

ARBRES
MONDES

DATA SHEET

Title: ARBRES MONDES

Themes: Trees, Myths

Format: multi-media project: enhanced digital book in web book format + augmented giant pop-up trees + collection of poems with QR CODE + augmented tree shadows

Mixed media: literary podcasts, photographs, sculptures, animations, illustrations, music, sound design and voice by 2 actors

Language: French

Target audience: general public

Literary writings and photographs: Cécile Palusinski

Illustrations and sculptures : Saba Niknam, Elsa Mroziwicz

Composer and sound designer: Jean-Paul Le Goff

Webdesigner and developer: Michel Ravey

Actors: Bernard Gabay et Caroline Victoria

Animations : Volumique Editions

Producer : NUMERED CONSEIL : <https://www.numered.com/prestations/labo-numerique>

State of progress: development, pre-production

Grants: This project received subsidies from the Grand Est Region, the DRAC Grand Est, the Jan Michalski Foundation and the city of Strasbourg

PROJECT CONCEPT

- **INTRODUCTION**

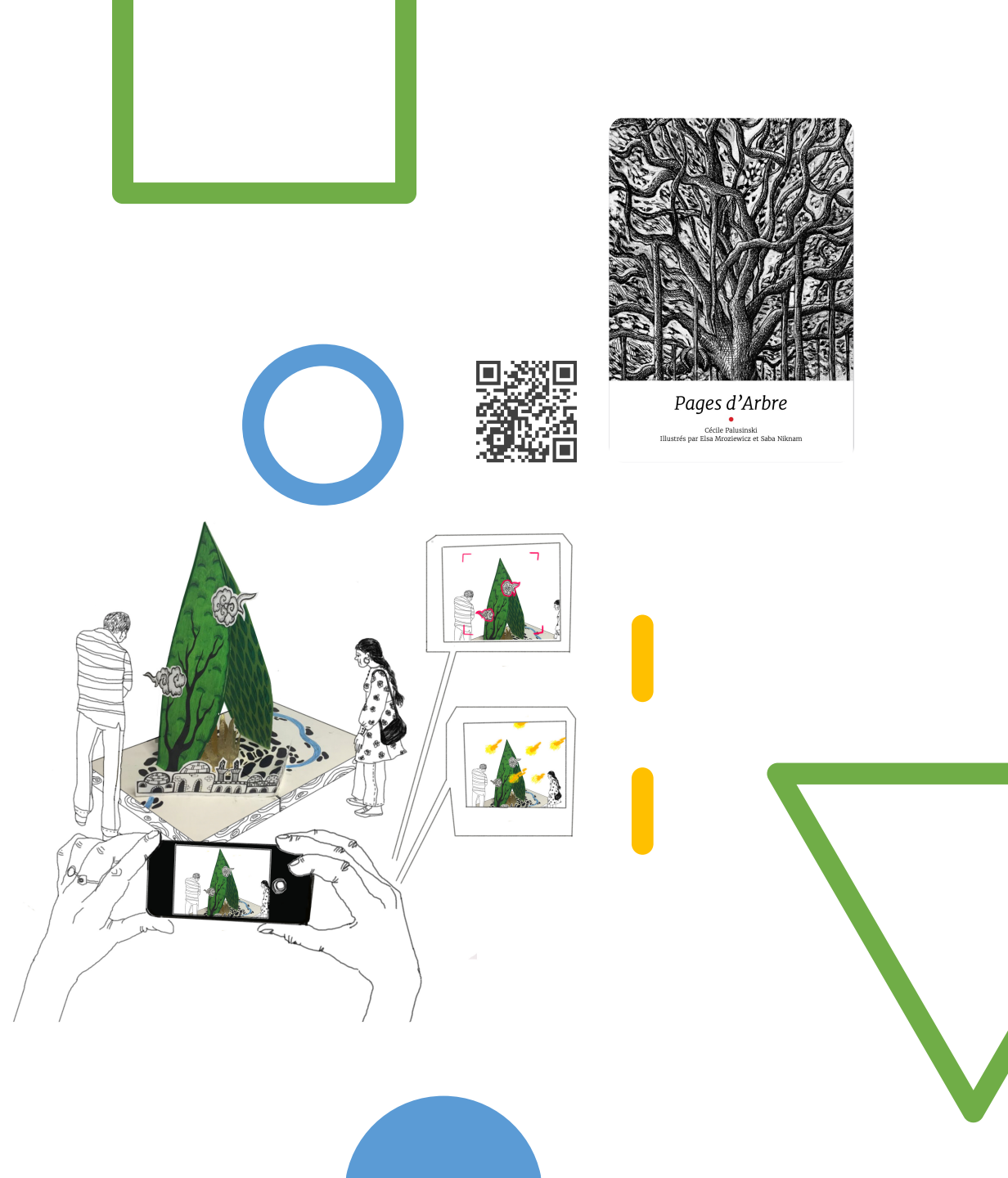
- This project is based on our desire to question the relationship of man to nature through the universal archetype of this structuring tree, connecting the celestial, terrestrial and underground worlds, a concept at work in many peoples around the world.

