BavAR[t]

LE MUSÉE HORS DES MURS

CAS D'USAGES

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SOMMAIRE

TRAYSKREYOL

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TRAVELING EXHIBITION

Exhibition | 2 weeks | Caribbean | Family | 3k | 2022 | Non profit

SUMMARY

BavAR[t] designed a traveling augmented reality exhibition for Trayskréol, showcasing paintings of Black figures. The goal was to highlight their representation in art history, celebrate Caribbean cultural richness, and reconnect these works with their original territories.

KEY POINTS

• Promote Caribbean art
• Share historical research
• Make art accessible
• Restore artworks
• Strengthen ties with African artists.

CONTEXT

Trayskréol aims to promote both contemporary and historical art from the French Antilles and the Caribbean by sharing artworks and historical research. Its goal is to make these pieces accessible to the widest audience, especially underserved communities, while addressing themes such as heritage preservation, artwork conservation, and careers in the arts. The organization also seeks to strengthen ties with African artists to elevate Caribbean art on the international stage.

SOLUTIONS

An itinerant augmented reality exhibition, accessible via a mobile phone connected to the internet. The app uses geolocation to project interactive and immersive works related to the history and culture of Black figures.

5 iconographies

40 locations

Painting | History | Educational

OBJECTIVES

1 AWARENESS
Increased public awareness of Caribbean art and its history through an immersive experience.

2 MEDIATION
Engaging cultural mediation for users not familiar with immersive technologies.

3 ACCESSIBILITY
Increased access to Caribbean art through a traveling exhibition reaching diverse audiences.

RÉSULTAT

IMPACTS AND BENEFITS
The project carried out with Trayskreyol helped preserve and promote Caribbean heritage through immersive augmented reality experiences, accessible to all.

STATISTICS
4 oeuvres, 40 lieux, 200 vues

ACCESSIBILITY
The activity is accessible to all through a free, user-friendly mobile app.

CONCLUSION

This activity highlighted the cultural and heritage objectives of the Trayskreyol association, strengthening the connection between Caribbean culture and its rich artistic and historical heritage.

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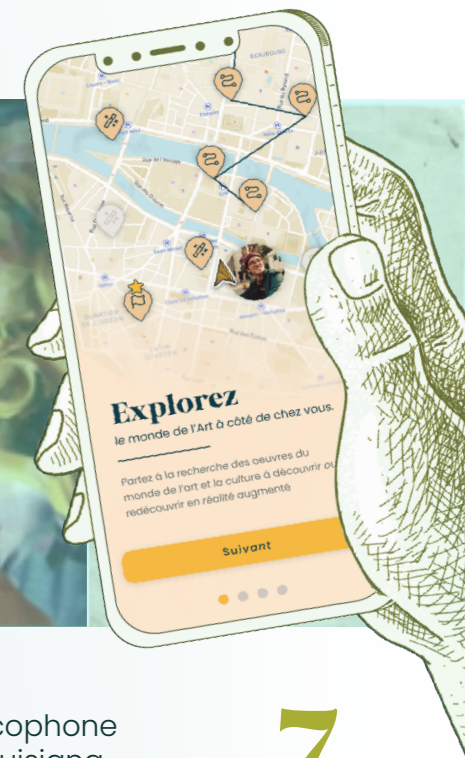
A caribbean story

Incredible stories behind the works created in the Francophone Creole-speaking space of the Caribbean, including Louisiana

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Suivant

NECKER HOSPITAL & HOP WE CARE

Hop We care

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https://hopwecare.org

IMMERSIVE EXHIBITION

Interactive Quest	2 months	Necker hospital	Families children	6k	2022	Public organization

SUMMARY

The project at Necker Hospital combined an educational booklet and exploration in the gardens. Hospitalized children, caregivers, and families participated in a cultural quiz activity, with the chance to win goodies.

KEY POINTS

• A pedagogical booklet designed for ages 5-15
• An interactive quiz
• «Did you know?» anecdotes
• A playful introduction to art
• Promoting mobility
• Teamwork between hospitalized children, caregivers, and families.

15 Artworks

1 Locations

Painting

Art

Educational

CONTEXT

The project was created in partnership with the association Hop We Care, aimed at bringing cultural and educational activities to children hospitalized at Necker Hospital. By combining a playful quiz activity with an interactive exploration of the hospital's gardens using the BavAR[t] app, the project aimed to engage children, families, and caregivers, offering both a fun and informative experience while promoting social interaction and relaxation during their stay.

SOLUTION

The solution implemented consists of an educational booklet (introduction, quiz, and «did you know»), tailored for children aged 5 to 15, and a digital artwork scavenger hunt in the gardens

OBJECTIVES

1 PROMOTE ART
Engage hospitalized children and their families in fun art discovery activities.

2 MOBILITY
Foster active participation among children, caregivers, and families outdoors.

3 COLLABORATIVE LEARNING
Create opportunities for teamwork and problem-solving during the activity.

RÉSULTAT

IMPACTS AND BENEFITS
Improved cultural access for hospitalized children and their families, promoting playful pedagogy.

STATISTICS
Over 100 participants.

COLLECTIVE ACHIEVEMENT
Participants work together to solve the quiz, fostering a spirit of cooperation and shared enjoyment.

CONCLUSION

The project introduced art in a playful and interactive way for hospitalized children, strengthening social bonds. It provided families with a moment of discovery and exchange, while encouraging mobility.
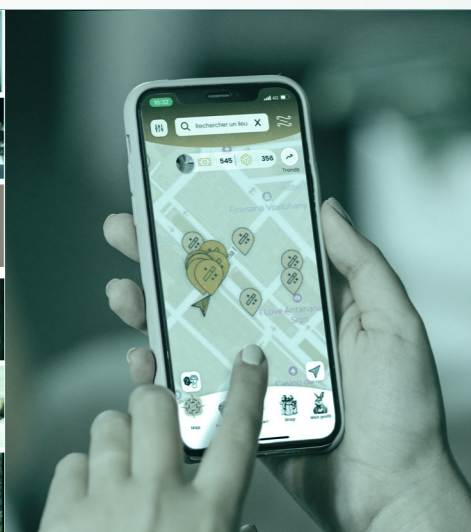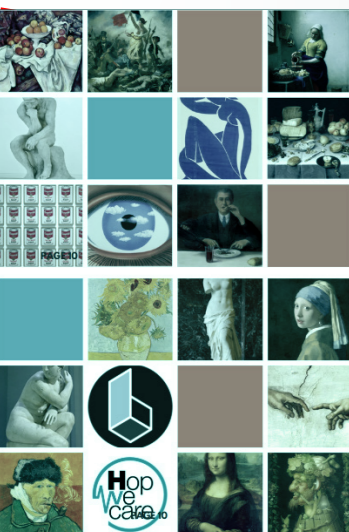
LA JEUNE FILLE À LA PERLE

Johannes Vermeer   1665   Maison de Maurice, La Haye

Cette peinture à l'huile sur toile est un portrait, en buste, d'une jeune femme anonyme — peut-être l'une des filles du peintre — portant une perle à l'oreille ainsi qu'un turban sur la tête.

Quiz 2
Dans l'application, que tient la jeune fille dans sa main ?

Le savais-tu ?
Par sa composition et son sujet proches de l'œuvre de Léonard de Vinci, on la surnomme aussi la « Joconde du Nord ».

10

Explorez le monde de l'art à côté de chez vous.

Partez à la recherche des œuvres du monde de l'art et la culture à découvrir ou redécouvrir en réalité augmentée.

Suivant

RENNES UNIVERSITY 2

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Liberté
Égalité
Fraternité

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EDUCATIONAL, COURSES

Teaching	1 year	Rennes	Students	8k	2024 2025	public organisation
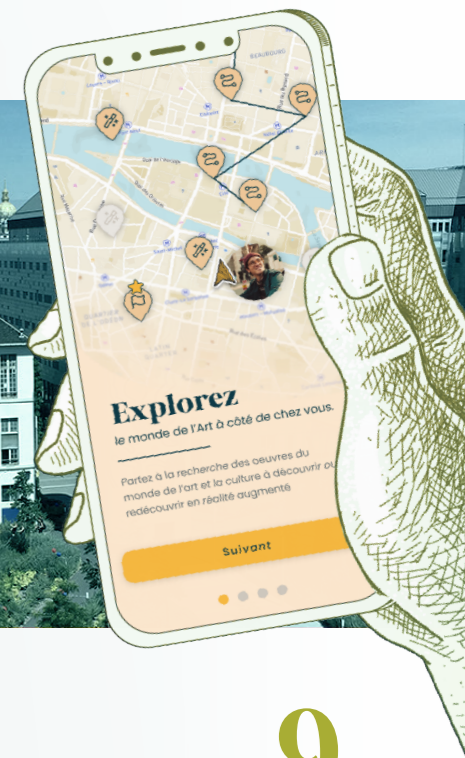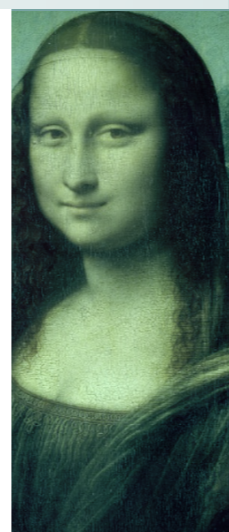
SUMMARY

Practical training with the Master's in Digital Humanities: project management, photogrammetry, and the creation of an interactive journey highlighting Breton heritage. A hands-on experience combining digital innovation, cultural mediation, and memory

KEY POINTS

- Master's in Digital Humanities
- Project management
- Photogrammetry
- 3D model creation
- Valorization of Breton heritage
- Practical training
- Knowledge transfer.

Photogrammetry | **Museum** | **Exhibition** | **Tour** | **History**

CONTEXT

As part of the partnership with the Master's in Digital Humanities at Rennes 2, this project was designed to provide students with hands-on experience in project management. It incorporates advanced photogrammetry techniques, enabling the creation of interactive 3D models of Breton heritage. This project contributes to the transmission and valorization of local memory while training students in the use of digital technologies in cultural heritage management.

SOLUTION

The educational intervention with students from the Master's in Digital Humanities allows them to learn project management, use photogrammetry, and create 3D models. Heritage valorization is the material used to successfully integrate these concepts throughout the academic year.

OBJECTIVES

1 LEARNING
Train students in digital project management.

2 PHOTOGRAMMETRY
Teach the use of photogrammetry to create 3D models.

3 HERITAGE PROMOTION
Transmit local history by enhancing cultural heritage.

RESULTS

IMPACT
Development of efficient skills for students.

STATISTICS
Measurement of student engagement through continuous assessment.

MATERIAL
Creation of a geolocated digital exhibition.

CONCLUSION

This project allowed students of the Digital Humanities Master's program to develop project management and photogrammetry skills, while preparing them to enter the cultural sector job market.

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Photogrammetry and 3D

upporting the digital shift in research in Arts, Letters, Languages, and Social Sciences

LA CITADELLE DE MARSEILLE

CITADELLE DE MARSEILLE

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🌐 https://citadelledemarseille.org

IMMERSIVE TOUR

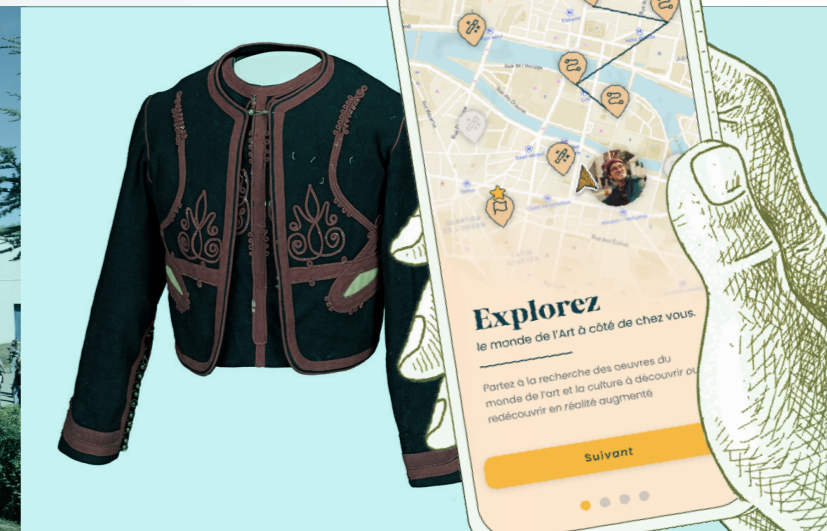| Immersive quest | 10 Days | Marseille | All public | 3k | 2022 | non profit |

SUMMARY

During Heritage Week, the Citadelle de Marseille and BavAR[t] offered an interactive quest to 8,000 visitors. Ten works, representing various artistic movements, were scattered across the site, providing visitors with a unique cultural and immersive experience.

KEY POINTS

• Heritage
• tourist experience
• historical monument
• immersive quest
• strengthen ties with the local community
• creative space.

CONTEXT

The Citadel of Marseille, closed for 360 years, reopened its doors during the 2022 Heritage Week. This unique event allowed the public to discover this historic site. The restoration of the military fortress aims to transform it into a place of life, creation, and culture. This new heritage third-place seeks to reconnect citizens with their history and heritage. BavAR[t] took part in this adventure.

SOLUTION

An immersive quest within the Citadel, enabling visitors to explore iconic artworks through a digital experience, deepening their connection with both the site's history and its cultural heritage.

10 artworks **10** locations

Heritage **Art** **Tourism**

OBJECTIVES

1 HERITAGE PROMOTION
Highlighting a historic site, closed for 360 years, and reconnecting the public with its past.

2 AN IMMERSIVE EXPERIENCE
Providing an interactive and engaging experience with a treasure hunt, enhancing heritage discovery.

3 SOCIAL COHESION
Involving locals and visitors in the rediscovery of the site, contributing to its cultural future as a third place.

RESULTS

IMPACT
Visitors were engaged with cultural heritage through an immersive and interactive exploration.

STATISTICS
Over 500 download

ACCESSIBILITY
Reopened after 360 years, the site made its history and cultural significance accessible to all.

CONCLUSIONS

This project showcased the cultural potential of Marseille's Citadel, blending heritage and digital innovation to strengthen visitors' connection to history while highlighting this unique site.

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Suivant

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Heritage treasure hunt

Take back the Citadel!
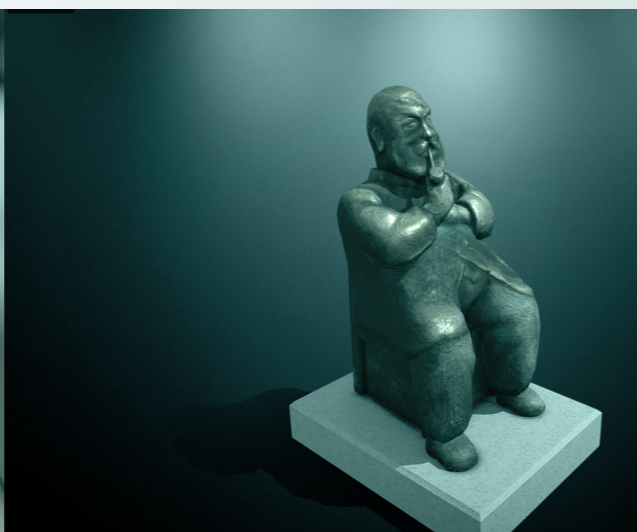
MAÎTRISE NOTRE-DAME MIDDLE SCHOOL

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🌐 https://www.college-notre-dame.fr

CREATIVE WORKSHOP

Animated Mural	School Year	Meung-sur-Loire	Students, Families	2k	2022	Public Organization

SUMMARY

Students from Collège Maîtrise Notre-Dame brought their murals to life using augmented reality, within the school through image tracking and outside its walls via geolocation. An immersive experience accessible to all.

KEY POINTS

• Visual Arts
• Photogrammetry
• Mural
• Augmented reality / Image tracking
• School environment/ Middle school
• Sculpture
• Immersive journey

8 frescos

Tracking

CONTEXT

Students from the arts program at the private Collège Maîtrise Notre-Dame explored digital innovation by animating their murals with augmented reality using the BavAR[t] app. The project combined photogrammetry, allowing them to 3D-scan their creations, with interactive dissemination, featuring artworks displayed within the school via image tracking and throughout the town using geolocation. An educational and immersive initiative.

SOLUTION

The murals were animated using image tracking within the school, while the students' 3D creations were geolocated around the town, offering an immersive experience both inside and outside the walls.

Visual arts

Photogram-metry

School

OBJECTIVES

1 CREATION
Introduce students to art and technology by animating their frescoes using augmented reality.

2 LEARNING
Teach photogrammetry and geolocation to help students develop essential digital skills.

3 SOCIAL CONNECTION
Foster collaboration among students, families, and teachers through an interactive exhibition.

RESULTS

IMPACT
Gained skills in augmented reality, photogrammetry, and geolocation.

STATISTICS
An average of 100 views per artwork, a newspaper feature, and strong engagement from students and families.

ACCESSIBILITY
Digital artworks are accessible to all, both in the school and via geolocation in the city.

CONCLUSION

This project enabled students to develop digital skills while showcasing their creativity. It offered an immersive experience blending learning, innovation, and cultural mediation

Maîtrise Notre-Dame — Collège catholique d'enseignement — *Beaugency Meung-sur-Loire*

pass Culture

Les petits monstres de la Maîtrise

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GEORGES BRASSENS MIDDLE SCHOOL

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CREATIVE WORKSHOP

Artistic creation	6 months	Paris	Students	5k	2023	Public organization

SUMMARY

4th-grade SEGPA students designed unique banners symbolizing their identities. These works, digitized and viewable in augmented reality, are displayed in La Villette Park and the town hall square, marking the students' first artistic exhibition.

KEY POINTS

• Artistic creation
• Digitization
• Augmented reality
• Artist/Exhibition
• School/National education
• Pass Culture
• Adage
• Collective

10 banners

Digitization

CONTEXT

As part of an educational and artistic project supported by the Institut des Cultures d'Islam, 4th-grade SEGPA students from Collège Georges Brassens collaborated with artist Sara Ouhaddou to create banners symbolizing their identities. This year-long project included three phases: explaining, digitizing, and exhibiting the creations in augmented reality, displayed in La Villette Park and the town hall square.

SOLUTION

Digitization of banners and augmented reality integration made them accessible in public spaces like the Villette park. This innovative, interactive exhibition highlights students' creativity.

Exhibition

Visual arts

National Education

OBJECTIVES

1 CREATION
Inspire students to express their identity by designing unique banners.

2 DIGITIZATION
Introduce students to digital tools through the digitization of their artworks.

3 MEDIATION
Showcase their creations via an interactive augmented reality exhibition.

RESULTS

IMPACT
Students gained skills in artistic creation and innovative digital tools.

STATISTICS
15 banners exhibited,
4 exhibition locations,
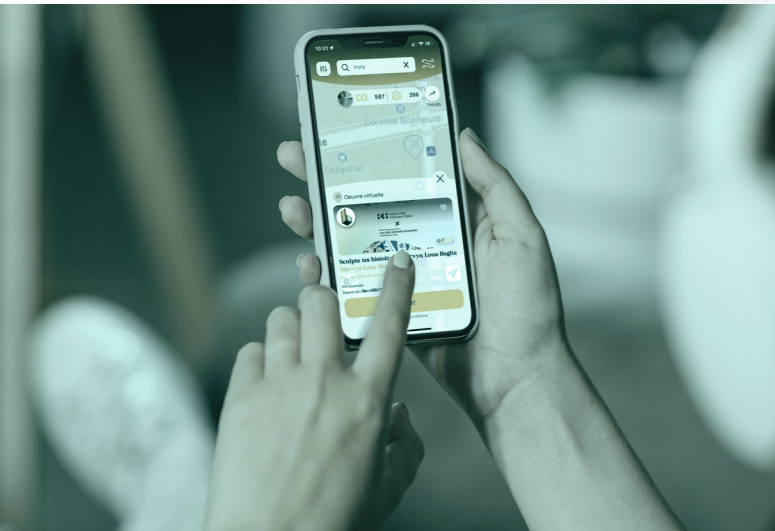1 artist in residence.

MATERIAL
Physical banners +
digital banners.

CONCLUSION

This project allowed students to express themselves artistically, explore digitization and AR, and showcase their works in iconic locations, boosting their confidence and creativity.

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Sculpt Your Storiest

Liberty, equality, fraternity

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🌐 http://clg-marcel-carne-vineuil.tice.ac-orleans-tours.fr/eva/

CREATIVE WORKSHOP

Educational workshops	4 months	Vineuil	Secondary school students	3k	2023	Public institution

SUMMARY

Students from Marcel Carné Middle School discovered augmented reality and photogrammetry through a creative workshop. They recreated iconic monuments from their towns to create a geolocated immersive experience.

