



A person with long dark hair, wearing a white t-shirt and black pants, stands in the center of a room. The walls are covered in large-scale projections of colorful soundwave patterns in shades of blue, green, and yellow. The person is reaching up with their right arm towards the ceiling. The room has a high ceiling with visible metal trusses and a single light fixture. The floor is a light-colored, reflective surface.

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

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, 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 wonder and entertainment, triggering deeper emotions.

WHO ARE WE?

We are a award winning studio gathering a team of engineers,
visual artists and creative developers.

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

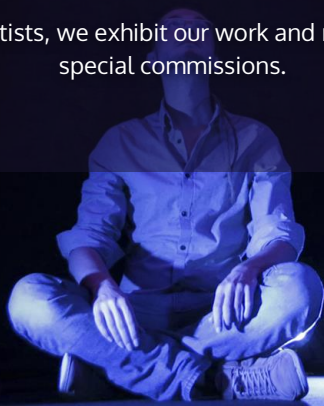
[Discover our world](#)
[Download the video](#)



ART

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

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



SERVICE

Brands

We connect consumers with brands through engaging technologies.

Culture

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

Events

We design personalized entertainments 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 dark, atmospheric room with a single door open. The door is a light grey color and is slightly ajar. Through the doorway, a bright, pixelated tunnel of nested door frames extends into the distance, creating a sense of depth and perspective. The walls and floor of the room are dark, and the lighting is focused on the doorway.

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

- Alan Kay

ART

We love to play with the boundaries between the real and the virtual world, making people feel unknown sensations.

- ◆ Through new technologies, we explore and create new media art installations of different concepts that can be toured and exhibited worldwide.

Here is our art installations catalog available for booking.

booking@theoriz.com



DOORS

► vimeo.com/154407574

DOORS is an interactive installation about perception and infinite space.

The door represents an open portal to a virtual world, bringing feelings between reality and virtuality.

Using 3D sensors and custom software, the perspective is distorted in real time according to the viewer's position.

Useful information

- 3m x 3m on the floor
- 83" TV
- 2.1 sound system



TOKAMAK

► vimeo.com/328514555/afe97e5fdd

A tokamak is a reactor that uses a powerful magnetic field to confine a hot plasma to several millions degrees in the shape of a torus.

Inspired by this object and its meaning in our current society, we created this immersive installation where visitors can interact with an artistic representation of the plasma particles heated at a few millions degrees.

Useful information

- Videoprojectors and sound system
- Wall or floor version
- Can be adapted to different kind of spaces

Interactive System
by THEORIZO
www.theorizo.com
2019



CRYSTALLIZED

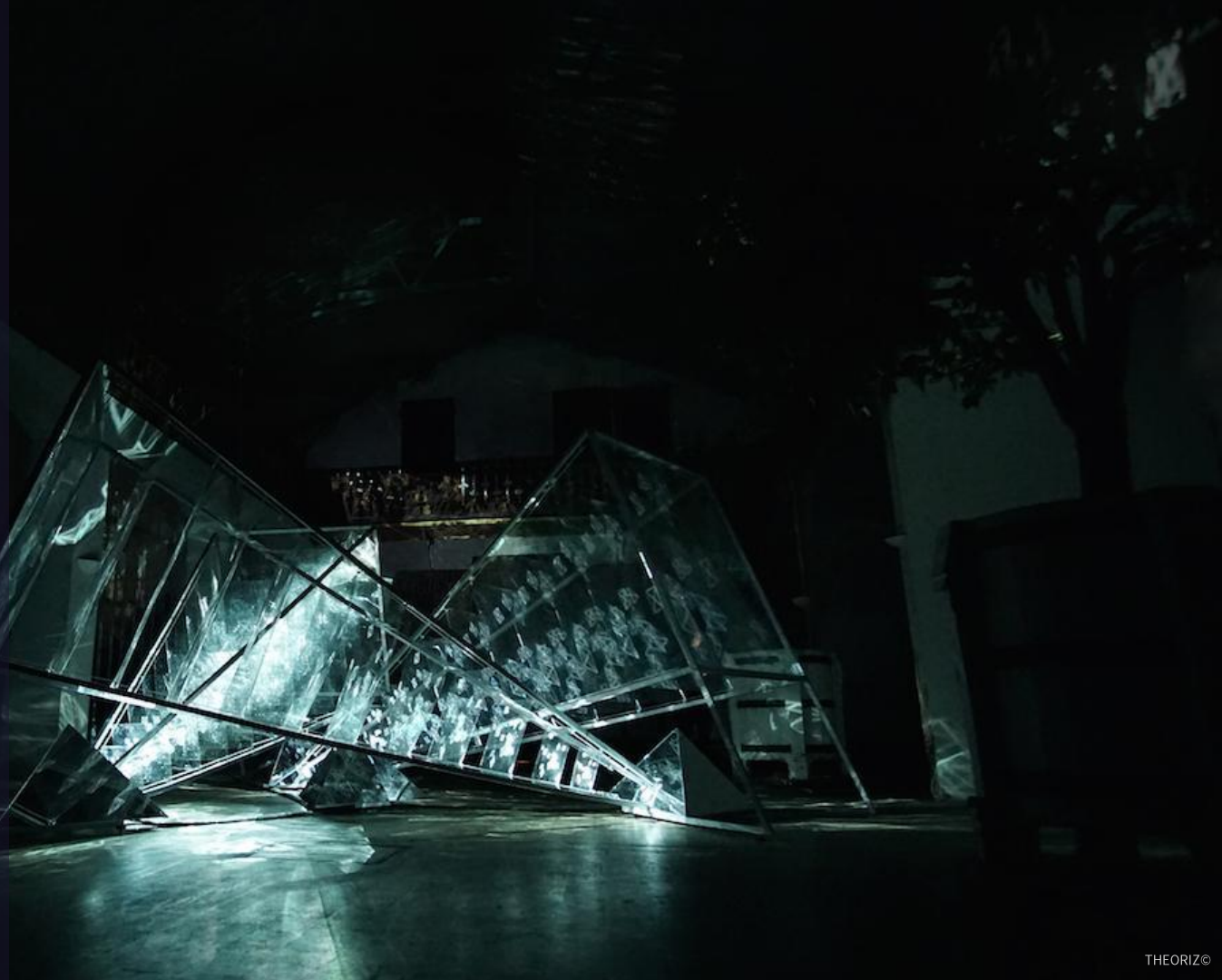
▶ vimeo.com/164583624

CRYSTALLIZED is an immersive sculpture made of steel, sound and volumetric videos.

Inspired by the infinite shape of the Bismuth in its crystal form, *CRYSTALLIZED* is a mysterious object casting mesmerizing light effects and depicting the story of the crystallization of this intriguing liquid metal.

Useful information

- 6m diameter, 2m height
- Indoor or outdoor
- 2x 16A electric supply
- Works better in a dark environment



NOISY SKELETON

▶ vimeo.com/103438556

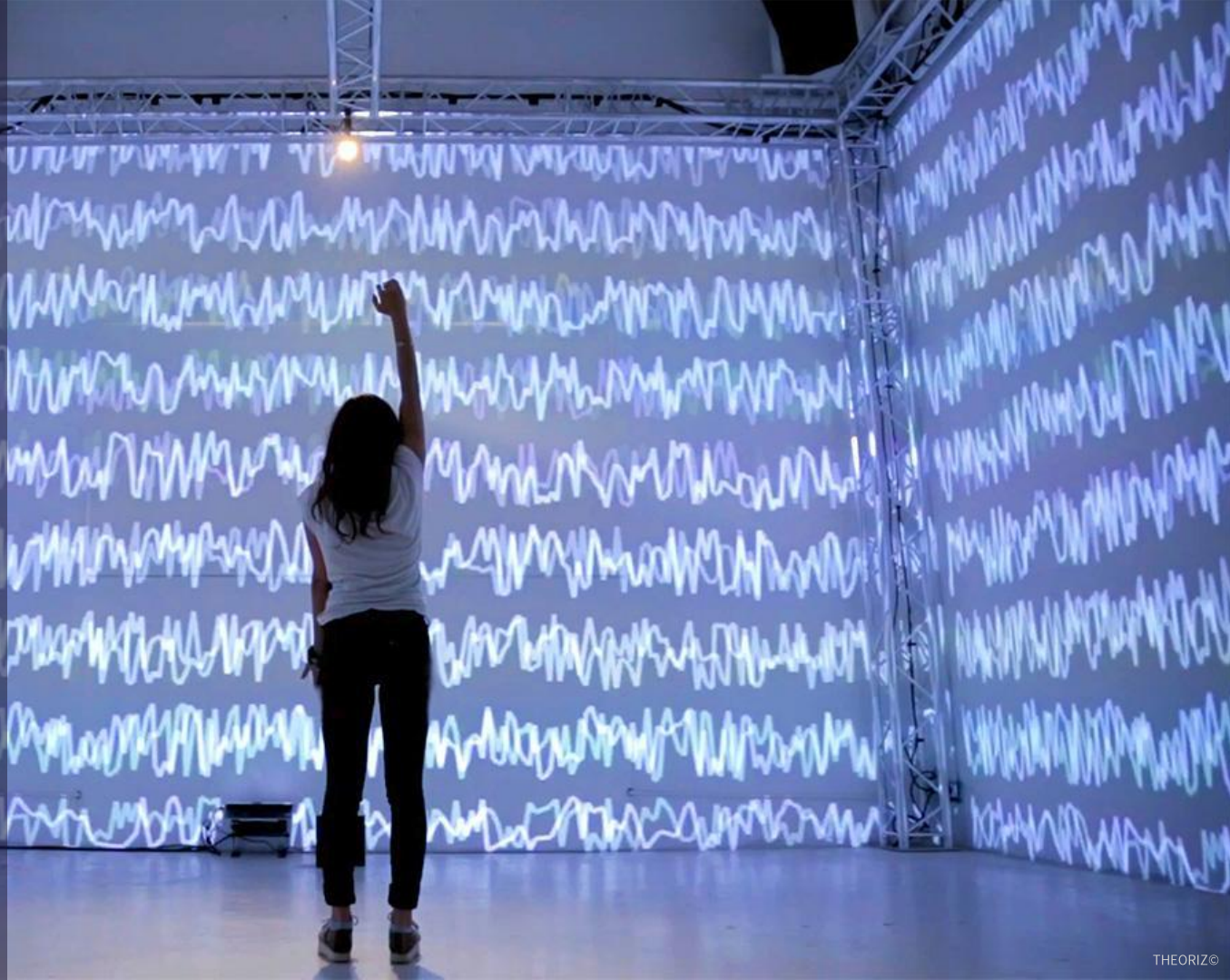
"To an artificial mind, all reality is virtual", said Nonaka in "Matriculated".

