

BavAR[t]

MUSEUM BEYOND WALLS



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CURRENT CHALLENGES FACING CULTURAL INSTITUTIONS

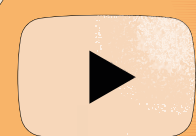
In the context of the deployment of new technologies and engaging a younger audiences

Lack of expertise & Difficulties using gamification
For cultural mediation purposes

Difficulties exploiting augmented reality & Large investissement for digitazing collection
In cost-effective and engaging way

Difficulties to reach diverse audience & Increasing visibility of the collections
Especially for the game generation of 20s and under

Technical budget & Ressources restriction
For managing complex application



**CLICK
TO SEE THE TRAILER !**

THE SOLUTION : THE APPLICATION BAVAR[T]



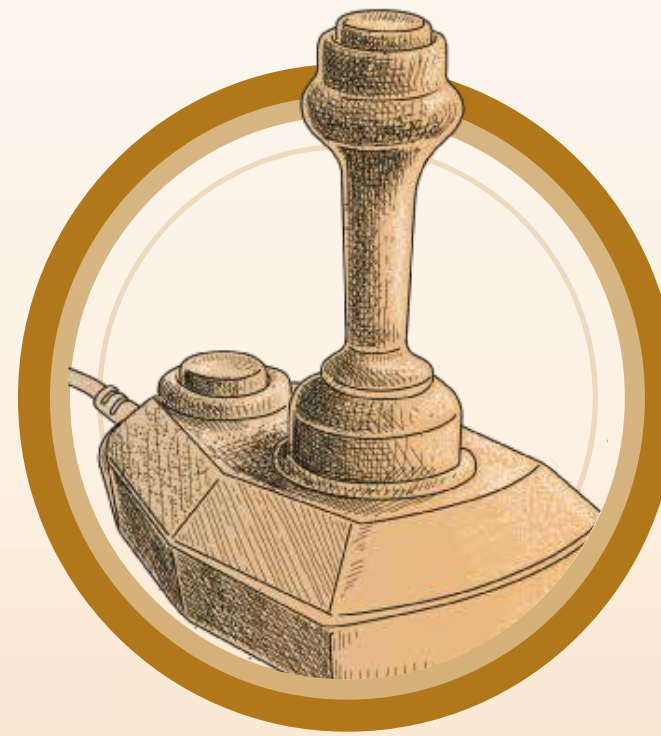
Digital exhibitions

Increase your visibility by exploiting your digital collections online **in mobile app**



New audiences

Target a new public, by co-locating your digital collection **in places you cannot reach**



Gamification

Use engaging game mechanics to create compelling and globally **accessible experiences**



Innovation

Increase cultural output opportunities with virtual exhibitions, gamification, tours, **educational assets and new technologies**



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the European Union

WINNER
Creative Cities Challenge
SUPPORTED BY
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 **MINISTÈRE
DE LA CULTURE**
Liberté
Égalité
Fraternité

 **Musée
des beaux-arts
de Rennes**
Quai Zola - Maurepas

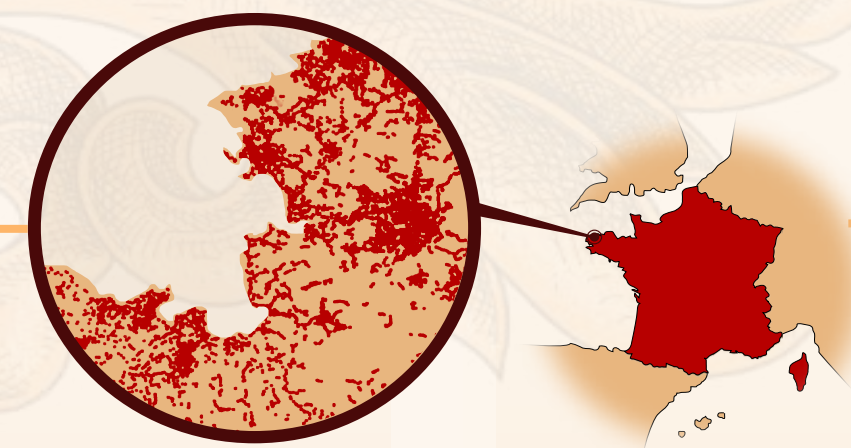
SAW AT THE
 **CES**
Consumer
Technology
Association
2024

