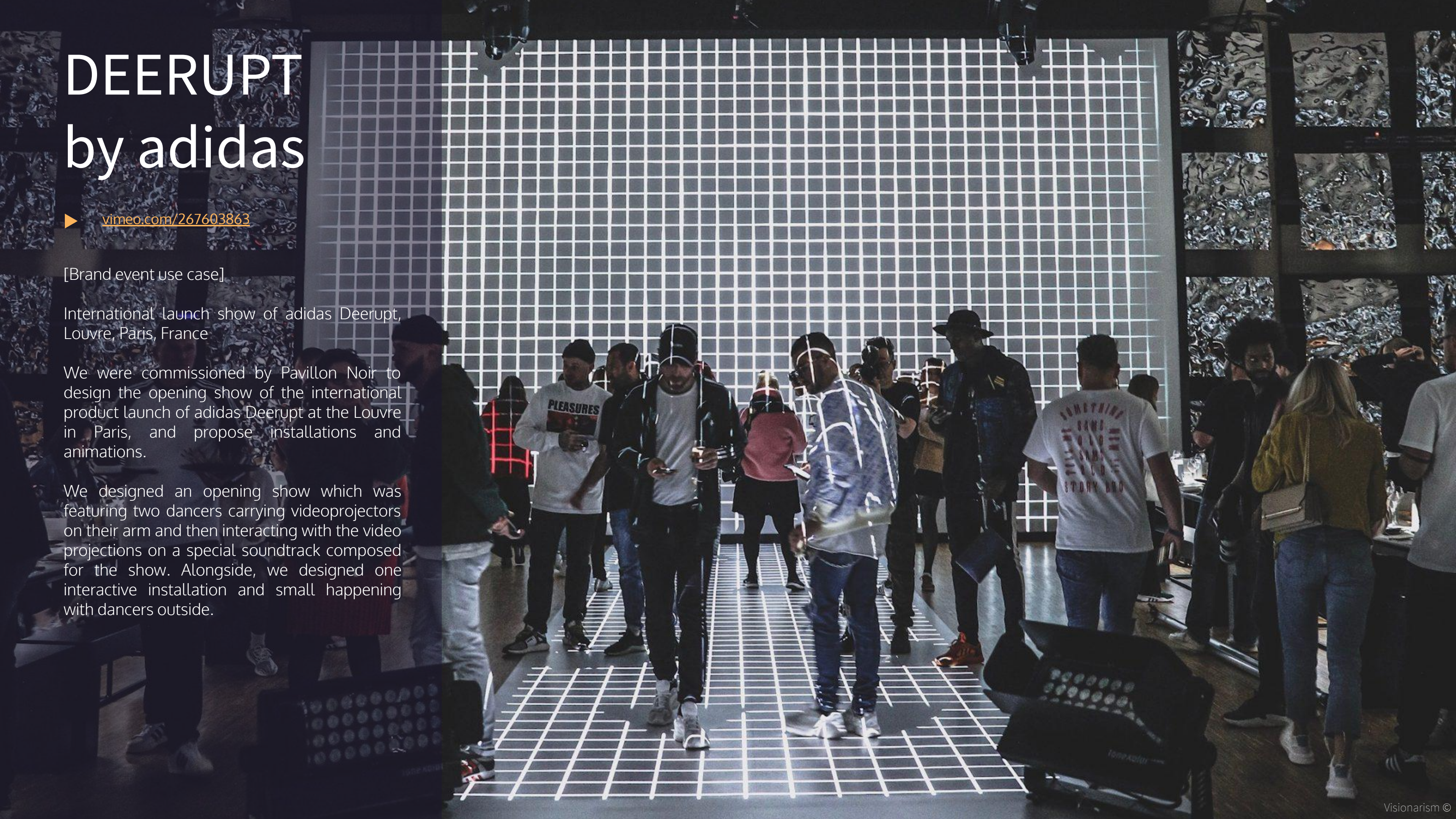
► vimeo.com/267603863

[Brand event use case]

International launch show of adidas Deerupt, Louvre, Paris, France

We were commissioned by Pavillon Noir to design the opening show of the international product launch of adidas Deerupt at the Louvre in Paris, and propose installations and animations.

