

HACKING THE CITY

Urban Art in the digital age

GRAND PALAIS IMMERSIF



Content

Introducing Hacking the City, Urban Art in the digital age 3

Exhibition Content

1 – Call to action, visibility by all means 5

2 – Legacy Tunnel 6

3 – Hacking the City, new diversions 7

4 – World Wild Walls interactive journey 8

5 – Graffiti Simulator 9

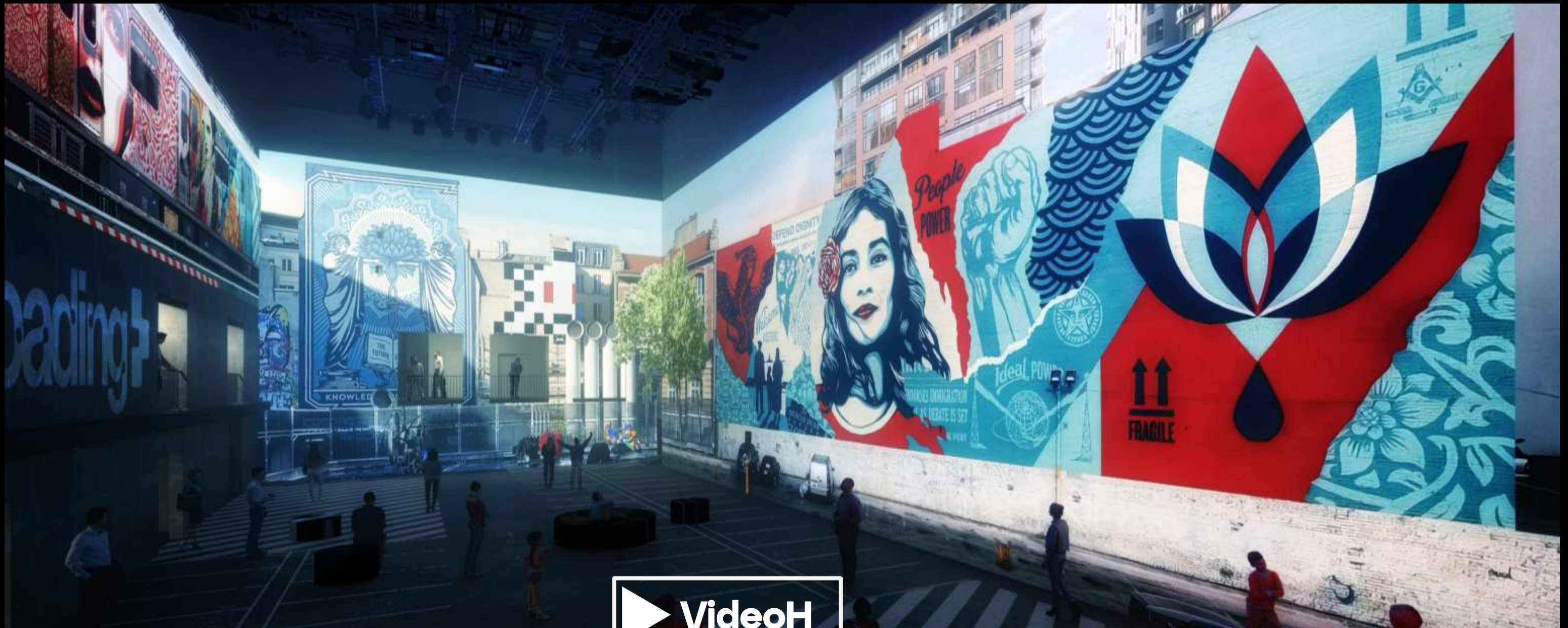
6 – Non-Sense in urban art 10

7 – Intervention of Artists and Workshops 11

Key terms 12

About Grand Palais Immersif 16

Contact 22



Visitors discover urban art in all its facets, tracing its history, showing the impact of digital production, bringing together what only exists in situ throughout the world, and what was created to be seen on screens.

