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 engineers,
visual artists and creative developers.

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

Discover our world
Download the video

"The best way to predict the future is to invent it."

- Alan Kay

IMMERSIVE SPACES

Immersive rooms are fascinating spaces.
A simple empty room with white walls and the correct equipment on the ceiling can be transformed into many futuristic and immersive experiences.

Being a highly modular space, they can be used for a wide range of applications : a decision room, an immersive theater, a creative or relaxing space, the possibilities are endless.

THÉORIZ is an expert in bringing the interactive and content layers to those spaces. With years of experience, we can answer all your technical needs when designing your immersive room, from conception to installation.

TECHNOLOGY

An immersive room is mainly composed of :

- Video-projectors
- Sound system
- Media servers (with softwares and contents)
- Interactive sensors

Every immersive space needs to be specifically designed according to its area, intended applications and audience. Our team of technical directors and interactive designers are here to help you design your space depending on your specifications.

Since each space is designed for specific needs, we will always use the most suited equipment available at the time of design.

CONTENT

We design and produce immersive spaces for various contexts such as museums, showrooms, meeting rooms, entertainment parks, or experience centers.

Your space can have multiple use-cases and scenarios depending on your needs. Different scenarios can also be used in the same space depending on the context.

In the next pages, we give some of examples of applications we are able to create.

 The limit is your imagination !

ARTWORK EXHIBITION

Immersive spaces can be used to amaze people with beautiful and interactive artworks. Immersed into imaginary worlds, people can travel, wander and interact together.

Here is our latest art piece Tokamak : https://vimeo.com/328514555/afe97e5fdd
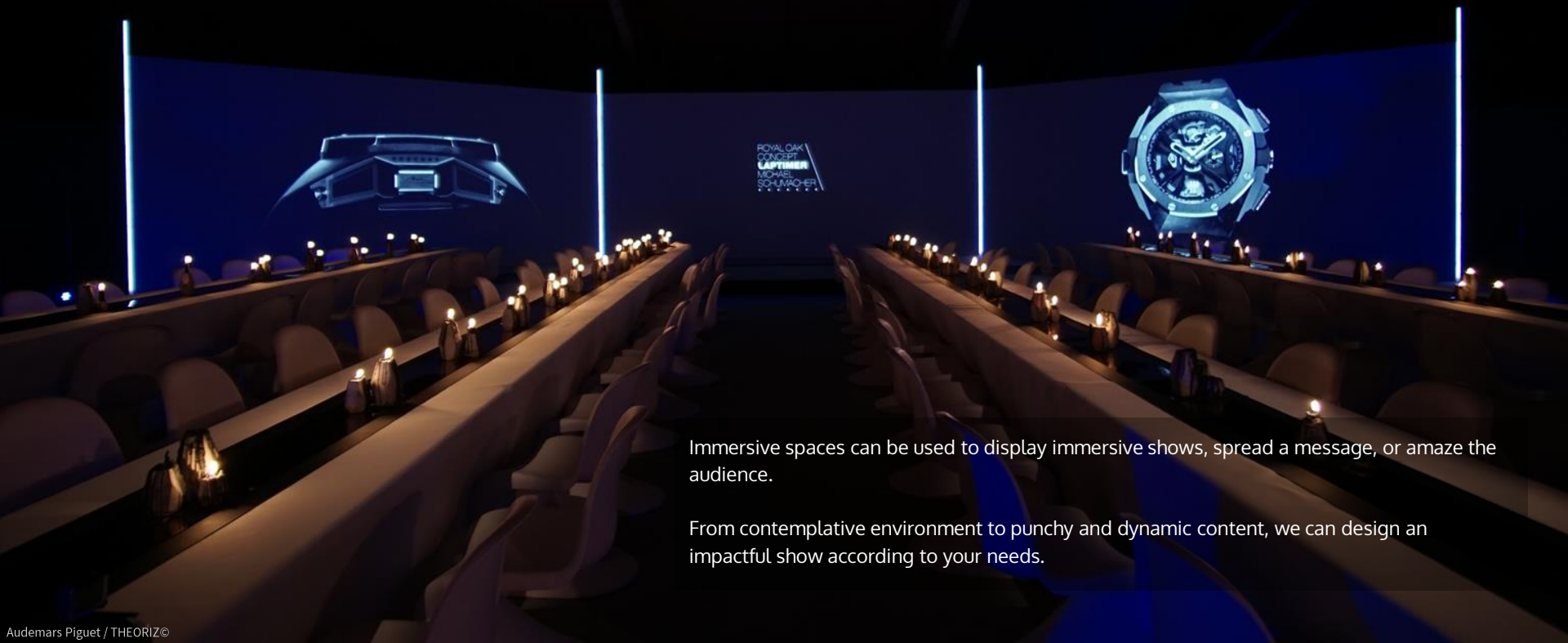
SHOWS

Immersive spaces can be used to display immersive shows, spread a message, or amaze the audience.