We designed an opening show which was featuring two dancers carrying videoprojectors on their arm and then interacting with the video projections on a special soundtrack composed for the show. Alongside, we designed one interactive installation and small happening with dancers outside.



MINIWORLD

► youtube.com/miniworld

[Entertainment park use case]

Miniworld is the biggest park of animated miniatures in France, filled with scenes of real life and animated elements.

We were asked to oversee the technical direction of the whole videoprojection and mediaserver system of the space, and provide different kind of videoprojected contents.

We designed the videoprojection system and content for a 60m background animation matching the physical structure, along with a videomapping integrated in the miniatures.



TERRE AUX LUMIÈRES

► vimeo.com/116658970

[Videomapping use case]

"Lyon, Terre aux Lumières" has been a one-year project in association with Gilbert Coudène, Etienne Guiol and Ecohlcity for the Lyon Light Festival 2014.

This video mapping show mixed 3 musical styles: Opera, Tango and Hip-hop. A selection of paintings from "Beaux-Arts Museum" of Lyon, among which the Grand Canal by Bellotto (1736-1740), and the Bridge of Charing Cross by Monet (1903) were also animated.



This show received the Partner Light Trophy.



ESSILOR

► www.youtube.com/watch?v=Q-lbhjLQOrE

[Brand trade show use case]

Immersive installation for Essilor company.
(touring worldwide)

For the Essilor brand roadshow, we designed
an immersive simulator featuring a real bike
and a small immersive dome.

By pedaling on the bike, the visitor can do a
downhill circuit in the mountain. Sound, light,
and haptic feedback are part of the simulator to
live the most intense experience.

BROCELIANDE

► vimeo.com/268416613

[Museum use case]

Interactive installation for Broceliande museum, France.

For this museum, we designed an invisible touch system hidden in a wood carved panel.

The visitors can touch several parts of the wood sculpture, triggering video animation projected on it.

SUPERBOWL 2018

[Event use case]

Superbowl 2018, Minneapolis, USA.

We were commissioned to produce and design six experiential installations for the Superbowl happening during the concert of Imagine dragons, Jennifer Lopez and Pink.

Four of the installations were featuring our touch system for LED panels with specific real time content designed for the event.



R&D

To always stay innovative, our studio has its own research and development department.

Working with tracking technologies, mixed reality tools, VFX pipelines,
we are exploring several technical research topics.

We collaborate with other science research labs and share some of our findings through videos.

Here are some of our recent research projects.