- **TARGET GROUP**

- General audience, with proposal of several workshops of mediation and creation offered during the project's travelling exhibition (for adults and children).
- As part of these mediation workshops, we will address the figure of the tree in its ecological dimension (as a symbol of the relationship of man to his environment) and in its mythological dimension.

PROJECT CONCEPT

- Arbres-Mondes is a project by author **Cécile Palusinski**, illustrator **Elsa Mroziewicz**, visual artist **Saba Niknam**, musician **Jean-Paul Le Goff**, and webdesigner **Michel Ravey**.
- It comes as an **enriched digital book** in web book format, 1 **giant augmented pop-up tree**, a **collection of illustrated poems** Pages d'Arbres, published by Tinquieux's Centre de créations pour l'enfance (centre of creations for children), a **pop-up book**, an **augmented mural** and a **sound trail**.
- **The web book is at the heart of the device** with direct access on the site : <https://www.arbres-mondes.com/> , but also from the giant pop-up tree and the collection of poems (access via QR CODE)
- The complete system can be presented as part of a **travelling exhibition**, the giant pop-up tree being foldable and movable in a briefcase, and the web book being video - projectable.



22 TREES

7 FORESTS

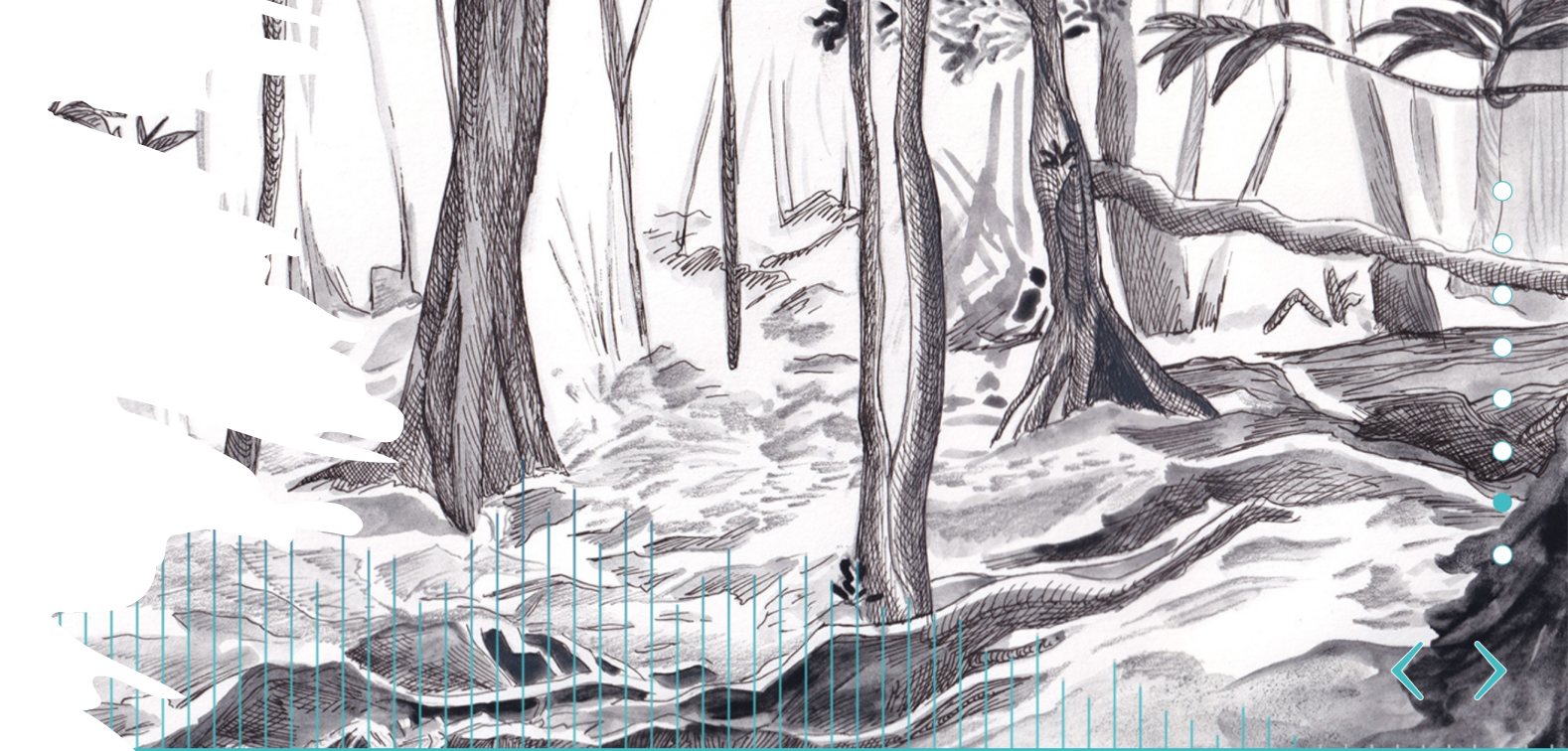
1 MAP

- The visitor is invited to discover 22 trees and 7 forests from all over the world, **from a map on which they can navigate**, and to experience a unique multi-sensory reading specific to each type of forest (words, images, sounds).
- The 22 trees were chosen for their strong mythology.
- The 7 forests have been chosen to account for the different types of forests in the world (boreal, tropical, temperate): tropical and high-altitude forest of Costa Rica, French deciduous forest, Yakushima subtropical forest, etc.



