

# *Heritage virtual scene* **at Viva Technology 2023**

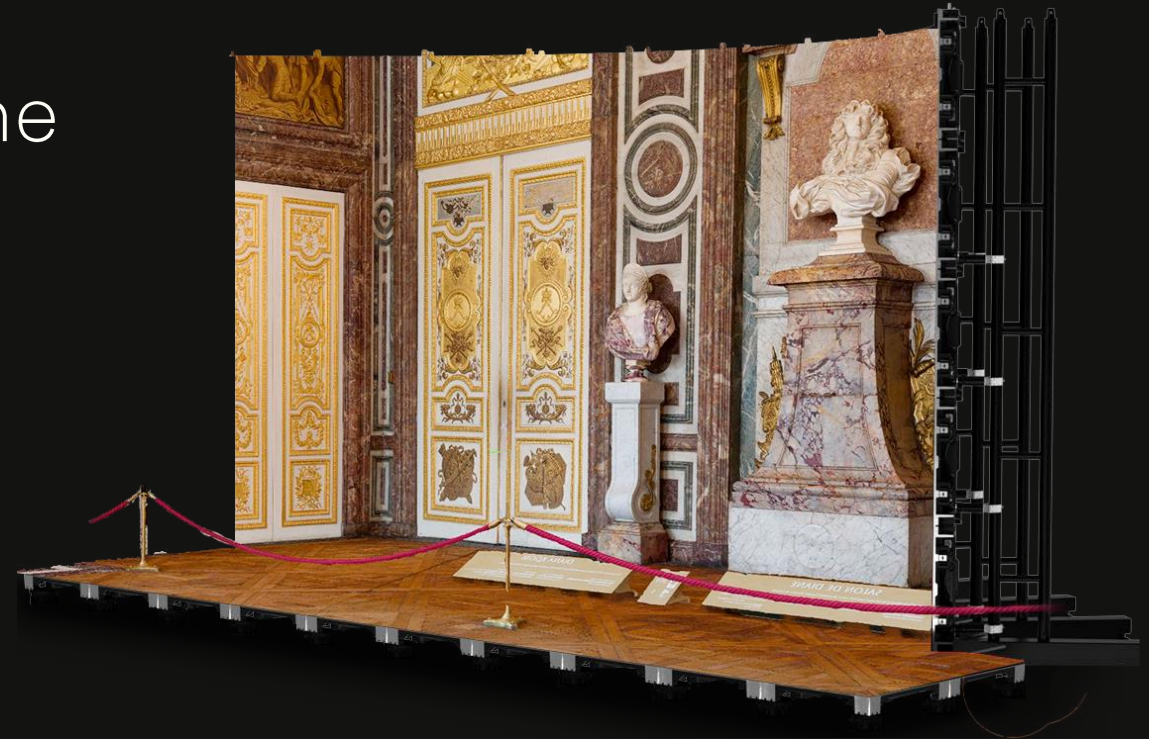
A service offer from Art Graphique & Patrimoine (AGP), part of  
the MEMORIST Heritage & Beyond



# Heritage virtual scene: the future of *audiovisual production and Extended Reality (XR)*

The production of virtual settings and décors made from 3D scans of sites represents the very future of digital production and the audiovisual sector [cinema, metaverse, XR technologies].

"**Heritage Virtual Scene**", developed by AGP and MEMORIST in partnership with various French cultural institutions, is a service offer involving the design and marketing of top-quality "digital twins" of heritage sites, created from the 3D digitization of the real sites.



A service offer that responds to several objectives and issues:

- ENVIRONMENTAL
- ECONOMIC
- HERITAGE CONSERVATION
- DIGITAL DATA SOVEREIGNTY



# Conserve, recycle, promote and... *revolutionize*

## *Economic objectives*

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Archive and centralize the digital twins produced through the 3D digitization of heritage sites or assets

Extremely high-quality data, based on an established standard.  
Data hosting service available (on secure servers in France).

## *Conservation objectives*

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Conserve the digital footprint of monuments and works of art

In other words, the overall goal is to conserve and safeguard the memory of humanity's cultural heritage, against the backdrop of climate change and political tensions. Promoting digitization to better protect our heritage!

## *Environmental objectives*

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Contribute to reducing the environmental impact

Establish a virtuous circle, by optimising and reusing virtual settings and décors, thereby reducing the need for film crews to travel to film locations.