Noisy Skeleton is an immersive and interactive installation that explores the link between sound, space and artificial intelligence.

Every movement generates sounds and visuals in space, allowing the user to explore audiovisual landscapes and to establish a man/machine dialogue through vibrations.

Useful information

- Videoprojectors and sound system
- Interactive area of min 3 x 2m
- Can be adapted to different kind of spaces



NON LA POETRY

▶ vimeo.com/68967444

Nón lá poetry is a videomapping show bringing together traditional asian culture elements with 3D modern videomapping techniques.

In Hue, Vietnam, conical hats, called “nón”, contain poetic verses in between their layers of “lá” that can be revealed when held against the sun. Inspired by this, we brought some of these perfectly shaped hats from Hanoi, and created our own poetry made of light and sound.

Useful information

- Wall of 5m x 4m
- Videoprojectors and sound system

NON LA MELODY

► vimeo.com/119630068

Nón lá Mélody is an interactive installation using the Đàn bầu, a vietnamese music instrument, with projections on custom made vietnamese hats (nón lá).

People are invited to interact and discover the Đàn bầu. When playing the instrument, the sounds produced directly generate visuals on the hats.

Useful information

- Wall of 4m x 3m
- Videoprojectors and sound system



CINEMATIC JOURNEY

► vimeo.com/96455851

Cinematic journey is an immersive video installation about the history of cinema.

From the birth of cinema in Lyon to modern international movies, the visitors going through the space embark on a time-travel journey.

Useful information

- Indoor or outdoor
- Perfect for corridors/transition type of area
- 40m to 100m length installation
- 8 to 16 videoprojectors and sound system.



EXTRAPOLIS

▶ vimeo.com/63310352

Extrapolis is an augmented interactive drawing.

Breaking the boundaries between drawing and video projection, this installation literally draws the spectator in an imaginary dystopian city.

In a world full of surveillance cameras and constant control, *Extrapolis* explores and questions the relationship between the city and its inhabitants.

Useful information

- 6m x 6m area
- The illustration size is 4m x 2m
- 2 x 16A electric supply



BIRTH OF A DJINN

Birth of a Djinn is a dance performance with an interactive scenography.

This show explores new types of interactions between the performer and their surroundings, using video projection and interactive sensors.

Useful information

- Performance length of 18m
- Stage size of 9x6m with a large white screen behind
- Need traditional lights and sound system

PASSAGE

► vimeo.com/266423627

PASSAGE is an artistic short movie involving elements of dance and new technologies.

To explore a new creative approach for filming people with virtual elements, we designed and developed a mixed reality technology adapted for the filmmaking industry.

Within the movie, we follow the journey of two individuals trying to find one another through layers of surreal reality and virtual worlds.

Useful information

- Movie length : 6m
- Possibility of masterclass with the director and dancers
- Conference and projection of the movie
- Trailer : <https://vimeo.com/266423627>
- Behind the scenes : <https://vimeo.com/266423627>



PACMANIZE ME

▶ vimeo.com/32375248

Pacmanize me is an interactive architectural videomapping experience.

The city buildings of our everyday life are transformed into a giant Pacman game.

Using gesture sensing technology, this installation allows two players to trigger game events projected onto the facade.

Useful information

- One to two players
- Average game time : 2m
- Need a large monument with lots of windows
- Videoprojector(s)
- 4x4m on the ground for the interactive area

ORU

► theoriz.com/fr/portfolio/oru

ORU, which means «folding» in japanese, is a kinetic paper installation.

This living structure made of paper and light moves and breathes according to a real time data stream of its surroundings, such as the electric consumption of the current building or city.

Useful information

- Size of the origami is scalable. Min size is 3m x 3m. (could be 10m x 10m)
- Structure to hang origami, motors and LED strips.
- Couch and/or pillow spread on the ground
- Need an opendata stream of your city



FLEURIR

The background of the entire slide is a dynamic, colorful projection. It features a variety of flowers, including large red and yellow lilies, purple and blue dahlias, and smaller pink and white blossoms. Several parrots in bright colors like red, yellow, and blue are also part of the projection, some perched and others in flight. The overall effect is a lush, garden-like scene brought to life on a dark surface.

▶ [video](#)

As is well known, flowers thrive when we speak kindly to them. *Fleurir* invites us to actively take part in this enchanting phenomenon.

By speaking softly into a magical horn, the audience can directly witness how their words affect the growth of flowers projected on the wall.

Useful information

- 30-60 sec interaction - 1 person at a time
- Ideally on a large building or a very wide wall
- Need for video projector(s)
- 3x3m area to accommodate the interactive system.

TABLE SONORE

Have you ever dreamed of composing a melody together? With this installation, participants are invited to play around with blocks placed at varying locations on the interactive table. As they rearrange the elements through this giant staff of notes, a new collective harmony is created. A visual playhead moves through the table at a regular pace, playing in real time the ever-changing melody.

Thanks to the Augmenta technology, the position of the blocks can be accurately tracked.

Useful information

- One to two people
- Average time: 2 min
- Ideally on a large horizontal surface (table or floor)
- Need for video projector(s)
- requires aluminium hangers or structure above



JYVASKYLA

► VIDEO-jyvaskyla

Videomapping on the facade of a 16m x 30m administrative building in Jyväskylä, Finland, for the Christmas holidays. The scenario is inspired by Finnish legends.

Useful information

- One to two people
- Average time : 6 min
- Ideally on a large building with windows
- Need for video projector(s) distributed over 2 projection towers

ILLUSION GAME

Brussels

► Vidéo

Maison de la création

Interactive projection mapping show on the facade of Maison de la Création, place Bockstael in Brussels. This 6 minutes show alternates between narrative scenes exploring the aesthetics of surrealism and interactive moments that allow visitors to play in real time with the facade.

It was live every night from 22nd of November to 31st of December 2023.

The interactive area is made possible thanks to Augmenta Technology.



GENESIS

► <https://vimeo.com/378336902/3affcee1dc>

Lyon Light Festival 2019

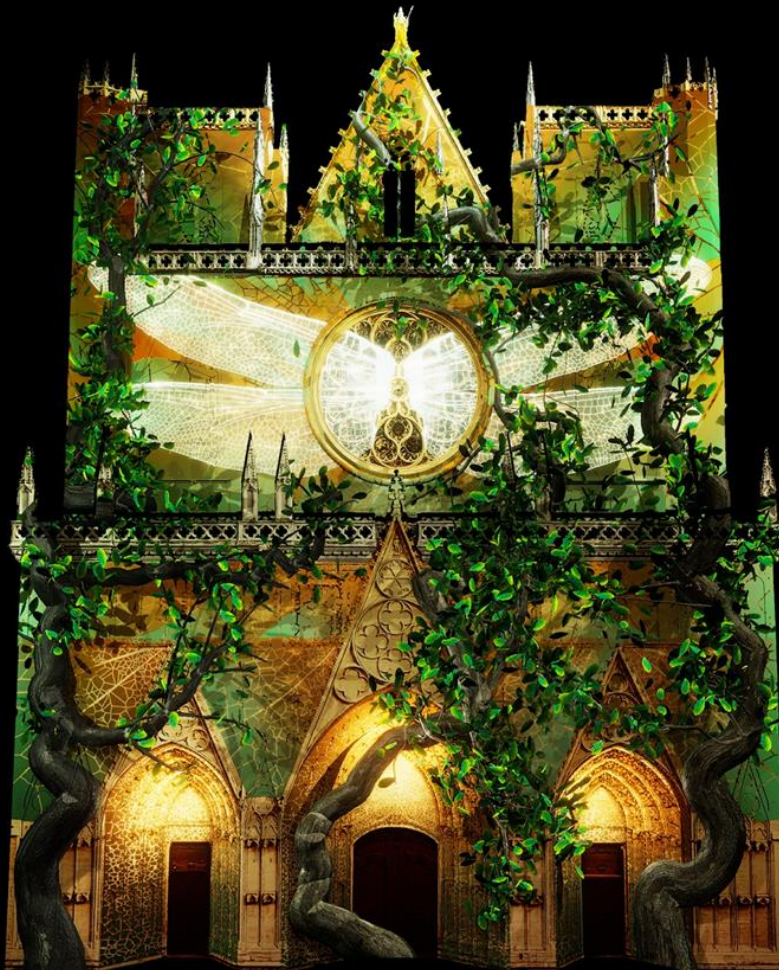
With “Genesis”, an architectural videomapping specially designed for the cathedral of Saint-Jean, we invited the audience to gather around an artistic work evoking the birth of the world.

Through innovative techniques involving generative algorithms and the use of the facade architectural features, we poetically narrated the origin of our universe, from the creation of the stars to the appearance of life.

By staging the beginnings of humanity, “Genesis” invites us to take a step back from our existence in a world that is increasingly questioning its future.



This show was specifically designed for the Lyon Light festival.



BROTTEAUX NUMERIA

► VIDEO-brotteaux-numeria

150 years of the city hall of Lyon 6

This video mapping show was projected on the old Brotteaux station, and designed with a new aesthetic approach and with the notion of movement.

The innovative approach of using new tools to create new aesthetics allowed us to create images never seen before on a building.

The visual content was created in collaboration with BK Studio.



This show is a new creation for the Lyon Festival of Lights.

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.