SOME TECHNICAL AND ARTISTIC ANSWERS

- **The Arbres-Mondes enhanced digital book** is a tailor-made website that can be read on any medium.
- **1) The map at the heart of the site:**
 - - Development (javascript) of zoom and drag and drop motion features, placing of localization pins and cartels.
- **2) The forests and trees:**
 - - A custom audio player (audio exports for all platforms): choice to produce podcasts for immersion (sound recording in some forests)
 - - An animation is made for each tree illustration; at the end, the visitor can interact to review the animation steps while listening to the reading => **play on the hidden/revealed and on the reading time**
 - - For each forest, the device offers the same animation and interactivity with several illustrations, thus adding a slideshow feature between the illustrations, while retaining the playback of the audio. In addition, the choice was made to go from an illustration, built little by little (**imaginary image of the forest**), to a photograph of the **real forest**, with the idea of revealing the forest.

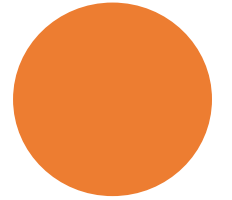


SOME TECHNICAL AND ARTISTIC ANSWERS

Music and sound design

All the texts were subject to a musical creation by Jean-Paul le Goff and a voice recording by Bernard Gabay and Caroline Victoria, the trees' voices.

For some forests (Corcovado in Costa Rica), a sound recording work was done in situ.



Books: a
collection of
illustrated
poems
Page d'Arbres
(Page of Trees)



Pages d'Arbres

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Cécile Palusinski
Illustré par Elsa Mroziewicz et Saba Niknam



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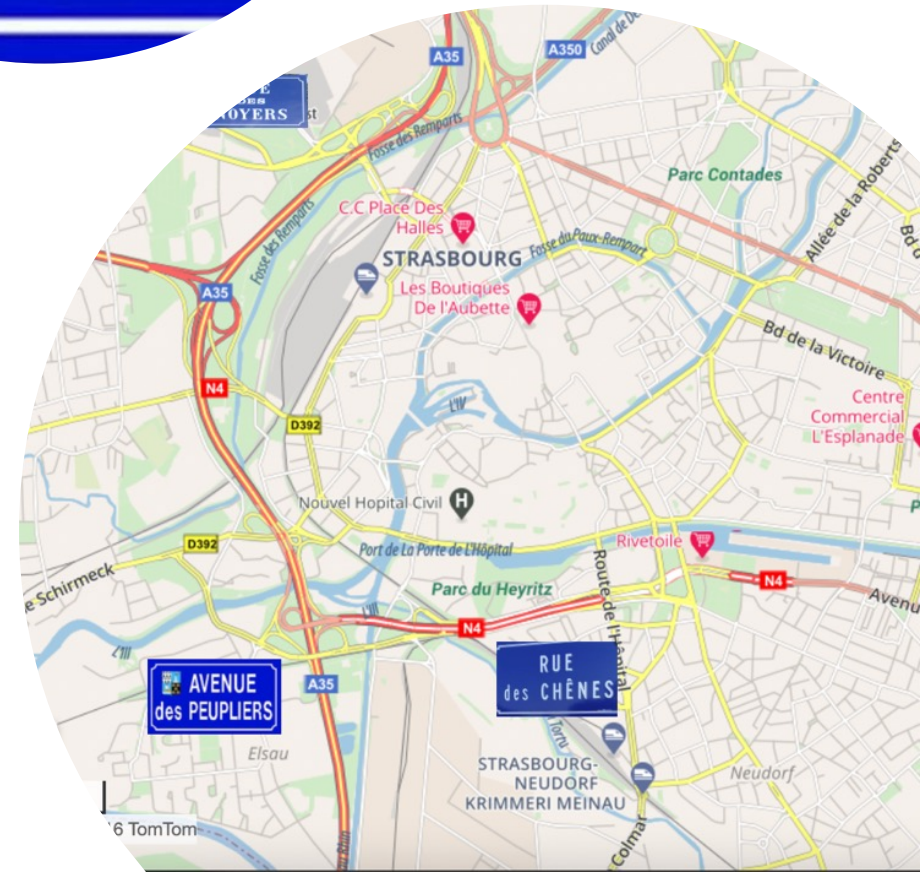
Le Centre de Créations pour l'Enfance reçoit le soutien du Ministère de la Culture / DRAC
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Books: an augmented pop up book (in progress)