**DIGITAL
IN PULSE** 

**pass
Culture** 

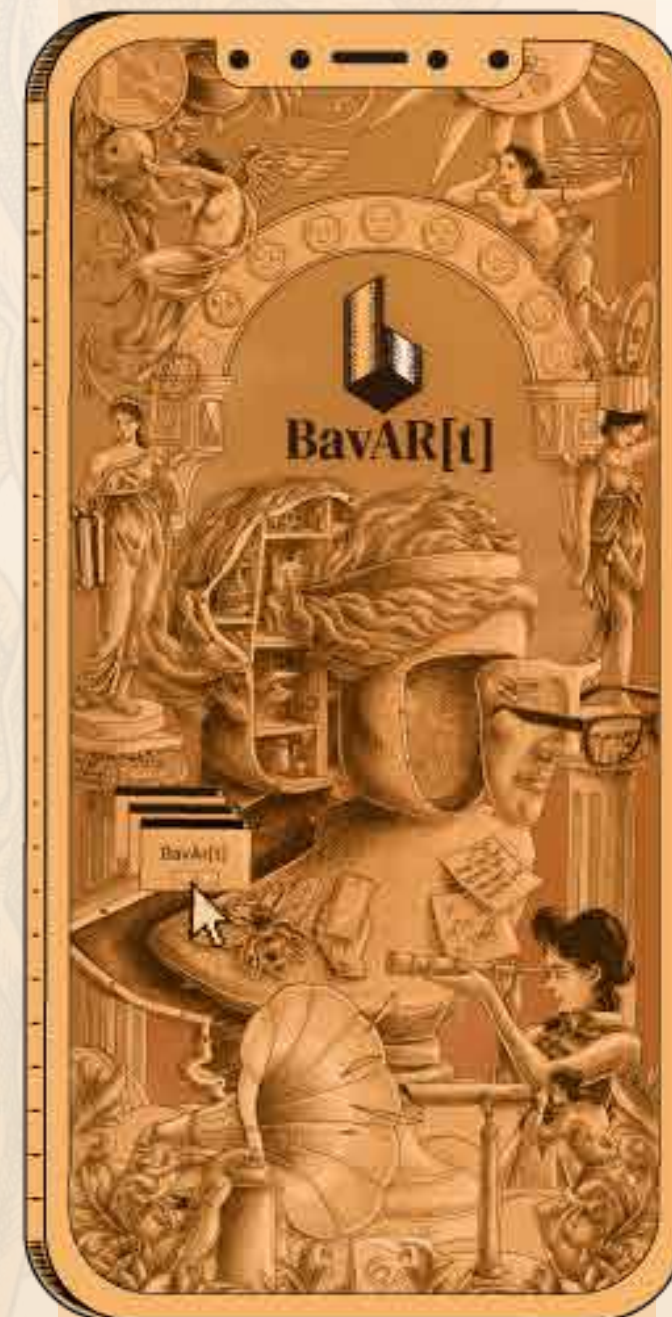
THE GAMEPLAY OF BavAR[t]

Collect digital artworks among 9 million pinpoints/country!



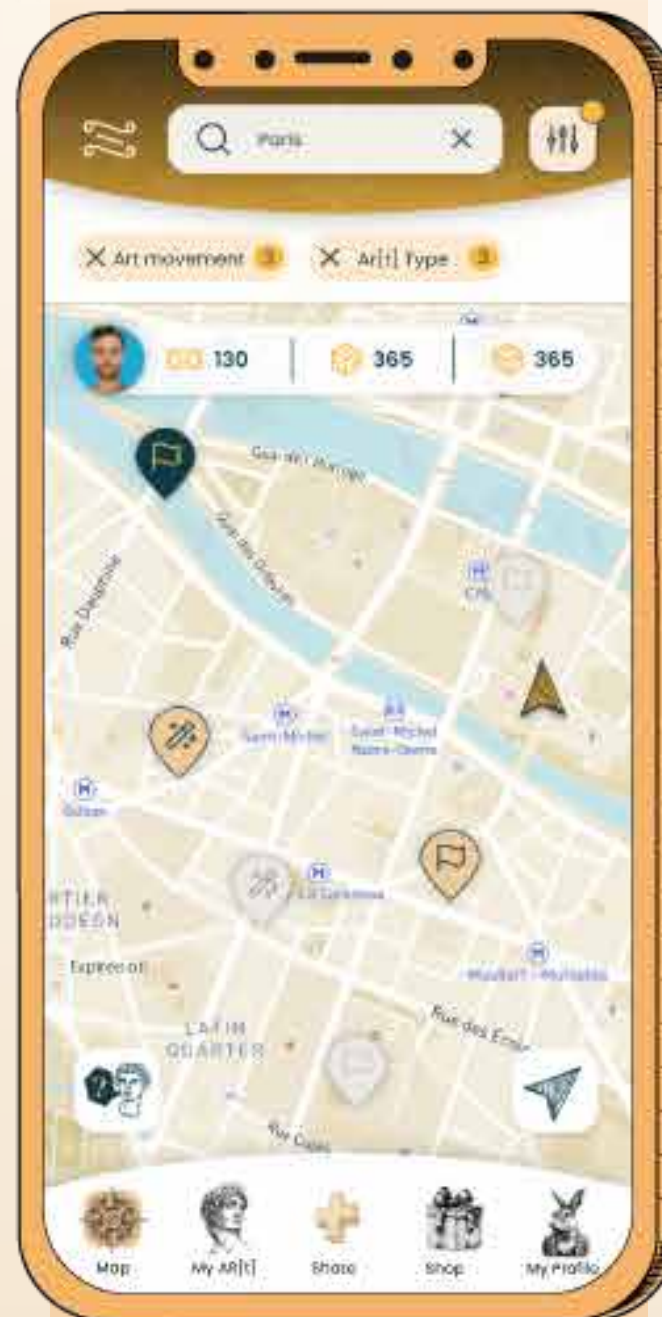
Touch your public everywhere !

