

THE byVOLTA AGENCY DESIGNS
THE DIGITAL GARDEN
AT THE FUTUROSCOPE

PRESS RELEASE



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7 JUILLET 2010


LA CITÉ DU NUMÉRIQUE

byVOLTA reinvents the Futuroscope reception building A walk through the digital gardens

On Thursday 2nd September 2010, the Futuroscope will inaugurate the new staging of its iconic pavilion, the Digital City. In May 2008, the park consulted the ByVOLTA agency which won the tender with the design of a digital garden, a living, interactive space, sensitive to its environment. After 6 months of work, the pavilion will receive its first visitors this summer. A journey between techno-poetry and atmospheric design...

OPENING UP SPACE, BREATHING...

“One of our priorities was to reclaim space and volume under the glass canopies designed by Denis Laming, the architect and designer of the Futuroscope in the eighties. Right from the start, we wanted to open up rooms and pathways that had been neglected with time, restore the lungs of this building while injecting it with new modernity in order to receive visitors in the 2010s.” Stéphanie Bach Bouglione art director & interior designer

Every year, the Futuroscope welcomes 1.9 million visitors. The Digital City was designed as a meeting, reception and information but also dynamic relaxation point. All these requirements had to be satisfied by imagining a comfortable and lively location.



A PLACE FOR LIVING AND INTERACTING, A HOME TO MAGNIFIED NATURE.

Legendary, imaginary, virtual or real, gardens have always offered a breath of fresh air. Rocked by the trees as they sway in the breeze, carried away by the aromas of a fountain, our five senses come alive to a variety of sensations. From the gardens of Babylon to the vertical gardens of Patrick Blanc, the history of this green breath directly refers to our own history, to how civilisation expresses itself.

Digital technology's ability to take us into the sensory imaginary world of this theme is the guiding thread of a space made fluid in its circulations, its resources and interactive animations.

Inspired by a walk through an oriental garden, this space is prioritised into a succession of tableaux. Each stage is dedicated to a specific view: collection of "rare plants", free spaces for play and relaxation, replenishment at the spring.

ONCE UPON A TIME... DIGITAL GARDENS

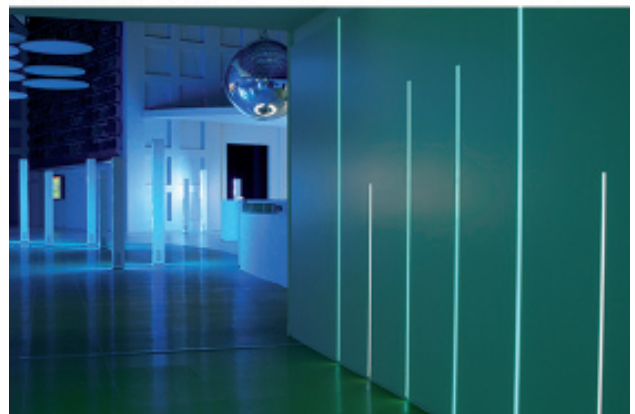
Dynamic plants

Based on a principle of multi-flux animated images, all 20 columns come to life on the same basis of video effects supported by a directional sound effect. In concrete terms, the video screened is fractioned then distributed onto the different columns. You approach, touch and the column reacts.

There are infinite content possibilities. The video is designed rather like the Digital City's climatic system and changes with each season. In the evening there is a sky studded with shooting stars crossing between the columns.

Thanks to a sensor located under the glasshouse, the light and contrast of LEDs adapt according to the weather (always visible, never aggressive).

Solar energy will thus be recovered by photovoltaic panels installed on the glass canopy (second work phase in 2011) to complete the ecosystem of the zero-consumption digital garden and create the Park's first solar farm.



The immersion area

At the heart of the new circulation, a 9 m high waterfall is installed in the former lift chute, offering an energetic experience (atmospheric design). Water is the garden's source of energy and reveals a microclimate dedicated to well-being. Its colours that tint its mass in luminescent effects (electric blue, golden transparency, solar...), synchronised with a controlled olfaction system, produce an original and uplifting pleasure. The silence of the waterfall, its disappearance when it reaches the ground and the spatial sound design support this dimension.

The digital art gallery

Harmoniously distributed in space - the recommendations made by byVOLTA focus on artists' digital works inspired by biomimetism. These are included in media systems installed especially for them with the aim of revealing them to the general public. Miguel Chevalier and CielEstBleu - Frédéric Durieu - kick off and will be followed by many others.