LIGHT FESTIVALS REFERENCES



2013	Jerusalem Light Festival : Non la poetry Chartres Light Festival : Pacmanize me Lyon Light Festival : Dessine moi des lumières
2014	Dubai Light Festival : Cinematic Journey Lyon Light Festival : Terre aux lumières / Cinematic Journey Jerusalem Light Festival : Arch Leipzig Light Festival : I vote, I build Staro Riga Light Festival: Pacmanize me Chartres Light Festival : Non la poetry
2015	Gent Light Festival : Horta Jerusalem Light Festival : Cinematic Journey
2016	Jerusalem Light Festival : Crystallized Lyon Light Festival : Crystallized
2017	Staro Riga Light Festival : Crystallized
2018	Bright Brussels : Crystallized
2019	Murten Licht Festival : Crystallized Jerusalem Light Festival : Call for a wish Lyon Light Festival : Genesis ILEP Grenoble : Noisy Skeleton

USE CASE

Whatever your idea or your brief, our studio is by your side 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



ESPACES IMMERSIFS

We design and equip immersive spaces for a diversity of use cases:

- Entertainment
- Art exhibition
- Creative meeting rooms
- Relaxing spaces
- Experience centers
- Showrooms
- Private shows

You'll find our detailed solutions in the following document.

[THEORIZ - Immersive space solutions.pdf](#)



Expo Dragon & Phoenix (ABU DHABI)

▶ VIDEO-abudhabi

We were in charge of creating 3 interactive scenes for a 8 minutes show inside a cylindrical room of 8m of diameter.

Exploring the theme of ancient chinese-islamic cultures, this exhibition uses Augmenta, our tracking technology, to allow the audience to interact with the space they're immersed in. This show was displayed at the Louvre Aby Dhabi for a duration of six months.

Useful information

- About 10 people
- Average time : 8 min
- Need for video projector(s)
- Interactive zone with a diameter of 8 metres on the ground



ACT

ACT is an interactive installation based on the concept of a musical sequencer. A musical sequencer is a musical instrument used in computer-aided music creation, in particular to create rhythms.

The area on the floor, made interactive thanks to Augmenta, allows the activation of sequencer bricks. A rhythm is then composed by several people. The immersion is completed by generative visuals on the vertical surfaces around the audience.

Useful information

- About 10 people
- Average time of 2 to 5 min
- Ideally on an open area
- Need for video projector(s)
- 5x5m minimum of interactive area on the ground



BOITE A MUSIQUE

► VIDEO-boite-a-musique

For the inauguration of the new music conservatory in Bourg-en-Bresse, we imagined an immersive experience that brings people at the heart of an orchestra.

Three zones on the floor invite the audience to activate each instrumental section of the ensemble, allowing them to playfully and spatially explore the musical composition.

Useful information

- About 10 people
- Average time : 2 min
- Need for video projector(s)
- 8x8m minimum of interactive area on the ground



PRESSORIA AY CHAMPAGNE

► VIDEO-champagne

We had the chance to design and deliver all the interactive installations and devices for the Pressoria Interpretation Centre in Ay, near Epernay (France). Some of these installations use Augmenta to allow the audience to interact with the visual contents of the immersive spaces.

With in-depth research and a detailed design approach, we were able to deliver a reliable scientific message while bringing emotion and wonder.

Useful information

- 9 interactive devices
- Immersion, interactive tablet, installation,
- Projection, interactive table



Virtual production Learning Booth

► VIDEO-crever-l'écran

Virtual production is a new innovative process for shooting films, documentaries or music videos as an alternative to green screen.

We've developed a system that allows the creation of a small virtual production studio and gives the opportunity to experience the creative possibilities of this technology. Content can be tailored to a specific context.

Useful information

- 2 people - 1 talent- 1 cameraman
- Average time : 1 min
- Need for darkness
- Need for 3 projectors
- 3 x 4 m aera



Risk Management

► VIDEO-gestion-des-risques

The French Association commissioned us to design and produce an experiential mobile room for Disaster Prevention (AFPCNT). This was an event for the Ministry of the Interior to raise awareness of the various natural and technological risks in France.

Two immersive experiments are proposed, one of which focuses on earthquake and the second one on forest fires. The public is invited to make choices while an actor guides them through the experience. The diffusion of smell and sound helps to create a holistic sensorial experience.

Useful information

- 10 people
- Average time : 4 min
- Mobile black room or room with pendulums
- Need video projector(s) and Augmenta
- 10x 5 m of interactive area on the ground



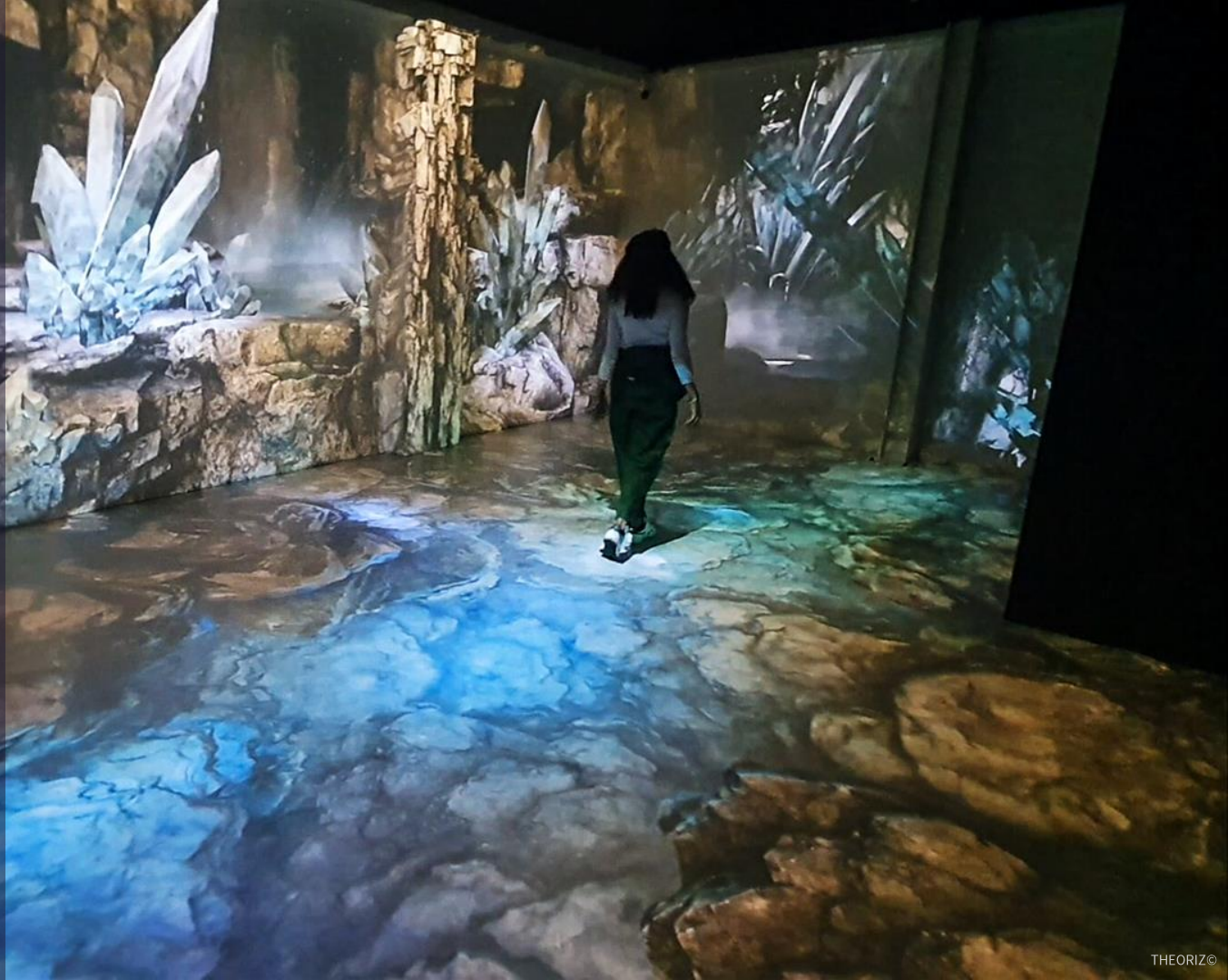
SCIENCE EXPERIENCE

Inside an experiential science centre based in Bercy Village, we delivered an 8 x 6m immersive room bringing visitors into the "Journey to the Centre of the Earth". This 7-minutes scientific narrative uses real time 3D environments and interactivity.

We designed and produced the content and carried out the technical direction and AV integration.

Useful information

- 15 people
- Average time : 7 min
- Ideally on a large building without windows
- Need video projector(s) and Augmenta
- 8 x 6 m of interactive area on the ground



Cosmocité Pont de Claix

- ▶ Immersive Experiences Video
- ▶ Immersive Escape Game Video

The immersive room consists of a video-projected, interactive surface measuring 12m x 6m and 6.5m high. We are creating scientific, creative and interactive content.

Théoriz services

Interactive and multimedia development
Creation of graphic content
Integration of a customized interactive solution
Technical expertise
On-site system commissioning



RITUAL

Interactive experience in the form of a small escape game. Participants have to analyse their environment and collaborate to trigger dreamlike cinematics in an immersive space.

Useful information

- Minimum 3 people
- Average time : 5 min
- Need video projector(s) and Augmenta
- 8 x 6 m of interactive area on the ground



UTOPIA

▶ video

Utopia is a monumental immersive and interactive experience located in the Royal Museums of Fine Arts in Brussels. This piece invites visitors to immerse themselves in a playful and contemplative virtual world. The installation questions whether we, as a society, aim to build virtual spaces (or metaverses) as a form of paradise or as a way to escape reality.

Useful information

- 100 people
- Average time : 5 min
- Need video projector(s) and Augmenta
- 20 x 10 m of interactive area on the ground - 5 m high



Atelier Art Science

Video
PASSAGE-THEORIZ-FELI-
3.png

This immersive room is dedicated to presentations and creation. We've developed a software to allow image, video and pdf content to be explored on all projection surfaces. The displayed contents are controlled by a wireless interactive device. In the manner of a "minority report", two presenters can take control and deliver engaging speeches.

Hardware was also provided by Théoriz for this setup.

Useful information

- 1 to 2 people
- Any immersive space
- Need for video projector(s)
- 7*5m



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.