KEY POINTS

- Photogrammetry
- Augmented reality
- Heritage
- Geolocation
- Artistic creation
- Pass Culture
- Education
- Collective

CONTEXT

As part of this educational project, a series of pedagogical workshops were organized. Students were introduced to photogrammetry and augmented reality. Their artistic reproductions of architectural monuments culminated in an immersive walk. This project aimed to combine digital innovation, heritage awareness, and creativity. Students were given great freedom to create the physical artwork and choose its geolocation.

SOLUTION

BavAR[t] facilitated the digitization of creations through photogrammetry. The geolocated works were then made accessible in augmented reality during an immersive walk-style presentation session.

Heritage   **Photogrammetry**   **Pass culture**   **Education**   **Creative workshop**

OBJECTIVES

1 CREATIVITY
Develop imagination by designing 3D monuments.

2 DIGITAL
Introduce students to photogrammetry and technological tools.

3 HERITAGE
Discover and promote local cultural heritage.

RESULTS

EDUCATIONAL IMPACT
Skills acquired in digital tools and artistic expression.

STATISTICS
15 monuments recreated
2 immersive exhibition locations

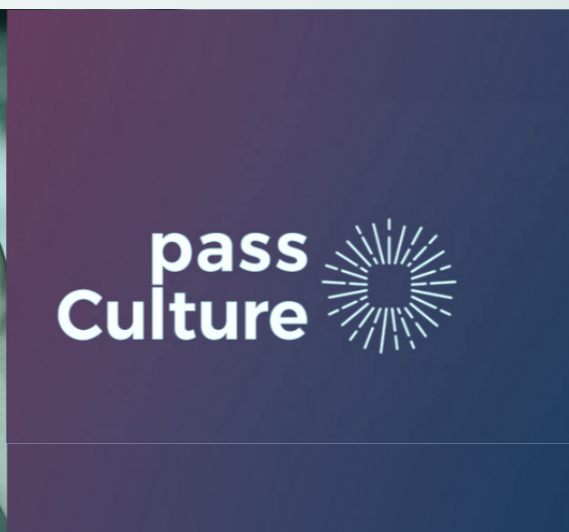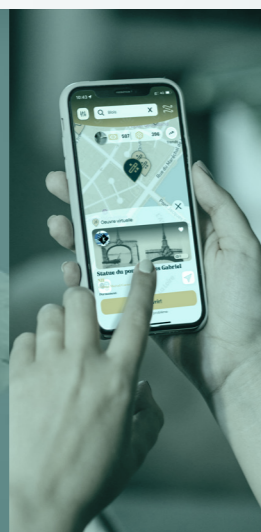**DIGITAL HERITAGE**
Creations accessible in augmented reality and geolocated.

CONCLUSION

BavAR[t] facilitated the digitization of creations through photogrammetry. The geolocated works were then showcased in augmented reality during an immersive walk-style presentation session.

pass Culture

STATUE DE JEANNE D'ARC - BLOIS

DE LA TRINITÉ

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Suivant

HÉLÈNE DE FONSÈQUE MIDDLE SCHOOL

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CREATIVE WORKSHOP

Workshops	6 hours	Middle School	Middle School Students	1k	2023	Public Organization

SUMMARY

Students explored photogrammetry, perspective, and 3D through workshops inspired by M.C. Escher. They learned to digitize their artistic creations or objects to visualize them in augmented reality.

KEY POINTS

- Photogrammetry
- 3D
- Artistic perspective exploration
- Augmented reality
- Middle school/National Education
- Pass Culture
- Culture
- Innovation

Photogram-metry   **3D**   **Culture**   **Middle school**   **Augmented reality**

CONTEXT

This educational project, blending art and technology, titled Impossible Perspective, is designed for middle school students. Through two sessions, they explored M.C. Escher's work, the concepts of perspective, and photogrammetry. Students created unique pieces and learned to digitize them. These creations, presented in augmented reality, combined culture, innovation, and education.

SOLUTION

Inspired by Mc Escher's work, students learned to digitize objects using photogrammetry. These digital creations were then made accessible in augmented reality for an immersive experience.

OBJECTIVES

1 CREATIVITY
Stimulate imagination by exploring Mc Escher's works and his unique perspectives.

2 DIGITAL SKILLS
Introduce students to photogrammetry and innovative 3D creation tools.

3 CULTURE
Discover «impossible perspectives» and their artistic applications.

RESULTS

EDUCATIONAL IMPACT
Skills gained in photogrammetry and perspective exploration.

STATISTICS
2 workshops, 20 students, 6 hours of sessions, 10 hours of prep, 1 presentation.
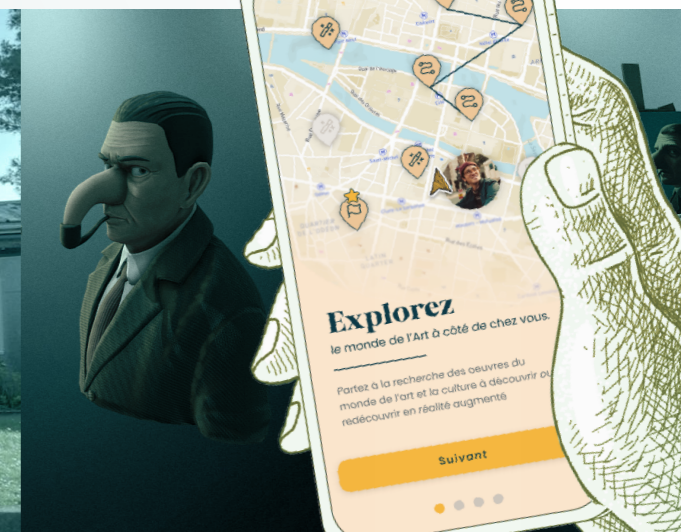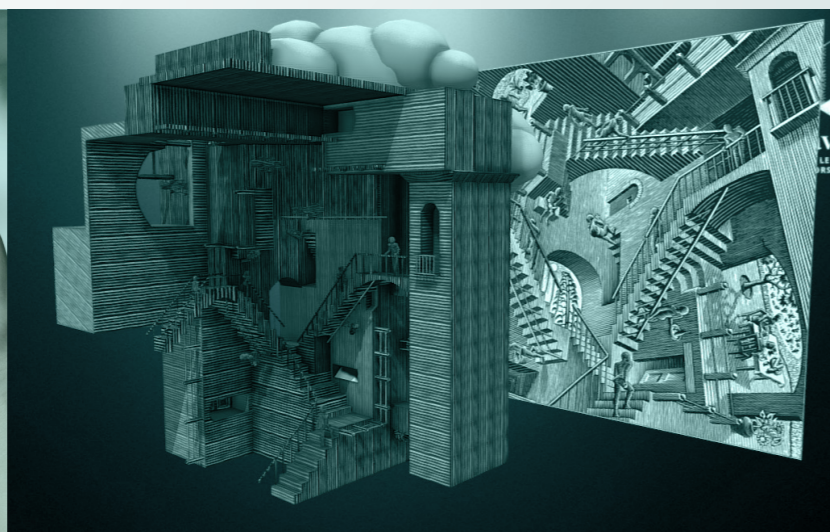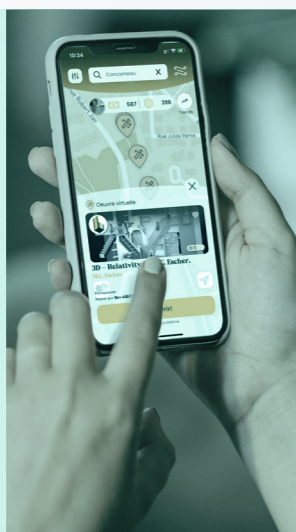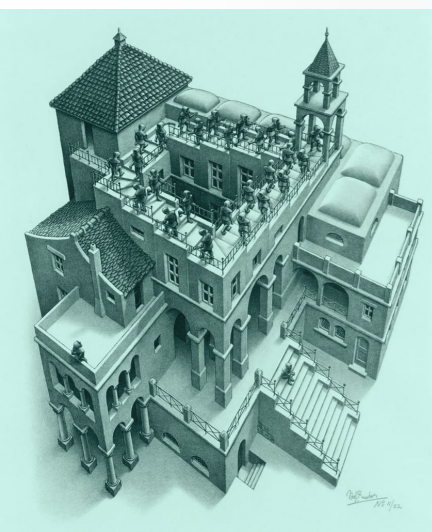
IMMERSION
Geolocated creations accessible in augmented reality during the presentation.

CONCLUSION

This project introduced students to art and digital tools while enhancing their creativity. The immersive presentation deepened their understanding of perspectives and 3D in an innovative setting.

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Impossible perspective

Liberty, Equality, Fraternity

LIBRARIES OF THE CITY OF PARIS

VILLE DE PARIS

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📍 BIBLIOTHÈQUES DE LA VILLE DE PARIS, 75018 PARIS

🌐 https://bibliotheques.paris.fr

IMMERSIVE TOUR

Tours	90 days	18th dist. Paris	General public	10k	2023	Public organization

SUMMARY

Les Mondes du 18e is an immersive exhibition offering 5 interactive urban tours in the 18th arrondissement of Paris. The aim is to discover geolocated works in augmented reality while exploring the local history and culture of the neighborhood.

KEY POINTS

• Interactive tours
• Geolocation
• History
• Culture/literature
• Augmented reality
• Family
• Artistic and digital creation
• Urban/City.

Tour   **Exhibition**   **Culture**   **All public**   **History**

CONTEXT

In collaboration with the libraries of the 18th district and the organization Paris&Co, BavAR[t] created five interactive tours. Each tour allows participants to discover unique works specifically created for the exhibition. This initiative was designed to make art accessible to everyone, showcasing the diversity of the district despite its societal challenges and the isolation of some of its neighborhoods.

SOLUTION

Immersive tours to discover historical but secluded neighborhoods. The exploration follows local themes, such as the urban memory of the 18th arrondissement, to provide an experience accessible to all audiences.

OBJECTIVES

1 RAISE AWARENESS
Encourage residents and users of the district to connect with the history of their surroundings.

2 SOCIAL CONNECTION
Engage participants in group activities, with support from librarians or association leaders.

3 PUBLIC USE
Offer a cultural activity starting within the local libraries.

RESULTS

IMPACT
Raise awareness of local culture and history through augmented reality.

STATISTICS
5 tours,
150 artworks,
500 participants.

VIRTUAL EXHIBITION
Geolocated artworks across the entire district.

CONCLUSION

Les Mondes du 18e created a unique experience to discover the local heritage. This digital exhibition helped break the isolation of certain areas and offered a cultural experience tailored to residents.

PARIS | BIBLIOTHÈQUES

ANNA MARLY MEDIA LIBRARY

biblio thèques municipales — **Saint Jean de la Ruelle**

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📍 61 RUE CHARLES BEAUHAIRE, 45140 SAINT-JEAN-DE-LA-RUELLE

🌐 https://mediatheque.ville-saintjeandelaruelle.fr

IMMERSIVE TOUR

| Immersive quest | 16 Days | Saint-Jean-de-la-Ruelle, Loiret | All audiences | NDA | 2024 | Public organization |

SUMMARY

As part of the Semaine Bleue, BavAR[t] and the Anna Marly Media Library offered an immersive artistic quest. The goal was to strengthen social bonds between generations and combat the isolation of seniors through a playful cultural experience.

KEY POINTS

• Social connections
• intergenerational encounters
• seniors
• public
• immersive digital quest
• arts
• culture
• sharing.

Tour   **Exhibition**   **Culture**   **Library**   **Art**

CONTEXT

The Anna Marly Media Library hosted an immersive augmented reality quest as part of the 2024 Blue week. This event aimed to combat senior isolation while promoting intergenerational interaction. From September 28 to October 13, participants explored the streets of Saint-Jean-de-la-Ruelle in search of geolocated masterpieces, in an experience blending culture, technology, and social connection.

SOLUTION

BavAR[t] designed a path to encourage interaction between generations. Participants were able to discover iconic artworks while enjoying convivial and playful moments.

OBJECTIVES

1 RAISE AWARENESS
Create intergenerational connections and break the isolation of seniors.

2 SOCIAL CONNECTION
Create a convivial and cultural moment between generations through an immersive digital quest.

3 INNOVATION
Enable all audiences to better understand new technologies.

RESULTS

IMPACT
Creation of convivial moments and intergenerational solidarity.

STATISTICS
50 participants, 12 artworks, cultural gifts, 1 park, 1 media library.
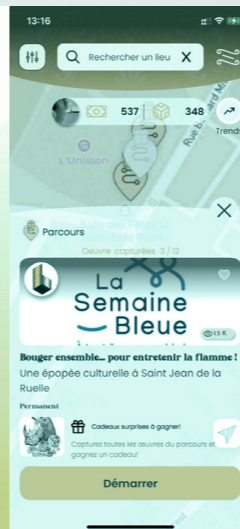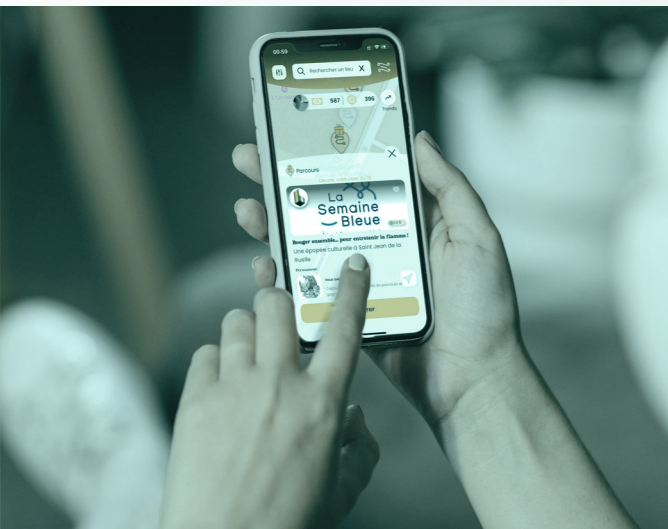
ACCESSIBILITY
Art and heritage made accessible to all through augmented reality.

CONCLUSION

The project strengthened intergenerational solidarity and allowed seniors to reconnect with their environment while experiencing modern, immersive technology. A great example of social connection and inclusion.

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A blue week

Liberty, fraternity, equality

ET VOILA !

etvoila@etvoila.art   MONTMARTRE – PARIS   https://etvoila.art/

IMMERSIVE TOUR

Immersive musical quest | 3 days | Paris 18 | All audiences | 10k | 2024 | Cultural association

SUMMARY

As part of the Festival de Paris, Et Voilà and BavAR[t] designed an immersive quest to promote classical music. Through 3D audio and visual creations, participants discovered works by Viktor Hartmann and Modeste Mussorgsky scattered across Paris.

KEY POINTS

• Classical music
• Democratization
• Journey
• Innovative experience
• Trail
• Audio
• Augmented reality
• Association.

Music   **Culture**   **Tour**   **Innovation**   **Augmented reality**

CONTEXT

This project aims to introduce classical music to underprivileged and isolated neighborhoods in Paris. The collaboration seeks to open new cultural horizons through an innovative approach. Art and technology combine to deliver an experience that is both educational and entertaining. Iconic works showcase the world of Modest Mussorgsky, composer of Pictures at an Exhibition, and Viktor Hartmann, the painter who inspired this famous composition.

SOLUTION

An interactive journey blending music and visual arts. The 10 3D artworks offer a realistic proposition that elevates the geocaching experience.

OBJECTIVES

1 CULTURAL PROMOTION
Encourage the discovery of classical music and visual arts through an immersive experience.

2 ACCESSIBILITY
Bring classical music to underserved and remote audiences.

3 INNOVATION
Leverage augmented reality to enhance cultural experiences and democratize access to technology.

RESULTS

IMPACT
Cultural and intergenerational discovery in symbolic locations (libraries, parks, etc.).

STATISTICS
100 users per day through tours deployed in selected locations.

SATISFACTION
Positive feedback from participants rediscovering classical music in a new light.

CONCLUSION

This project embodies the essence of BavAR[t]: making art and culture accessible to all. With this immersive quest, the Et Voilà Festival sets a new standard in cultural mediation.

CARTON VOYAGEUR MUSEUM

✉ musee@mairie-baud.fr   📍 3 AV. JEAN MOULIN, 56150 BAUD   🌐 https://www.lecartonvoyageur.fr/

IMMERSIVE TOUR

Immersive exhibition — **4 months** — **Multiples** — **General public, history, and sports enthusiasts** — **NDA** — **2024** — **public organisation**

SUMMARY

A creative collaboration that led to an exhibition on sports in 1900. This project showcased vintage postcards and made the collection accessible to a wide audience, especially during the Paris Olympic Games.

KEY POINTS

- Immersive and interactive exhibition
- Heritage enhancement
- Digital collection
- Expanded accessibility through technology
- Family
- Sports

CONTEXT

For the Paris Olympic Games, the Musée du Carton Voyageur wanted to showcase unique archives on sports in 1900. However, while these postcards were rich in history, they needed an innovative way to capture the public's attention. BavAR[t] integrated augmented reality into the exhibition, allowing visitors to explore the stories and atmosphere of the era in an immersive and interactive way.

SOLUTION

A fun digital quest in the form of a journey through the world of sports in 1900. Explorers discovered archival images enriched with historical anecdotes.

Heritage   Immersion   Access   Exhibition   Sport

OBJECTIVES

1 ENHANCING HERITAGE
Offering a new digital approach to discovering sports in 1900 through rare archives.

2 ATTRACTING THE PUBLIC
Engaging sports enthusiasts, history lovers, and technology fans alike;

3 INTERACTIVE EXPERIENCE
Allowing visitors to interact with postcards and discover enriched stories through augmented reality.

RESULTS

IMPACT
Visitors spent 40% more time at the exhibition thanks to interactive content.

SATISFACTION
The experience reached an audience beyond the museum, expanding its impact across the entire region.

CULTURAL INNOVATION
The museum's first exhibition incorporating augmented reality, paving the way for future digital projects.

CONCLUSION

This collaboration demonstrated the value of an immersive exhibition connected to physical locations. Enhancing heritage by combining history and innovation is a consistent success factor.

LE SPORT EN 1900 en réalité augmentée!

Les avantages
- **Promotion du patrimoine** : Mettre en valeur la collection de cartes postales d'époque du Musée de la Carte Postale à Baud en Bretagne.

Les lieux d'expo
LE STADE PIERRE MAUROY, LILLE
STADE LA BEAUJOIRE À NANTES
LE CENTRE NATIONAL DE TIR DE CHÂTEAUROUX
TAHITI
CHÂTEAU DE VERSAILLES
STADE DE FRANCE
PARC DES PRINCES

Explorez
le monde de l'Art à côté de chez vous.

RENNES MUSEUM OF FINE ARTS

MUSÉE DES BEAUX-ARTS DE RENNES

✉ h.barucq@ville-rennes.fr

📍 20 QUAI EMILE ZOLA, 35000 RENNES

🌐 https://mba.rennes.fr/

IMMERSIVE TOUR

| Outdoor digital exhibition | 4 months | Rennes | General public | NDA | 2024 | Public organization |

SUMMARY

An immersive exhibition in Thabor Park and downtown Rennes, showcasing 10 digital artworks themed around nature and flowers. A cultural project that offers the opportunity to discover paintings not displayed in the museum.

KEY POINTS

• Immersive trails in urban areas and a green space
• young and family-friendly audience
• interactive experience with rewards
• digital exhibition.

CONTEXT

The Musée des Beaux-Arts de Rennes wanted to make a selection of unseen artworks accessible to the public, focusing on nature and flowers. BavAR[t] brought these pieces beyond the museum walls through two digital trails—one in Thabor Park and the other in the city center. For four months, visitors could explore these unique creations and win cultural rewards to collect at the museum.

SOLUTION

A fun, interactive discovery of the museum's hidden collections. Visitors explored the works in augmented reality and were encouraged to come back to the museum thanks to the cultural rewards.

Exhibition   **Culture**   **Painting**   **Family**   **Museum**

OBJECTIVES

1 HERITAGE ENHANCEMENT
Providing a new digital approach to showcase museum artworks that are not accessible to the public.

2 ATTRACTING THE PUBLIC
Encouraging visitors to explore the city while discovering the museum's collection in an innovative format.

3 INTERACTIVE EXPERIENCE
Allowing visitors to interact with artworks through augmented reality and be rewarded for their exploration.

RÉSULTAT

IMPACT
Increase in visits to the museum thanks to explorers who have taken part in the trail.