The Story



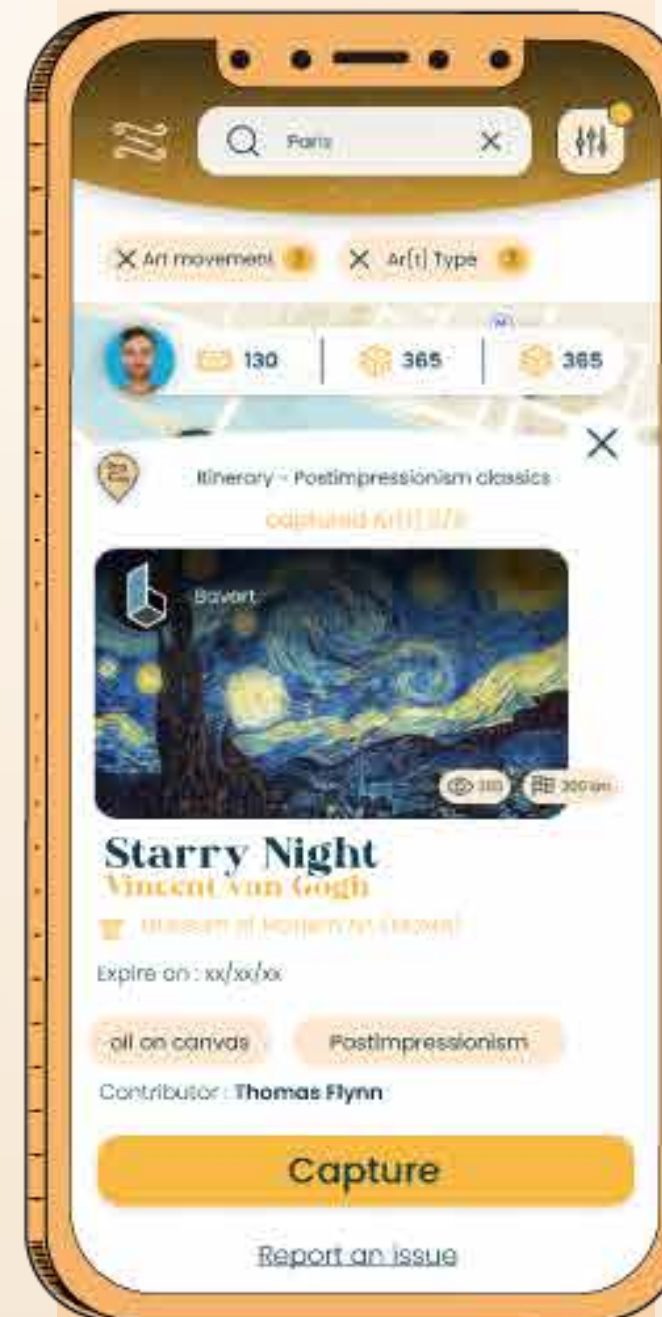
Your digital collection has escaped from your museum!

The Hunt



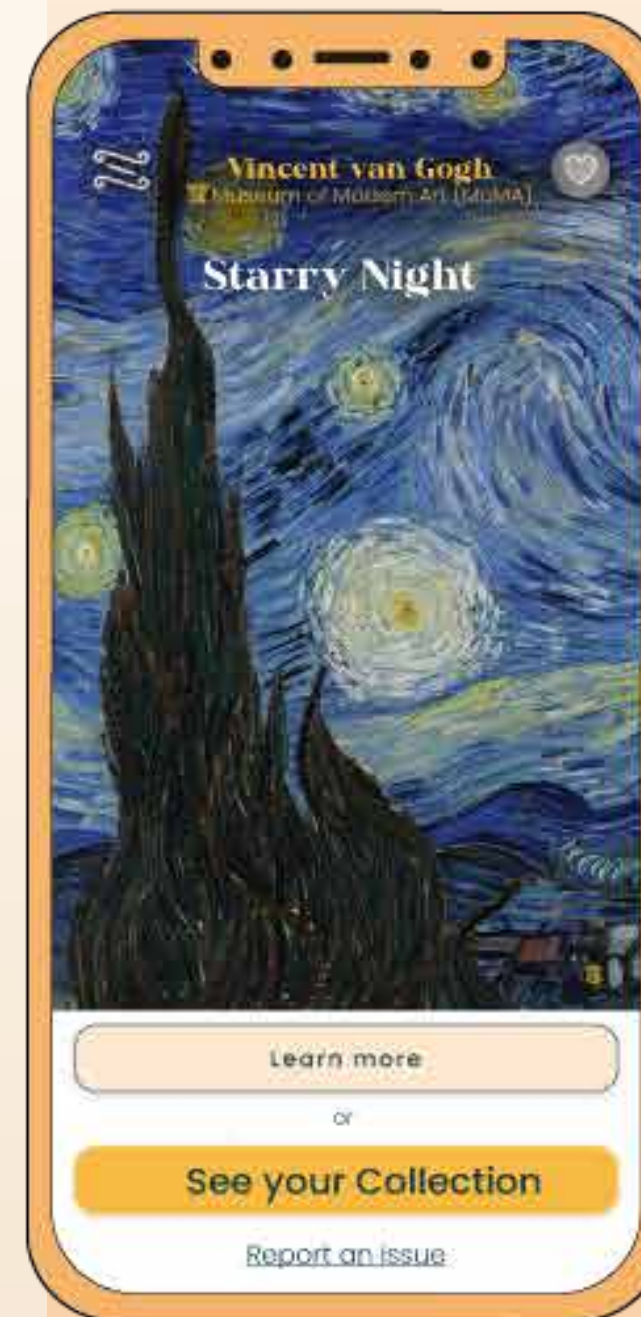
Players have to look for your collection spread throughout the world!