[THEORIZ - Museum references.pdf](#)



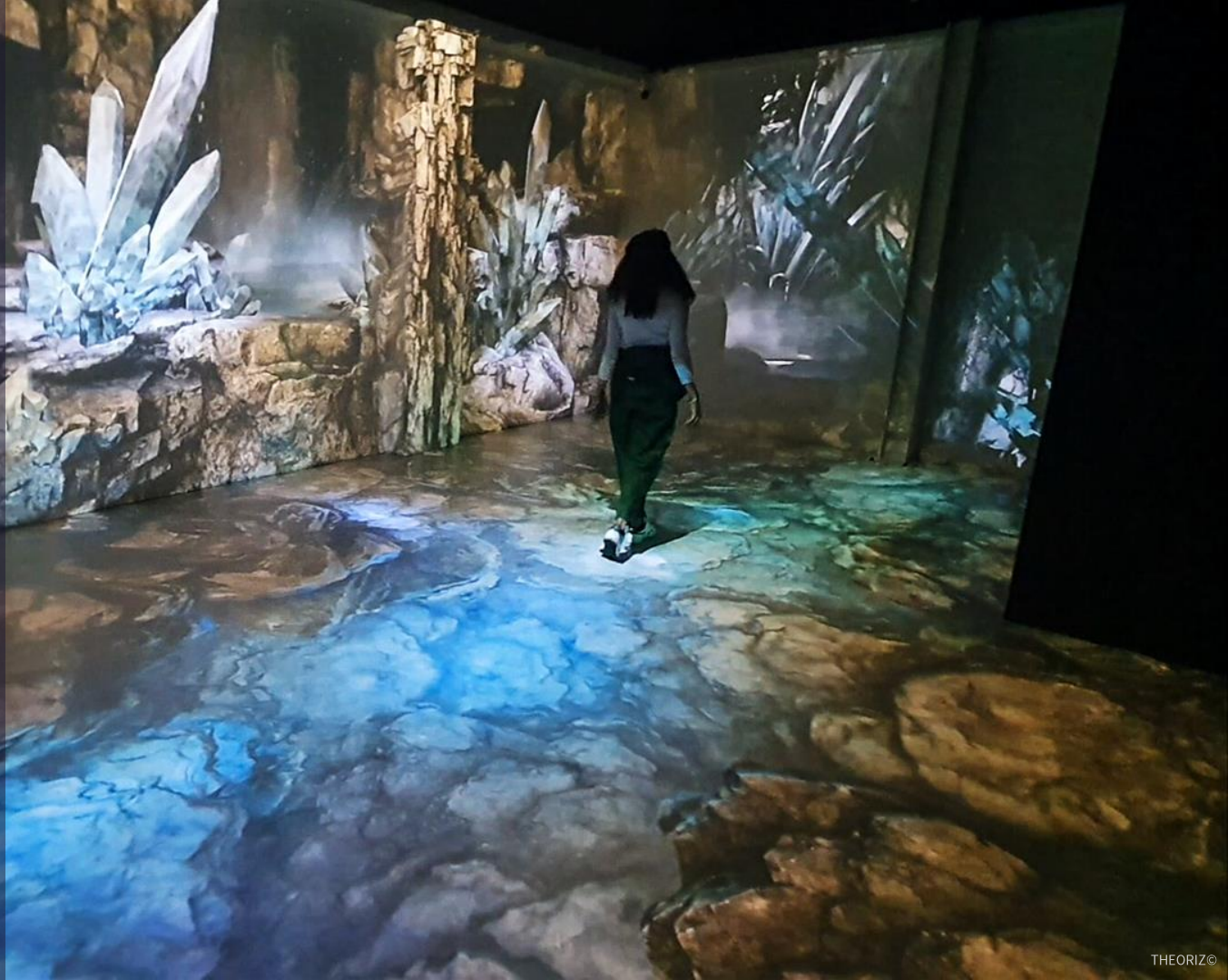
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- Immersion, interactive tablet, installation,
- Projection, interactive table



MINIWORLD

▶ youtube.com/miniworld

[Entertainment park use case]

Miniworld is the largest 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, and to provide various videoprojected contents.

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



BROCELIANDE



► Video

[Museum use case]

Interactive installation for Broceliande Museum, France.

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

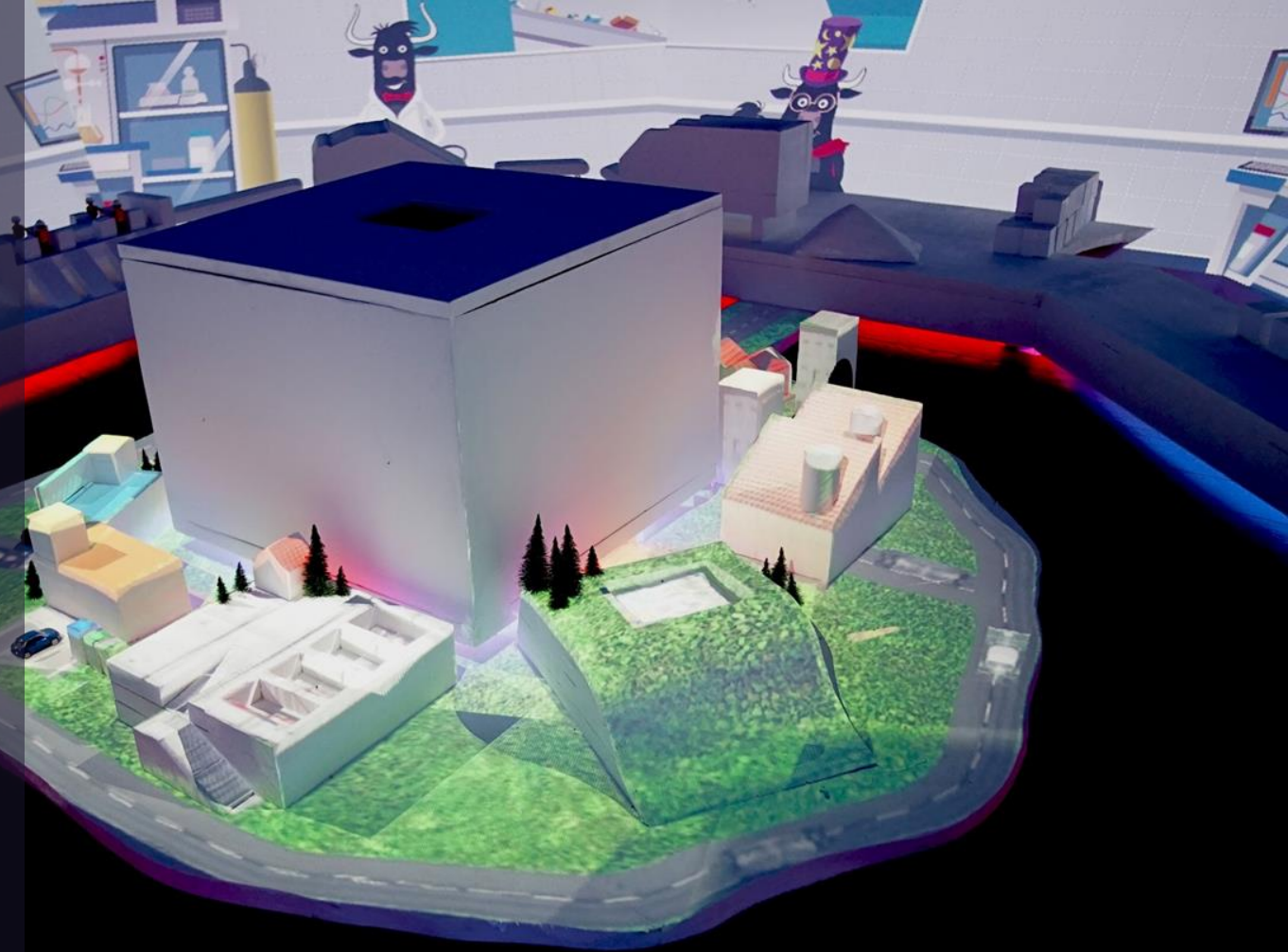
By touching different parts of the wooden structure, visitors can trigger video animations projected directly onto the sculpture.

EDUCATIONAL MUSEUM

Young people need to be made aware of waste reprocessing and how the sorting cycle works. Thanks to this 3m-diameter model and video projection, the machines come to life and illustrate step by step the life of waste.

The animation alternates between explanatory sound and light sessions and quizzes on touch screens around the model. Scores are recorded for each group of students, and can be consulted by the supervisor at a later stage.

Translated with www.DeepL.com/Translator
(free version)



LASCAUX IV

At the heart of a genuine replica of the original cave, L'atelier de Lascaux, visitors can access augmented reality information on the different representations, techniques and interpretations.

How has the cave survived the passage of time? Why was it closed to the public? How can we continue to preserve it on a day-to-day basis? All the questions you're asking are answered in an immersive experience made possible by the latest technologies.

Translated with www.DeepL.com/Translator (free version)



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On-site system commissioning



PLANETARIUM Vaulx en velin

Two spaces were treated. The first, a 5 x 7 m interactive floor, tells the story of the creation of solar systems and galaxies.

An interactive wall detecting the public's silhouette by materializing it into particles distributed in a scientifically accurate manner as to the composition of the human body.

We also provided the audiovisual technical design and implementation of the device.

HD 654321b
☉ 264 000 km
🌡 3 100 °C
🌐 Jupiter ultra-chaud
🌀 5 millions de km
Cette exoplanète est si chaude que toutes les molécules de gaz se détruisent du côté éclairé de la planète pour se reformer du côté sombre.

As it contracted under the force of gravity, this part of the nebula gave birth to a planetary system which is different from ours. This is an extra-solar system with a procession of planets gravitating around a star other than our Sun, with two "hot Jupiters" - giant, very hot, gaseous exoplanets revolving very close to their star - plus a small telluric (Earth-like) planet further from the star. *Walk on the stars for more information.*

Hydrogène
Hélium
Oxygène

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 offer unexpected and creative ways to amaze and have a lasting impact on the participants.

Discover some of our branding use cases.



DEERUPT by adidas

▶ Video

[Brand event use case]

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

We were commissioned by Pavillon Noir to design the opening show for the international product launch of adidas Deerupt at the Louvre in Paris.

We designed an opening show which featured two dancers carrying video projectors and interacting with the projections, with in the background a soundtrack composed specifically for the show. Alongside this main experience, we also designed an interactive installation with dancers in the outdoor area.



Convention interne CARRIER

As part of an internal convention at the Carrier air conditioning company, we offered a virtual production system to hold the conference.

This project was delivered during the Covid outbreak and specific sanitary considerations were taken.

As well as bringing our technical expertise of virtual production, we designed and produced the real time visuals and managed the broadcast on site.