SATISFACTION
A high percentage of participants expressed their enthusiasm for this new format and would like to see more courses.
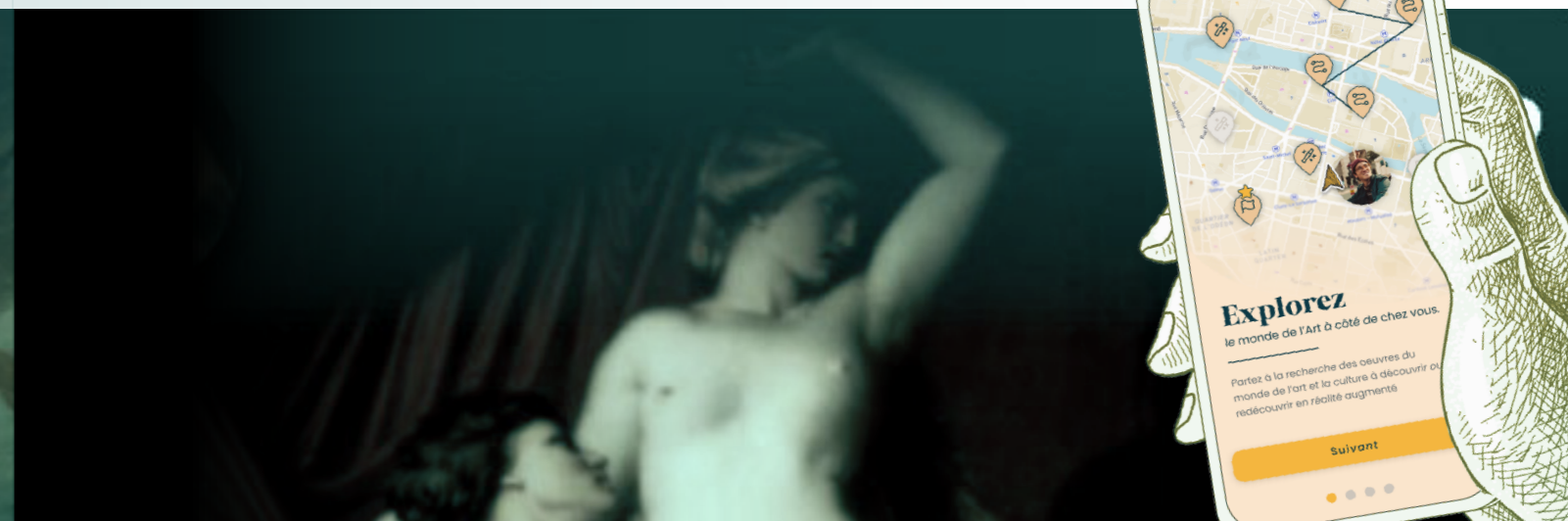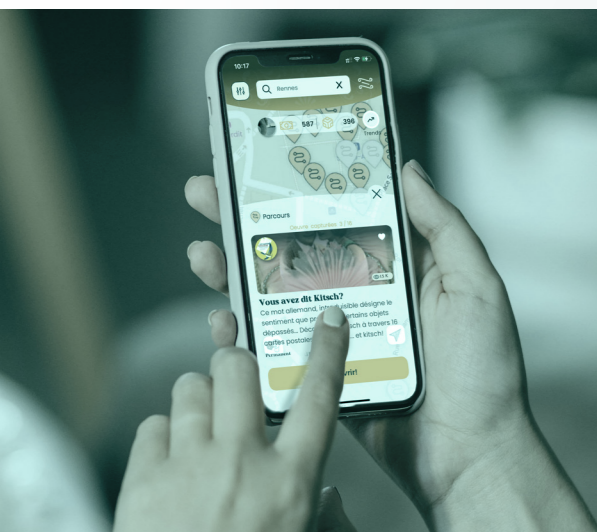
CULTURAL INNOVATION
The museum's first out-of-home exhibition to use augmented reality, paving the way for new immersive experiences.

CONCLUSION

The exhibition brought art closer to the people, transforming the city into an open-air museum. It's a success story that proves the power of digital technology to enhance our heritage.

MUSEUM OF FAIRGROUND ARTS

Le Musée des Arts forains

✉ beatrice.lassus@pavillons-de-bercy.com 📍 53 AV. DES TERROIRS DE FRANCE, 75012 PARIS 🌐 https://arts-forains.com/

INTERACTIVE EXHIBITION

| Digital exhibition | 10 days | Paris 18 | General public | NDA | 2023 2024 | Private organization |

SUMMARY

An immersive experience at the heart of the Festival du Merveilleux: BavAR[t] brought an antique «tête à claque» back to life through photogrammetry and augmented reality animation, allowing visitors to discover its original mechanism.

KEY POINTS

• Living heritage
• Augmented reality
• Playful interaction
• Cultural festival
• Promotion of antique automata

CONTEXT

The museum of fairground Arts wanted to add a digital touch to its festival. Since the 1890s automaton was no longer functional, BavAR[t] recreated its original mechanism in augmented reality for the Festival du Merveilleux. Using photogrammetry, the digital animation allowed visitors to interact with this unique object and understand how it originally worked.

SOLUTION

BavAR[t] digitized and animated the tête à claque to restore its mechanism in augmented reality. A new way to explore cultural heritage and offer a playful interaction to the festival audience.

Heritage   **Immersion**   **Exhibition**   **Festival**   **Photogram-metry**

OBJECTIVES

1 ENHANCING OUR HERITAGE
Offering an interactive digital reconstruction to help visitors understand how a vintage automaton works.

2 AUDIENCE
Offer an original experience at the Festival du Merveilleux that is engaging and accessible to all.

3 INTERACTIVE EXPERIENCE
Using augmented reality to bring an automaton, a cultural icon, back to life.

RÉSULTAT

IMPACT
A high level of engagement from the public, with a marked interest in augmented reality re-enactment.

SATISFACTION
Positive feedback from visitors and the museum, highlighting the accessibility and innovation of the system.

CULTURAL INNOVATION
The festival's first augmented reality animation, paving the way for new digital experiences.

CONCLUSION

This collaboration demonstrated the value of integrating augmented reality into museums to bring historical objects back to life.
A success that paves the way for future projects involving other automata and forgotten heritage.

BavAR[t]
LE MUSÉE HORS LES MURS

La TÊTE À CLAQUES
DU MUSÉE DES ARTS FORAINS
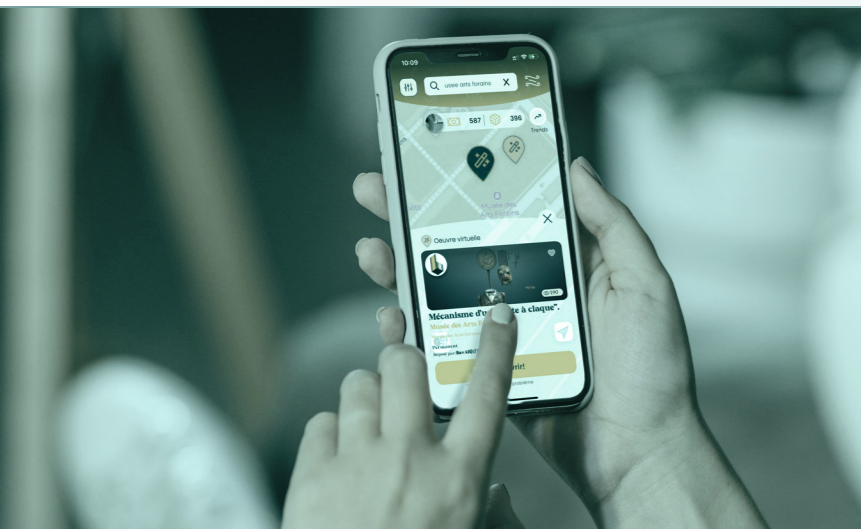
Donnez-lui **une claque**
EN RÉALITÉ **AUGMENTÉE!**
TÉLÉCHARGEZ L'APP!

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MUSEUM OF BRITTANY

Musée de Bretagne

l.prodhomme@leschampslibres.fr

10 CR DES ALLIÉS, 35000 RENNES

https://www.leschampslibres.fr/les-champs-libres/musee-de-bretagne

IMMERSIVE TOUR

Tour | ∞ | Rennes and Paris | General public | NDA | 2025 | Public organisation

SUMMARY

BavAR[t] has designed an augmented reality trail based around a Zouave costume from the First World War. Using this costume and a number of archive items, the project takes visitors on a journey of historical immersion through a number of places of remembrance in Rennes and Paris.

KEY POINTS

• Photogrammetry
• Costumes
• Digital
• Immersive tours
• Places of remembrance
• Transmission of a collective memory accessible to all
• Heritage

Heritage   **Memory**

CONTEXT

The Musée de Bretagne wanted to promote a Zouave costume from the First World War by bringing it back to life through digital mediation. BavAR[t] carried out in-depth research into the soldier who wore it and isolated five archive items to enhance the experience. These objects were digitised to create an augmented reality trail, accessible in eight locations linked to military history and collective memory, offering a new way of exploring our heritage.

SOLUTION

By combining technology and archive elements, BavAR[t] offers innovative and interactive mediation. These routes allow visitors to discover the story of a soldier and a costume, in places of remembrance linked to their stories.

Photogram-metry   **Exhibition**   **Archives**

OBJECTIVES

1 HISTORIC RECONSTITUTION
Bringing the soldier's costume and career to life using archives and digital reconstructions.

2 GEOLOCALIZED TOUR
An AR immersive experience in symbolic locations in Rennes and Paris.

3 TRANSMISSION
Raising public awareness of military history and the duty of remembrance through an interactive approach.

RESULTS

ENHANCED MEDIATION
An interactive immersion experience linking archives, places and history through augmented reality.

AUDIENCE ENGAGEMENT
An accessible, fun experience that appeals to all generations.

PROMOTING HERITAGE
A new way of discovering and understanding history through digital technology.

CONCLUSION

This project combines memory and innovation to offer a unique look at the story of a soldier in the First World War. By combining archives, symbolic sites and augmented reality, BavAR[t] gives visitors an immersive opportunity to take ownership of this collective memory.
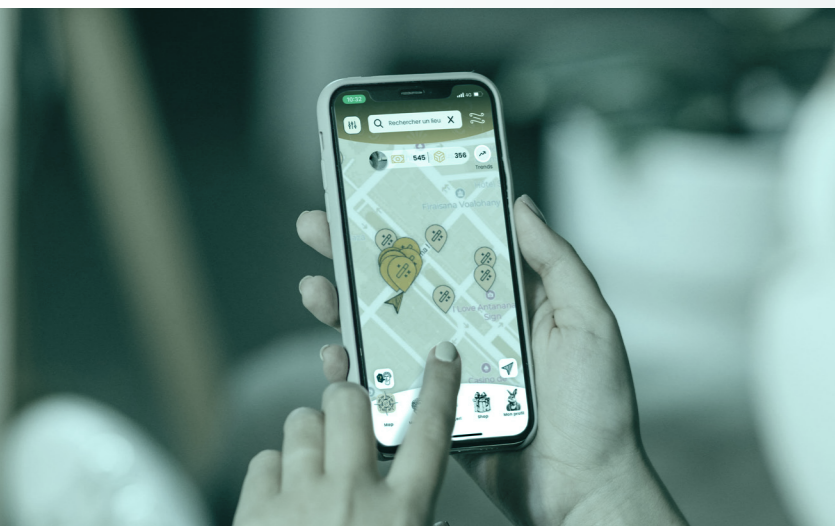
"A fellow who can pull up a hundred and ten pound dumbbell; who can climb up an eighty foot rope, hand over hand, with a barrel of flour hanging to his heels; ... who can jump seventeen feet four inches high without a spring board; who can tie his legs in a double bow knot round his neck without previously softening his shin bones in a steam bath; ... who can take a five shooting revolver in each hand and knock the spots off the ten of diamonds at eighty paces, turning somersaults all the time and firing every shot in the air— that is a Zouave."

Journal de Virginie, 1861.

Explorez
le monde de l'Art à côté de chez vous.

Partez à la recherche des œuvres du monde de l'art et la culture à découvrir ou redécouvrir en réalité augmentée

Suivant

BavAR[t]
LE MUSÉE HORS DES MURS

Memory of a zouave

A museum dedicated to Breton society and its evolution.

AMERICAN MUSEUM OF SCIENCE & ENERGY

AMSE AMERICAN MUSEUM OF SCIENCE & ENERGY
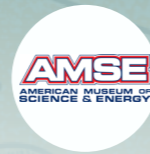
✉ mmullins@amse.org   📍 115 E MAIN ST, OAK RIDGE, TN 37830, UNITED STATES   🌐 https://amse.org/

IMMERSIVE TOUR

Digital exhibition	∞	Oak Ridge, Tennessee	General Public	10k	2024 2025	Public organisation

SUMMARY

BavAR[t] has designed an immersive augmented reality exhibition to tell the story of Oak Ridge. Through some thirty archive photographs, visitors discover the evolution of this pioneering town in scientific innovation.

KEY POINTS

• Immersive exhibition in augmented reality
• before/after tour
• iconography
• archives
• interactive experience accessible all year round.

Iconography   **Exhibition**

CONTEXT

The American Museum of Science and Energy was looking for an innovative way to promote the history of Oak Ridge. BavAR[t] has developed an interactive journey in augmented reality, allowing visitors to plunge into the past thanks to a before-and-after device. Available in four languages, this exhibition highlights the history and transformations of the town, offering a new educational and immersive approach to scientific heritage.

SOLUTION

Using augmented reality, BavAR[t] has enhanced the museum's visitor experience by integrating visual and audio interaction. The fun, immersive tour offers a new way of exploring Oak Ridge and engaging a wide audience in the discovery of its heritage.

Archives   **Innovation**   **Mediation**

OBJECTIVES

1 INTERACTIVE EXPERIENCE
Allows visitors to explore Oak Ridge in a fun way through AR photographs.

2 HERITAGE ENHANCEMENT
Bringing the visual archives to life to better understand the city's historical and scientific development.

3 INTERNATIONAL APPEAL
A project that crosses borders and involves a global audience in the discovery of scientific heritage.

RESULTS

ENHANCED MEDIATION
A visual and audio trail that immerses visitors in the history of the city.

AUDIENCE ENGAGEMENT
An interactive experience that encourages exploration and discussion about Oak Ridge's past.

ACCESSIBILITY
A multilingual system open to all, facilitating access to cultural content.

CONCLUSION

This project demonstrates the power of augmented reality in transmitting our historical and scientific heritage. By combining archives and innovation, BavAR[t] offers a new way of experiencing history, where each image becomes a moving testimony.

Chapel-On-The-Hill was the first church built by the Army Corps of Engineers in Oak Ridge. The non-denominational church is still serving the community today.
Photo by James E. Westcott, Official US Army Photographer for the Manhattan Project
American Museum of Science and Energy • www.amse.org

Hutmen
Hutment is the name given to the lowest form of housing provided workers during the Manhattan Project in Oak Ridge. They housed mainly black men and women in what was still a very segregated city. These plywood hutments provided the bare minimum of accommodations, spanning on

Learn More!
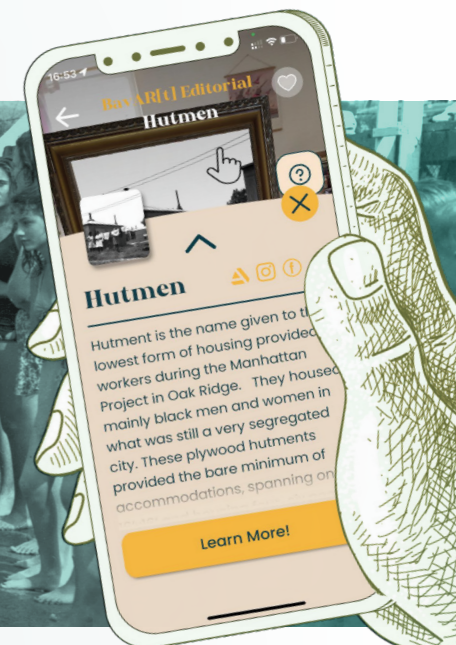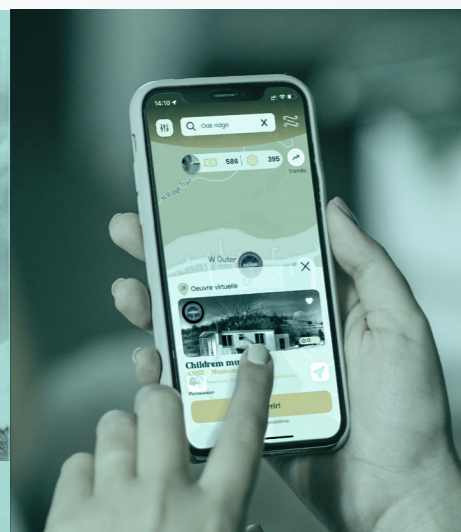
MX ARTS TOUR

zagartist@gmail.com

PL. DES OTAGES, 29600 MORLAIX

https://www.takad-grafan.bzh/

IMMERSIVE EXHIBITION

| Exhibition | ∞ | Morlaix (+ national deployment on request) | General public | NDA | 2024 2025 | Non profit organisation |

SUMMARY

BavAR[t] has digitised and sublimated in 3D Ezra Kernen's dragon, a work of street art exhibited in the Morlaix funicular tunnel. Thanks to augmented reality, the work is accessible in town and can appear in other locations on request.

KEY POINTS

• Digitalisation
• 3D modelling
• street art
• immersive exhibition in an iconic location
• accessibility
• urban design

Exhibition   Photogram-metry

CONTEXT

The Mx Arts Tour is organising a unique exhibition in the Morlaix funicular tunnel, showcasing the work of urban artists. Among them, Ezra Kernen has created a spectacular dragon from car and motorbike fairing parts. BavAR[t] used photogrammetry to capture this work and enhanced it in 3D, making it visible in augmented reality in Morlaix and elsewhere. This project demonstrates the power of digital technology to enhance urban heritage and contemporary art.

SOLUTION

By combining photogrammetry and AR, BavAR[t] allows the public to explore a work of art beyond its physical location. This project illustrates the impact of digital technology on the conservation and dissemination of street art.

Street Art   Heritage   Culture

OBJECTIVES

1 PRESERVING STREET ART
Giving a second digital life to an ephemeral work of art using photogrammetry and 3D modelling.

2 IMMERSIVE EXPERIENCE
Make the work interactive in AR, accessible in Morlaix and on request in other towns.

3 ENHANCING URBAN HERITAGE
Combining street art and technology to anchor digital technology in cultural mediation.

RESULTS

AN AUGMENTED ARTWORK
A dragon visible in 3D and through Augmented Reality, offering a new way to interact with street art.

AUDIENCE INVOLVEMENT
A participatory project that allows local residents to integrate the work into their own environment.

EXPANDED ACCESSIBILITY
Worldwide accessibility to take street art beyond its physical borders.

CONCLUSION

The Dragon in motion proves that digital technology is a powerful tool for promoting street art and heritage. Thanks to augmented reality, a work rooted in Morlaix can now exist anywhere, enriching the dialogue between urban culture and digital innovation

Morlaix funicular tunnel.

DÉDALE

✉ julien.brouillard@dedale.info

📍 20 ALL. ROSE DIENG–KUNTZ, 75019 PARIS

🌐 https://www.dedale.info/

IMMERSIVE TOUR

Memory Tour | ∞ | Bobigny | Residents, historians, schools | NDA | 2024 | non profit

SUMMARY

BavAR[t] has created an augmented reality memory trail retracing the history of the Pont-de-Pierre district of Bobigny. This project preserves the testimonies of the residents before the transformation of the district, ensuring an intergenerational transmission.

KEY POINTS

- Testimonies from local residents
- back-up
- integrated archive images and sound
- geolocated route
- augmented reality

Memory   Testimonial   Archives   Culture   Innovation

CONTEXT

The Pont-de-Pierre neighborhood in Bobigny is set to disappear as part of an urban rehabilitation project. To preserve its history, Dédale and BavAR[t] have designed a participatory initiative that highlights the memories of the residents. 12 testimonials recount local life, from the passing of trains to emblematic figures such as Tonton David and Uderzo. An immersive walk in augmented reality allows visitors to relive these moments through visual and audio archives, ensuring a connection between past and present.

SOLUTION

Using augmented reality and geolocation, BavAR[t] offers a unique immersion in the history of Pont-de-Pierre. The memories of the local people are anchored in the area, helping to safeguard a heritage that is undergoing rapid change.

OBJECTIVES

1 PRESERVATION, MEMORY
Preserving the history and testimonies of the inhabitants before the transformation of the area.

2 INTERGENERATIONAL BOND
Offering younger generations access to the stories of their elders via an interactive tool.

3 ENHANCING A LOST HERITAGE
Bringing the Pont-de-Pierre back to life through an immersive and accessible experience.

RESULTS

IMMERSIVE TOUR
An AR itinerary with eyewitness accounts and archive footage to rediscover the district.

INVOLVING THE COMMUNITY
A co-creation project with local residents to highlight their stories and memories

A MODEL FOR URBAN MEMORY
An innovative methodology for other neighbourhoods undergoing change.