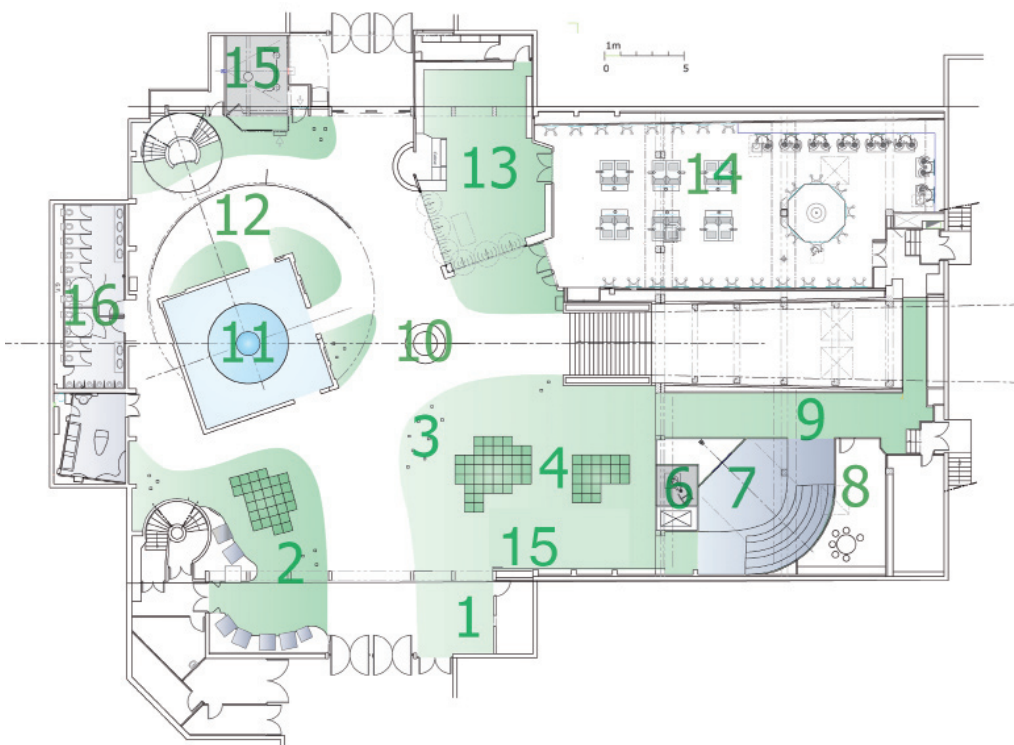
The children's workshop rolls out frescoes and bespoke furniture, inspired by an imaginary world tailored to children.

Modular and comfortable foam shapes invite visitors to relax for a few moments. They are placed in the middle, under the clouds, suspended islands that strengthen sound insulation and create refreshing shade in the summer months.

The light path is like poetic signage opening up a new circulation to a mini-entertainment room created to present technological innovations or molecular cooking experiments, in a fun way.

The reception desk asserts its vocation at the centre of the space. All paths lead to it and are reflected in the mirror sphere, a "solar" reminder of the building's symbolism.

The shop is renovated and products are replaced to satisfy the new environmental concept (nature, science and discovery). Spin-off products based on biomimetic artworks will be very shortly available.



ZONING

- 1 ATM
- 2 snack
- 3 plants
- 4 relaxation
- 6 painter robot
- 7 theatre
- 8 loggia
- 9 lift path
- 10 reception
- 11 immersion area
- 12 children's workshop
- 13 shop
- 15 digital art gallery
- 14 video games
- 16 washrooms

ABOUT BYVOLTA

From surface to interface, sensitive developments focused on digital innovation.

The ByVOLTA agency, created in 2004 by Olivier Bergeron, now brings together a variety of skills and disciplines revolving around architecture, creativity and design to conceive living places, bringing them to life around original approaches tying in multi-sensory concepts and interactive systems with the sustainable staging of spaces.

ByVOLTA allows companies to imagine and give substance to projects where technological and digital integration takes up a special place. Sensitive and interactive design, sensory marketing... ByVOLTA approaches these different themes while guaranteeing fluidity and operational simplicity. In 2009, the agency in fact signed a ten-year warranty contract which covers its architectural and digital productions, certifies its operating modes and insures state-qualified architecture for all projects.