Production: Litup
Technical: Alabama
Capture: New beat prod

GOOGLE CLOUD Launch

► Video

To celebrate the arrival of Google Cloud in France in 2022, the company commissioned us to design the scenography of the event.

Our creative response involved the production of an immersive hallway filled with light, with a nod to the aesthetics of Google's data centers.

We also created the content of the keynote stream for 100k live viewers, and set up an LED scenography and Vjing for the festive part of the evening.

Production: Litup
Technical: GL event



VALTUS

We had the chance to bring our expertise to Valtus for one of their internal events.

The idea was to create an installation reflecting the company's values of sharing.

In this experience, the public is invited to take a 3D photo of themselves, and to send the result with a hand gesture to the main screen. The different shots come together to complete a collective virtual sculpture.



APOLLODORUS

► [Video](#)

At GITEX GLOBAL in Dubai we designed a participatory installation to demonstrate the difference in performance between the 4G and 5G network that was introduced in 2017.

The robot arm tries to catch drops of India ink falling from the ceiling. Some of them fall onto the papers on the floor, others land in the cup held by the robot, which pours them directly onto the floor.

Over time, the audience triggers actions on the tablet to generate collaborative artworks.

During the 3 days of the exhibition, the artworks generated on paper were progressively displayed on the walls.



GALA INSA

► Video

We created a video-mapping show to celebrate the 60th anniversary of the famous French engineering school: INSA.

This performance honors the 10 different specialties of the school in a show of video, light and sound at the Sucrière in Lyon.



MAGIC GARDEN

A woman with dark hair is looking through a series of vertical glass panels. The scene is dimly lit with a strong blue light source, creating a futuristic or magical atmosphere. The woman's face is partially visible in profile as she looks through the panels. Her hand is resting on one of the panels in the foreground.

We created the content and interaction for an activation dedicated to LG products on a temporary booth installed on the esplanade of the Pompidou Center in Paris.

The concept brings the public through several experiences, room after room. Each is themed to a product of the LG Signature range.

ENEDIS

► Video

The awareness of electrical danger is important for Enedis' activities. So we designed and produced a 7-minutes training course performed by an actor.

A volunteer has to follow a procedure to put in place the PPE to handle a 20 000V circuit breaker. It turns out that an impressive electric arc occurs when handling the latter. It is in this type of accident, whether of material or human origin, that PPE is the last line of defence to guarantee personal safety.

This experience allows us to promote a precise message: the electrical training that we provide through a playful and theatrical format.

Today, this mobile room continues to serve as a training center for ENEDIS all over France.



AMAZON HAPPENING

During the quarterly internal party of Amazon gathering 500 people, we designed an interactive installation as well as the animation of the design course with our scenographic partner during the festive moment of the evening.



HYBRID LOVE

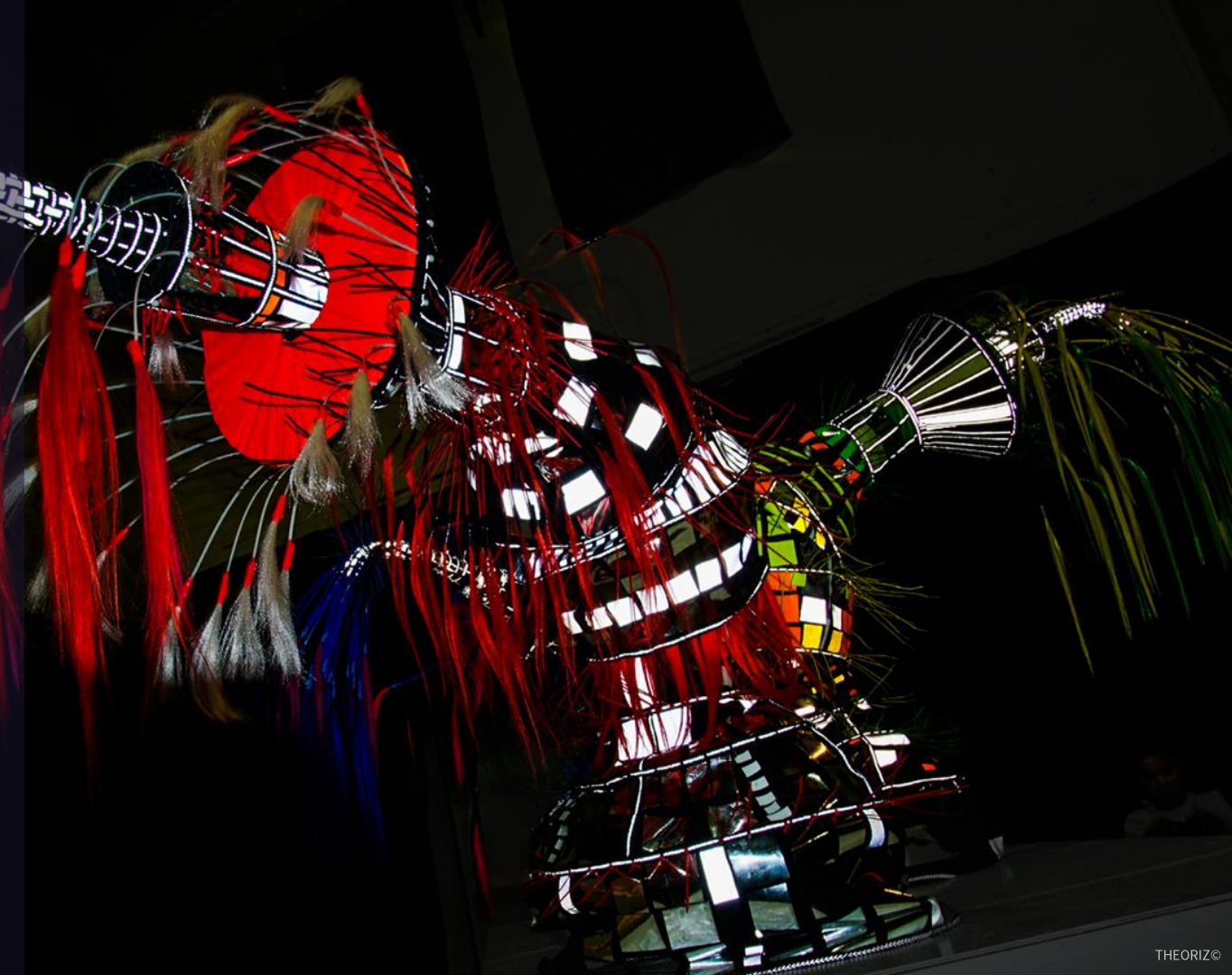
Variation – Media Art Fair

► [Video](#)

Designeuse Pia Myrvold

We brought our expertise to contemporary artist Pia Myrvold in the technical realization of 3 artworks based on industrial KUKA robots. Our engineers found the technical solutions to make these robots perform within close human proximity and with an unusual sculptural layer.

We worked on refining the robots motion to give them an organic and poetic identity.



Audemars Piguet



To celebrate the launch of the Royal Oak Offshore Michael Schumacher watch, Audemars Piguet, a player in the world of fine Swiss watchmaking, organised an exclusive event for its most loyal customers. The two evening event was punctuated by several immersive shows. On this occasion, we co-designed the video and lighting scenography.

The event took place in the Schumacher family ranch, in one of the horses' training halls. An entire self-supporting stage was installed to accommodate the scenography and the guests.

ODDO

Event annuel

▶ [Video](#)

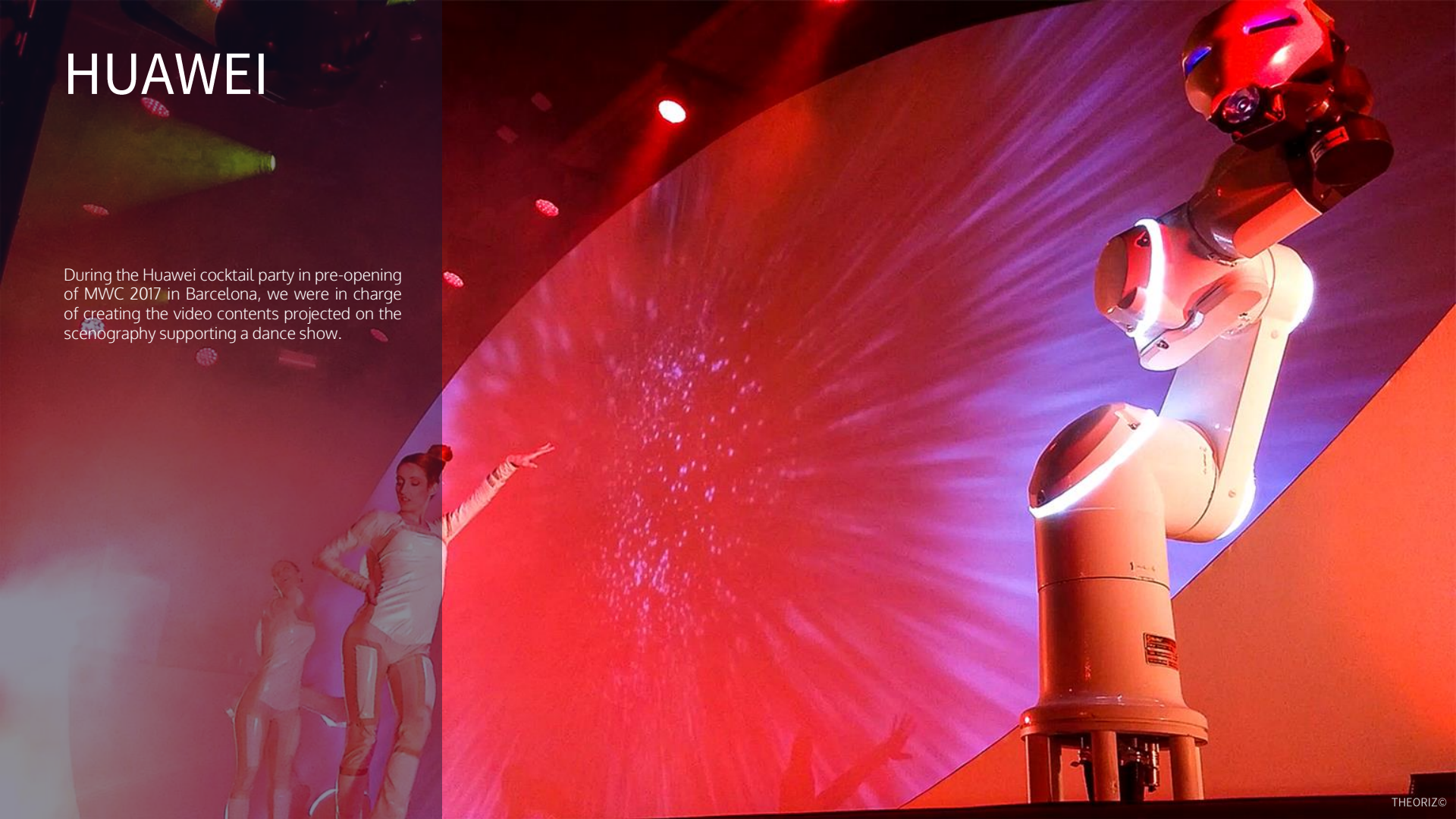
At the end of the event's speeches, we created a short animated show that was projected on a scenography representing the skyline of Lyon.