The Map



Walk close to the pinpoints to capture the artworks and click on them

The Artwork



Discover and learn about the artwork in augmented reality!

Curiosity Cabinet



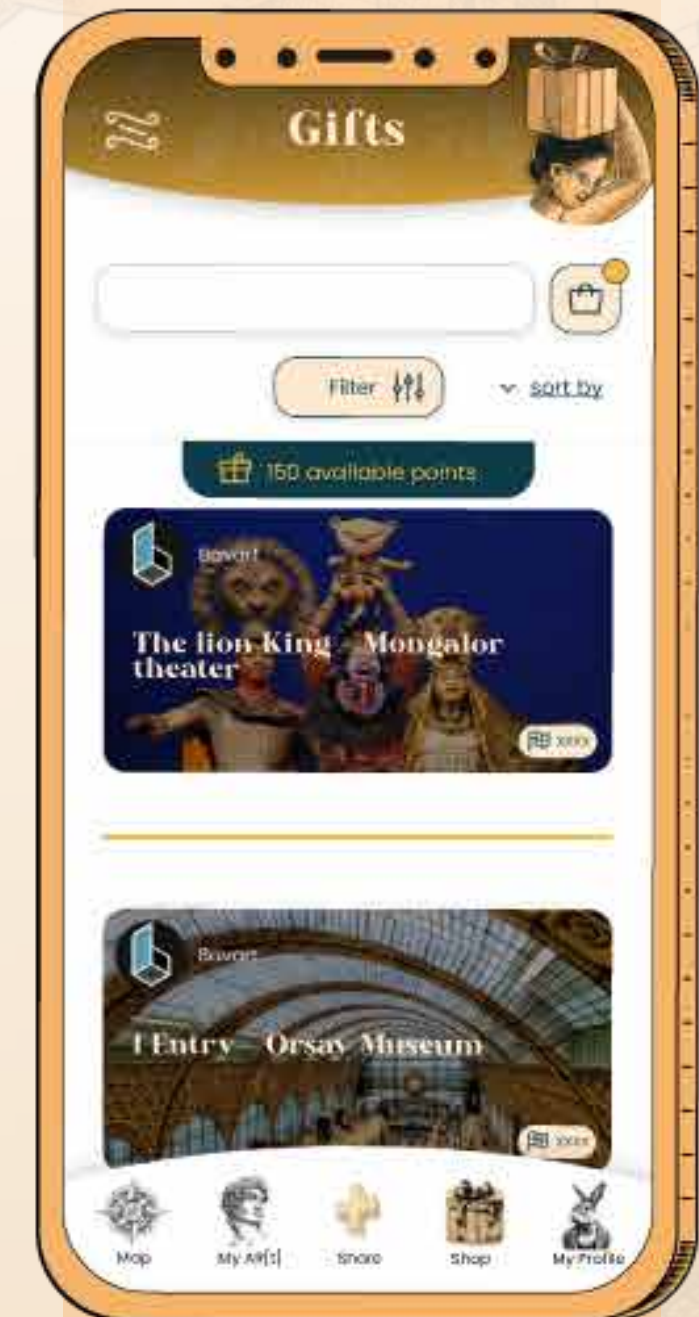
Catch and save them in your curiosity cabinet.
Try to complete all collections!

The Game



Players win points and progress within the game

The Reward



Give players the opportunity to visit or know you better with entry discounts and virtual prizes!

BavAR[T] USE-CASES

We have organized over 35 different exhibitions and art hunts with our institutional partners.



MUSEUM OF FAIRGROUNDS, PARIS

We brought to life the slaphead automaton in 3D. As the real-life mechanism is broken, we digitized the automaton and made it work based on historical research.