CONCLUSION

Mémoires du Pont-de-Pierre shows how digital technology can preserve a threatened collective identity. This unique project combines personal accounts and technology to pass on the history of a district, linking past and future.
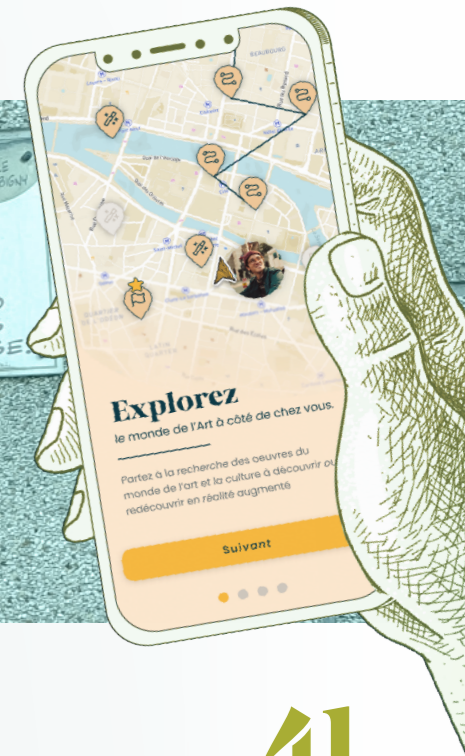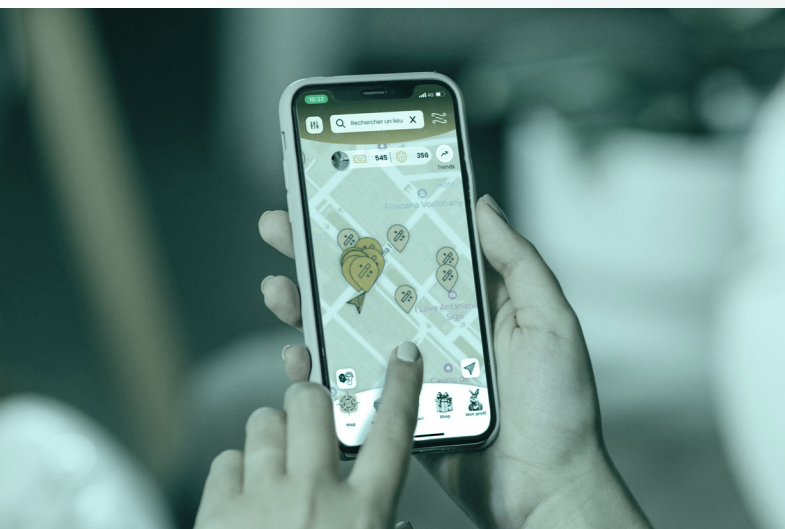
POP WOMEN FESTIVAL

POP WOMEN FESTIVAL

✉ contact@popwomenfestival.com   📍 14 RUE DE L'ARQUEBUSE 51100 REIMS   🌐 https://www.popwomenfestival.com/

IMMERSIVE TOUR

| Tour | 9–11 March | Reims | Festival-goers, culture and history enthusiasts | NDA | 2023 | non–profit |

SUMMARY

During the Pop Women Festival in Reims, BavAR[t] is offering an augmented reality trail dedicated to feminist icons. During the festival, 10 key figures were scattered around Reims through visuals and audio content.

KEY POINTS

• Feminist icons
• Audio content
• Exclusive visuals
• Unique experience
• Social
• Values
• Human rights
• Festival.

CONTEXT

The Pop Women Festival celebrates women's voices and their impact on society. To enhance the experience, BavAR[t] has designed an immersive augmented reality trail through Reims. Ten feminist icons, from Joséphine Baker to Gisèle Halimi, are highlighted through visual and audio content. This initiative allows the public to discover these inspiring figures in an interactive way, while at the same time promoting the city's cultural and historical heritage.

SOLUTION

Using augmented reality, BavAR[t] turns Reims into an open-air museum. Participants explore the city, discover emblematic feminist figures and interact with exclusive content while taking part in an interactive game.

Tour   Experience   Innovation   Culture   Exhibition

OBJECTIVES

1 HIGHLIGHTING FEMINIST ICONS
Discover 10 key figures through an interactive experience.

2 AN ENGAGING CULTURAL TOUR
Combining feminism, art and technology to raise public awareness.

3 PROMOTING URBAN EXPLORATION
Inviting festival-goers to rediscover Reims from a new angle.

RESULTS

A UNIQUE IMMERSIVE EXPERIENCE
Augmented reality content accessible throughout the city.

GREATER INTERACTION
Active participation of the audience thanks to a capture game and audio content

AN ENHANCEMENT OF CULTURAL HERITAGE
A tour that anchors the history of feminism in urban space.

CONCLUSION

For the Pop Women Festival, BavAR[t] has created a unique itinerary combining feminist commitment, urban discovery and technological innovation. It's an interactive cultural experience that brings the great figures of feminism to life.
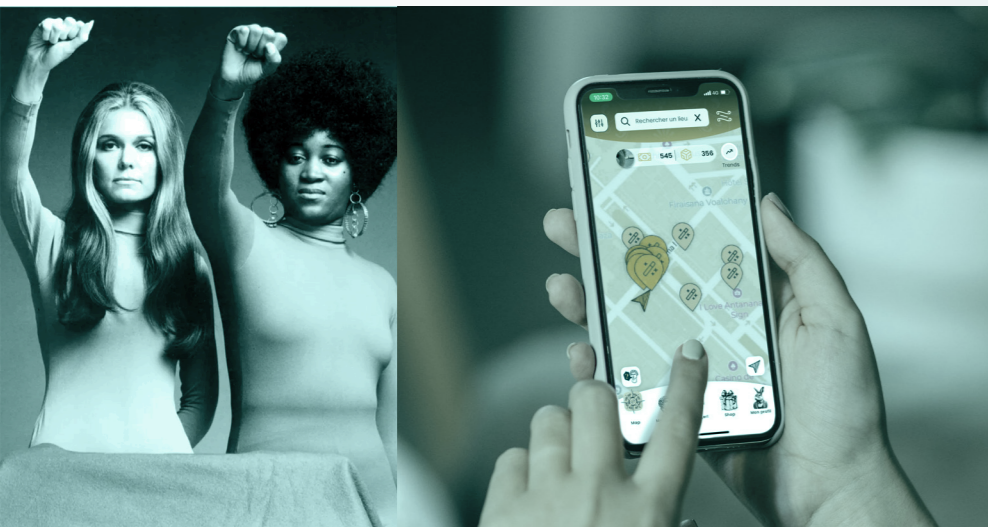
Joséphine Baker
née le 3 juin 1906 à Saint-Louis (Missouri) et morte le 12 avril 1975 à Paris.

Vedette du music-hall et icône des Années folles, elle utilise ensuite sa grande popularité au service de la lutte contre le racisme et pour l'émancipation des Noirs.

En 1946, Joséphine Baker reçoit la Médaille de la Résistance française. En 1961 elle est décorée de la Légion d'honneur et de la croix de guerre. En 2021, elle entre au Panthéon, devenant ainsi la sixième femme et la première femme noire à rejoindre le « temple » républicain.

Gloria Steinem
née le 25 mars 1934 à Toledo dans l'Ohio.

Gloria Steinem est une icône du féminisme. Journaliste, conférencière, militante, elle a cofondé le magazine Ms. et d'autres organisations américaines promouvant les droits des femmes. A 85 ans, elle continue de sillonner l'Amérique, « héroïne » réclamée sur tous les campus et farouche opposante à Donald Trump.

Gisèle Halimi
née le 27 juillet 1927 à La Goulette en Tunisie et décédée le 28 juillet 2020 à Paris.

Avocate franco-tunisienne, elle est la seule avocate signataire du manifeste des 343 de 1971 réunissant des femmes qui déclarent avoir déjà avorté et réclament le libre accès à l'avortement.

Elle a contribué, grâce à ses engagements politiques, à l'autorisation de l'IVG et à la reconnaissance du viol comme crime.

Explorez
le monde de l'Art à côté de chez vous.

Partez à la recherche des œuvres du monde de l'art et la culture à découvrir ou redécouvrir en réalité augmentée

Suivant

PORTES DE SOLOGNE

Portes de Sologne tourisme

✉ tourisme@ccportesdesologne.fr

📍 RUE DES JARDINS, 45240 LA FERTÉ-SAINT-AUBIN

🌐 https://www.tourisme-portesdesologne.fr/

IMMERSIVE TOUR

Travelling exhibition | ∞ | **Sologne villages** | **Residents, tourists, history buffs** | **NDA** | **2024** | **non-profit**

SUMMARY

The Portes de Sologne Tourist Office is offering a travelling exhibition combining the past and the present. Thanks to 102 old postcards geolocated in Sologne villages, you can relive Sologne between 1898 and 1940 and discover its evolution.

KEY POINTS

• Old postcards
• Immersive travelling exhibition
• Archive
• Memory
• Discover the villages of the Sologne region

Iconogaphy **Tour** **Archives** **History** **Culture**

CONTEXT

Sologne is a land of tradition and memory. BavAR[t] has designed an immersive open-air exhibition to showcase its heritage and invite the public to explore its villages in a different way. In collaboration with the Archives Départementales du Cher, du Loiret and du Loir-et-Cher, 102 historical images have been digitised and integrated into augmented reality. This initiative superimposes the past and present to rediscover the landscapes and daily life of yesteryear.

SOLUTION

BavAR[t] transforms the villages of the Sologne region into an open-air museum. Thanks to augmented reality, visitors can discover local history by superimposing images from the past on present-day locations, and explore the region in a whole new way.
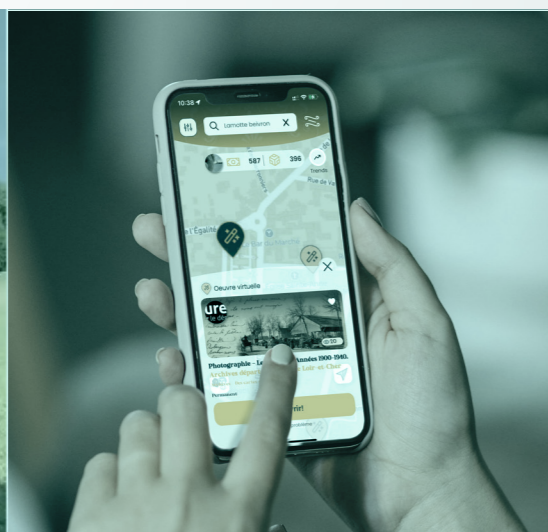
OBJECTIVES

1 **BRINGING SOLOGNE'S HERITAGE BACK TO LIFE**
Highlighting local history through visual archives.

2 **OFFERING AN EXPERIENCE**
Using augmented reality to superimpose the past on the present in an immersive and interactive experience.

3 **REDISCOVERING A REGION**
Encourage residents and visitors to rediscover and explore villages differently.

RESULTS

A JOURNEY BACK IN TIME
Period postcards accessible in augmented reality accessible to all.

A STRONGER CULTURAL COMMITMENT
Promotion of local heritage to the general public.

INNOVATION FOR TOURISM
An attractive route to boost the villages of the Sologne region.

CONCLUSION

Thanks to this collaboration, BavAR[t] and the Office du Tourisme des Portes de Sologne are offering a new way of exploring local history. An augmented reality exhibition that invites you to stroll around and immerse yourself in the Sologne of yesteryear.

Une aventure en Sologne

Cachées dans 20 villages solognots

Explorez le monde de l'Art à côté de chez vous.
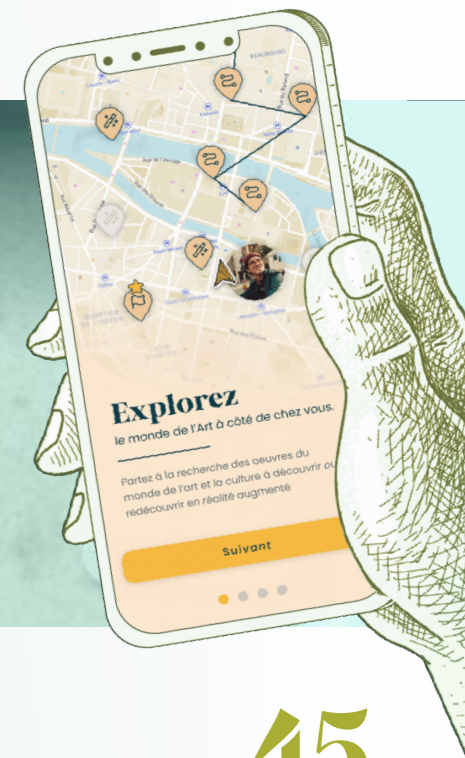
VILLE DE GRAND–CHAMP

✉ direction.famille@grandchamp.fr   📍 MAIRIE GRAND–CHAMP   🌐 //www.grandchamp.fr/

IMMERSIVE TOUR

Quest	2 days	Grand–Champ, Galaxy Breizh festival	Young people, families, gaming enthusiasts	NDA	2024	Ville de Grand–Champ

SUMMARY

During the Galaxy Breizh festival, BavAR[t] offered an augmented reality quest to discover 10 video game professions. It's an immersive, fun experience that introduces young and old to careers in gaming, while exploring an interactive and educational universe.

KEY POINTS

• Discovery
• Professions
• Video games
• Fun and educational experiences
• Interactive quest
• Accessible to all
• 3D creation.

Festival   **Innovation**   **Iconography**   **Tour**   **Family**

CONTEXT

The video game industry is booming, but its professions remain little-known. For the second year running, the town of Grand–Champ and BavAR[t] have designed an immersive experience for the Galaxy Breizh festival. Through an augmented reality quest, participants discover 10 key professions in the gaming industry. By exploring the interactive trail, visitors learn about the essential roles behind the creation of video games.

SOLUTION

BavAR[t] turns learning into an interactive adventure. Thanks to augmented reality, visitors to the Galaxy Breizh festival can explore the world of video games while having fun, and win cultural prizes.

OBJECTIVES

1 DISCOVERING PROFESSIONS
Present the diversity of professions linked to the video game and gaming world in an interactive way.

2 ENGAGING THE AUDIENCE
Combine augmented reality and exploration in a fun and educational experience to better understand the video game industry.

3 INSPIRING YOUNGER GENERATIONS
Showcasing the talent behind video games and encouraging vocations.

RESULTS

A GAMIFIED FESTIVAL FOR ALL
Une médiation innovante qui attire un large public.

INTERACTIVE LEARNING
Participants take away gaming knowledge and books.

A SUCCESSFUL IMMERSION
Augmented reality makes the experience captivating and memorable.

CONCLUSIONS

BavAR[t] and the town of Grand–Champ are offering a unique immersion into the world of video games. An augmented reality adventure that transforms the Galaxy Breizh festival into a fun and inspiring learning space.
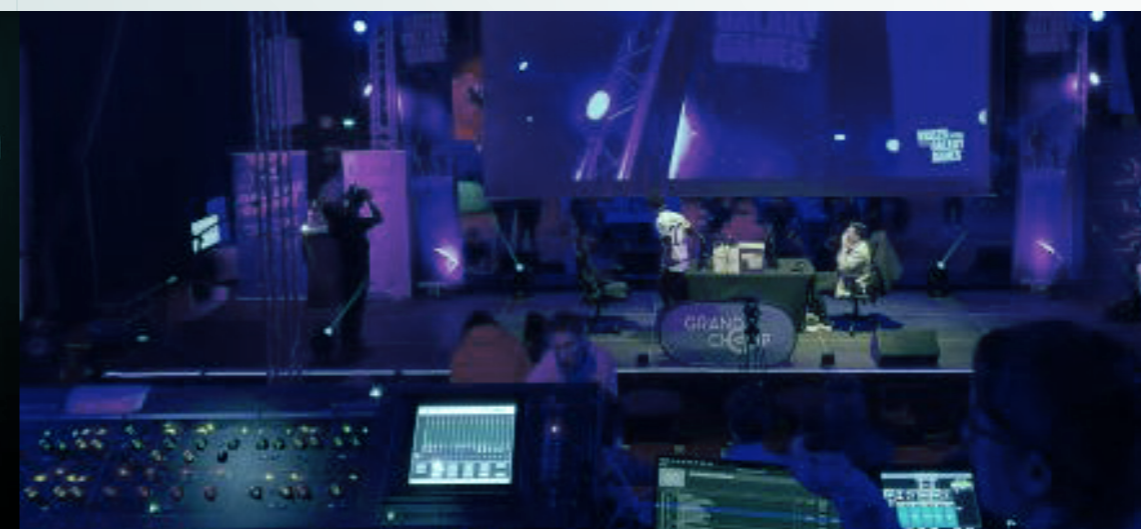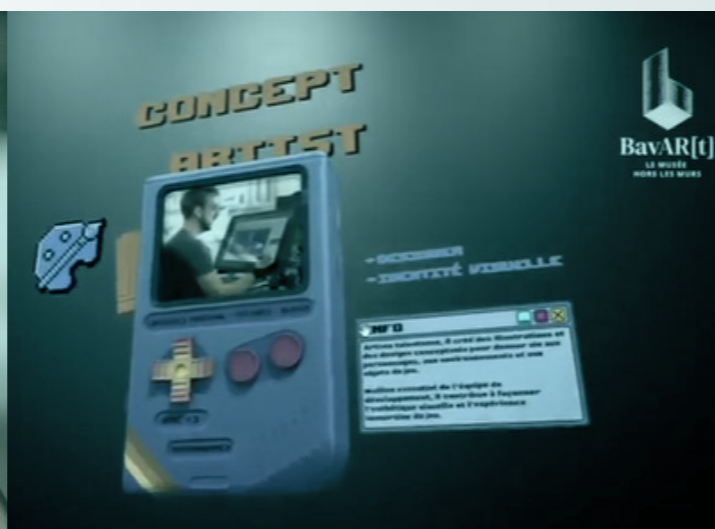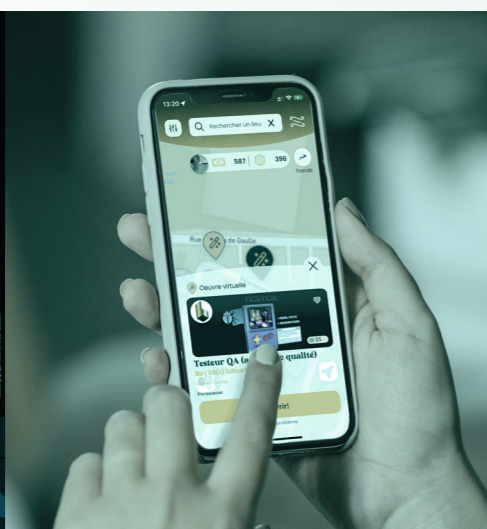
CHERCHEURS D'AUTRES & CIMARRON

✉ ojoureau@gmail.com 📍 L'ENVOLÉE, 3 PL. DES AVIONS, 31400 TOULOUSE 🌐 https://chercheursdautres.com/

IMMERSIVE TOUR

| Exhibition | 1 week | Toulouse Maripasoula | General public, history and art enthusiasts | NDA | 2024 | Non profit |

SUMMARY

To mark the European Heritage Days 2024, BavAR[t] is showcasing the works of Caribbean artist EDDO in Toulouse and Maripasoula. This immersive augmented reality exhibition explores marronage, emancipation and resistance through art and history.

KEY POINTS

• Exhibition
• Artist
• Caribbean
• Marooning
• Freedom
• mediation
• immersive journey
• innovation
• memory

Artist   **Painting**

CONTEXT

Marronnage, a symbol of freedom and resistance, is a heritage that is often overlooked. To make it better known, the association Chercheurs d'Autres and BavAR[t] have designed an interactive exhibition based on the works of artist EDDO. In Toulouse and Maripasoula, visitors will discover virtual galleries in augmented reality, immersing them in the history and culture of marronage. The event is accompanied by screenings of historical films and debates, offering an immersive and engaging approach.

SOLUTION

Thanks to BavAR[t], EDDO's works come to life in augmented reality in public spaces. This device offers a unique artistic experience while promoting a better understanding of the marronnage heritage.

Tour   **Innovation**   **Culture**

OBJECTIVES

1 PROMOTING AN ARTIST
Highlighting Caribbean art through an immersive augmented reality trail.

2 EXPLORING HISTORY
Combining art and heritage to raise public awareness of the history of marronage from a contemporary perspective.

3 CREATING A DIALOGUE
Using augmented reality for innovative mediation between memory and immersive technologies.

RESULTS

AN EXHIBITION ACCESSIBLE TO ALL
The works are integrated into the public space via BavAR[t].

AN IMMERSIVE AND INTERACTIVE APPROACH
Visitors explore history through AR.

AN EVENT WITH TWO LOCATIONS
An international reach between Toulouse and French Guiana.