Decorative videos then took over for the rest of the event.



HUAWEI

During the Huawei cocktail party in pre-opening of MWC 2017 in Barcelona, we were in charge of creating the video contents projected on the scenography supporting a dance show.



MUMM

Over the course of three evenings, Mumm Champagnes organized an event to unveil different rooms. We designed and delivered the entire scenography of the space, using the following devices:

- A punching ball game
- An interactive floor
- An ever-changing LED wall
- A photocall with interactive visuals on the walls
- An immersive LED scenography for the festive event



TUMI

The 19 degrees experience



[Video](#)

The Tumi suitcase brand organized a promotional event during the Tribeca Film Festival in New York where 19 artists created a short film presenting a suitcase model.

Our challenge was to come up with a strong concept to highlight these 19 films during the evening. We conceived a 5m diameter dome with two entrances. 19 screens showing each film are suspended from the ceiling and oriented downwards. All films play together and only the soundtrack is passed from one screen to the other.



XTA

Inauguration

Volvo Renault Trucks

► [Video](#)

We had the chance to design and install a 9m high LED sculpture for the launch of Volvo Renault Truck's new building on their Lyon campus.

This installation is designed to bring out the central staircase, a key architectural feature of the building.

Throughout this week-long event, the sculpture takes on the colours of the event with several evolving animations. Light trails move across the space, from the central spiraling column to the generous external curves.



Revolution

► [Video](#)

For the launch of the renovation of the building at 126 rue de Rivoli, we designed a large-scale LED scenography for the space of the event, with over 200m of LED strips installed on all the pillars to create a 3D lighting setup.

The lighting was animated throughout the evening, with a special audiovisual performance created in collaboration with a dance company as the highlight of the night. We also produced an installation and interface that allowed participants to write down their commitment towards the planet and visualise their collective effort through both an LED sculpture and a screen display.



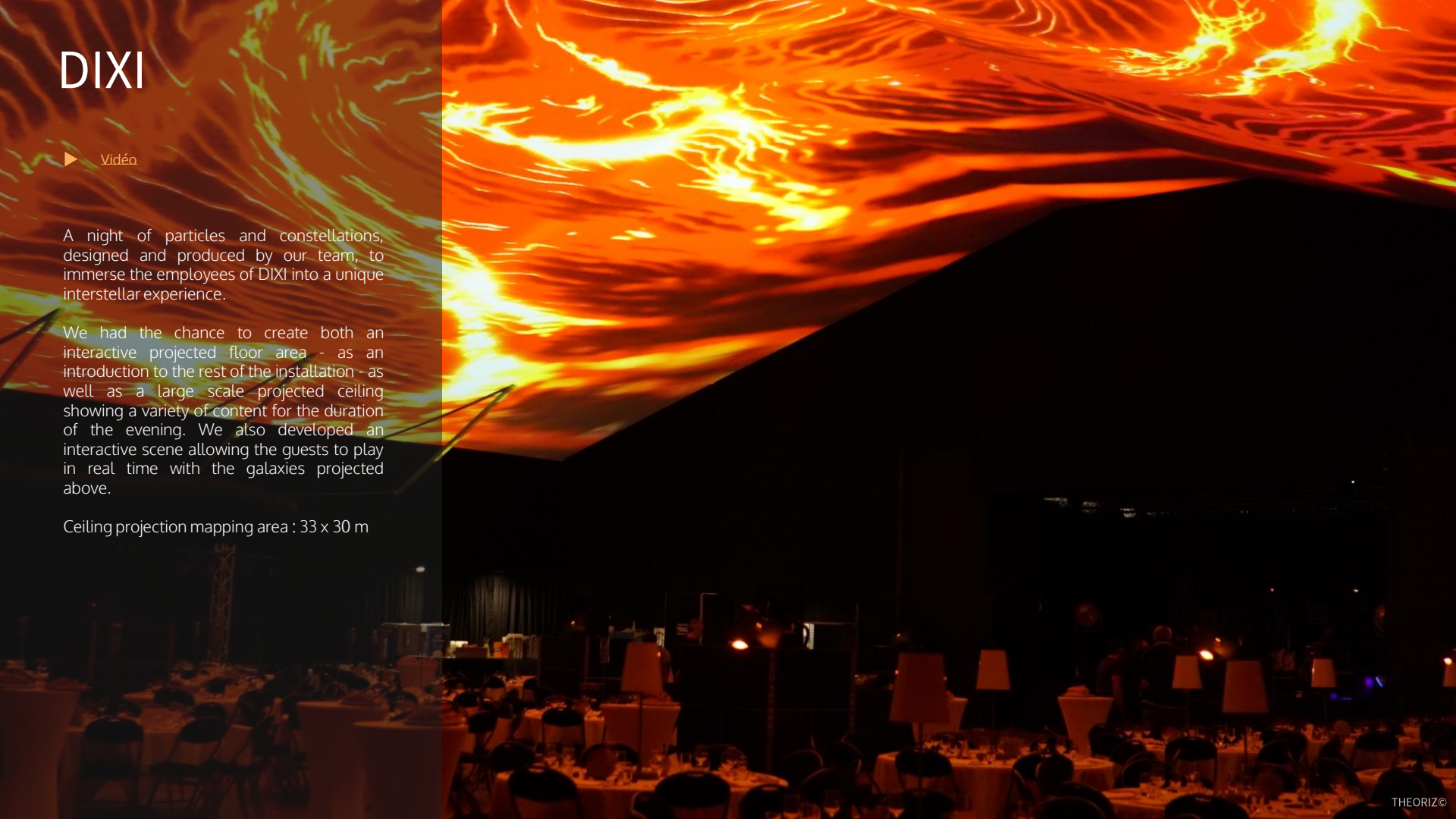
DIXI

► Vidéo

A night of particles and constellations, designed and produced by our team, to immerse the employees of DIXI into a unique interstellar experience.

We had the chance to create both an interactive projected floor area - as an introduction to the rest of the installation - as well as a large scale projected ceiling showing a variety of content for the duration of the evening. We also developed an interactive scene allowing the guests to play in real time with the galaxies projected above.

Ceiling projection mapping area : 33 x 30 m



ACTIVATION

In order to promote products or services, we accompany our clients to think how to deliver a marketing message using different way (immersive video, spatialized sound, lights, smells, interaction...). These experiences, often playful, use sensorial marketing. Participants feels emotions and finish the experience with a better understanding of the product or service.



RATP

The RATP faces communication challenges around their activities, in particular that of demonstrating their ability to train efficient streetcar drivers who are attentive to passengers.

We've created a 3 minutes experiment where a user can play in 3 different cities in real time 3D. The goal is to drive a streetcar while making two stops at station, respecting the time limit, using the streetcar's inertia for optimal power consumption and ensuring the comfort of passengers. The experience is also punctuated by events to disturb the participant. The console reproduces the throttle and brake lever as well as several control buttons. The goal is to make the participants feel the difficulties of driving a streetcar. A successful training is the key for a public network operator like RATP, as its performance is measured by the quality of service and the safety of users.



VACHE KIRI

We designed and produced a fun interactive installation for the home of The Laughing Cow.

Thanks to a 6m diameter curved projection, the public can approach and interact with their digital avatar composed of different products of the brand. Avatars can collide with each other according to the movements of the participants.



ESSILOR

► Vidéo

In order to illustrate the performance of an optical product for Essilor, we designed an immersive simulator, under a video projection dome, offering a sensory experience on a bicycle.

While pedaling, the spectator can complete a bicycle ride in the mountains: sound, light and vibrations bring realism and immersivity to the simulation.

The expectations of a convention are demanding and require special attention: to transmit a precise message but with a form that conveys the image of the brand.

GOOGLE CLOUD

- ▶ Vidéo
- ▶ Conférence-"le-cloud"

For the launch of Google Cloud in June 2022, we developed graphic boards for the info sets projected on a screen of 20m x 16m to accompany the hour-long keynote, which was followed by no more than 100k viewers live.

Le cloud,
à la française.



HASBRO AG

▶ VIDEO-hasbro-ag

Hasbro's licensing expo is a key moment for the brand given the amount of news revealed on all the brands of the Hasbro group. We designed and produced immersive visuals for the event that took place at the Gaîté Lyrique in Paris. Little Pony is a great example of how we dived into the universe of the brand and created a unique show.

The stage was also made interactive, with speakers being able to affect the immersive environments in real-time.



Est Métropole Habitat (EMH)

For their new year's greetings, EMH wanted to highlight the work of their teams. We filmed short interviews of the employees and created a simple and effective scenography with projected videos.

We also ensured the video control of the convention.



MIPIM CANNES 2015

We produced all the content for the MIPIM awards ceremony, an event that brings together the biggest players in the field. We provided the artistic direction for content and the creation of a hundred loops to include the various winners.



EVENTS

We create entertaining animations for your events, that can be customized to your needs.

Here are some of our off-the-shelf installations that we are able to deploy in a quick and easy manner.

Contact us to book specific animations : event@theoriz.com



SUPERBOWL 2018

▶ VIDEO-superbowl

[Event use case]

Superbowl 2018, Minneapolis, USA.

We were commissioned to produce and design six experiential installations for the Superbowl 2018, where the concerts of Imagine Dragons, Jennifer Lopez and Pink took place.