For research collaboration, please contact us at contact@theoriz.com



AUGMENTA®

► www.augmenta-tech.com

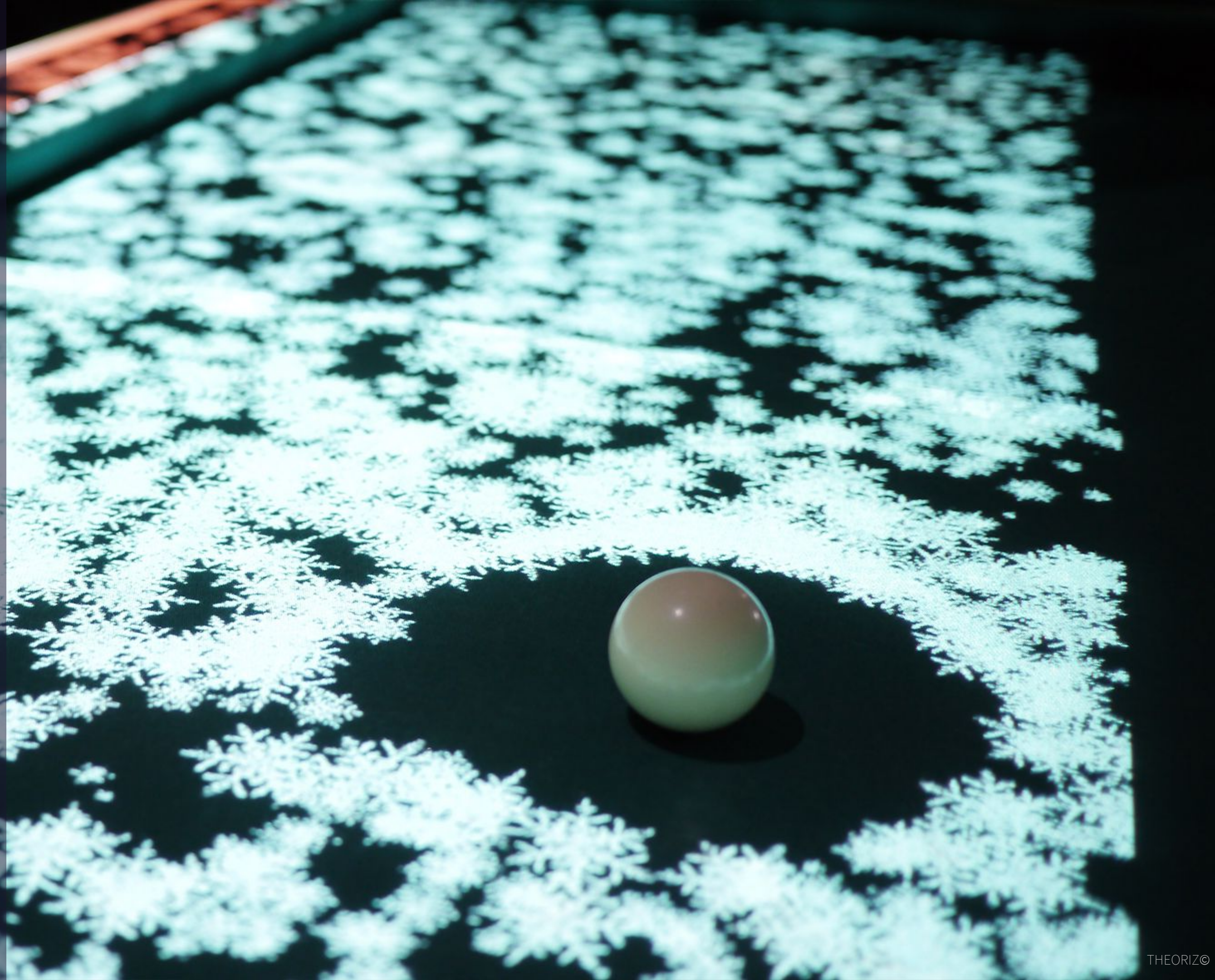
Over the years, we did a lot of tests with different sensors and tracking technologies. Nowadays we became expert with tracking solutions for creative applications.

For specific large scale cases, we also developed our own tracking technology : Augmenta®

It is a sensorless tracking technology to track people and objects without limitation of number of persons or area size.

The tracking data are provided by the system through open protocols compatible with most video, audio, or light creation softwares.

The technology has been designed for events or permanent installations in mind. It can be deployed and calibrated in a short period of time and features all the tools for long term monitoring.



