



# DIGITAL STORIES

RESEARCH AND DEVELOPMENT  
AROUND COLLECTIVE INTERACTION

## → RENCONTRES AUDIOVISUELLES

Since 1998, Rencontres Audiovisuelles have promoted independent cinema and digital images, and developed film literacy actions. They notably organize two festivals (the *Fête de l'anim'* and the *International Short Film Festival*), numerous extensive actions in the field of education in Lille Region (in particular a travelling programme of short films: *Ciné Soupe*) and is in charge of the weekly film selection of an independent audiovisual centre called *L'Hybride*, in Lille. Specialized in short films, animation and new images, the organization accompanies many institutional and socio-cultural actors in the implementation of hands on workshops and screenings.

## → DIGITAL STORIES

This research and development project on collective interaction endeavours to create technologies using diverse interfaces and to produce or coproduce dedicated contents.

The first phase of the project was to develop technology using laser pointers enabling an audience to collectively discover interactive works.

This technology is currently being used during **residencies**: directors, video game designers and mapping artists, in collaboration with developers, are exploiting this technology to create new ways of writing collective interaction. These newly created contents travel in France and abroad.



# PRESENTATION OF "DIGITAL STORIES"

The interaction made possible by the web, smartphones and tablets has allowed the development of new forms of interactive audiovisual creation: there has been an explosion of web documentaries, web fiction and interactive clips over the last few years. These new forms of film provide new artistic possibilities for their creators, while placing the 'spect-actor' in a new situation: he is no longer passive like in the cinema, but chooses 'his' version of the film himself, just like a book where 'you are the hero'.

Today, this artistic content is designed for individual users and visible only on the web. In addition, collective interaction exists in digital art installations, but not in cinemas, which could be facilitated by the conversion to digital of the latter.

Through this experimentation project, Rencontres Audiovisuelles investigates interactive images in the collective field. How can we show this interactive content in a cinema, while making it possible for everyone to interact?

The first phase of this project was to develop technology enabling the projection, in cinemas, of existing interactive works, but created for individual users on the web. In 2013, a second phase of the Digital Stories project focused on the production of artistic content specifically designed for this new technology. Directors, video game designers and mapping artists were able to take up residency, use the technology and receive support from the developers, in order to design and create new forms of collective and interactive writing.

## A TECHNOLOGY USING LASER POINTERS:

➔ **Every person in the room is equipped with a laser pointer, which is used as a kind of mouse. The audience are invited to make choices during the films, by aiming their pointer at a certain zone of the screen.**

Several methods of interaction are possible, e.g.:



- stopping the action at a given moment, with a choice between several 'next steps'; the next chosen step is the one picked by the most people (or pointers)
- aiming at a zone: either the same for the entire audience, or several zones, requiring collaboration from the audience
- reproducing shapes collectively or individually, coloring zones using pointers as virtual pencils, etc.

An infrared camera captures the position of the pointers on the image, a tracking software then sends the information about these positions to another software, in charge of reading the film which, depending on the chosen method, activates one of the possible next steps.



# 1<sup>ST</sup> PHASE: FILMS PRODUCED FOR THE WEB, AND ADAPTED FOR DIGITAL STORIES TECHNOLOGY.

Experimental works to discover and try out interactive works from today and tomorrow...  
in a collective way!

## La Linea

Animated interactive short film directed by Patrick Boivin.

## Deliver Me To Hell

Interactive short film directed by Logan McMillan.

## The Challenge, Oil on trial in Amazonia (Le Challenge, Le procès du pétrole en Amazonie)

Interactive investigation directed by Laëtitia Moreau.

## Chairlift - "Met Before"

Interactive clip directed by Jordan Fish.

## Journey to the end of the coal (Voyage au bout du charbon)

Interactive documentary directed by Samuel Bollendorff and Abel Ségrétin.



*These contents have been showcased for the first time during the International Short Film Festival, in october 2012. Six experimental evenings were held in November 2012; they were open to the public, who could test the technology and contents.*



Since 2013, these works are still being experienced in many different settings:

Cinema of Bruay-la-Buissière, within the day of *De la Suite dans les Images* ; Polytech Lille, within the day of "Art, Research and Technology", organised by Polytech and the *Pôle Images* ; cinemas of Clermont, Méru, Beauvais and Compiègne (Picardie), with the ACAP as part of the "Seasons of cinema"...