POSTCARD MUSEUM, BAUD

We exploited the archive of the museum to bring the postcards alive, and to create an innovative touring exhibition.



CHATEAU D'ARTIGNY, MONTBAZON

The murals of the Belle Époque chateau of Coty, the original mass-market perfumier, are brought to life with an on-site exhibition, using image tracking, i.e. superimposing 3D animations over a given image to scan.



DEPARTMENTAL ARCHIVES OF ILLE-ET-VILAINE

A 3-month augmented reality exhibition dedicated to the life of Molière and his connection with Brittany.

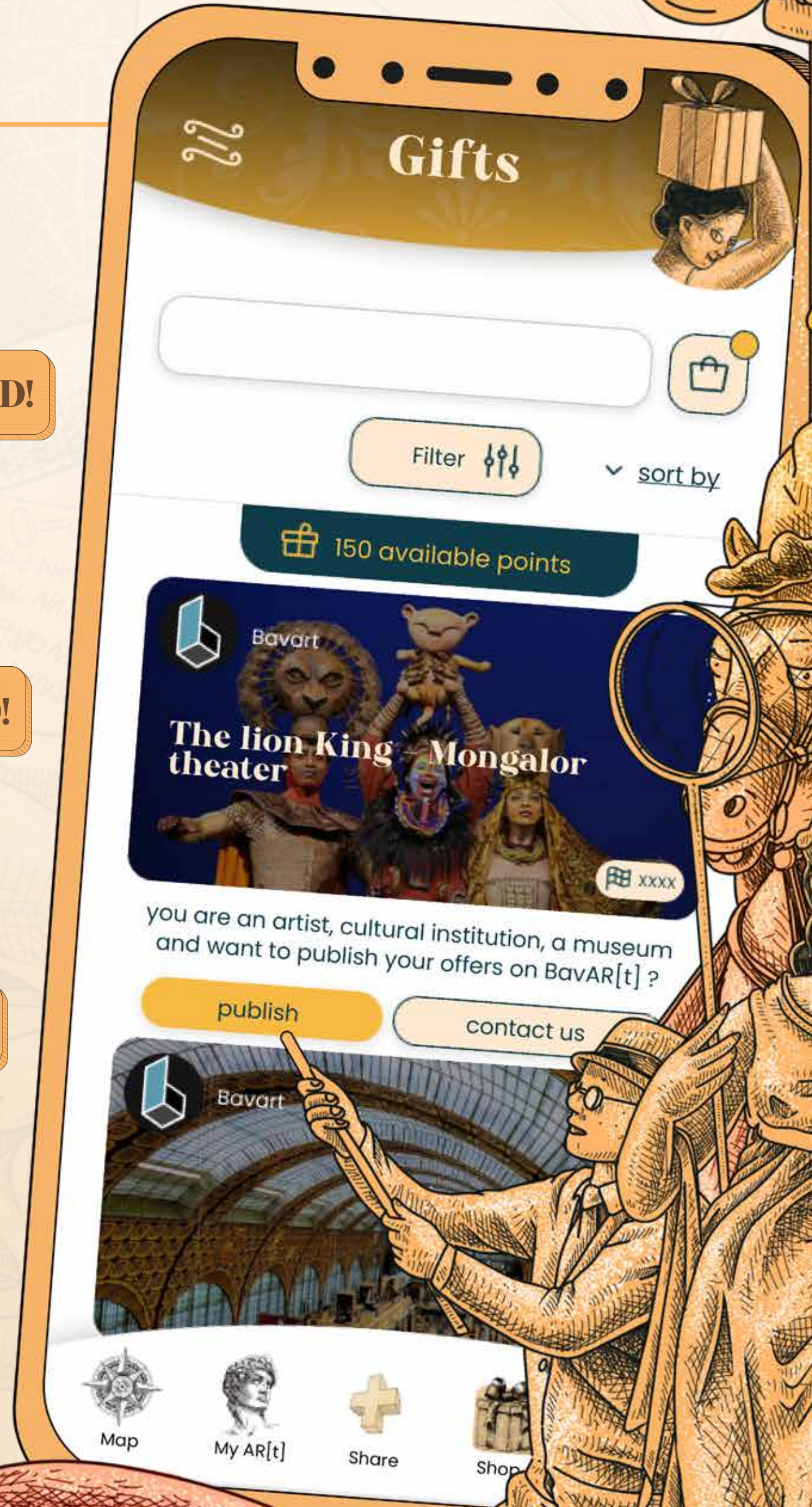
 [CLICK TO SEE IN 3D!](#)

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 [CLICK TO SEE IN 3D!](#)

 [CLICK TO SEE POST!](#)

 [ALL OUR PROJECTS ARE HERE!](#)



OUR SERVICES



Adding your collection to BavAR[t] global geocaching game

Reach a new public globally,
even in rural areas

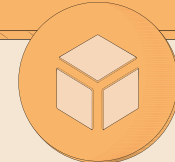


Location-based Guided Tours

within or beyond your walls,
with incentivization
(vouchers)



CLICK TO SEE IN 3D !