MIXED REALITY

▶ vimeo.com/220883711

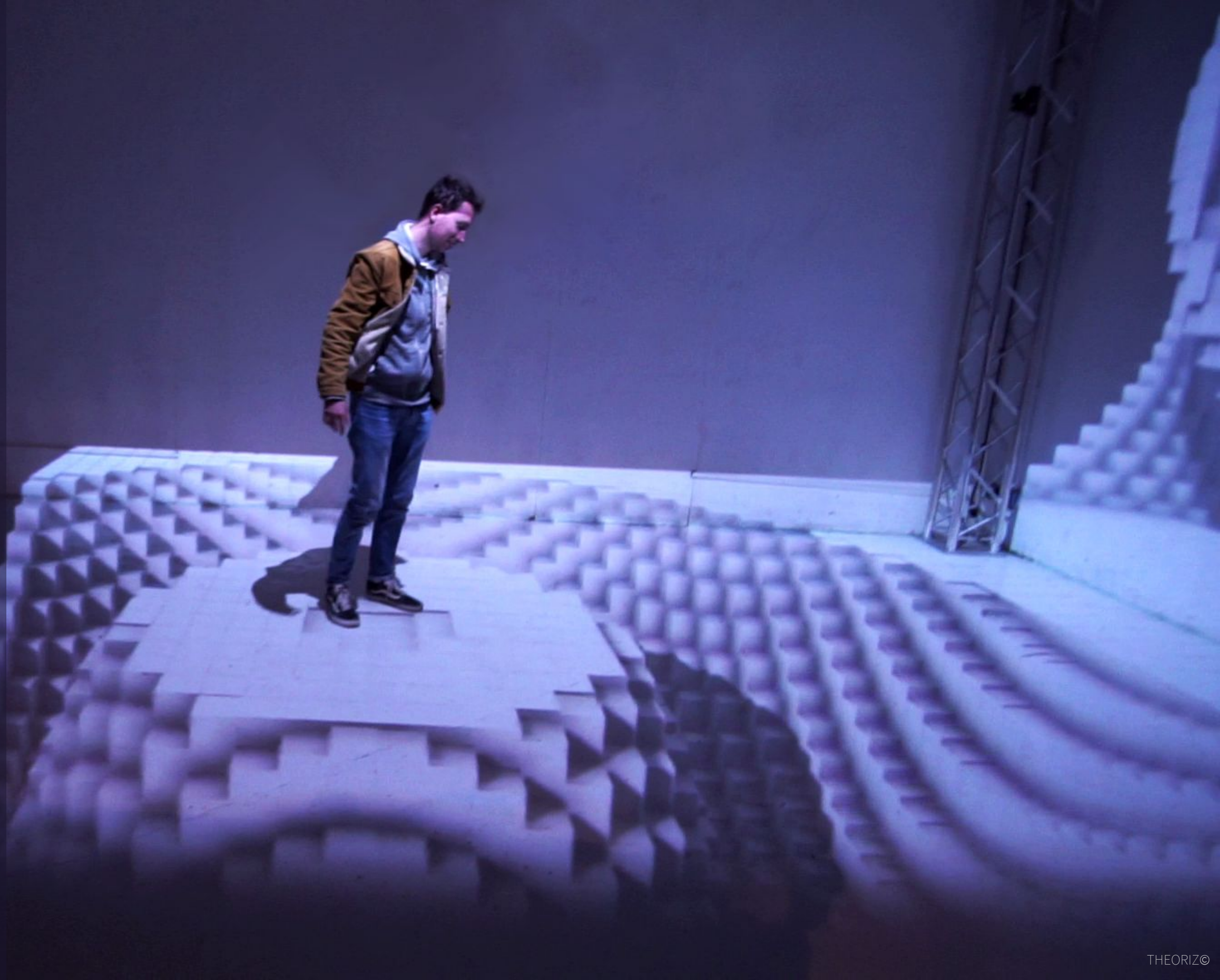
We are currently doing research for new systems and tools to innovate for the filmmaking industry.

Using immersive videoprojection, cameras and actors tracking, alongside with a real time engine, we designed a system allowing to shoot people in a virtual environment, without a green screen.

We used our first mixed reality system in our short movie called PASSAGE who got 18 international selections and 3 technical awards.



The video of this research project got awarded with a staff pick by Vimeo.



VR SENSATIONS

We are currently working on a research project involving cognitive sciences, neurosciences, mesmerists and haptic labs to bring new sensations in VR.

Our aim is to harness capabilities of the brain to generate unexplored feelings in VR.



AWARDS

THÉORIZ

Founded by David-Alexandre CHANEL and Jonathan RICHER, both new media artists and engineers, THÉORIZ is a creative studio which won two entrepreneurial awards.



DOORS

- Award winner for Best interactive user experience by German Design awards
- Experimental design category Award by Co.Design Fast Company
- Presented at SIDO 2015, Experimenta 2015 and SIGGRAPH 2016



PASSAGE

- Selections in 18 festivals including Saint Louis Film Festival 2018
- Award for Technical Innovation in Audiovisual Arts, ROOTS Festival 2018
- Visual and special effect Award, Sarajevo Fashion Film Festival 2018
- Best film at Toronto Experimental Music Dance Festival 2019
- Presented at Ars Electronica 2019





THANK YOU!

contact@theoriz.com