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



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 the viewer into pixels.

The shape of this installation can be customized to adapt to spatial requirements such as corridors or other architectural features.

Useful information

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

SMART SIGN

▶ vimeo.com/115248559

Finding your way, made fun!

Smart Sign augments our surroundings to help passer-bys find their way quickly, in an interactive and fun manner!

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

Useful information

- Need to be hanged on the ceiling
- Works better in a dark environment



OPENING GESTURE

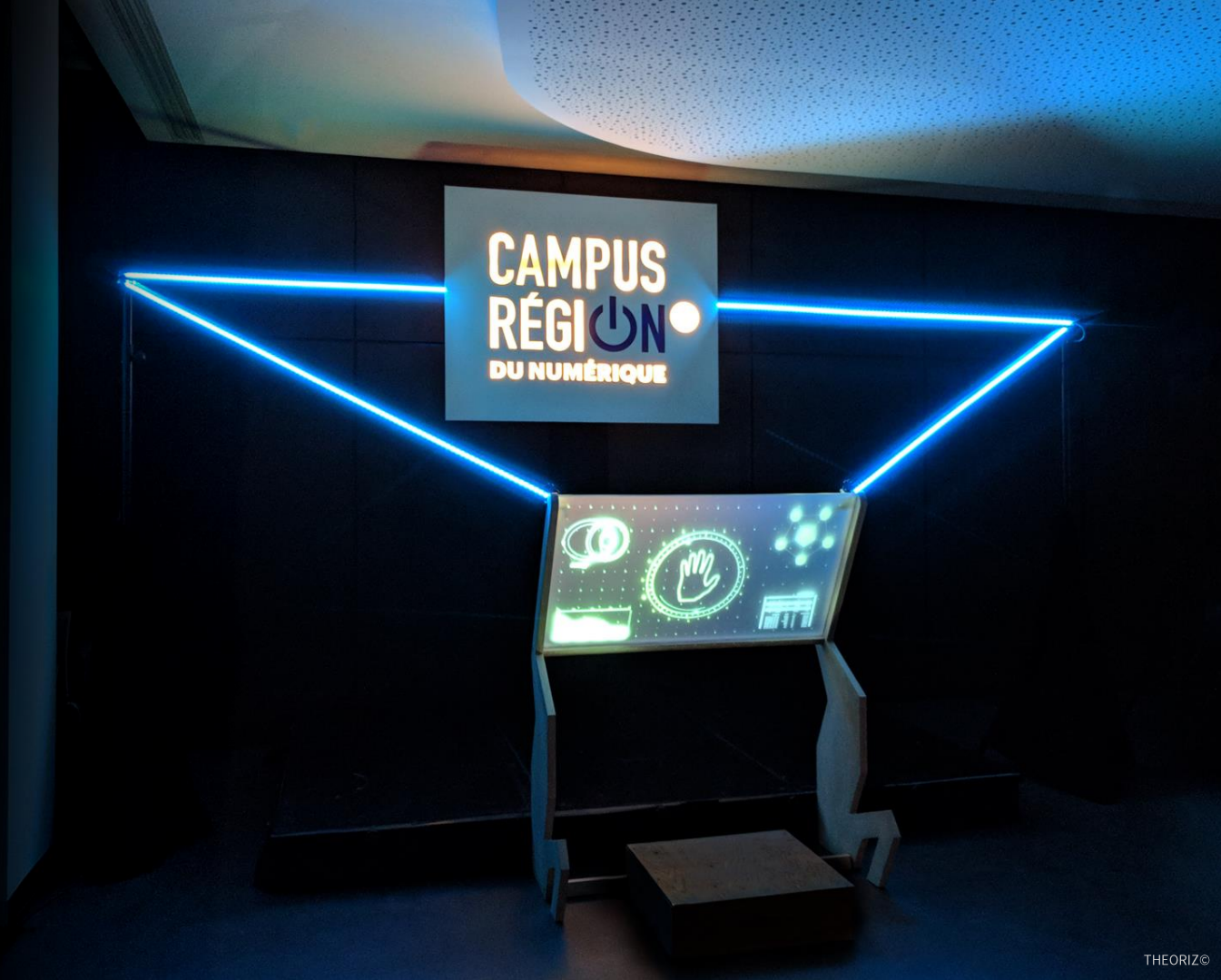
► Vidéo

We designed a unique system to augment the opening gesture of an event.

As stakeholders place their hands down onto a holographic-looking table, a light show is instantly triggered. From the initial point on the table to the rest of the space, LED strips, signs and spot lights become animated alongside a bespoke soundtrack.

Useful information

- We customize the project with the number of people and the size of the space



SALON DU LUXE BILLARD

► VIDEO-salon-du-luxe-billard

Using real-time and interactive projection on the billiard table, we can create illusions and surprising animations that react to the movements of the balls.

Useful information

- Light-coloured billiard cloth
- Ceiling mounting system
- Video projectors
- Augmenta tracking technology



SHOW OL

► Vidéo

Olympique Lyonnais traditionally offers its fans a fireworks show right after the last game of the French championship season.

To go alongside these fireworks, we designed visuals that were displayed on the stadium's LED panels, the 200m pitchside and the two giant screens above the stands. We also had real-time control over the visuals in order to adapt the content according to the colors of the fireworks and the amount of smoke in the stadium.



ANNIVERSAIRE DE L'UNIV. DE GENEVE

In collaboration with Happy City Lab, we designed an experience for the hall of one of the buildings of the University of Geneva. This took place on the occasion of a ceremony that was held for the anniversary of the university.

Useful information

- For indoor use
- Need a 2x 16A power supply
- 15 x 10m zone



LIVE

From interactive tables to large interactive walls, we design custom immersive installations for museum spaces.



BERNADETTE

We directed the video creation as well as the encoding of the historical show of "Bernadette" in Nevers on 12 representations. 200 extras were gathered.

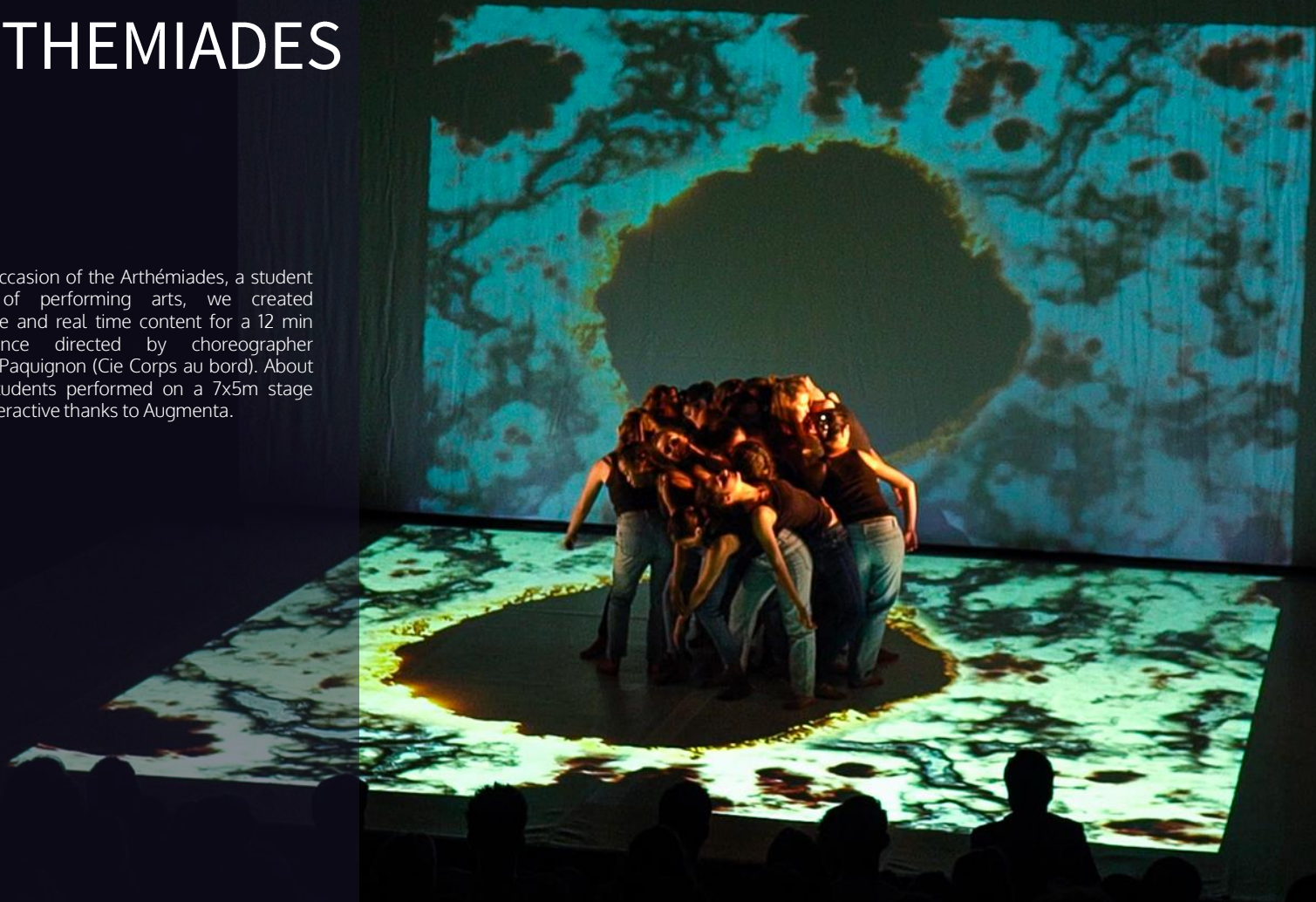
The projection extended over 60 meters onto the natural setting of the cloister where Bernadette Soubirous lived.