## The End, Etc.

Web documentary directed by Laetitia Masson.

With Élodie Bouchez, Aurore Clément, André Wilms, Jérôme Kircher

A joint France Télévisions - Memo Prod production

With the support of the CNC and IRI, in collaboration with Incandescence

**Interactive collective version  
offered by Rencontres Audiovisuelles, Memo Prod  
and Incandescence within Digital Stories project.**

This version has been presented in several institutions:

Centre Pompidou (Paris), within the festival "*Singulier pluriel, le webdoc tisse sa toile*"; L'hybride (Lille, France) ; Media library (La Neuville, France) ; La Gaîté Lyrique (Paris, France) ; Festival *Tous Écrans*, Geneva (Switzerland)...



## 2<sup>ND</sup> PHASE: WORKS PRODUCED WHILE IN RESIDENCE FOR DIGITAL STORIES

In 2013, a second phase of the Digital Stories project focused on the production of artistic content designed for this new technology.

Some artists from different fields and artistic worlds have been selected to produce experimental works during spring 2013.

**Several works were produced during these residencies (from May to October 2013):**

### SHORT FILMS

#### Love Club

Short film by Jonathan Rio.

*With Thomas Debaene, Mélissandre Fortumeau, Léo Hardt, Lola Lebreton.*

Robin, the shyest one of the group, finds himself in a nightclub where he does not want to be, while his friends urge him to go and talk to a pretty young woman. However, before making his approach, he must get noticed.

Inspired by the spirit of video games, Love Club is a comedy which tells us how important it is to really go through with things when you want something. In the end, you never know what you will get, but the experience always helps make you stronger.



*Born in 1983, Jonathan Rio is a director based in Lille. He directed his first short films in an association with ReVo Asso, before working with various production companies.*

*His passion is strongly defined environments and his work a mix of realism, poetry and fantasy.*

[www.jonathanrio.com](http://www.jonathanrio.com)

#### Upside down (Sans dessus dessous)

Short film by Marie Langlois and Cléo Sarrazin, Les Yeux d'Argos (The Eyes of Argos).

*Release scheduled for December 2013.*

Sabine decides to leave work and go home. In order to do so, she must pass through the three floors which separate her from the ground floor. As soon as she leaves the office, a series of protagonists get in her way: a likeable boss, a manager with a worrying smile, a young girl who wants to play and even a dog which has no business being there. It is up to the audience to choose the more or less crazy situations Sabine will face and, finally, get her to the exit.



*Les Yeux d'Argos sheds light on poetic and off-the-wall locations. Comprising archive shots, real and digital images, these creations reinvent time and space. They draw our attention to the world which surrounds us and encourage us to reconsider its poetic and absurd aspects. Time becomes blurred in a series of repetition games, loops and poetic languor. The works encourage encounters by means of interactive systems, joint-creations and audience participation.*

[lesyeuxdargos.com](http://lesyeuxdargos.com)

## Human-X

Short film by Olivier Coulon.

A scientific laboratory is attempting to find out who is in the cinema, using a robot of a rather cynical disposition. The spectators are subjected to a series of tests to determine whether they can actually be allowed to remain free. They discover the results in real time, depending on their answers/activities. Along a combination of a personality test, health check-up, memory and ethical exercises, the spectators must assess themselves and compare their data with the people sitting next to them and those in the other cinemas who have completed the test. The experience becomes richer with every session...



## Maestro

Short film by Olivier Coulon.



We are invited to a rehearsal for a concerto. Now, our presence (or rather that of our laser pointers) does not escape the notice of the conductor; irritated by our interfering little lights, he tries to chase us away and then, fed up, to ignore us. However, as he discovers our potential, he starts to watch us, test us and coax us, before finally making us protagonists in his work.

*Born in 1978, Olivier Coulon learned his trade at Supinfocom, then in several digital communication agencies. He attempts to explore the relationship between man and his environment (primarily digital), remain engaging, have fun, create a link, and ask questions about style and content. Curious and passionate, he is convinced that the creative approach can start anywhere; you just need to keep your eyes open. His artistic universe? Intuitive, fun, a little provocative, off the wall, full of energy.*

## VIDEO GAMES

### 1000 Galantes

Video game by One Life Remains (Paris, France).