CONCLUSION

The 'Cimarron' exhibition offers a new perspective on marronage, combining art, history and augmented reality. An initiative that reaffirms the importance of memory and intercultural dialogue through innovative mediation.
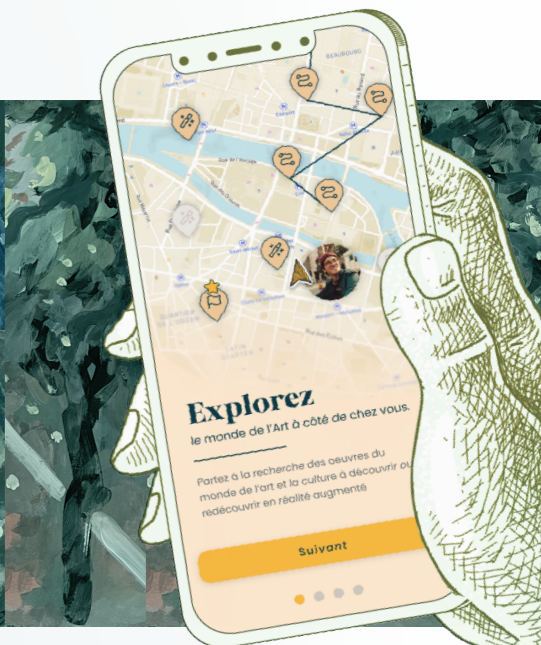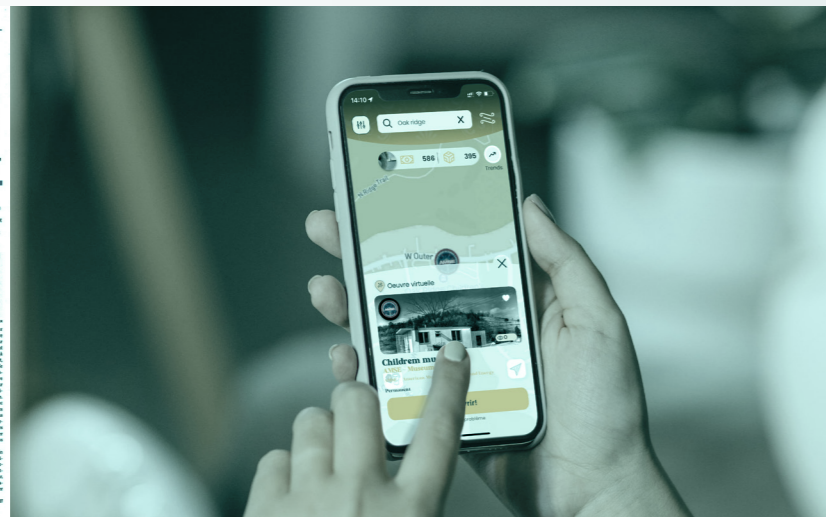
AR[T] STUDIO

AR[t] Studio

✉ yannick.pazze@bavart.io   📍 117 AVENUE DE LA GARE 29 900 CONCARNEAU   🌐 www.bavart.io

THE BOOKSHOP OUTSIDE THE WALLS

Quest | ∞ | **France (ghettos, rural areas)** | **Jeunes, enseignants, lecteurs** | **NDA** | **2023** | **BavAR[t]**

SUMMARY

The project aims to raise awareness of the importance of reading by displaying extracts from books geolocated to places that are relevant to their stories. Available in the city's priority neighbourhoods, this project is now being rolled out across the country.

KEY POINTS

- Books/Literature
- Interviews/Podcasts
- publishing house
- Teaching
- National education
- priority urban districts
- rural areas

Literature   **Podcast**   **Heritage**   **Culture**   **Quest**

CONTEXT

Reading is a cultural activity that develops critical thinking. Accessibility is vital, particularly in priority urban neighbourhoods. The Librairie Hors les Murs is an innovative approach. Geolocalised books, enhanced by interviews and notes from the authors. This scheme enables young people to discover books in their everyday environment, creating a link between literature and local communities.

SOLUTION

Using augmented reality, BavAR[t] transforms reading into an immersive experience. Young people discover books through visual cards, audio tracks and iconic locations, making literature more lively and accessible.

OBJECTIVES

1 ENCOURAGE READING
Offer an immersive literary experience to encourage young people to read.

2 CREATING A LINK WITH THE LOCAL AREA
Associating each book with an emblematic place for contextual discovery.

3 INVOLVING TEACHERS AND PUPILS
Promote a participatory approach to book and digital learning.

RESULTS

AN INTERACTIVE LIBRARY
Books accessible in AR with podcasts and geolocated descriptive sheets.

AN INNOVATIVE EDUCATIONAL TOOL
Pupils become creators of digital beacons for their favourite books.

A NATIONAL, INCLUSIVE PROJECT
Deployed in over 1,514 priority neighbourhoods in France and its overseas territories.

CONCLUSION

With Librairie Hors les Murs, BavAR[t] is revolutionising access to reading by combining digital technology and literature. This interactive project transforms books into living experiences, connecting young people to culture through technology.

BavAR[t]
LE MUSÉE HORS DES MURS

A desire to read

Art and culture for all
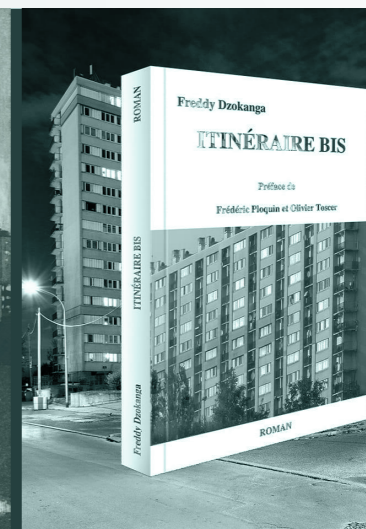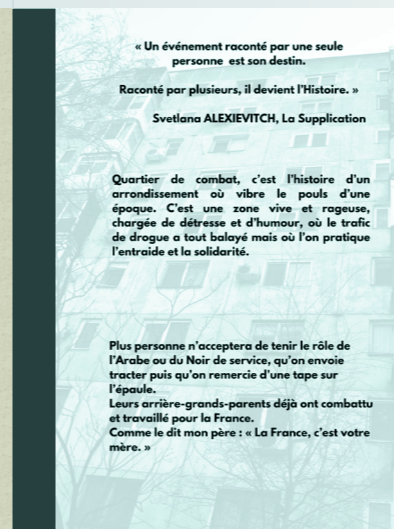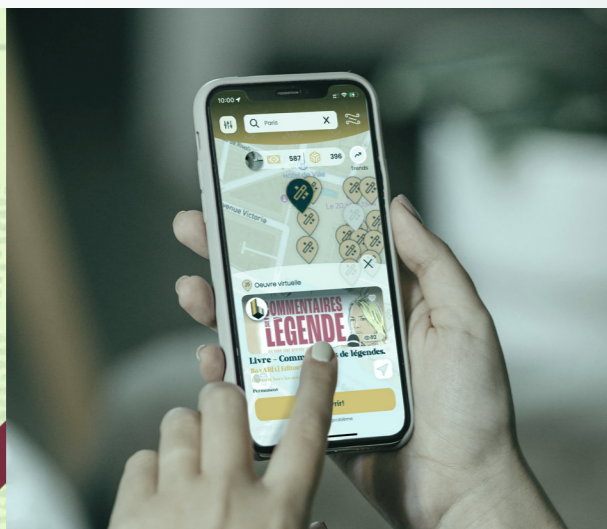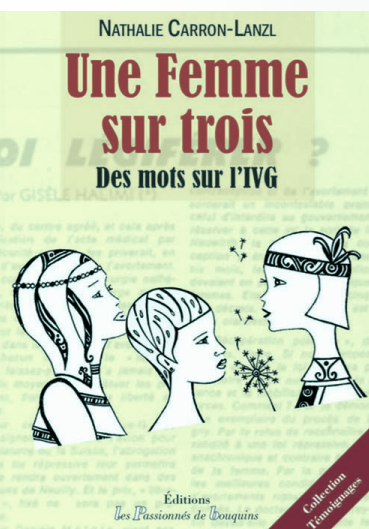
ACADEMY OF ORLÉANS–TOURS

ACADÉMIE D'ORLÉANS-TOURS
Liberté
Égalité
Fraternité

✉ ce.ia45@ac-orleans-tours.fr

📍 21 RUE SAINT–ETIENNE, 45043 ORLÉANS

🌐 https://www.ac-orleans-tours.fr/

IMMERSIVE TOUR

Tour	2 days	CREPS Bourges	Teachers, students, local	NDA	2025	public organisation

SUMMARY

As part of the Days of the Digital Educational Territory at the CREPS in Bourges, BavAR[t] presented an immersive journey, Des vies arc-en-ciel, aimed at teachers and local authorities. A new interactive educational approach.

KEY POINTS

- Icons
- Interactive learning experience
- Cultural rewards for participants
- gender diversity
- national education.

CONTEXT

Bourges, future European Capital of Culture 2028, is hosting a unique experiment combining education, culture and innovation. The project aims to integrate digital tools into educational and cultural practices. Rainbow Lives immerses visitors in captivating stories. Each character is revealed through immersive animations that encourage reflection on diversity and diversity.

SOLUTION

BavAR[t] transforms learning with augmented reality storytelling, combining animation and immersive storytelling. This engaging format encourages cultural discovery and the integration of digital technology into teaching.

History   **Education**   **Culture**   **School**   **Innovation**

OBJECTIVES

1 OFFERING AN EXPERIENCE
Combine augmented reality and storytelling to raise awareness of diversity in an immersive, educational experience.

2 ADOPTION OF DIGITAL TECHNOLOGY
Offer an interactive tool to teachers and communities to facilitate the adoption of digital technology for educational purposes.

3 ENCOURAGING CULTURAL THINKING
Awaken curiosity and discover inspiring paths through innovation.

RESULTS

INTERACTIVE CULTURAL MEDIATION
Students explore history in a different way thanks to augmented reality.

FUN AND ENGAGING APPROACH
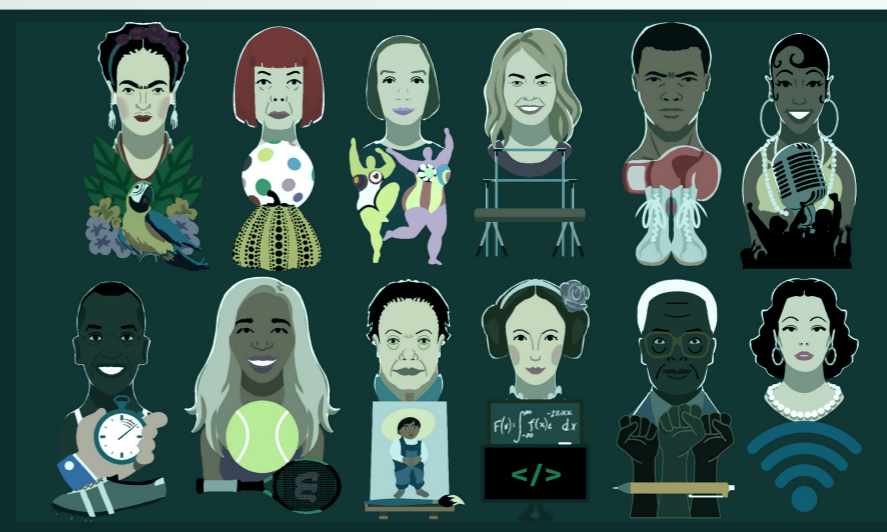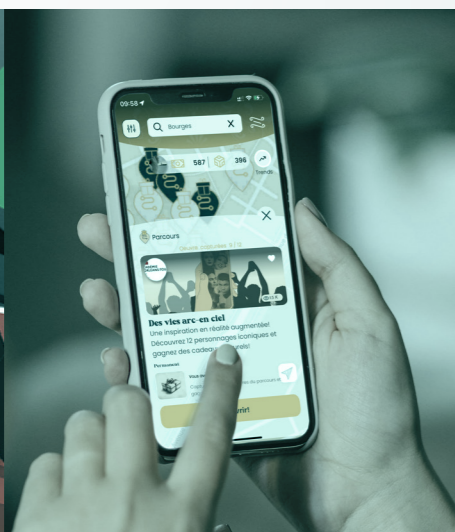Participants earn motivating rewards.

INTERACTIVE CULTURAL MEDIATION
Students explore history in a different way thanks to augmented reality.

CONCLUSION

Rainbow of Lives is an immersive experience combining heritage, digital technology and education. Supported by the Académie d'Orléans-Tours, this project engages teachers and pupils in a new form of interactive learning.

JEAN PIERO

Jean Piero

NC

PARIS

https://jpiero.com/

IMMERSIVE EXHIBITION

Exhibition ∞ Brittany Art lovers, families, young people NDA 2023 Company

SUMMARY

Jean Piero's Tronches de roche exhibition, inspired by the rocks of Penmarc'h, comes to life with BavAR[t]. Using augmented reality, visitors can discover imaginary people with sculpted faces, combining poetry and absurdity in an immersive, interactive adventure.

KEY POINTS

- Sculpture
- Experience
- Augmented reality
- Play
- Immersive
- Exhibition
- Art and technological innovation

Sculpture   Innovation

Exhibition   Outside   Culture

CONTEXT

The rugged coastline of Penmarc'h inspired Jean Piero to give shape to an imaginary people using raw materials such as coal, brick and plaster. With BavAR[t], the exhibition is a treasure hunt in a natural environment. Each sculpture reveals a story, enriching the experience with a new playful and immersive dimension. This project shows how technology is reinventing our relationship with art and heritage.

SOLUTION

BavAR[t] transforms the exhibition into an interactive adventure. The sculptures come to life through AR, offering visitors a unique sensory exploration and a rethink of cultural mediation for young and old alike.

OBJECTIVES

1 INTERACTIVE ARTISTIC IMMERSION
an interactive artistic immersion that explores Jean Piero's works from a new angle thanks to augmented reality.

2 BRINGING TRADITION AND INNOVATION TOGETHER
Combining sculpture and technology to enrich cultural outreach.

3 STIMULATING THE IMAGINATION
Transform the exhibition into an artistic treasure hunt that engages visitors.

RESULTS

A NEW FORM OF INTERACTION WITH ART
sculptures become living characters in AR

A FUN, ACCESSIBLE TRAIL
Augmented reality invites visitors to observe and interact in a new way.
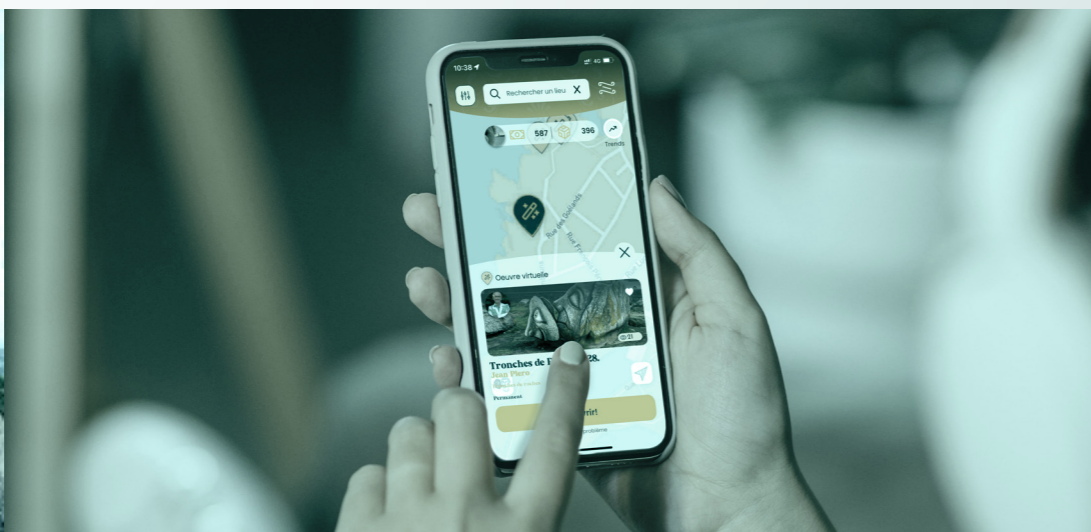
AN EXHIBITION REINVENTED WITH BAVAR[T]
An experience combining creativity, heritage and innovation.

CONCLUSION

Tronches de roche fuses art and technology to offer a whole new experience. Thanks to BavAR[t], the exhibition becomes an interactive immersion in which each sculpture tells its own story, enriching our perception of the world and our imagination.

FIRST LEGO LEAGUE

✉ benji.chatelin@gmail.com   📍 ACADEMIE ORLEANS TOURS   🌐 https://www.ac-orleans-tours.fr/first-lego-league-2eme-edition-124710

SUMMARY

BavAR[t] enhanced the First Lego League regional competition in Orléans by allowing participants to digitise their robots in 3D. An immersive experience combining education, innovation and creativity.

KEY POINTS

- 3D digitisation
- Augmented reality
- Interactive and immersive experiences
- Education
- Culture and innovation.

Innovation   **Culture**

CONTEXT

During the regional First Lego League competition, young engineers and robotics enthusiasts discovered a new way of showcasing their creations thanks to BavAR[t]. Using photogrammetry, their robot models were scanned in 3D and then integrated into our augmented reality application. This project explored how technological innovation can enrich educational and leisure experiences.

SOLUTION

BavAR[t] transforms robotics into an interactive experience. The young inventors visualise and share their creations in augmented reality, adding a new educational and entertaining dimension to the event.

Education   **School**   **Photogrammetry**

CREATIVE WORKSHOP

Photogrammetry | 1 day | Orléans Métropole | Young participants, educators, general public | NDA | 2024 | public organisation

OBJECTIVES

1 COMBINING TECHNOLOGY AND EDUCATION
Enabling young inventors to interact with their creations in augmented reality.

2 ENCOURAGING CREATIVITY AND INNOVATION
Offering a fun and educational framework for digital exploration.

3 SHOWCASING PARTICIPANTS' ACHIEVEMENTS
Adding a new dimension to the competition thanks to 3D and AR.

RESULTS

A UNIQUE AR IMMERSION
Young inventors visualize their robots in 3D in BavAR[t].

A POPULAR WORKSHOP
Interactive, fun learning around robotics and digital technology adopted by participants.

A PROJECT THAT INSPIRES
A synergy between education, culture and new technologies that inspires other initiatives.

CONCLUSION

The BavAR[t] x First Lego League event in Orléans showcases the potential of augmented reality in education. By digitising and animating their robots in 3D, the young creators immersed themselves in an innovative and immersive approach to robotics.

L'ART & LA CULTURE POUR TOUS

38 ÉQUIPES DU LOIRET ENGAGÉES DANS LA FIRST LÉGO LEAGUE DU 20 AU 23 FÉVRIER 2024

Explorez
le monde de l'art à côté de chez vous.

Suivant

animated robots!

Liberty, Fraternity, Equality

FESTIVAL SMART NOZ

Colloque International
Smart Noz
Lundi 18 mars

NC

FACULTÉ VICTOR SEGALEN –
JUSQU'AU CABARET VAUBAN – BREST

https://www.univ-brest.fr/
chaire-noz-breizh/fr/page/smart-noz

IMMERSIVE TOUR

| Tour | 1 week | Brest | Scientists, researchers, general public | NDA | 2023 | Public organisation |

SUMMARY

At the Smart Noz conference, BavAR[t] offered an augmented reality exploration of the nocturnal bestiary with MonstrAR. It's a scientific and artistic immersion in the subject of light sobriety and its impact on nocturnal biodiversity.

KEY POINTS

- Immersive exploration
- Biodiversity
- Awareness of the need to reduce light pollution
- A scientific and artistic approach
- University.

Ecology   Research   Innovation   University   Science

CONTEXT

As part of the Smart Noz conference in Brest, BavAR[t] collaborated with the Université de Bretagne Occidentale and U2042 to offer a unique immersive experience. Using the application, visitors explored a nocturnal bestiary in augmented reality, revealing the impact of artificial light on biodiversity. This interdisciplinary project opened up new avenues of research and raised public awareness of the ecological challenges of the night.

SOLUTION

MonstrAR, via BavartApp, offers an interactive display of nocturnal creatures affected by artificial light. A scientific and educational tool to raise awareness and enrich research.

OBJECTIVES

1 RAISING AWARENESS OF LIGHTING SOBRIETY
Demonstrating the impact of artificial light on nocturnal biodiversity.

2 EXPERIMENTING
Experiment with an innovative scientific tool and test augmented reality as a medium for research and mediation.

3 CREATING A CROSS-DISCIPLINARY APPROACH
Combining science, art and technology for an enriched discourse.

RESULTS

A UNIQUE IMMERSION EXPERIENCE
An interactive, immersive exploration of the bestiary affected by artificial light.

A POWERFUL AWARENESS-RAISING TOOL
Augmented reality used to support scientific discourse.

A BRIDGE BETWEEN RESEARCH AND INNOVATION
An approach that combines science and technology to enrich thinking.

CONCLUSION

With MonstrAR, BavAR[t] has demonstrated how augmented reality can be used for scientific research and to raise environmental awareness. This immersive experience opens up new interdisciplinary perspectives for understanding and protecting nocturnal biodiversity.

MINISTÈRE DES ARMÉES

MINISTÈRE DES ARMÉES
Liberté
Égalité
Fraternité

✉ NC 📍 NC 🌐 NC

IMMERSIVE TOUR

Quest | 2025 2026 | Historic sites in France | Young people, teachers, history buffs | NDA | 2025 2026 | Public organisation

SUMMARY

BavAR[t] won a project from the French Ministry of the Armed Forces for a memorial geocaching project, in collaboration with Le Carton Voyageur, to create immersive tours incorporating historical postcards and augmented reality reconstructions.