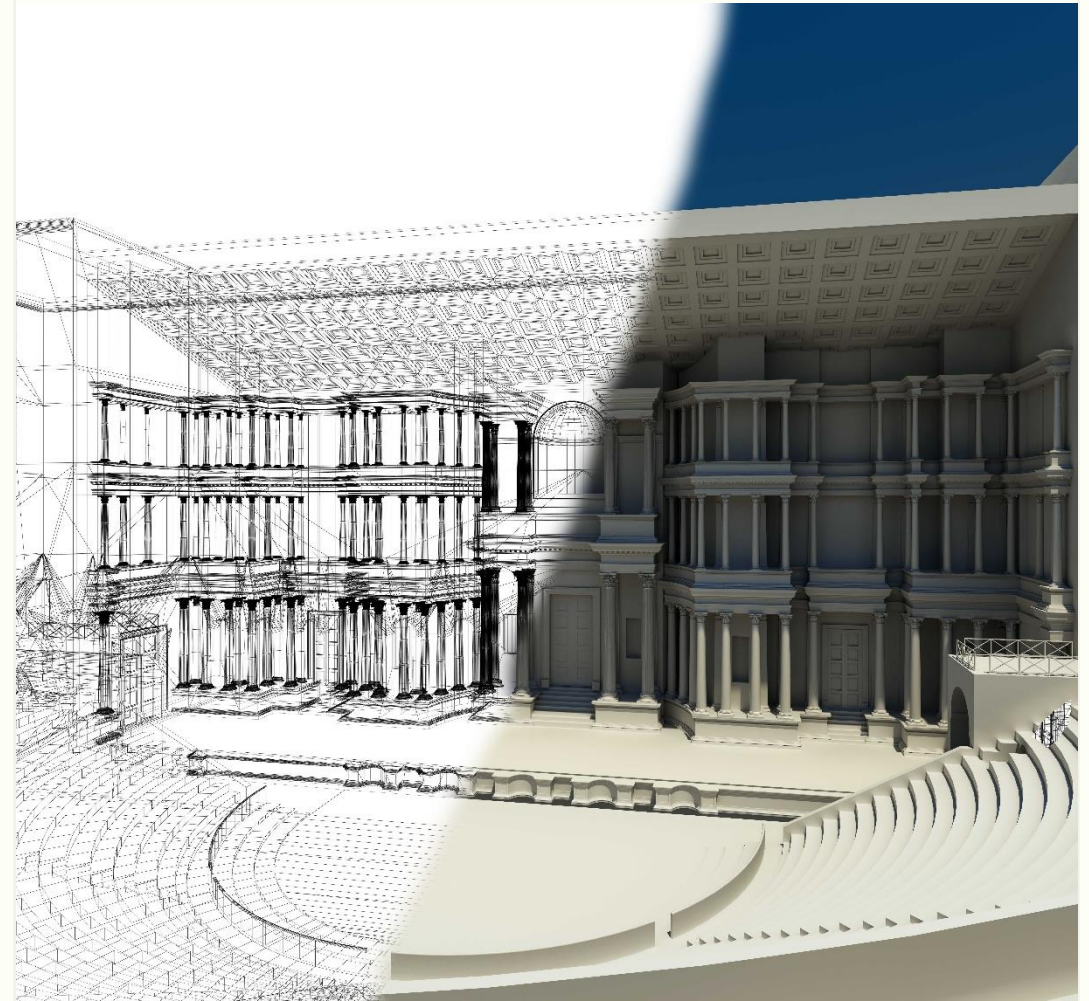
### *Digital data sovereignty*

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Develop an economic ecosystem that benefits all the players in the sector...

...and notably the owners of the assets, thanks to data tracking and respect for ownership rights.

Our goal is to establish a public-private partnership model with revenue sharing based on a percentage of the amounts generated through the sale of the data.



## TARGET SECTORS

# A data *archiving, dissemination and distribution* solution for a wide range of sectors

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### Audiovisual production

Film and television professionals, stage décor producers, visual effect (VFX) artists and directors.

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### Events and entertainment industry

Video-mapping and immersive creations for luxury goods companies, major brands and events, video game publishers.

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### Cultural institutions and heritage site owners

Cultural institutions, managers and owners of public or private sites of historical and artistic value.

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### Architects and design offices

Upmarket and luxury interior designers, design offices and architecture firms.

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### Cultural and creative industries

Start-ups and creative design companies operating in the fields of the metaverse and XR technologies (VR and AR).

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### Set designers and museum designers

Set designers and museum designers, exhibition designers and designers of artistic and cultural events.