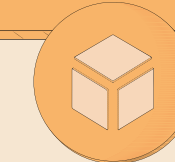


Artwork digitization & animated content creation

Photogrammetry
services to get you
game and conservation-ready
digitization!

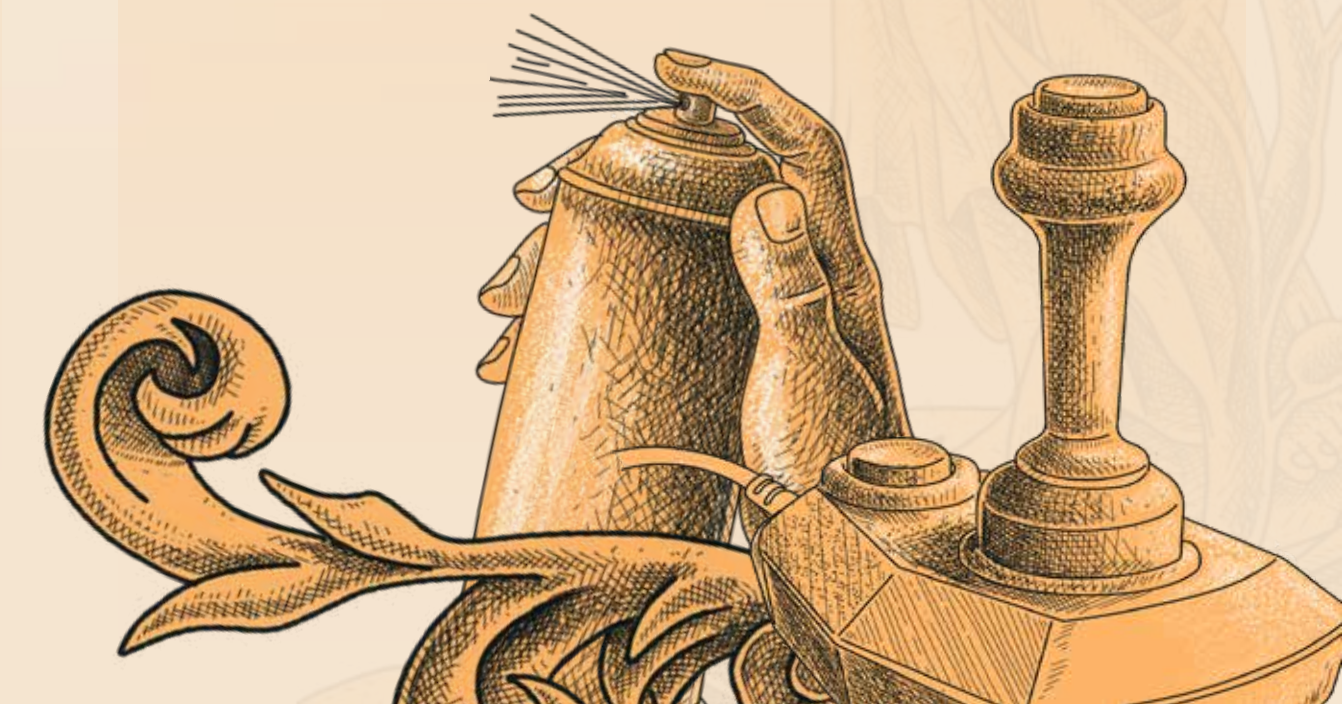


CLICK TO SEE IN 3D !



On-site custom experience

To engage your visitors using
augmented reality



OUR CLIENTS & PARTNERS



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MINISTÈRE
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DIGITAL
IN PULSE



Winner
Creative Cities Challenges

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Exhibitor

Consumer
Technology
Association

Bretagne 2024

pass
Culture



CENT
QUATRE
#104 PARIS

Amazon Grant recipient



Musée
des beaux-arts
de Rennes
Quai Zola - Maurepas

bpifrance
SERVING THE FUTURE



LAVAJ
TOURISME

CREDIT
COOPERATIF



PARIS&CO



Urban Lab



OUR TEAM



Chloé GUENNOU

Founder & CEO

chloe.guennou@bavart.io

After completing a PhD in astrophysics in 2013, I worked as a researcher in astrophysics at NASA, Columbia University, and other institutes, before transitioning to the digital industry in 2017 as a senior developer at BNP Paribas in New York. In 2020, I led a scientific visualization team at Sorbonne University.

Since 2023, I have been fully dedicated to our application BavAR[t], which was launched in 2022.



Yannick PAZZÉ

Founder & COO

yannick.pazze@bavart.io

Multidisciplinary, Yannick Pazzé has a professional background in international cultural project management, financial analysis, and human resources management.

Founder of the creative agency, Sacrebleu LLC, based in New York City, he is responsible for the business development of BavAR[t].