KEY POINTS

• Contests
• Ministry of Defence
• Memorial geocaching
• Augmented reality
• Educational and immersive experience

Heritage   **History**   **Innovation**   **Photogram-metry**   **Culture**

CONTEXT

As part of the 'Innovative digital services for remembrance tourism' competition, BavAR[t] and Le Carton Voyageur - musée de la carte postale have developed a remembrance geocaching project. Users will explore geolocated historic sites enhanced by old postcards and immersive augmented reality reconstructions. This project offers a new educational approach to understanding world conflicts and preserving our collective memory.

SOLUTION

The geolocated tours offer an interactive experience with archive documents and augmented reality reconstructions, bringing places of remembrance to life and making them accessible to younger generations.

OBJECTIVES

1 PRESERVING AND TRANSMITTING MEMORY
Give access to stories and archives to understand history.

2 IMMERSIVE EDUCATION
Use augmented reality to enrich learning in an interactive and immersive way.

3 STRENGTHENING SOCIAL COHESION
Creating links around the duty of remembrance and historical heritage.

RESULTS

INTERACTIVE MEMORY TRAILS
Experiences enhanced by postcards and historical re-enactments.

AN INNOVATIVE TEACHING TOOL
Integration into school workshops and the Culture Pass.

INSTITUTIONAL RECOGNITION
Awarded by the French Ministry of Defence and supported by the DMCA.

CONCLUSION

With Une mémoire d'éléphant, BavAR[t] is revolutionizing remembrance tourism by making history more accessible, immersive and educational. Thanks to augmented reality, we contribute to the transmission and preservation of heritage.
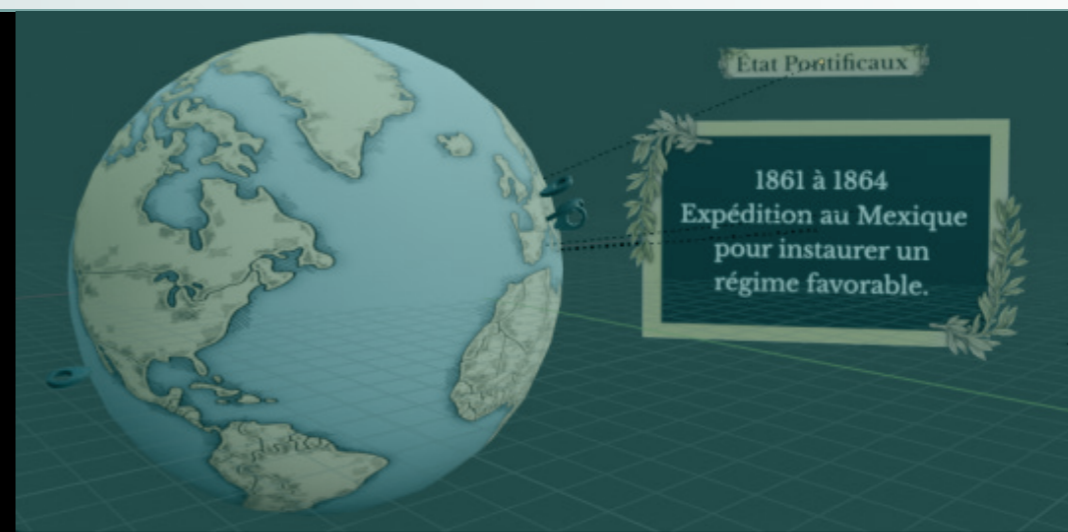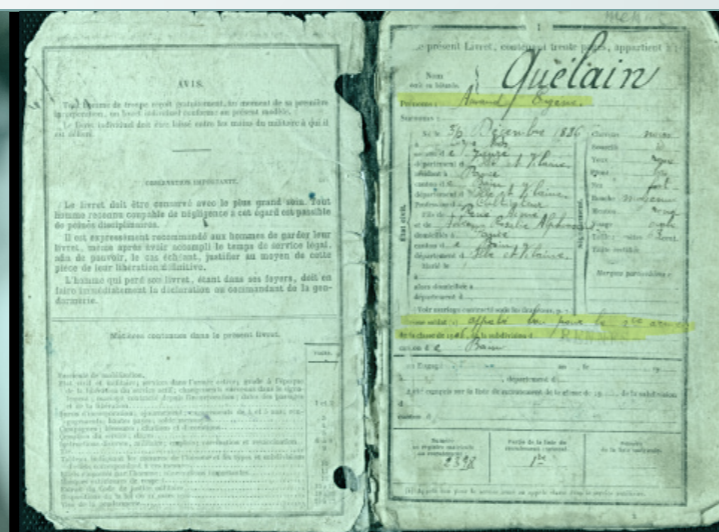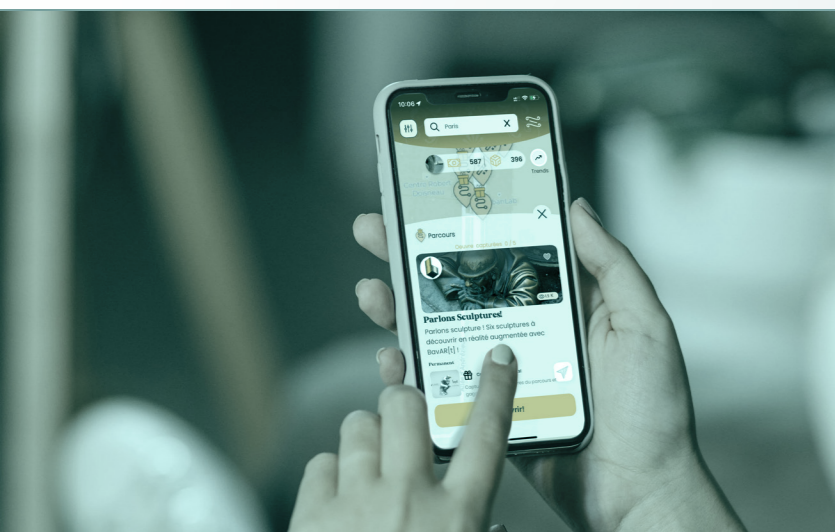
DRAC GRAND EST

DIRECTION RÉGIONALE des AFFAIRES CULTURELLES Grand Est

✉ pierre.vogler@culture.gouv.fr

📍 2 PL. DE LA RÉPUBLIQUE, 67000 STRASBOURG

🌐 https://www.culture.gouv.fr/regions/drac-grand-est

IMMERSIVE TOUR

Tour	20 Sept. to 6 Oct. 2024	Strasbourg et Eurométropole	General public, heritage and culture lovers	NDA	2024	public organisation & Ministry of Culture

SUMMARY

To mark the European Heritage Days 2024, BavAR[t] and the DRAC Grand Est have launched Archi Défi, an immersive quest through 14 cultural venues in Strasbourg. It's an interactive adventure combining tradition and innovation, with never-before-seen experiences.

KEY POINTS

- Cultural venues
- Interactive and immersive experiences
- Exclusive rewards for participants
- 3D animation
- Architecture

Culture   Heritage   Tour   Education   Iconography

CONTEXT

Archi Défi is an immersive experience proposed by BavAR[t] and the DRAC Grand Est for the 2024 European Heritage Days. From 20 September to 6 October, participants will explore 14 emblematic sites in Strasbourg and the Eurometropole, discovering anecdotes, new access points and interactive activities. Highlights include an origami transformation of the Palais du Rhin, revealing exclusive photographs of Strasbourg's architectural heritage.

SOLUTION

With the BavartApp, visitors can follow a geo-located route, capture digital beacons and access enriched content. The fastest visitors win exclusive tours and cultural gifts.

OBJECTIVES

1 PROMOTING CULTURAL HERITAGE
Offering a new way to discover Strasbourg's emblematic sites.

2 BLENDING TRADITION AND INNOVATION
Combine history and augmented reality for a unique immersion experience.

3 PROMOTING CULTURAL MEDIATION
Involve the public in an interactive quest.

RESULTS

AN IMMERSIVE JOURNEY THROUGH 14 LOCATIONS
Anecdotes, exclusive access and interactive animations.

AN INNOVATIVE CULTURAL EXPERIENCE
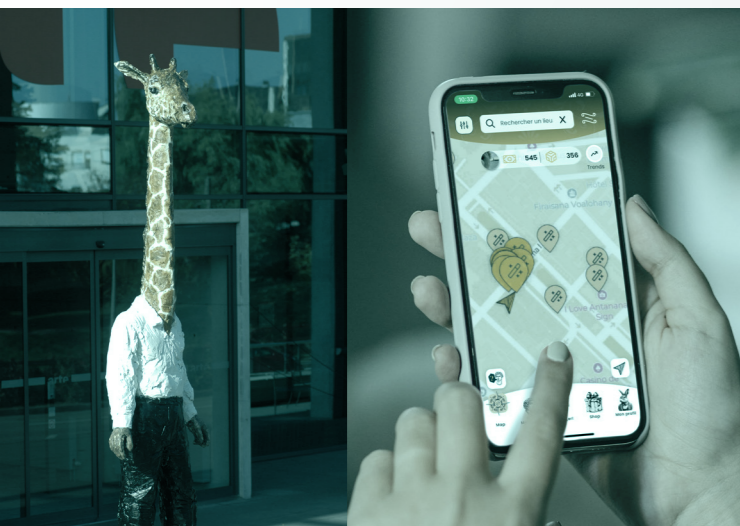Animated Origami of the Palais du Rhin and enriched content.

EXCLUSIVE REWARDS
VIP tours, shows and surprises for participants.

CONCLUSION

With Archi Défi, BavAR[t] and the DRAC Grand Est are turning the discovery of heritage into a fun, interactive adventure. It's a unique way to rediscover Strasbourg through an immersive cultural game.

FRENCH INSTITUTE OF MADAGASCAR

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Madagascar

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📍 14 Av. de L'Independance, Antananarivo, Madagascar

🌐 https://www.institutfrancais-madagascar.com/

MASTERCLASS

| Education | 4 days | Institut Français de Madagascar Antananarivo | Local designers, students and professionals | NDA | 2024 | public body and association |

SUMMARY

Immersion in Madagascar: an immersive masterclass to train Madagascan creators, students and professionals in immersive technologies and cultural mediation with BavAR[t]. Three days exploring photogrammetry, 3D and augmented reality.

KEY POINTS

• Training in photogrammetry and 3D
• Autonomous content creation
• Augmented reality
• Heritage enhancement and culture.

Inheritance Photogrammetry

CONTEXT

At the Institut Français de Madagascar, BavAR[t] hosted a three-day masterclass to share its expertise in augmented reality and cultural mediation. The aim? To empower participants by providing them with the technical skills and tools they need to enhance their heritage. A meeting between tradition and innovation to help new local digital narratives emerge.

SOLUTION

BavAR[t] and the Institut Français de Madagascar offered a long learning experience designed to create local synergies around augmented reality. This masterclass enabled participants to enhance their heritage in an autonomous and innovative way.

Culture **Innovation** **Heritage**

OBJECTIVES

1 STRENGTHENING LOCAL SKILLS
Train designers in the use of immersive AR and photogrammetry tools.

2 ENCOURAGING A CULTURAL NARRATIVE
Develop independent local mediation projects.

3 CREATE A NETWORK OF PROFESSIONALS
Promoting exchange and collaboration between XR professionals in Madagascar

RESULTS

PARTICIPANTS TRAINED
Mastery of photogrammetry and AR tools.

FUTURE CULTURAL MEDIATION PROJECTS
Several storytelling and scriptwriting projects on Madagascar's heritage are in development.

STRENGTHENING LOCAL AUTONOMY
Creation of independent, long-lasting content.

CONCLUSION

With this immersive masterclass, BavAR[t] and the Institut Français de Madagascar are creating a strong local dynamic in augmented reality and cultural mediation. It's a course that opens the way to innovative ways of promoting our heritage.

Explorez
le monde de l'Art à côté de chez vous.

Partez à la recherche des œuvres du monde de l'art et la culture à découvrir ou redécouvrir en réalité augmentée.

Suivant

BavAR[t]
LE MUSÉE HORS DES MURS

Augmented reality & heritage

Liberty, Fraternity, Equality

AUDENCIA

✉ mabadgrebert@audencia.com

📍 8 RTE DE LA JONELIÈRE, 44300 NANTES

🌐 https://www.audencia.com/

Mentored project	4 months	Audencia, Nantes	Students	NDA	2025	public organisation

SUMMARY

As part of a tutorial project with Audencia, BavAR[t] helped a group of 7 students to think strategically about the management and integration of works of art in an automated database.

KEY POINTS

• Structuring a database of works
• Legal issues
• Prototyping an automated solution
• University

Research   **Innovation**   **Culture**   **Business**   **University**

CONTEXT

Databases of works of art are essential for enhancing digital heritage. BavAR[t] and Audencia have worked together to create an automated model that meets intellectual property requirements and facilitates the integration of works into the application. The project gave the students the opportunity to work on a real-life problem, combining expertise in data management, law and technological innovation.

SOLUTION

Under the guidance of the BavAR[t] team, the students developed an automated database model for integrating works into the application. This solution incorporates an ethical and legal approach, guaranteeing responsible management of cultural content.

OBJECTIVES

1 AUTOMATE STRUCTURING
Develop a model for effectively classifying and organizing works of art.

2 DEVELOPING AN APPROPRIATE LEGAL FRAMEWORK
Integrate intellectual property principles and define rules for the ethical use of cultural content

3 INTEGRATING THE SOLUTION
Create a functional prototype and test automation for future implementation in the application.

RÉSULTAT

A STRUCTURED DATABASE MODEL
Design of an architecture for efficient organization of works and management of metadata.

RECOMMENDATIONS FOR RIGHTS MANAGEMENT
100 users a day thanks to walks deployed in selected locations.

PROJECT PRESENTATION DURING THE DEFENSE
Defending the project in front of an academic and professional jury, validating the relevance of the proposed solution.

CONCLUSION

This project allowed the students to apply their skills to a concrete issue, combining management, law and innovation. The issues raised by BavAR[t] made it easier for the students to think and acquire working methods.
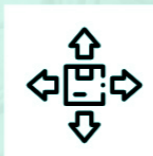
Droit moral

En France

perpétuel, inaliénable et imprescriptible

Droit de paternité	Droit de divulgation	Respect de l'intégrité de l'oeuvre	Droit de retrait/retractation

Source Legifrance...:

British Museum - Londres
Victoria and Albert Museum (V&A) - Londres
Science Museum - Londres
Fitzwilliam Museum - Cambridge
Yorkshire Sculpture Park – Yorkshire
Museum of London

Tate Britain et Tate Modern - Londres
Natural History Museum – Londres
Ashmolean Museum - Oxford

Explorez
le monde de l'art à côté de chez vous.

Partez à la recherche des oeuvres du monde de l'art et la culture à découvrir et redécouvrir en réalité augmenté

Suivant

FACETTES FESTIVAL

✉ clemence@festivalfacettes.com

📍 150 AVENUE PARMENTIER 75011 PARIS

🌐 https://www.facettesfestival.com/

IMMERSIVE TOUR

Tour	2 days	Paris, quays of the Seine	15–30 years old	NDA	2022	Non profit

SUMMARY

As part of the Facette Festival, which deals with mental health, BavAR[t] proposed an interactive cultural quest to raise young people's awareness of culture. Ten classic works were scattered around the festival site and beyond, offering participants a fun and immersive experience.

KEY POINTS

• Immersive ques
• Art
• Paris
• Rewards for committed participants
• Museum outside the walls
• Festival, general public

Tours   **Artworks**   **Innovation**   **Culture**   **Healthcare**

CONTEXT

The Facette Festival is an event dedicated to raising awareness of mental health issues among 15-30 year-olds. Through conferences, workshops and performances, it aims to break down taboos and promote a positive outlook on this theme. BavAR[t] teamed up with the Paris edition of the festival to offer an engaging and cultural activity: a digital quest where participants had to capture ten iconic works.

SOLUTION

BavAR[t] designed an interactive quest in augmented reality that allowed festival-goers to discover ten emblematic works of art. By exploring the quays of the Seine and the festival site, participants were able to immerse themselves in a unique cultural experience and win prizes.

OBJECTIVES

1 RAISING AWARENESS
To create an engaging experience where art becomes a lever for promoting young people's mental well-being.

2 MAKING ART ACCESSIBLE
Offer an interactive quest that allows festival-goers to appropriate the artistic heritage in an innovative way.

3 ENCOURAGING PARTICIPATION
Motivate participants with challenges and rewards, encouraging engagement and cultural discovery

RESULTS

HIGH TURNOUT FOR THE COLLECTION
A strong commitment from festival-goers, proving the public's interest in an interactive approach to culture.

UNE SENSIBILISATION ACCRUE
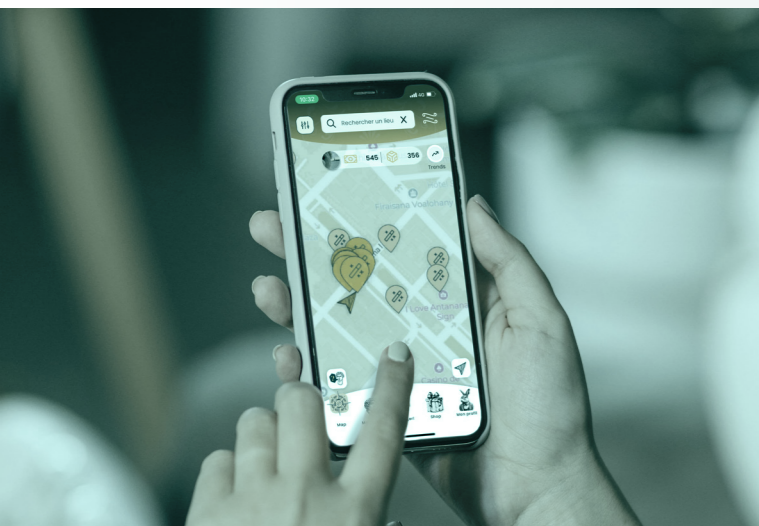An open dialogue on mental well-being through the discovery of iconic works of art.

A SUCCESSFUL COLLABORATION
A project that illustrates the potential of digital experiences to enrich cultural and social events.
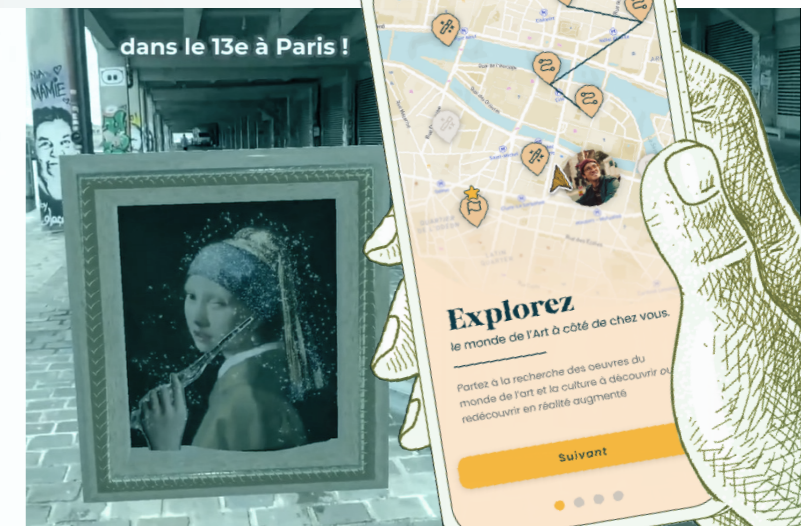
CONCLUSION

The integration of Cultural Quest at Facette Festival proved that art and technology can be powerful tools for raising awareness about mental health. The interactive experience engaged the audience in a fun and memorable way.

dans le 13e à Paris !

BavAR[t] x Facettes Festival

Explorez
le monde de l'Art à côté de chez vous.

PARIS BASKET 18

liam@pbl8.fr

15 PASS. RAMEY, 75018 PARIS

https://pbl8.fr/

CREATIVE WORKSHOP

| Artistic and digital workshops | 3 workshops of 2 hours + 1 month exhibition | Paris Basket 18 & Parc Jeanne Vialle | Secondary school, family | NDA | 2023 | Non profit |

SUMMARY

BavAR[t] designed a creative workshop for schoolgirl basketball players from Paris Basket 18, combining art and digital technology. They discovered classic works of art, reproduced and digitised them, then integrated their creations into BavAR[t]. An immersive exhibition was organised in the Parc Jeanne Vialle.

KEY POINTS

• Creative workshops combining art and digital technology
• discovery and reproduction of classic works
• immersive outdoor exhibition.

SCHOOL **Innovation**

CONTEXT

Paris Basket 18 is a sports association committed to the inclusion of young girls through sport. BavAR[t] worked with them to offer an art workshop to female basketball players during their study time. The aim was to introduce them to art, creativity and new technologies, by combining the reproduction of classic works with digitisation using photogrammetry.