They are immersed in works of street art artists around the world, from New York subways to large-scale murals created or filmed using drones, discovering most recent spectacular and surprising creations.

The exhibition unfolds in the monumental spaces of the Grand Palais Immersif through unique digital experiences which echo and serve as a screen for these artistic creations, presented in 360° and magnificently set to music by Roque Rivas.

Production and curatorial team

Chief curator: Christian Omodeo

Set design: Olivier Palatre

Conception and audiovisual production :

Atlas V and Superbien

Music and sound design: Roque Rivas and Oscar Ferran

Coproduction: Grand Palais Immersif and Atlas V

Featuring (to be completed):

1 UP

Henry Chalfant

Martha Cooper

Jane Dickson

Said Dockins

El Seed

Ella & Pitr

Shepard Fairey

Keith Haring

Josef Kupelak

Barry McGee

Oreste Nannetti

Felipe Pantone

Vhah

Dan Witz

Jazoo Yang



Ella & Pitr (France)

Loading, Urban Art in the Digital Age traces the history of urban art and shows how the digital revolution of the last forty years has led to a revolution in artists' practices.

Thanks to digital reconstructions of interventions, some of which have now disappeared, visitors will be able to travel around the world and admire the most spectacular productions of recent years.



1 – CALL TO ACTION, VISIBILITY BY ALL MEANS

When technologies and race for influence are driven by Visibility.

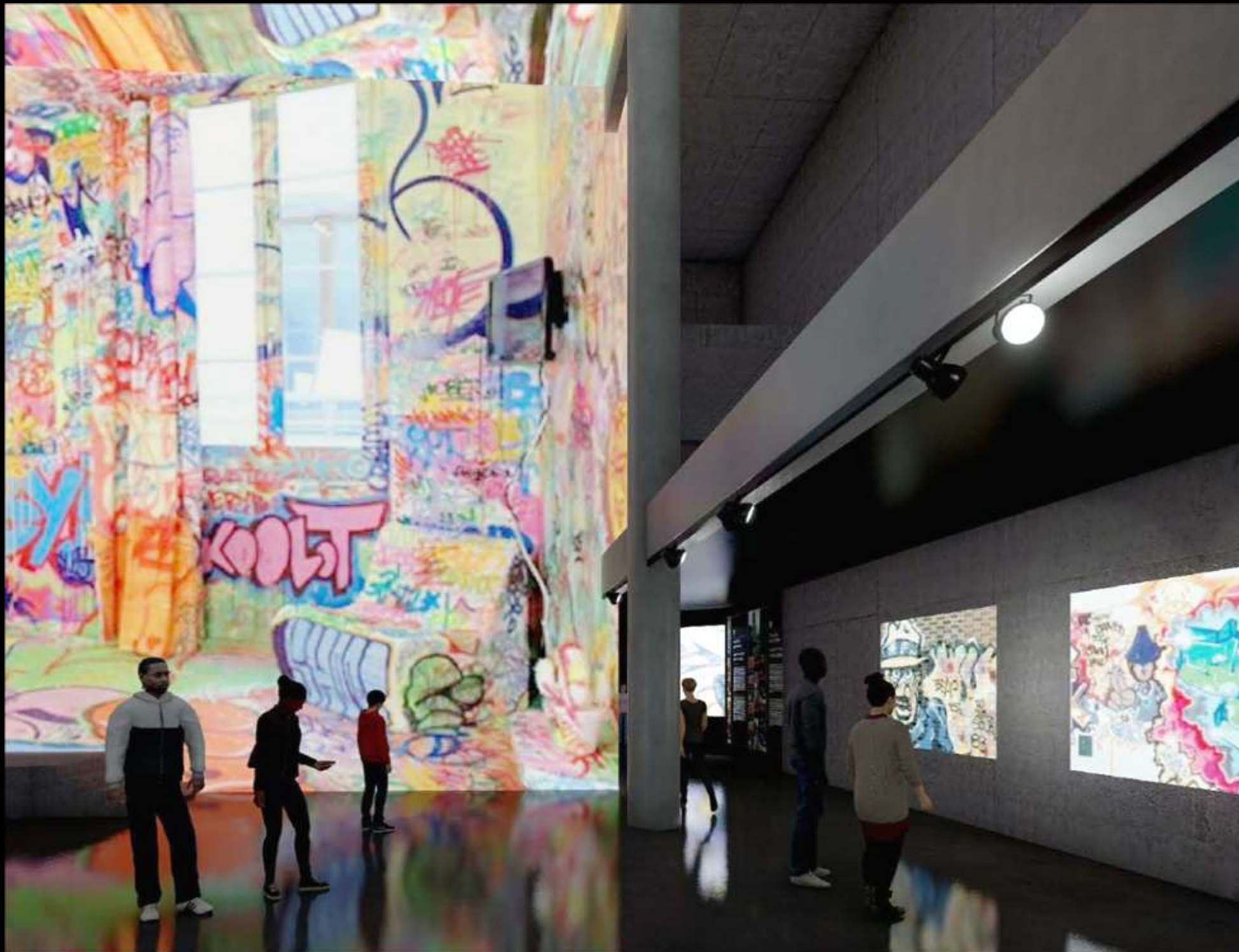
Monumental street art is presented at giant scale. A series of very large format films in 9 sequences (25 minutes) projected on 4 walls and ground present spectacular works in urban worlds and in the Wild, only to be seen from the air with 1UP, Henry Chalfant, Martha Cooper, Jane Dickson, Ella & Pitr, El Seed, Shepard Fairey, Keith Haring, Vhah,...