Gianluca RICCARDELLI

Back-end engineer and architect



Ben MESBAHI

Unity developer



Bastien FRANCEQUIN

Game designer



Luca LAMA

Infographic & com

We initiated the BavAR[t] project in New York, at the start of COVID-19 in response of the closure of museums and galleries.

Our aim is to liberate art from museums, making artefacts more accessible to all and sparking a renewed interest in culture.

We aspire to make BavAR[t] the first AR platform for democratizing art.



ACHIEVEMENTS

8 Awards & grants

Finalist of **ArtTech Prize from the ArtTech foundation**, in Switzerland

Winner of **Creative Cities Challenge**, representing France in partnership with the city of Paris, London, New-York et Berlin.

Prize **1 euro, 1 emploi par Rotary Club Quimper**

Finalist **Pitch Be a Boss 2022**

Winner **WomenInTech EU**, par l'Union Européenne

1st prize **Start-up contest Digital Inspirationnel**

Winner of the **challenge Ambition'elles by Action'elles**

Runner-up in the **«Tourism & Innovation» Contest organized by the Touraine Chamber of Commerce**



awards



MORE THAN

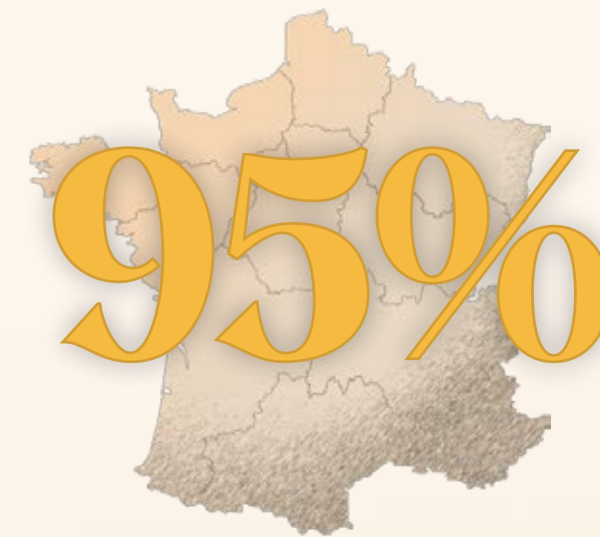
40

published projects

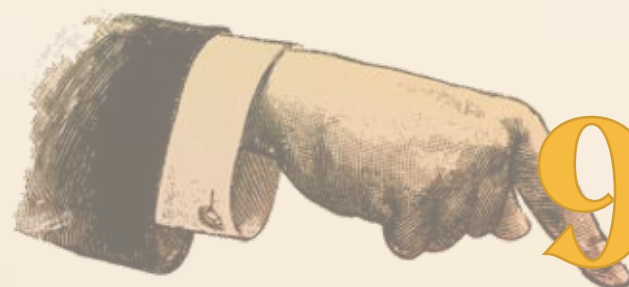


2500

artworks online



of French territory, including overseas, covered



9 MILLION

of points of interests

Exhibitor



2024

Winner



Supporting deep-tech start-ups led by women

Finalist



PRESS



J'ai testé pour vous l'application du Pop Women Festival

Mars 2023



Sologne : une application pour «chasser»les oeuvres d'art en milieu rural

Novembre 2022



Bavar[t], le PokemonGo de l'art et de la culture

Octobre 2022



Bavar[t], une appli ludique dédiée à l'art

Octobre 2022



J'ai testé pour vous l'application du Pop Women Festival

Mars 2023



Interview Laval Virtual x Restez Connectés



Loopsider : se lancer dans l'entrepreneuriat!

21 Juin 2022



L'interview de Chloé Guennou

Mars 2022



Bavar[t], une appli Pour démocratiser l'art et la culture

Juin 2022



Lancement de Bavar[t], une application dédiée à l'art !

Juin 2022



La Finistérienne Chloé Guennou crée le « Pokémon Go ! de la culture »

Février 2022



La première promo Source par Créatis

Mai 2021



Bavar[t], an application to discover culture the fun way

Juin 2022



3 innovations régionales

Juin 2022



Complètement à L'Ouest avec Chloé Guennou.

Décembre 2021

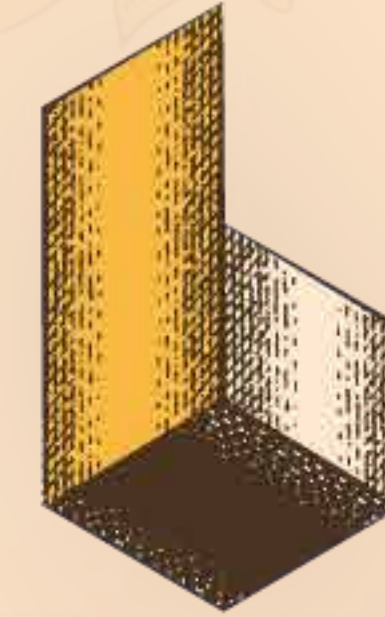


Avec Bavar[t], Ar[t] studio veut promouvoir l'art de manière plus ludique!