Director
Marie Cécile du manoir (Cie du rêves)



ARTHEMIADES

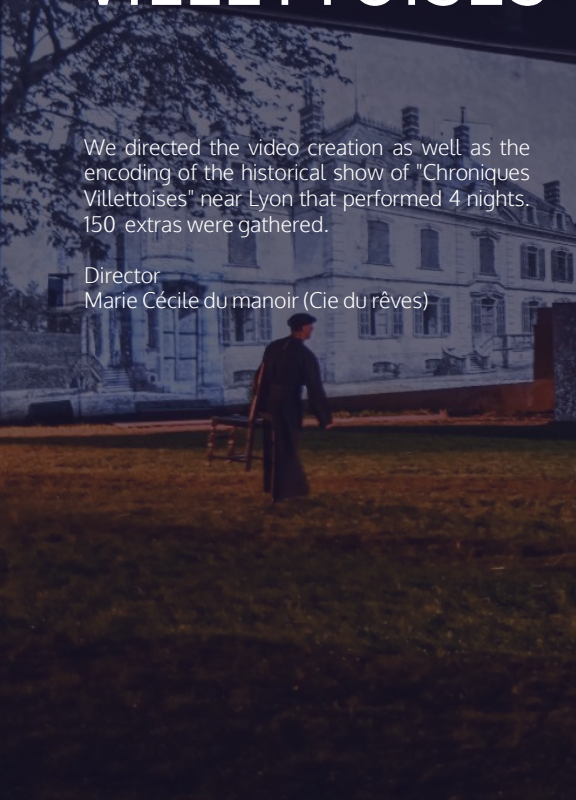
On the occasion of the Arthémiades, a student festival of performing arts, we created interactive and real time content for a 12 min performance directed by choreographer Natacha Paquignon (Cie Corps au bord). About fifteen students performed on a 7x5m stage made interactive thanks to Augmenta.



CHRONIQUES VILLETTOISES

We directed the video creation as well as the encoding of the historical show of "Chroniques Villettoises" near Lyon that performed 4 nights. 150 extras were gathered.

Director
Marie Cécile du manoir (Cie du rêves)



BELLE ET LA BETE

We directed the video creation, the real time 3D contents as well as the encoding of the play La Belle et La bête produced by the Théâtre du chêne Noir in Avignon.

This is one of the few plays in France where all the content is interactive and real time thanks to Augmenta.

Director
Julien Gelas - Théâtre du Chêne Noir



R&D

To stay at the forefront of experience design, our studio has its own research and development department.

Working with tracking technologies, mixed reality tools, VFX pipelines, we explore 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

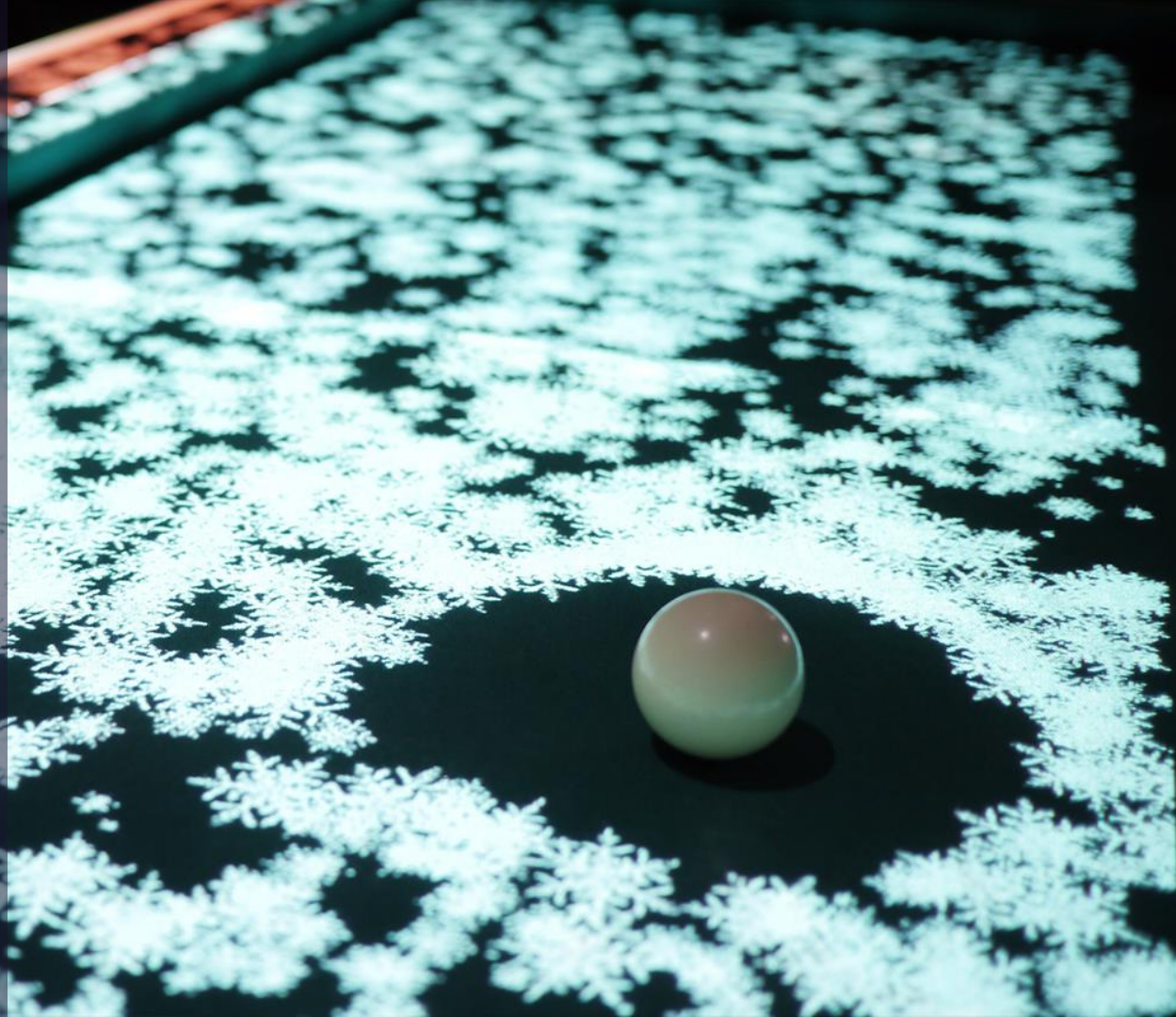
Over the years, we had the opportunity to test different sensors and tracking technologies, and developed expertise in tracking solutions for creative applications.

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

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

The tracking data is provided by the system through open protocols compatible with most video, audio, or lighting softwares.

The technology has been designed for events or permanent installations. 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

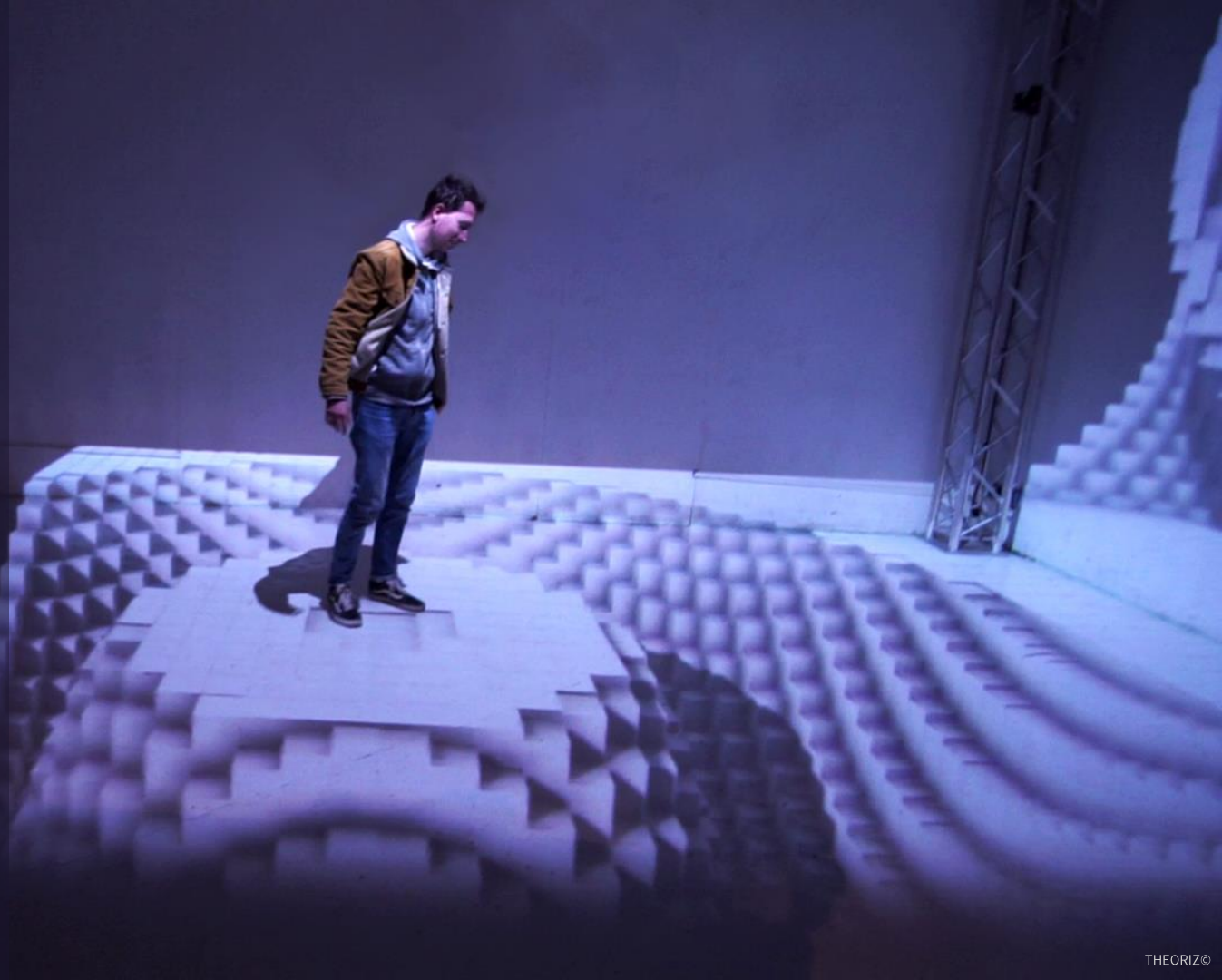
We are currently leading a research on new systems and tools for the filmmaking industry.

Using immersive videoprojection, cameras and actors tracking, alongside with a real time engine, we designed a system that allows shooting films in a virtual environment without a green screen.

We used our first mixed reality system in our short movie called *PASSAGE*, which received 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