## A TRIED-AND-TESTED PRODUCTION PROCESS

A tried-and-tested process that guarantees the success of the project

### *Acquisition*

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Expertise built on over 30 years' experience in the production of 3D digitized models of historic monuments and works of art in France and abroad: a combination of acquisition technologies in order to intervene in the most effective way possible, according to the location and needs [laser scanning, terrestrial and aerial drone-based photogrammetry, LIDAR, etc.].



### *Processing*

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The development and deployment of a thorough data transformation process, including the assembly of 3D data, chromatic and colorimetric balancing of the acquisitions, PBR processing: to deliver filtered and optimized 3D models that are ready for integration into the different types of real-time rendering engines.



### *Quality standard*

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We have an in-depth understanding of the profession and have delivered over 3,000 projects for renowned institutions. Our extensive experience and expertise have established us as a trusted third party in the cultural-heritage ecosystem. Based on this, we aim to establish quality standards for 3D assets: reference specifications for buyers and players in the sector.



## PROJECTS DELIVERED

# French art and heritage, from reality to *virtual set*



Youtube video: Digital twins and virtual settings - Art Graphique & Patrimoine  
<https://www.youtube.com/watch?v=fMG0cZz-Sf4>

# A revolution in *filming* methods



## StageCraft technology

Faced with the emergence of new immersive and XR technologies, as well as environmental issues, the film industry is looking at new production methods. In this context, StageCraft technology is being used more and more: it consists of exploiting real-time 3D scenes for studio shoots, using giant LED panels.

## 3D models on LED panels

The added value of this technology is that it makes the lighting more realistic, giving an immediate and more polished view of the final product, while also significantly reducing costs and the need for the film crew to travel to the filming location (therefore reducing the environmental impact and carbon footprint). This will have a major impact on the growth of the market for 3D assets.



## LAUNCH EVENT



Cultural heritage placed centre stage: a major launch event at *VIVA Technology 2023*, thanks to the support of a key partner!

Viva Tech is France's leading event devoted to innovation and French Tech. As such, it provides MEMORIST and AGP with the ideal stage to launch this innovative offer for the audiovisual production sector on the international market.

This world exclusive will be showcased at VIVA Technology in a specific exhibition area.



# The concept: an incredible, immersive experience at the heart of the *Paris Opera*

Throughout the VIVA Technology fair, AGP and MEMORIST will be inviting you to plunge into the Palais Garnier's digital twin.

This experience was made possible through the communication partnership established between the Paris Opera and MEMORIST - AGP. It will enable visitors to appreciate the tangible result of a fruitful collaboration with one of the institutions supporting "Heritage Virtual Scene"!





# The *experience* proposed for the panel of visitors



Discover how virtual settings and décors are made, from the filming and digitization to the metaverse.



Take part in a fictional film shoot in the Opera's theatre hall in a mini LED studio



Leave with a *personalized souvenir film* of the event



Enjoy a dreamlike VR experience that will transport you to France's most famous stage

# ABOUT US

**MEMORIST**  
HERITAGE & BEYOND

**AGP**  
Art Graphique  
& Patrimoine.





ABOUT US

# MEMORIST

HERITAGE & BEYOND



An unprecedented alliance between 5 innovative, specialist companies whose aim is to  
**CONSERVE, RESTORE, DIGITIZE AND SHARE CULTURAL HERITAGE**



## ABOUT US



# Innovation, *expertise*, passion

- AGP has been specialized in the **3D digitization of cultural heritage** since **1994**. The company is both a pioneer and leader in its sector;
- It is a human-sized company driven by a strong spirit of innovation;
- A company with French Tech expertise, certified **EPV - ENTREPRISE DU PATRIMOINE VIVANT** (LIVING HERITAGE ENTERPRISE), thanks to the excellence of its achievements;
- A team of **35 heritage specialists** with expertise in up to **15 different trades**.