Juin 2022



CONTACT



BavAR[t]

MUSEUM BEYOND WALLS

AR[t] Studio S.A.S,
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+33 6 51 97 24 35 | welcome@bavart.io



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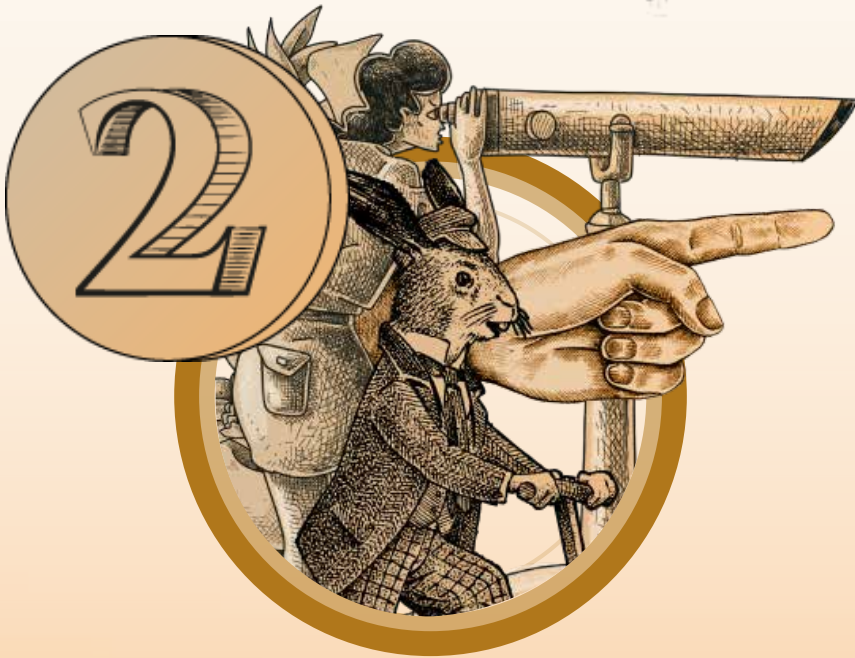


PRICING



Adding your collection to BavAR[t] global geocaching game

Reach a new public globally, even in rural areas



Location-based Guided Tours

within or beyond your walls, with incentivization (vouchers)



Artwork digitization & animated content creation

Photogrammetry services to get you game and conservation-ready digitization!



On-site custom experience

To engage your visitors using augmented reality

Regional

£3000/month

Reach a new public globally, even in rural areas

£2000/month

using your existing digital content

**all digitizations
£1500/art piece**

variable depending on the size, material and post-processing work

£3000/month

using your existing digital content

National

£6000/month

using your existing digital content, max 20 pieces per collection

£4000/month

using your existing digital content

**all 3D content creation
£1200/3Dcreation**

variable depending on the quality of the 3D content, and animation complexity

£6000/month

using your existing digital content

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Get two months free every six months!

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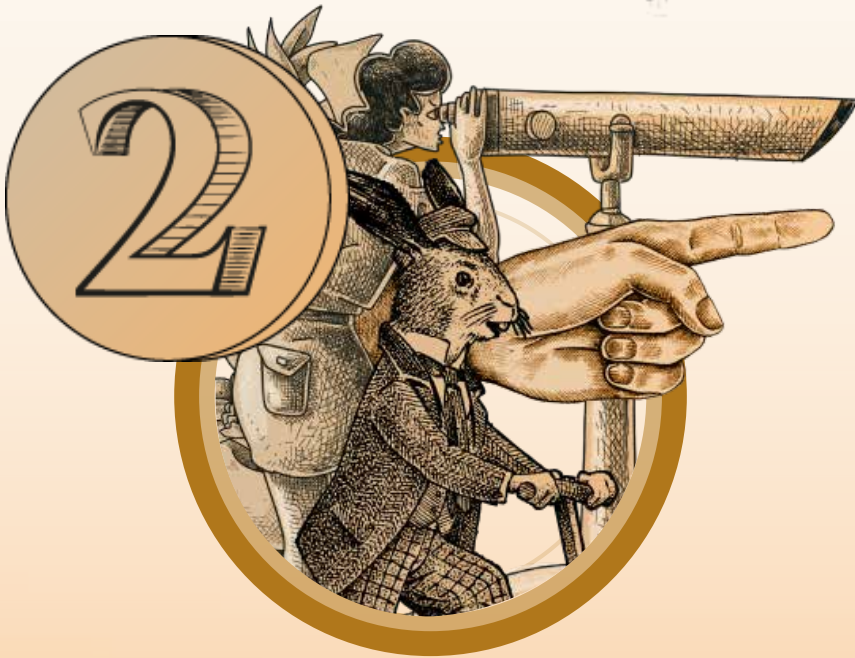


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