2 – LEGACY TUNNEL

Walkthrough murals in urban art history and artists lives.

This section provides a point of view on the origins of urban art, from cave paintings to Hobos' signatures of the 1930's, and performances of contemporary artists such as Said Dockins and Jazoo Yang in a tunnel resembling many around the world.



Claudia Wade



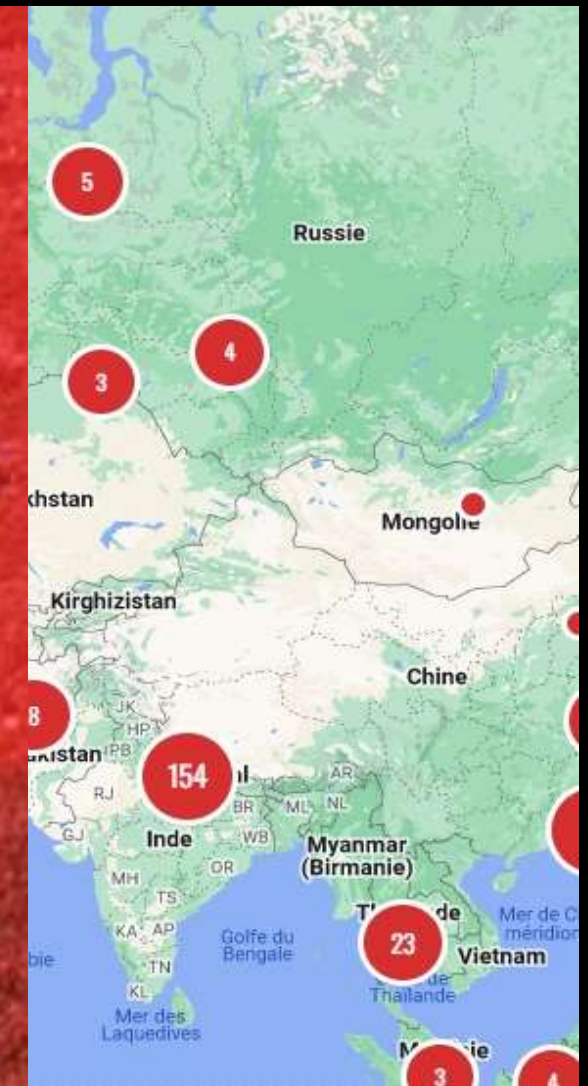
Mick La Rock

3 – HACKING THE CITY, NEW DIVERSIONS

2 sections presents B-Girls contemporary works, and a giant immersive experience with traveling and anamorphic effects presenting works of Tilt, Os Géméos, and more.