The CEO and creative director of ByVOLTA, Olivier Bergeron, is a former political journalist, a travel reporter, fascinated by new technology and its resulting urban and social issues. In 2000, he intervened as a consultant on different research and development projects for communication groups. Within this context, he contributed to the foundation of sensory marketing and sensitive design (production of interactive furniture) and is currently involved in setting up a research consortium in the subsidised fields of "Serious Gaming" or "Tic et Ville Durable" (Communication information technology and the sustainable town).

"Our business is to embody content in space and thus accompany the ongoing digital revolution. This covers all sectors, but I believe that it is most valuable in urban and architectural issues, as the structure becomes porous and conveys new media to be reinvented.

Our tools: multi-sensory experience, the definition of narrative threads and cognitive interfaces are applied to design and architecture with the capacity to transmit mes-



Photo Aldo Soares

sages in between the interstices. Over time, we have gained genuine competence and an original designer signature satisfying the aim of intimately linking the message, the person, the environment and technology. It is therefore a subtle marriage to be organised with sensitivity and, in order to control the end results, the only real option is to develop 360° interior design. The Futuroscope trusted us in this point, allowing us to maintain control over each production detail, from "ordinary" furniture to the integration of software animating our virtual garden. For the Digital City, we implement the project from start to finish, made-to-measure, from design of the concept through to project management, to the handing over of keys to the animation operation. Everything works with a simple on/off button... and receives its updates on demand. These are "all-in-one" challenges which convey genuine innovation in the scenography of buildings which, personally, I find absolutely fascinating". Olivier Bergeron

CREATION

Stéphanie Bach Bouglione, art director & interior designer, graduating from ENSAD in 2005, grew up at the Ranelagh theatre, managed by her mother, which promoted circus and contemporary art. She has remained influenced by the various worlds of live performance but also digital or graphic visual art. Since 2008, she has steered through the interior design projects of the agency and the Digital City in particular. Taking over from Alexandre, her grandfather, the founder of the Bouglione circus, she has taken charge of the construction of a Cité du Cirque, building a new entertainment venue combining tradition and new scenic technology.

A FEW REFERENCES:

Animation of a multi-sensory champagne bar (olfaction, sound, image interactivity, scenography) for Moët&Chandon at The Four Seasons Hotel, Macau (2008) in partnership with Marc&Chantal and Gael Hietin Design.

La Poste (design of the Dides – Innovation and e-service development department - Centre), TF1 (dynamic sculptures for the new headquarters of the first French TV channel), Printemps Lille (study of the department store façade with architects Chabeau Lévêque - 2008), Unibail (animation systems for the Velizy 2 shopping mall and positioning of the Oxygène shopping mall at Lyon Part-Dieu - 2007), Virgin (creation of Virgin Café in partnership with Claudio Colucci – 2006), Oxbow (new Oxbow store concepts with Claudio Colucci – 2006).

Ongoing: Cité du Cirque, le CRISTAL restaurant (restaurant at the Futuroscope), Novotel...

DESIGN OF EVENT SPACES

FURNITURE DESIGN

Editor of techno-sensory furniture: multi-touch table , Magic book,, sensory interfaces ...

Photo credits – byVolta – Martin Gauducheau

DIGITAL CITY - KEY INFORMATION :

Creative and development director and project management : Olivier Bergeron

Art director & interior designer :

Stéphanie Bach Bouglione

Architecture project management, DPLG :

Laurent Levêque

Animation & engineering project management :

Olivier Joaquim

LED programming and start content :

Xavier Gruchet

Sound design : Robert Mann

Signage design :Virginie Bergeaud

3D architecture animation film production :

Cyril Thomas

Designer interns : Ely Manon & Nicolas Cloarec

In partnership with the Futuroscope team :

Olivier Héral, Direction de création

Elodie Arnaud et Nicolas Mollet, Développement, maîtrise d'ouvrage

Artist-engineers invited into the digital gallery :

Miguel Chevalier & Frédéric Durieu (CielEstBleu)

And construction and fittings companies : RVLEC, Mesci, Trait pour Trait, Boucher Frère, GL Event, Itec, Cebi, Deschamp Lathus, Dupuy, SIF, Nanolight, Marval light

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