The goal of the game is to create a ballet of geometric shapes. To do this, the players must work together in order to make the shapes interact with one another. Each player needs to find a role in order to keep the microcosm constantly moving.

*One Life Remains is a group which works on experimental video games. Based in Paris, they develop unusual games, organise events and produce a blog.*



[www.oneliferemains.com](http://www.oneliferemains.com)

### Kokito Lasers

Video game by Vertical (Tourcoing, France).

You play the role of Kokito, a little koala bear who has become head of the Koalu island tribe since the catastrophe which struck their island: the eruption of the Pacontan volcano. The little tribe used to live peacefully on the mountainsides until the tragedy, which took the lives of a great number of innocent Koalu. Join forces to resist the invasion and destroy your enemies!

*Vertical is a studio that produces 3D multi-platform video games. For its professional clients, the company creates Advergaming, video games that promote the image of a brand. It also produces casual games (freemium 3D) aimed at the general public (web, App Store and Google Play)..*



<http://vertic.al>

**MadLab 1minute69**

Interactive mapping by the 1minute69 collective (Lille, France).



After a residency of some twenty days, based on the work it has carried out for several years on body changes and its relationship with the environment, the 1minute69 collective offers spectators the chance to rediscover L'Hybride in Lille through an interactive installation, halfway between a research laboratory and a cabinet of curiosities.

Transformed into an experiential environment where the spectator actually becomes the subject of the hybridisation, the installation site allows the public to enter, armed with their laser pointer, into a random and unique space/time, which each visitor will interpret both individually and collectively.

MadLab 1minute69 is an original scenography mixing matter, light and sound in a combination of random sculptures of recycled objects, audio visual creation, generative images, and

tracking and video mapping techniques.

More than just a technological tool, the laser pointer - the common denominator of the Digital Stories project - is used here as a continuation of the spectator's body.

**Design and production:** Aurélie Dumaret, Myriam Adjalle, Émilie Villemagne

**Technical development:** Etienne Landon

*1minute69 is a variable geometry collective, born from a desire for cooperation and exchange between fans of digital art.*

*Linked by a playful desire to plunge the spectator into immersive and/or interactive universes which fire the imagination, the artists in the collective play on illusion and work on the concept of representation through performances, audiovisual installations, architectural projections and video scenographies.*

*Paving the way for new artistic practices, the digital technologies applied to sensitive systems are an integral part of their research dynamic, where space, the body, sound and image are inextricably linked.*



[www.1minute69.com](http://www.1minute69.com)

*These contents have been released within residencies with the support of ERDF (The European Union is investing in Nord-Pas de Calais through the European Regional Development Fund.), the Conseil régional Nord-Pas de Calais, Pictanovo and Nord Actif, the "Aide à l'Émergence ESS" programme.*

**Since autumn 2013, these contents are available for showcasing in France and abroad, and have already been programmed in these following venues:**

**Pictanovo's day: presentation of Kokito Lasers**

Le Fresnoy, *Studio national des arts contemporains* (Tourcoing, France)

**Preview at the 13<sup>th</sup> International Short Film Festival: Love Club, Maestro, Human-X, 1000 Galantes, Kokito Lasers, MadLab 1minute69**

Gare Saint Sauveur and L'hybride (Lille, France)

**Human-X, 1000 Galantes, Kokito Lasers, Maestro**

Media library (La Neuville, France)

# PROSPECTS IN 2014...

These contents are now available for showcasing at international level, in cultural venues and digital arts, cinema or video games festivals.

New productions are expected in 2014. Some projects can be directly produced by Rencontres Audiovisuelles, or initiated by other producers, while residencies. In that case, Rencontres Audiovisuelles are responsible for the development of the Digital Stories technology in line with the specific artistic needs, welcoming the team on site and organising a public test if necessary.

**DIGITAL STORIES IS A PROJECT PROPOSED BY RENCONTRES AUDIOVISUELLES (LILLE),  
WITH THE SUPPORT OF PICTANOVO AND THE CONSEIL RÉGIONAL NORD-PAS DE CALAIS (DRESTIC).**

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**[WWW.DIGITAL-STORIES.FR/EN](http://WWW.DIGITAL-STORIES.FR/EN)**

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