Google Art Project

STREET ART



4 – WORLD WILD WALLS INTERACTIVE JOURNEY

Visitors visit 10 emblematic world street festivals using a joystick (Street view principle), in partnership with Google.



5 – GRAFFITI SIMULATOR

An interactive device invite visitors to reproduce graffiti in 3 iconic Street Art typographies. The word then appears on the giant wall and visitors can use a digital spray cans to color in the word.



6 – NON-SENSE IN URBAN ART

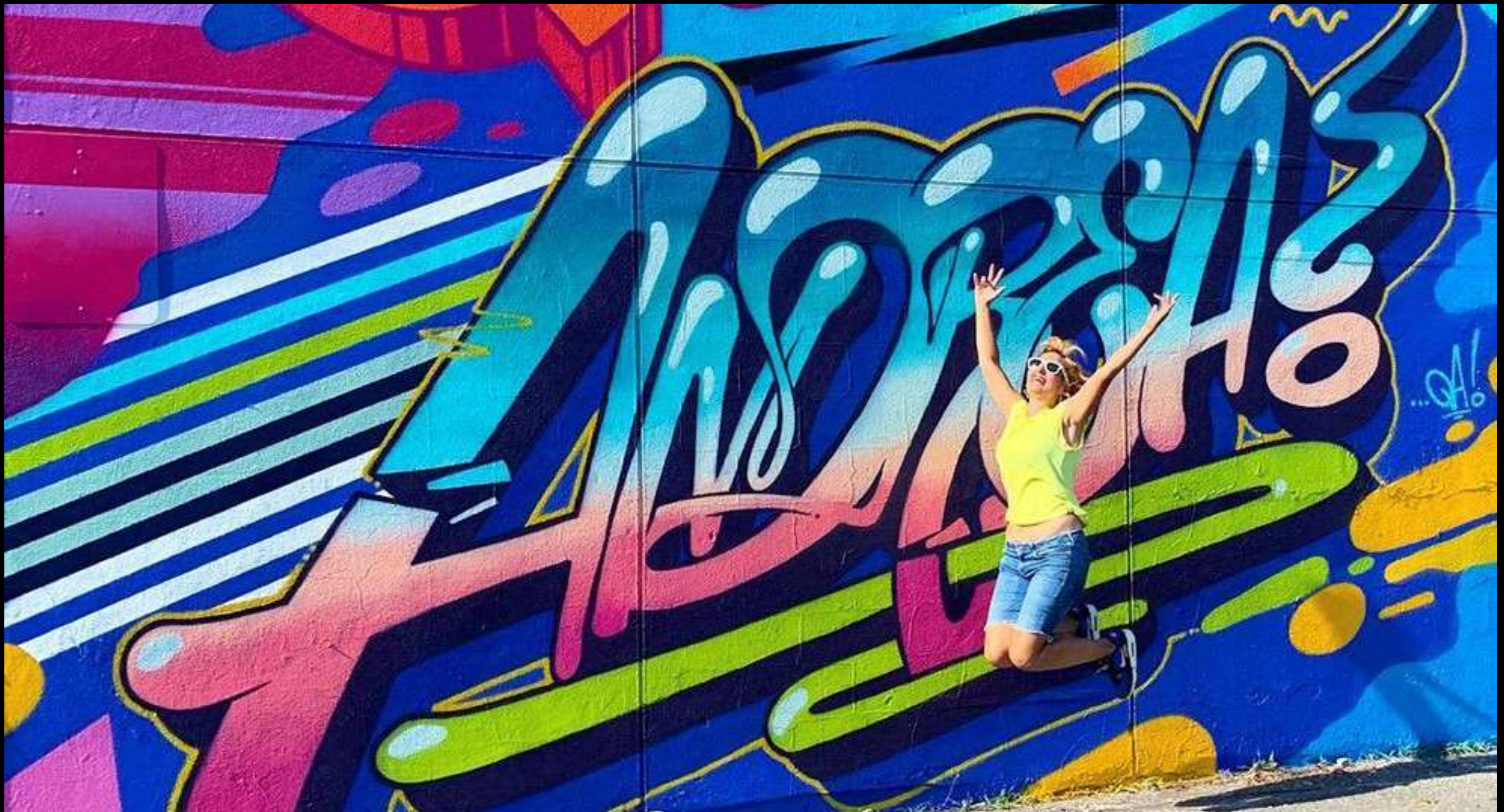
When absurdity / humor carry messages in the streets.