From contemplative environment to punchy and dynamic content, we can design an impactful show according to your needs.

INTERACTIVE INSTALLATION

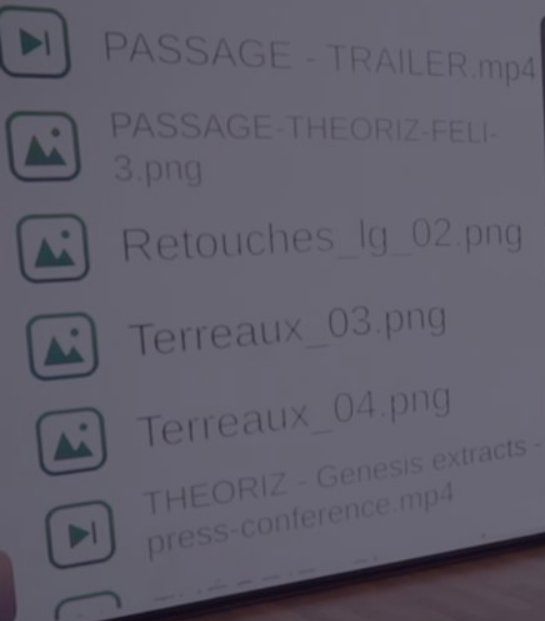With interactive sensors on the ceiling, we can transform the wall into touch surfaces, and detect people in space without wearing any device.

We can design interactive installations with multiple users using walls and floors, for education or gaming purpose.

Here is a video of some gaming exemples : https://vimeo.com/380251986/00f8413489

IMMERSIVE MEETING ROOM

We have developed a unique tool for people using an immersive room to easily display their own content. Simply load your videos, images and pdfs with your usb key and move them in space with your colleagues. It's also possible to use your computer to show your own powerpoint or internet feed using a dedicated plug.

The space can then be used to support a meeting session, creative workshops, a portfolio presentation, or any kind of video projection in space.

Discover our system in video : https://vimeo.com/375636915/f2202df202

RELAXATION ROOM

An immersive space can also be used for relaxation. Through immersive video and sound, people can come and relax into the space, taking a refreshing break.

The space can also be transformed for a relaxed meeting, break, a yoga session or just a welcomed nap !

DATA VISUALIZATION

Immersive rooms can be used to provide complex data visualization. The data of your organization can be designed and presented in a powerful and easy to understand way. The visualization can be an explanatory video for an external audience, or interactive content where you can interact with the data in real time.

The example in the background is an interactive visualization of the result of fluid simulation computed by the IWR of Dresden, Germany.

IWR Visualization / THEORIZ©

COSMOCITE
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 designed and produced all 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

UTOPIA

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

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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