30 years'  
experience



15 trades  
specialities



35 employees



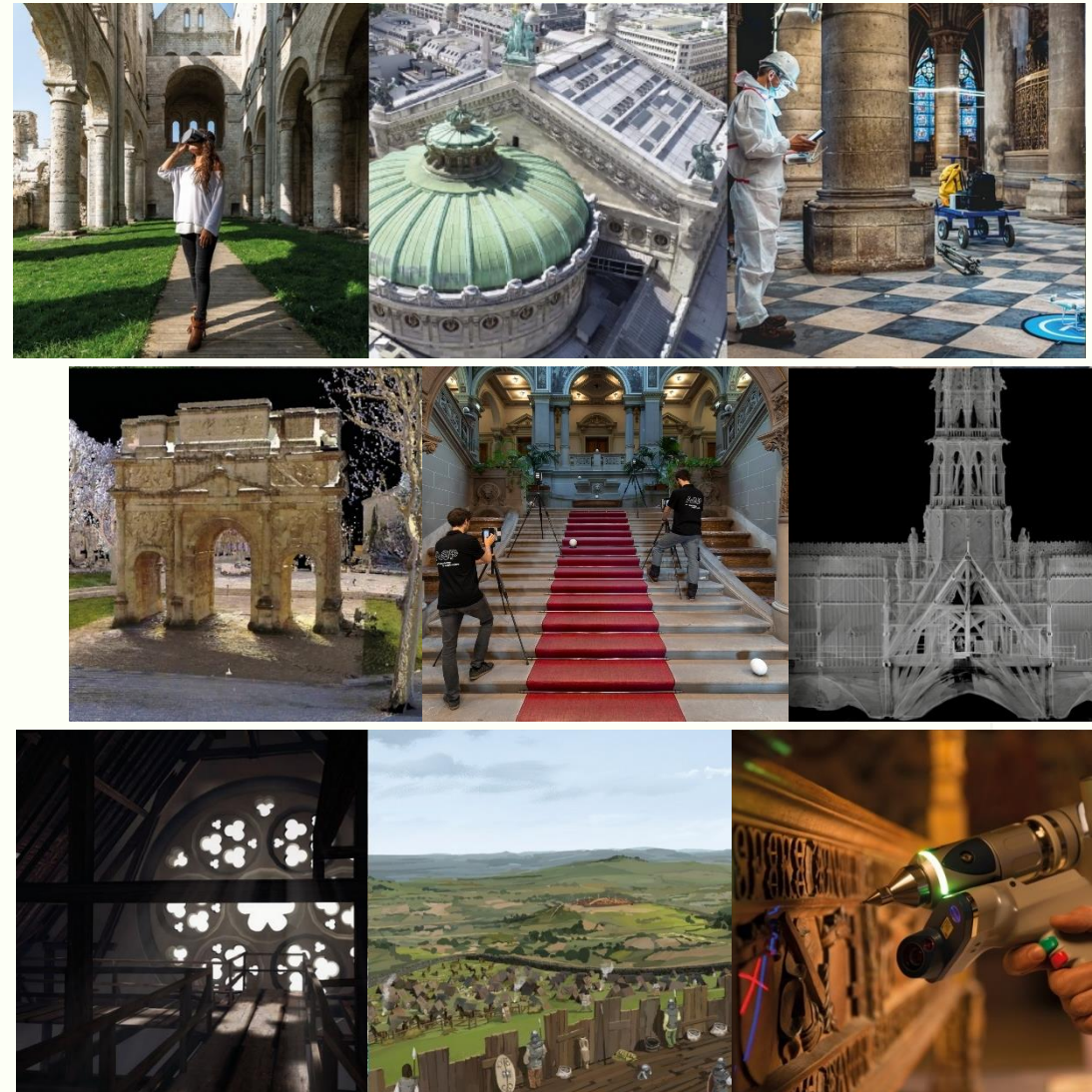
More than 3,000  
projects  
completed



21  
countries



More than  
100 projects a  
year





# *Safeguarding and promoting* cultural heritage through digitization



## 3D surveys of monuments

The work of heritage "radiologists" aimed at conservation, preservation and restoration

Example:  
Notre-Dame de Paris



## 3D digitization of collections

Detailed scans of works of art using our lasers in order to archive and share their digital twins with the largest possible audience

Example: Winged Victory of Samothrace,  
Le Louvre Museum



## Digital twins

Extremely accurate digital reproduction, from the BIM model to the real-time 3D model

Example:  
Opéra Garnier, Paris



## XR enhancement

3D historical reconstructions and journey through time: from augmented-reality tours to immersive VR experiences.

Example:  
3D model of the Jumièges Abbey

## ABOUT US

# A few of our references



# Would you like to be part of this adventure?

## Your contacts

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Contact us to find out more or to make an appointment!



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**VIVA**  
**TECHNOLOGY**  
JUNE 14-17 2023 / PARIS

### PRACTICAL INFORMATION:

From 14 to 17 June from 9am to  
6pm

Paris Expo Porte de Versailles  
Hall 1 – Stand H22