The game or not so a game of delusion and decoding of selected street art recent creations.



7 – INTERVENTION OF ARTISTS AND WORKSHOP

Kashink, Seb Toussaint, other « local » artists sign specific interventions for the exhibition



Key terms

Technical terms

Tailored set-up (from 600 to 1,200+ sqm, high ceilings)

The Production proposes a TAILORED configuration according to architectural plans for spaces from 600 to 1,000 + sqm and high ceilings.

Blackbox set-up (30×17 or 24×12 m, minimal 4,5 m height)

The Production has developed a BLACKBOX condensed set-up for venues as small as 300 sqm where all exhibitions can be played following redesign of content and technology for a unique space including immersive and interactive features.

In both cases, the immersive and interactive exhibition uses the most advanced projection technologies within captivating scenography. In both cases, the immersive and interactive exhibition

The scenography combines immersive spectacular effects on 360°, giant and interactive screens. The different means in place and the pace of presentation gather elements making up an exhibition which set-up can be adapted for many size venues, preformatted or tailored.

Key terms

Exhibition type

Immersive exhibition
with interactive device

Main topic

Art and popular culture

Dimension

From 300 to 1,200 sqm
Ceiling minimal height 4,5 m

Type of Venue

Museum and Galleries
Science centers
Entertainment venues
Retail spaces

Hire Fee (minimum 4 months)

Around €160K IP license fixed fee inclusive of design, and all media and software assets for larger venue, €120K for low attendance venues.

Technical costs (4 months)

Structure and audiovisual elements for the large Blackbox around € 240K (est. European vendors) includes all audiovisual and structure equipment rental, AV installation, maintenance, without transportation and travel costs.

Tailored set-up to be discussed.

Availability: January 2024

Terms according to set-up

Blackbox experience - Turnkey package (300 to 600 sqm)

- Exhibition curated content
- Exclusive and proprietary media assets (projections, films, AV/VR/AR)
- Technical specifications for all equipment with guidelines for the installation and operating plans
- Marketing, graphics and educational resources rights and kit
- By-products catalog opportunities
- Local staff training
- Installation and dismantling supervision service fees
- Equipment is managed directly by the hosting site but with extensive help from the producer and its partners, providing specifications, estimates and contacts, equipment and possible partner local operation support.

**– Fixed license fee
with revenue sharing possibilities**

**– Installation and dismantling
service fees**

– On demand additional services

Tailored experience package (up to 1,200 sqm)

- All the above
- Exhibition redesign with adaptation to the host galleries
- Content adaptation with integration of translation
- Marketing and Merchandising advice and adaptation
- Support for the management of the rental or acquisition of AV equipment
- Remote and onsite monitoring and maintenance

**– Studies, adaptation and support
service fees**

**– Customized financial and services
conditions**



About Grand Palais Immersif

About us

The digital art exhibitions developed by Grand Palais Immersif and its partners blend leading curatorial work and expert experience design with the latest technology innovation, to provide a new form of artistic experiences to the largest audiences.

The Grand Palais Immersif digital exhibitions are presented at its venue in the exceptional building of the Opéra Bastille before they tour internationally.



Grand Palais Immersif is a major producer of immersive and interactive digital touring exhibitions from France. Its mission: to make art accessible to the greatest number, by harnessing digital and sensory innovation in all its forms.