THEORIZ©
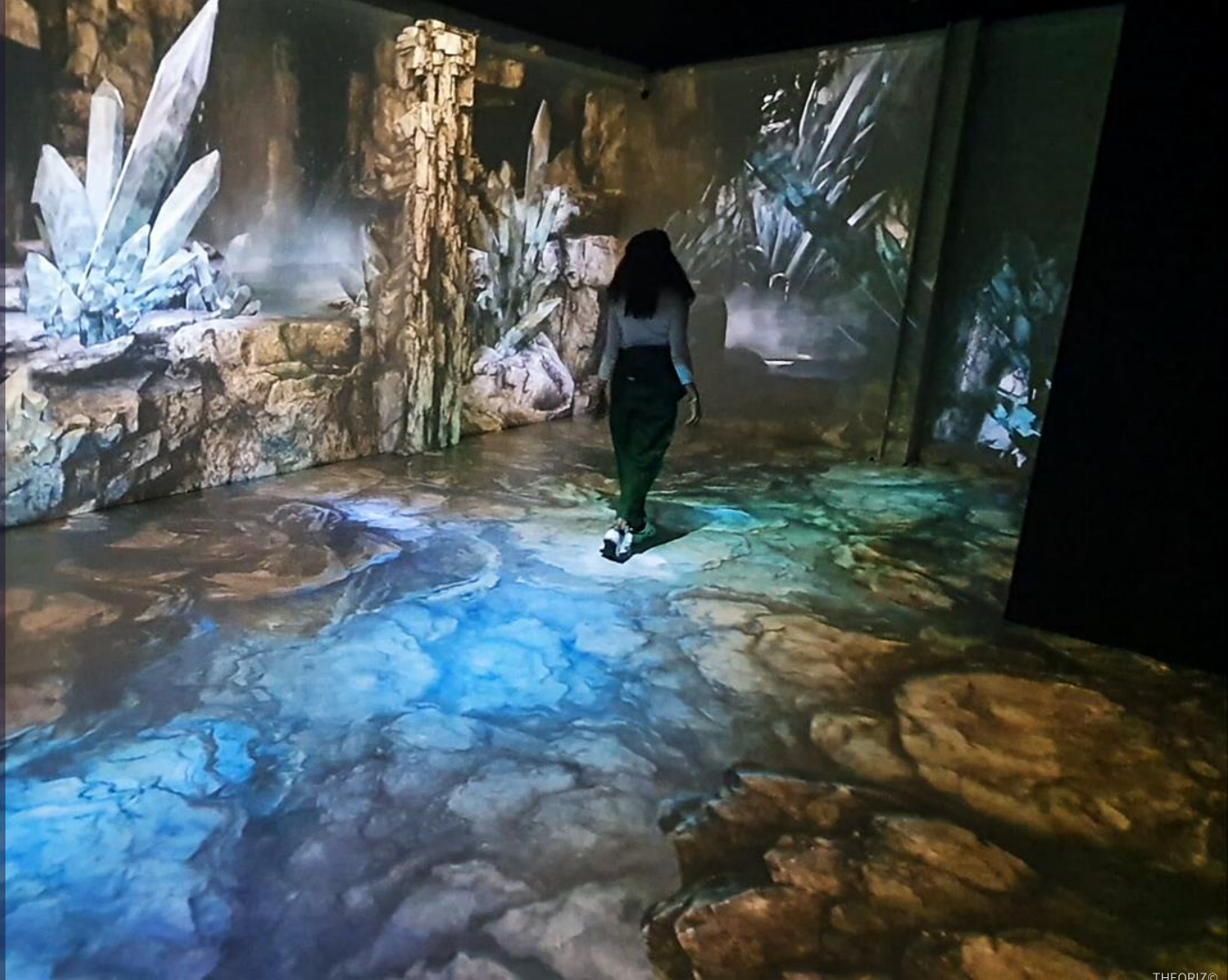
Expo Dragon & Phoenix (ABU DHABI)

► 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

Cosmocité
Pont de Claix

▶ Immersive Experiences Video

▶ Immersive Escape Game Video

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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

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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 Aÿ, 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

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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

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Risk Management

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

- 1 0x 5 m of interactive area on the ground

INTERFACE

Powerful tools need good user interfaces. Despite the complex technology used in the space, we emphasize on the design of a simple interface in order to allow anybody to easily operate the space. Simple actions like starting the space, switching scenario, or shutting everything down should be doable in one push of a button.

For every immersive space, we provide a customized interface tailored to your needs so that anybody can operate the space, or control that everything works fine.

All our systems are fully automated and operating your immersive space should not be more difficult than using your smartphone.

Simple interface with customized icons

Tablets : advanced customized interface

HOW WE WORK

1 **Ideation**
Tell us about the context, your needs, ideas and space

2 **Conception & specifications**
We design your space together and detail the technical and equipment specifications

3 **Production**
From prototyping to the final installation, our team will create the content and work all technicals aspects

4 **Installation**
We come and install on site in your space

5 **Support**
We provide additional maintenance for your project

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

ESSOR AWARD
Young Entrepreneur of the Year
2014

PEPITE AWARD
National Contest by the Educational Ministry
2014

GERMAN DESIGN AWARD WINNER 2018

IBD INNOVATION BY DESIGN 2016

OFFICIAL SELECTION
St. Louis International Film Festival
2018

AWARD WINNER
Roots of Europe International Film Festival
2018

AWARD WINNER
Sarajevo Fashion Film Festival
2018

AWARD WINNER
Videomapping Festival
2019

BEST FILM
Experimental & Dance & Music Festival
2018

OFFICIAL SELECTION
Cinequest Film & VR Festival
2019

THANK YOU!

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