SOLUTION

BavAR[t] ran three creative workshops in which the schoolgirls explored the history of art, reproduced works and learned about digitisation. The project culminated in an augmented reality exhibition that could be viewed for a month.

History **Sport** **Tour**

OBJECTIVES

1 RAISING AWARENESS
Enable participants to discover artistic works and experiment with innovative technological tools.

2 DEVELOPING SKILLS
Encourage creative and artistic expression through the reproduction and digitization of classic works.

3 ENHANCE
Offer an immersive outdoor exhibition, sharing the young participants' creations with the public.

RESULTS

AN EDUCATIONAL AND ARTISTIC EXPERIENCE
Participants learned about art and photogrammetry through hands-on workshops.

AN INNOVATIVE DIGITAL EXHIBITION
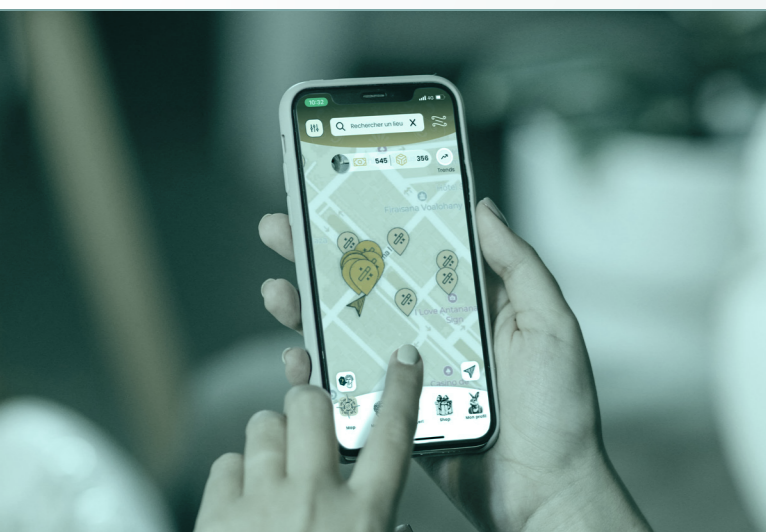Their creations were geolocated in a park, making art accessible to all in augmented reality.

A STRONGER COMMITMENT FROM YOUNG PEOPLE
The project boosted the motivation and pride of the participants by enhancing the value of their work.

CONCLUSION

These workshops showed how to combine sport, art and digital technology to enrich young people's education. The immersive exhibition gave unique visibility to the creations, reinforcing the impact of this inclusive and innovative project.

BavAR[t]
LE MUSÉE HORS DES MURS

Creative workshop

Supporting young people in their dual academic and sporting projects

LE SHAKIRAIL

LE SHAKIRAIL
LIEU CULTUREL ET SOLIDAIRE

✉ shakirail@curry-vavart.com

📍 2 RUE RIQUET, 75018 PARIS

🌐 https://shakirail.curry-vavart.com/

IMMERSIVE TOUR

| Tour | 3 weeks | Paris 18th, around the Shakirail | Local residents, families, children | NDA | 2022 | Non profit |

SUMMARY

BavAR[t] worked with the Shakirail to create a trail enabling residents of the 18th arrondissement to discover the works and creations of the venue's resident artists. The trail was available throughout the borough.

KEY POINTS

• Digitisation of artwork produced by resident artists
• Interactive trail
• Experience accessible to all
• Photogrammetry
• Open house
• Festival

Photogram-metry   **Sculpture**

CONTEXT

The Shakirail is a cultural and community centre located on a disused SNCF site. It offers accessible workspaces for artists, craftspeople and associations. With the Fabrique de Territoire label, it supports emerging creativity and fosters social links. BavAR[t] offered an augmented reality tour incorporating sculptures and digitised artistic creations by the residents. This feature enhanced the Shakirail open days.

SOLUTION

Using photogrammetry, BavAR[t] integrated works from the Shakirail into an interactive digital trail. For three weeks, local residents were able to explore the local creations through an innovative and fun experience.

Festival   **Artist**   **Innovation**

OBJECTIVES

1 PROMOTING RESIDENT ARTISTS
Showcase the Shakirail's creations interactively via augmented reality.

2 ENCOURAGING ACCESS TO ART
Offer local residents, and children in particular, a fun and accessible immersion in the world of art.

3 REVITALIZE
Create an original event during the Shikarail open house to broaden the scope of the event and attract a new audience.

RESULTS

A RICHER CULTURAL EXPERIENCE
Inhabitants explored the works in a new format, encouraging artistic awakening.

AN ATTRACTIVE, INTERACTIVE TOUR
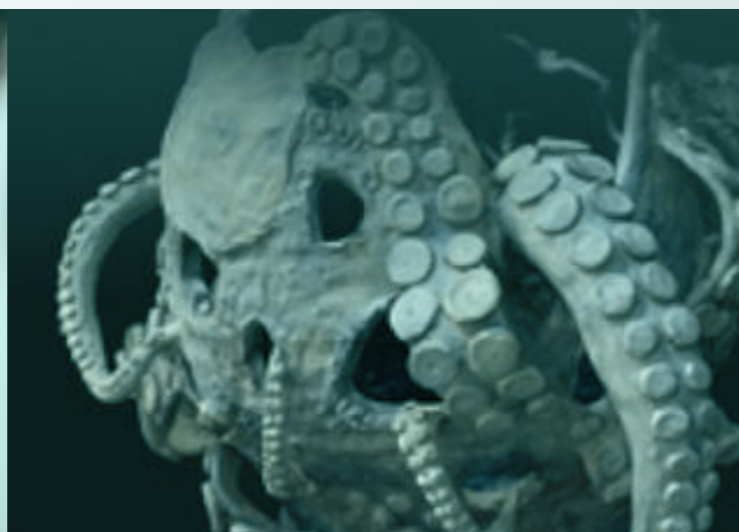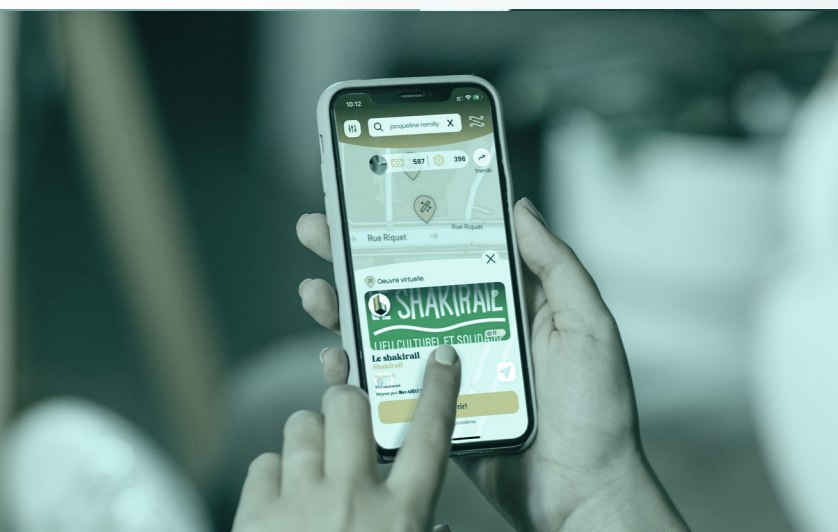Gamification has encouraged participation and strengthened public commitment.

A LASTING PARTNERSHIP
A successful first initiative paving the way for future projects with the venue.

CONCLUSION

The augmented reality trail at the Shakirail demonstrated how technology can enhance cultural mediation and access to art. The project enabled local residents to immerse themselves in the creative world of local artists.

CENTQUATRE & L'ENSAD

CENT QUATRE #104 PARIS

✉ s.khiter@104.fr 📍 5 RUE CURIAL, 75019 PARIS 🌐 https://www.104.fr/

IMMERSIVE TOUR

| Creative workshops | 4 months | Le Centquatre, Paris | Students | NDA | 2022 | Public organisation |

SUMMARY

BavAR[t] has collaborated with Centquatre and ENSAD on a project combining digital technology, architecture and urban planning. Ten innovative pieces of street furniture were designed by students, then modelled and integrated into BavAR[t] for an immersive experience.

KEY POINTS

• Creating innovative street furniture
• experimenting with augmented reality
• immersive in situ rendering
• architecture

Architecture   Innovation

CONTEXT

ENSAD and Le Centquatre have carried out an experimental project on the street furniture of tomorrow. The students designed structures adapted to modern cities, integrating innovation and ecology. BavAR[t] enabled these structures to be rendered in augmented reality, testing their urban integration without production costs. Le Centquatre, with its open spaces, provided the ideal testing ground.

SOLUTION

Ten pieces of street furniture were designed by the students, then modelled and geolocated using BavAR[t]. This approach enabled the prototypes to be visualised in a real context and their impact to be assessed without the need for physical production.

Ecology   Modelling   School

OBJECTIVES

1 EXPERIMENTING WITH TOMORROW'S URBAN PLANNING
Create innovative street furniture and test its integration in the city using augmented reality.

2 INTEGRATING DIGITAL TECHNOLOGY INTO ARCHITECTURE
Use BavAR[t] to visualize students' concepts in urban space prior to their physical production.

3 RAISING AWARENESS OF THE SUSTAINABLE
Propose ecological and functional designs for urban spaces adapted to today's challenges.

RESULTS

IMMERSIVE AND INNOVATIVE
The students were able to visualize their creations in real size and simulate their urban impact.

A LOW-COST EXPERIMENT
Augmented reality made it possible to test the furniture without investing in production.

COMMUNICATION
Urban Lab and Paris City Council supported this initiative to rethink the design of public spaces.

CONCLUSION

This project demonstrated the potential of augmented reality for testing architectural concepts before they are manufactured. The experience enabled the students to innovate while raising awareness of sustainable cities and urban design.

3 TYPES DE FIXATIONS
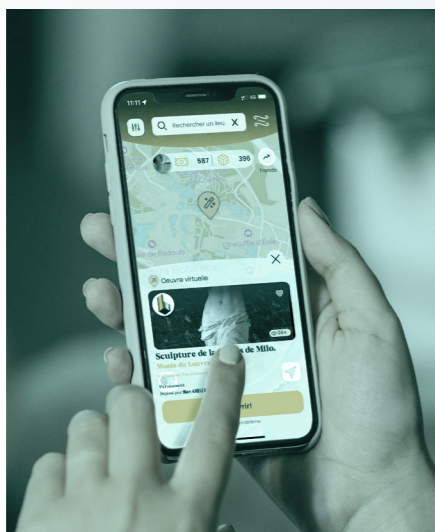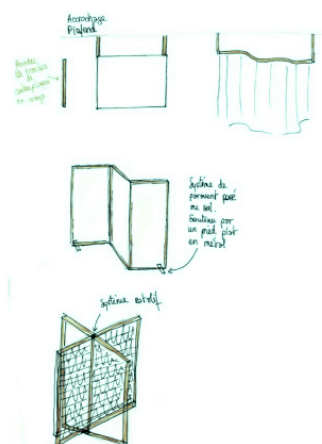
École nationale supérieure des Arts Décoratifs

CENT QUATRE #104 PARIS

école des arts décoratifs paris

Explorez
le monde de l'art à côté de chez vous.

CODEX URBANUS

Codex Urbanus

✉ codex@codexurbanus.com 📍 PARIS 🌐 https://www.codexurbanus.com/en/

IMMERSIVE EXHIBITION

Outdoor exhibition	1 month	Paris 18e, Nuit Blanche	General public, street art enthusiasts	NDA	2023	Freelance

SUMMARY

An immersive and playful exhibition by the artist Codex Urbanus, during the 'Nuit Blanche' festival. Local residents and passers-by were able to discover the original works that inspired the murals.

KEY POINTS

- Augmented reality street art exhibition
- Discovery
- Inspirations
- Immersive journey
- Nuit Blanche festival
- Paintings.

Iconography **Street Art**

CONTEXT

For Nuit Blanche 2023, BavAR[t] worked with Codex Urbanus and the Bibliothèque Robert Sabatier to reveal the inspirations behind the street art scattered around rue Marcadet and rue Ramey. Visitors could see the original work in augmented reality. This interactive trail, accessible for a month, allowed visitors to rediscover the faces of illustrious women from the Muses Museum and explore the artistic universe of Codex Urbanus.

SOLUTION

The Codex Urbanus artworks were enhanced by augmented reality. Passers-by could reveal the inspiration behind each fresco, then win gifts to be collected at the Robert Sabatier library.

Innovation **Culture** **Library**

OBJECTIVES

1 ENHANCING THE STREET ART EXPERIENCE
Offer a new reading of the Codex Urbanus frescoes by revealing their inspirations via augmented reality.

2 PROMOTING FORGOTTEN ARTISTS
Highlight the women artists of the Musée Muses and tell their stories through an urban itinerary.

3 ENGAGING THE AUDIENCE
Encourage exploration by linking culture and the digital world, with an award-winning library hunt.

RESULTS

AN INTERACTIVE ART TRAIL
Visitors rediscovered the frescoes with a new dimension thanks to BavAR[t].

A SHOWCASE FOR WOMEN'S HERITAGE
The works revealed the faces and stories of often little-known women artists.

A DYNAMIC CULTURAL COMMITMENT
The experience encouraged the discovery of street art and rewarded participants with gifts.

CONCLUSION

This immersive exhibition enhanced the street art experience by incorporating augmented reality. The project brought together heritage, digital technology and citizen participation, offering a fresh take on urban art.

An artistic bestiary

Night after night
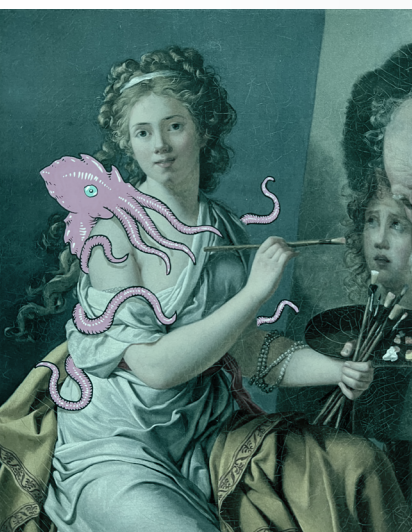
CHARLES DE FOUCAULD MIDDLE SCHOOL

✉ flavie.makosza@cdf45.fr

📍 Ensemble scolaire Charles de Foucauld, Meung-sur-Loire

🌐 https://www.cdf45.fr/

CREATIVE WORKSHOPS

Creative workshops	4 months	Collège Charles de Foucauld & Château de Meung-sur-Loire	Students, families, general public	NDA	2025	Public organisation

SUMMARY

The equivalent of 7th Grade (USA) or Year 8 (UK) pupils wrote a fantastic adventure and illustrated their book. BavAR[t] transformed it into an immersive augmented reality exhibition, where each scene comes to life using a technique akin to a diorama.

KEY POINTS

• Augmented reality animated book
• Educational and artistic project
• Historical heritage, school

CONTEXT

This project combines literary, artistic and digital creation. After visiting the château of Meung-sur-Loire and carrying out historical research, the pupils wrote a fantastic story and drew its scenes. BavAR[t] designed an immersive 3D experience, where visitors discover an animation of the book while listening to the recorded story.

SOLUTION

BavAR[t] has created an immersive work by superimposing successive shots to bring the book to life, a technique similar to a diorama. The interactive exhibition allows visitors to see and listen to the story painted and written by the schoolchildren.

Litterature   **Innovation**   **Painting**   **Exhibition**   **Culture**

OBJECTIVES

1 COMBINING HERITAGE AND DIGITAL TECHNOLOGY
Discover the history of the château through an educational project combining literature, illustration and augmented reality.

2 STIMULATING STUDENTS' CREATIVITY
Encourage students' imagination by allowing them to create an illustrated adventure and see it come to life in 3D.

3 PROMOTING IMMERSIVE LEARNING
Propose a new approach to teaching where history is discovered through listening and augmented reality animation.

RESULTS

AN ANIMATED BOOK IN AUGMENTED REALITY
The illustrations come to life with BavAR[t], enriching the story with immersive staging.

AN INNOVATIVE EDUCATIONAL EXPERIENCE
Students explored the castle, created a story and took part in every stage of the project.

PROMOTING LOCAL HERITAGE
The final work allows us to rediscover the history and architecture of the château de Meung-sur-Loire.

CONCLUSION

This project illustrates the power of digital technology in education. Thanks to BavAR[t], students have transformed their creativity into a unique immersive experience, combining history, art and technology for all ages.
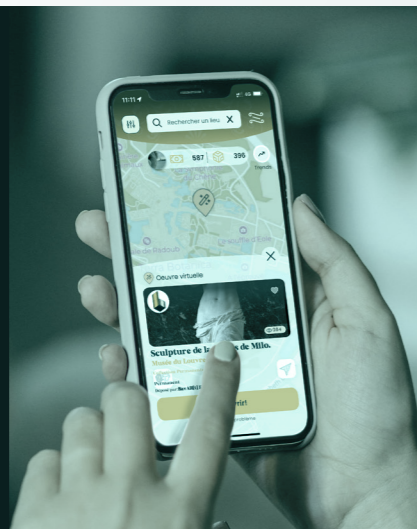
RÉGION CENTRE VAL DE LOIRE
UN ÉVÈNEMENT
HUMAIN & TECH

GUILD STUDIO

✉ robin.buisson@guild-studio.com
📍 12 RUE MAURICE JOURDAIN, 45400 FLEURY LES AUBRAIS
🌐 https://guild-studio.com/index.php/en/front-page-english/

PROMOTIONAL TOUR

Promotion | **20 days** | **54 cities in France and overseas** | **Gamers, retro-gaming enthusiasts and the general public** | **NDA** | **2023** | **Company**

SUMMARY

BavAR[t] and Guild Studio are launching an augmented reality hunt to celebrate the release of Shadow of The Guild. More than 54 cities are hosting this interactive event, where players capture rare artwork from the game to win exclusive rewards.

KEY POINTS

• Augmented reality treasure hunt
• Exclusive rewards
• Discovery of the game before its release
• Players and creation of a community

Iconography **Quest** **Digital** **International** **Games**

CONTEXT

To promote Shadow of The Guild, Guild Studio and BavAR[t] have created an immersive pre-release experience. Inspired by the books The Guild of Rain Merchants, this retro action-adventure game comes to life in augmented reality during a quest that takes place in city centres and near iconic monuments.

SOLUTION

Thanks to BavAR[t], Shadow of The Guild is now interactive in the real world. Players download the app, capture illustrations and exchange their points for prizes: collector's boxes, game keys, posters and books.

OBJECTIVES

1 PROMOTING
To create an interactive experience enabling players to discover the world of Shadow of The Guild before its official release.

2 STIMULATING URBAN EXPLORATION
Encourage the public to explore their city in search of hidden iconography, for a fun, cultural immersion experience.

3 REWARDING THE COMMUNITY
Offer exclusive gifts to the fastest participants: game keys, posters, collector's boxes and books.

RESULTS

AN INTERACTIVE AR HUNT
A collection of rare iconography for fans and enthusiasts of video games.

AN UNPRECEDENTED NATIONAL EVENT
54 cities are hosting the experiment, from major metropolises to the French overseas territories.

PRE-RELEASE IMMERSION
The world of Shadow of The Guild comes to life ahead of the game's official launch.

CONCLUSION

With this quest, Guild Studio and BavAR[t] are transforming the discovery of a video game universe into an immersive experience.
A unique interactive adventure that combines exploration, technology and a passion for gaming.
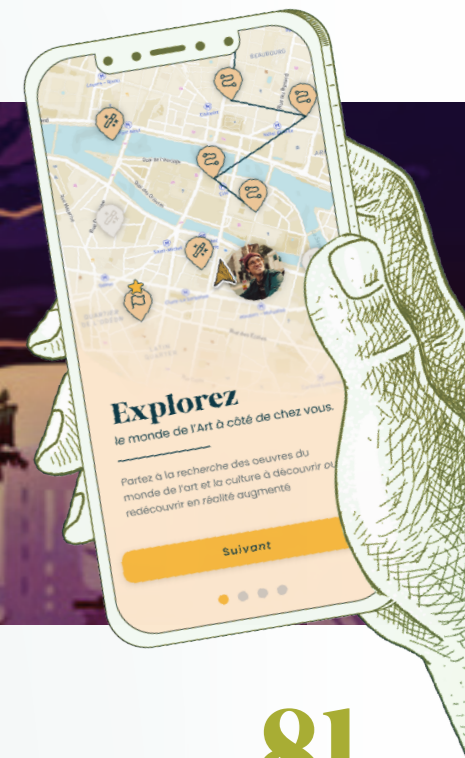
POUTYLT PRIMARY SCHOOLS

olivet.fr

✉ ecm-poutyl-olivet@ac-orleans-tours.fr

📍 282 RUE DU GÉNÉRAL DE GAULLE, 45160 OLIVET

🌐 https://www.olivet.fr/fr/contentpage/4699

MASTERCLASS

| Masterclass | 1 half-day | Poutyl primary schools | Primary school pupils | NDA | 2024 | Public body |

SUMMARY

A masterclass in 3D and augmented reality for pupils at Le Poutyl school. The event provided an opportunity to discover the possibilities of digital technology and explore how augmented reality can make art more accessible.