A new form of art experience

Emotion

Igniting emotion with immersion. New large scale highly aesthetic immersive formats are created with large video mapping projections, curated sounds and original music to provide a truly engaging immersive experience supported by the latest technology and refined gallery design.

Discovery

Disseminating knowledge with narration. Exhibitions are highly educational, with a strong curatorial voice, powerful interpretation and compelling narratives, bringing the most engaging stories and communicating the wonder of exceptional artworks to the largest audiences.

Engagement

Fostering engagement with interaction. An original blend of interactivity, bringing together mixed reality and interactive landscapes and experiences, provides unique opportunities of interaction and engagement within the immersive art galleries for visitors, for a uniquely paced experience.

Grand Palais Immersif exhibitions are designed as multi-layered experiences creating new art territories, where visitors can appreciate unique Individual and collective discoveries combining learning, contemplation, interactivity and enjoyment.

International collaborations

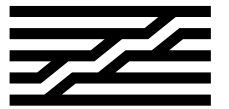
Curatorial partners. The Grand Palais Immersif exhibitions are founded upon collaborations with major international institutions and the most leading international scientific experts in regard to the addressed topic, for the development of content and interpretation.

Creative and tech partners. Grand Palais Immersif brings together comprehensive teams of tech experts, with leading AV, immersion, and multimedia production studios for the creation of multi-layered immersive environments.

Grand Palais Immersif gathers multidisciplinary teams of leading international experts for the codevelopment and dissemination of innovative and highly curated exhibitions.

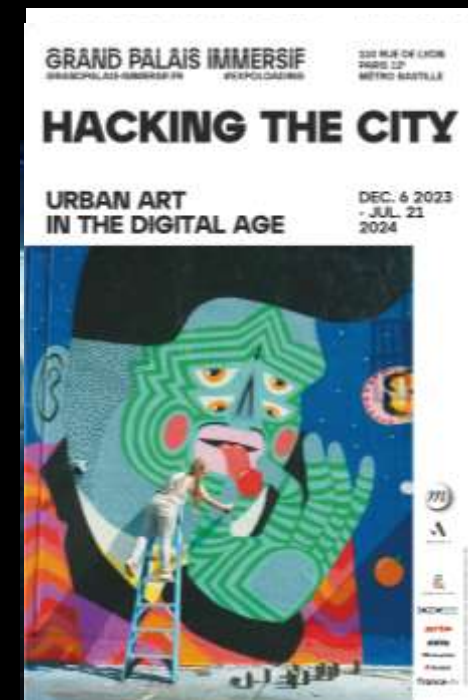
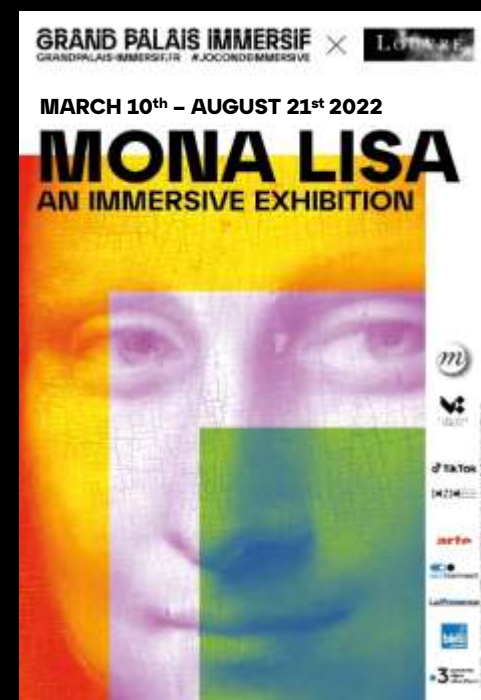
The production team works in close dialogue and collaboration with international host institutions and stakeholders.

Leading international partners



Our travelling exhibitions portfolio

TOURING GRAND PALAIS IMMERSIF EXHIBITIONS
Readily available and scalable



GRAND PALAIS IMMERSIF

Contact the Grand Palais Immersif team

**For any question about our touring programme,
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