

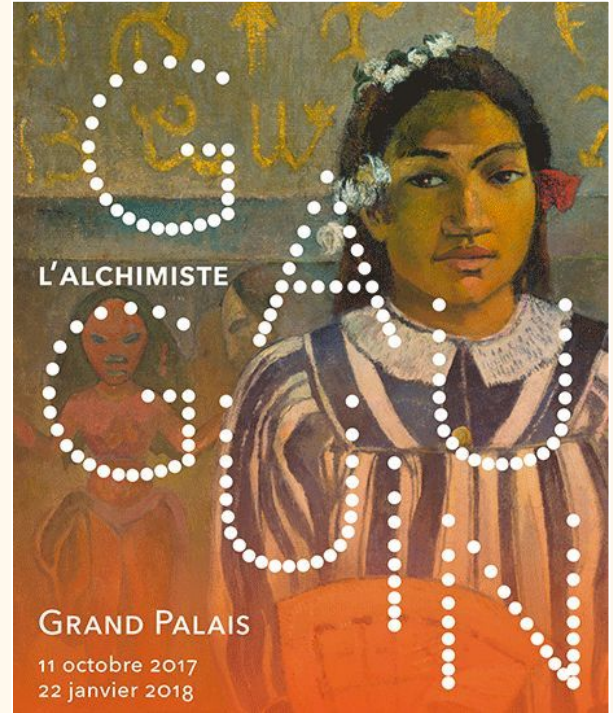
LE VOYAGE INTÉRIEUR DE GAUGUIN



A CASE-STUDY

BRIEF

- We were approached by ARTE to produce a **VR experience for the Gauguin exhibition** at le Grand Palais "Gauguin l'alchimiste"
- RMN had already **'3D' assets and 'hologram'** planned : > We had to complete exhibition with the VR experience
- **Difficult to depict painting with another medium** ; even more in VR > We proposed a short animated piece with a "painterly look" (instead of using 3d software)
- We had some freedom but **not total creative control**



PRODUCTION

- €70K budget / Co-production : **arte** $\frac{M}{O}$ **Grandpalais** 
- **3 months** of development for a **7'** experience (later cut to 4')
- All assets Made in **Quill** + **Unreal** for animation and **360** stereo rendering

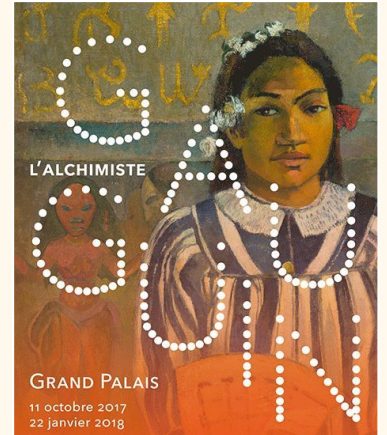
CHALLENGES :

- Tight budget and timeline !
- Many partners with different agendas
- Difficult to communicate our vision to partners without much technical expertise.
- Partners were not really involved in production
> we had to compromise due to late feedback



DISTRIBUTION

- **Oct. 2017 Simultaneous launch** on the ARTE 360 Platform & in the exhibition
- Distributed on Partners' social networks (Facebook 360 etc.)
- First of the **"Art trip"** series produced by ARTE to be released... served as a pilot
- Experience was outside of main exhibition space - only 3DOF :(
 - > No more than 360 video can be **Underwhelming for visitors**
 - > no real connection with exhibition
- **Not enough resources** were planned **to correctly exhibit** the VR piece (operators, hardware etc.)



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Vahine no te Tiare



INNER SPACE™

arte
360 VR

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Musée
d'Orsay