KEY POINTS

- An introduction to 3D and augmented reality
- Digital accessibility to art
- Interactive exploration in the classroom.

CONTEXT

As part of their project on the accessibility of art via 3D and 3D printing, the pupils at Le Poutyl explored modelling and the options offered by BavAR[t]. We came in to enrich this approach by presenting the application. Through a demonstration and discussion, the pupils discovered how technology can transform the artistic and cultural experience.

SOLUTION

BavAR[t] presented its application and its uses in schools. The presentation covered 3D modelling, 3D scanning and augmented reality, showing how these tools can be used to bring art into schools in an interactive and accessible way.

Masterclass   **Culture**   **Modeling**   **Innovation**   **School**

OBJECTIVES

1 INTRODUCE STUDENTS TO 3D
Introduce them to the basics of 3D modelling and scanning to enhance their project on the accessibility of art.

2 EXPLORING AUGMENTED REALITY
Show how geolocation and augmented reality can be used to bring art into the school in an interactive way.

3 RAISING AWARENESS OF ACCESSIBILITY
Discussing ways of making art more inclusive through new technologies, particularly for blind people.

RESULTS

AN IMMERSIVE DEMONSTRATION
Students were given a hands-on experience of 3D and augmented reality in the classroom.

REFLECTING ON ACCESSIBILITY
The exchange of ideas has given them much food for thought.

A FUN AND EDUCATIONAL APPROACH
The intervention stimulated their creativity and their understanding of digital tools.

CONCLUSION

Thanks to BavAR[t], students at Le Poutyl have discovered how 3D and augmented reality can enhance their projects and transform access to art. A stimulating introduction to the intersection of digital technology and culture!

BavAR[t]
LE MUSÉE HORS DES MURS

3D and educational games

Liberty, Fraternity, Equality
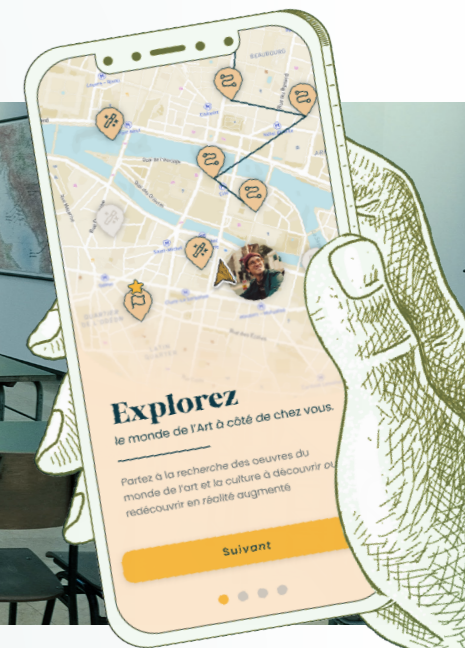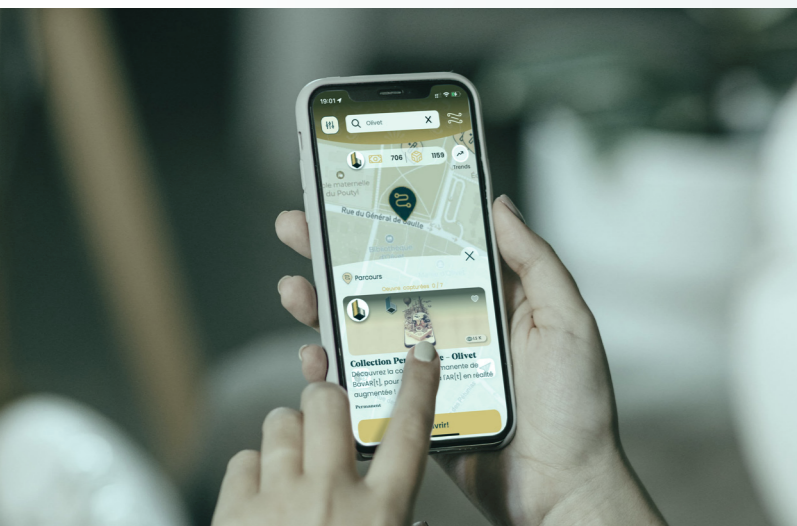
SIERRA PROD & HAWAF

✉ hawaf.studio@gmail.com

📍 FONDATION CAMARGO
1 AVENUE MAURICE JERMINI
13260 CASSIS – FRANCE

🌐 https://camargofoundation.org/fr/hawaf-collective

CREATIVE WORKSHOPS

Artistic and digital workshop | 2 weeks | Villa Radet, Paris | Children aged 8-12 | NDA | 2023 | Non profit

SUMMARY

At the Villa Radet, BavAR[t] accompanied children in an artistic and digital workshop. After creating and digitising their works, they were integrated into augmented reality and geolocated for a fun way to show them off in Montmartre.

KEY POINTS

• Artistic creation in primary school
• Introduction to 3D digitisation
• Augmented reality exhibition
• Creative workshop

CONTEXT

Over two weeks, children aged 8 to 12 took part in an artistic workshop in collaboration with the Sierra Prod association (Paris) and the Hawaf collective (Palestine). The aim was to create artistic works and to create their digital twin. The project enabled the youngsters to discover the process of digitisation and experiment with augmented reality in an emblematic setting.

SOLUTION

The children were introduced to digital tools to give a new dimension to their creations. Their works, integrated into BavAR[t], were geolocated and exhibited in the gardens of Villa Radet.

Painting   **Exhibition**   **Innovation**   **Culture**   **Photogram-metry**

OBJECTIVES

1 CREATING AND DIGITISING WORKS
Introducing children to the process of creating and digitising art using innovative tools.

2 EXPERIENCING AUGMENTED REALITY
Exhibiting works in a new immersive and interactive form thanks to BavAR[t].

3 PROMOTING ARTISTIC EXPRESSION
Offering young people a space to express themselves and share their creations in an inspiring setting.

RESULTS

AN ORIGINAL DIGITAL EXHIBITION
The children discovered their works in AR in the gardens of Villa Radet.

AN ARTISTIC AND TECHNOLOGICAL EXPERIENCE
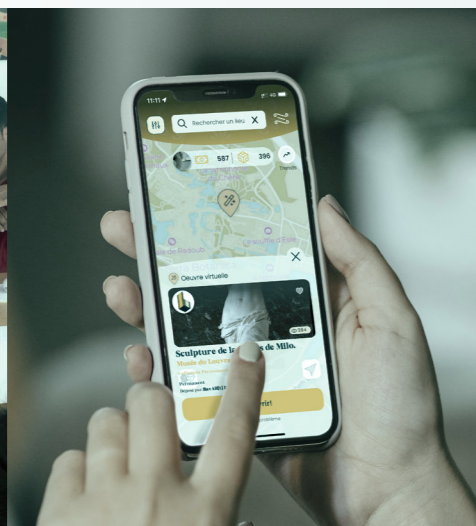The workshop combined creative expression and digital learning.

CULTURAL OPENNESS
The project has encouraged exchanges between young designers and partner associations.

CONCLUSION

This project at Villa Radet enabled the children to transform their works into immersive experiences. Thanks to augmented reality, their art has taken on a new dimension, accessible to all, in an exceptional heritage setting.

CHALLENGE NUMÉRIQUE

LYCÉE DES MÉTIERS
LE PARACLET
QUIMPER

NC

35 AV. DES GLÉNAN, 29000 QUIMPER

https://www.leparaclet.org

MASTERCLASS

Student competition	48 h.	Quimper, Finistère	Students	NDA	2023	Public organisation

SUMMARY

At the Villa Radet, BavAR[t] accompanied children in an artistic and digital workshop. After creating and digitising their works, they were integrated into augmented reality and geolocated for a fun way to show them off in Montmartre.

CONTEXT

Over two weeks, children aged 8 to 12 took part in an artistic workshop in collaboration with the Sierra Prod association (Paris) and the Hawaf collective (Palestine). The aim was to create artistic works and to create their digital twin. The project enabled the youngsters to discover the process of digitisation and experiment with augmented reality in an emblematic setting.

OBJECTIVES

1 LEARNING
Helping students create an innovative digital solution to promote Quimper's heritage.

2 KNOWLEDGE SHARING
enriching cultural and heritage transmission.

3 SKILLS ACQUISITION
Development of skills in project management, creativity and oral presentation before a professional jury.

RESULTS

CREATIVE SOLUTIONS
showcasing interactive tools to promote local heritage.

CULTURAL MEDIATION
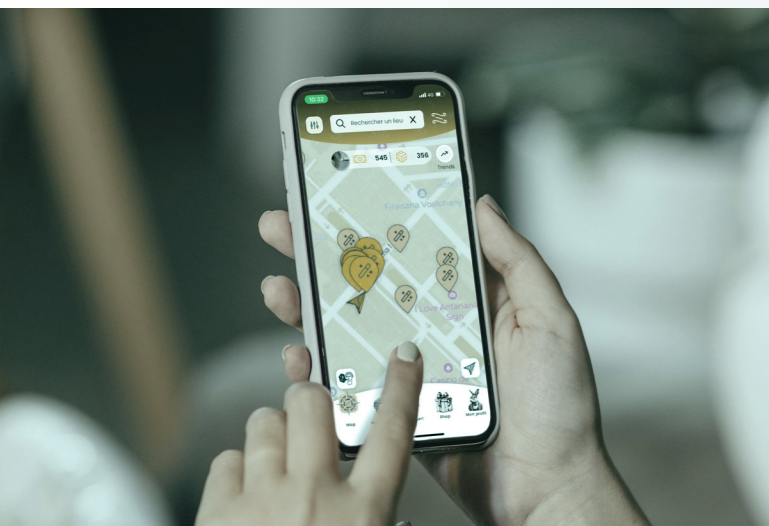Acquiring the skills needed to launch cultural projects

OBSERVATION AND EVALUATION
The projects submitted were evaluated by a panel of heritage and digital professionals.

KEY POINTS

• Artistic creation in primary school
• Introduction to 3D digitisation
• Augmented reality exhibition
• Creative workshop

SOLUTION

The children were introduced to digital tools to give a new dimension to their creations. Their works, integrated into BavAR[t], were geolocated and exhibited in the gardens of Villa Radet.

CONCLUSION

This year's Digital Challenge gave students the opportunity to develop the skills they need to move forward in the professional world of culture, while exploring the potential of digital technology to enhance our heritage.

Heritage   Innovation   University   Culture   Competitions

COLLÈGE DU PORZOU & LYCÉE PIERRE-GUÉGUIN

ACADÉMIE DE RENNES
Liberté
Égalité
Fraternité

NC

1 Cr Charlemagne, 29900 Concarneau

https://www.college-leporzou-concarneau.ac-rennes.fr/

MASTERCLASS

| Masterclass | 1 day | Concarneau, Finistère | Secondary school students | NDA | 2024 | Public organisation |

SUMMARY

As part of gender equality week, BavAR[t] presented its digital solution and inspired pupils through the story of its co-founder. The aim was to raise awareness of stereotypes and promote the digital professions.

KEY POINTS

• An educational event combining awareness of stereotypes
• sharing of professional experience and presentation of the digital professions.

CONTEXT

Three schools organised activities around gender equality: Escape Game, podcasts, readings, mixed sports activities and posters on digital careers. BavAR[t] shared its expertise and commitment to diversity in the digital sector. The week was also marked by the award of the national 'Égalité filles-garçons' (Equality between girls and boys) label, recognising schools' initiatives to combat stereotypes.

SOLUTION

BavAR[t] presented its pathway and its digital solution to encourage students to choose a variety of careers, particularly in tech. The presentation opened up a dialogue on inequalities in the digital sector.

Education   **Culture**   **Innovation**   **Experience**   **Tour**

OBJECTIVES

1 RAISING AWARENESS
of gender stereotypes and inequalities in the digital world, while encouraging them to explore new career prospects.

2 TESTIMONIAL
students were able to discover an inspiring career path and understand the importance of gender diversity in technology careers.

3 EQUALITY
the schools have strengthened their commitment to a more inclusive education open to all.

RESULTS

SHARING
The exchange enabled students to interact directly with a digital professional and learn more about the opportunities in the sector.

KNOWLEDGE
The discussions gave rise to reflections on the obstacles and stereotypes associated with career choices, particularly in the tech professions.

INITIATIVE
The schools have enriched their programme by integrating concrete initiatives to promote equality and diversity in the school curriculum.

CONCLUSION

The event helped to raise awareness and encourage students to consider careers in digital technology without being held back by stereotypes. A strong commitment to inclusion and equality.

Gender Equality Week

Liberty, Fraternity, Equality
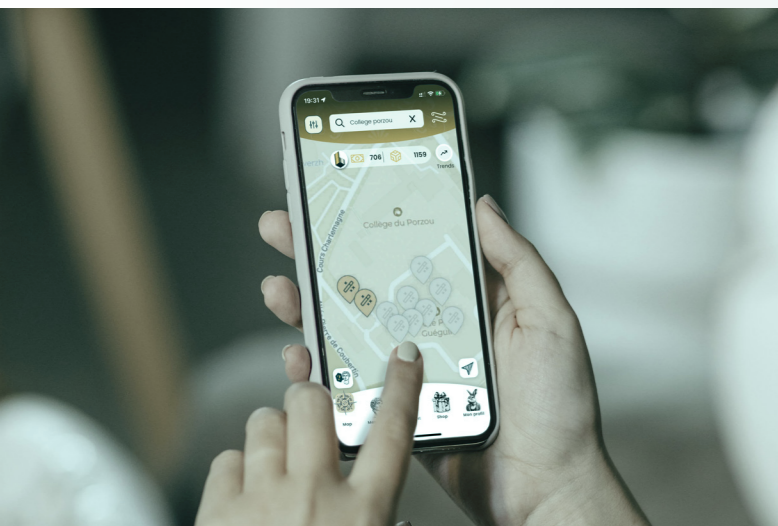
Typologie des acteurs

ASSOCIATIONS

Trayskreyol
Morlaix ArtsTour
Et Voila
Shakirail
Paris basket 18
Hop We Care
Pop women festival
First Lego league
Chercheurs d'autres
Cimarron
Festival Smart Noz
Facette Festival
Sierra Prod

ARTISTES

Erza
Edouard Joureau
Jean Piero
Codex urbanus

BIBLIOTHÈQUES – MÉDIATHÈQUES

Médiathèque Anna Marly
Bibliothèque Robert Sabatier
Bibliothèque Vaclav Havel
Bibliothèque Robert sabatier
Bibliothèque Jacqueline de Romilly
Bibliothèque Goutte d'or
Bibliothèque Maurice Genevoix

COLLECTIVITÉS – VILLES

Grand Champ
Morlaix
Paris
Londres

ÉCOLES – ÉTABLISSEMENTS SCOLAIRES

Collège Marcel Carné
Collège Maîtrise Notre Dame
Collège Hélène de Fonsèques
Lycée Margueritte de Navarre
Collège Montesquieu
Collège Georges Brassens
Collège du Porzou
Lycée Pierre Guéguin
Ecole elémentaire du Poutyl
Collège Charles de Foucauld

INDUSTRIES CULTURELLES ET CRÉATIVES

Institut français de Madagascar
Fort Saint Nicolas (Citadelle de Marseille)
Château d'Artigny
Dédale
Hawaf
Guild Studio

MINISTÈRES – GOUVERNEMENT

DRAC Grand Est
DRAC Bretagne
Secrétariat général pour l'administration du ministère des Armées et des Anciens combattants
Ministère de la Culture
DRANE région Centre-Val de Loire

MUSÉES

Musée des Arts forains
Musée du Carton voyageur
Musée des Beaux-arts de Rennes
Museum of American Science of Energy
Musée de Bretagne
Musée des Beaux-Arts de Tours
Musée d'Histoire Naturelle de Tours
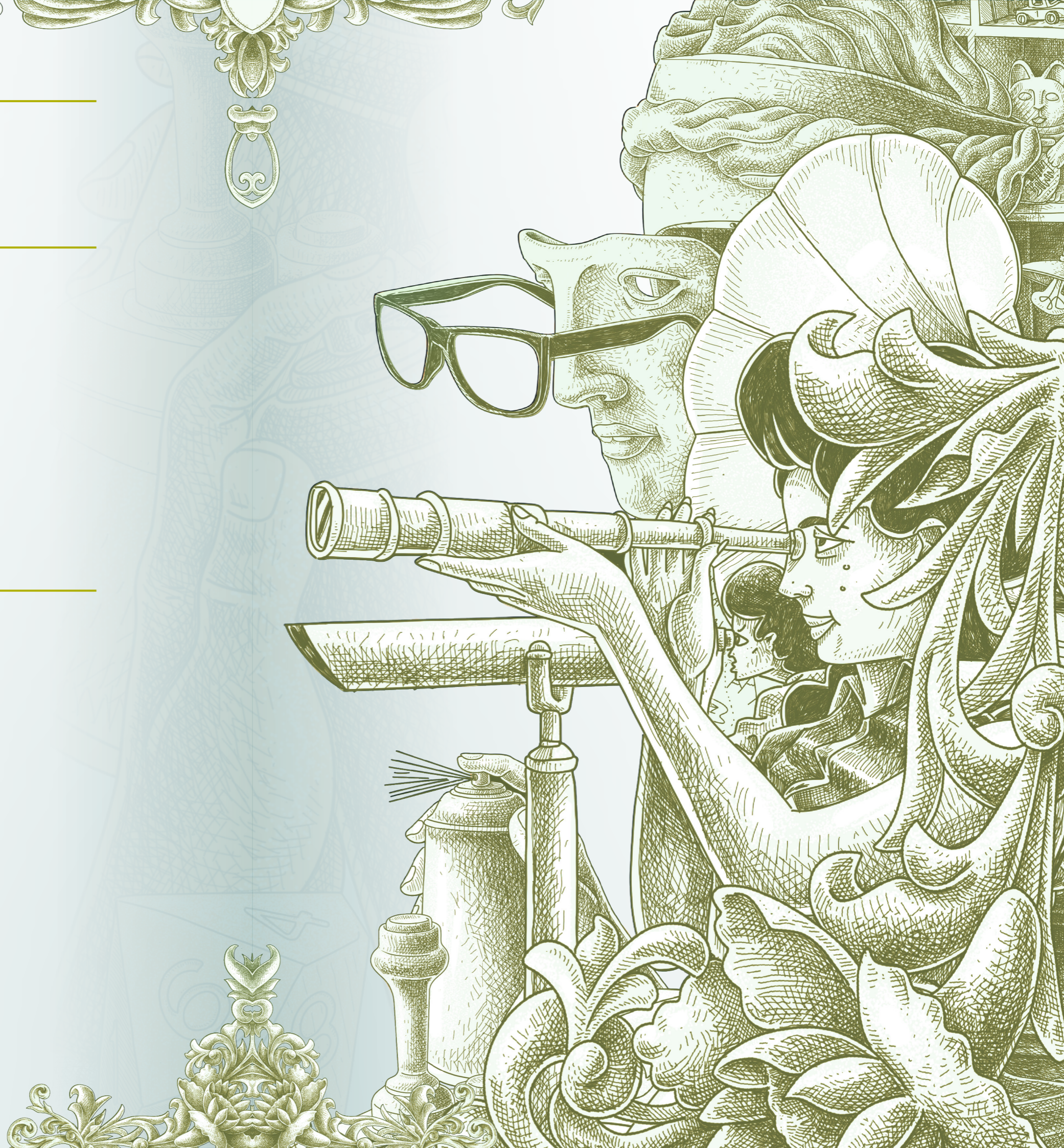Musée du Compagnonnage

OFFICE DE TOURISME

Portes de Sologne
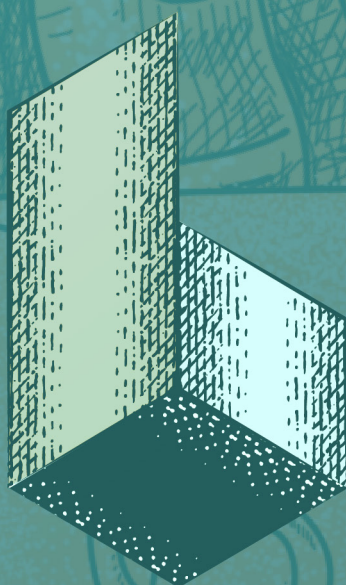Laval Tourisme
Paris je t'aime

SALONS – FESTIVALS

Smart Noz
Laval virtual
CES Las Vegas
SITEM
Facettes Festival
Heritage Middle East
Museum Connections
Animasia
AWE Europe
Dublin Tech Summit
Littératures urbaines

UNIVERSITÉS, ECOLES

Rennes 2
Sorbonne
Université Bretagne occidentale
Audencia
ENSAD

BavAR[t]

LE MUSÉE HORS DES MURS