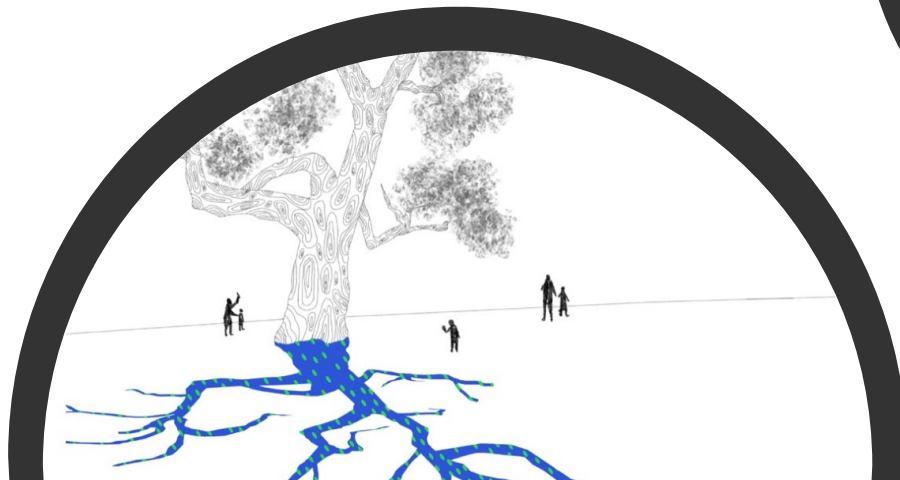
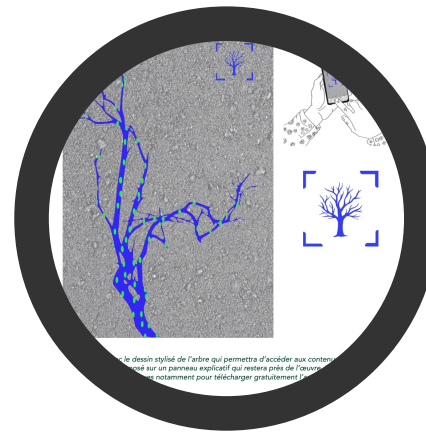
SOUND TRAIL

- As part of the call for interest “public spaces and places”, from March to June 2021, we will invite the residents of Strasbourg to revisit their city, by offering a path of words, images and sounds across the public space which, for a transient period, will see some of its streets renamed after trees with the hanging of nameplates integrating a QR CODE to access podcast of a reading set in music and in image around the figure of the Tree.
- This journey will invite us to revisit, in a poetic and mythological way, the figure of the Tree, at a time of ecological emergency, and to think of the public and urban space as a place to be reinvested by plants.
- This route will be the subject of “guided urban strolls” with neighbourhood residents, or target groups.



Augmented tree shadow

- As part of Sélestat's contemporary art Biennale, we inaugurated an augmented artistic work summoning the spirit of the forest in the urban space.
- Through the augmented dimension, we give access to representative elements of the tree's ecosystem (animals in particular) that come to life via the reading of QR CODES on tablets or cell phones, with the idea of accounting for the richness of biodiversity tied to the presence of trees and forests.
- Arbres Mondes application (available on IOS and Android), developed with Volume Editions.



GEANT POP UP TREE (in progress)

- **GIANT POP UP TREE**
- Creation of six 15-seconds animations for a giant pop up tree, which will be activated in augmented reality, and integration of stylized QR CODES at the foot of the tree granting access to the online book Arbres-Mondes, in order to continue your journey in the forest.
- Through this device, **we will offer to the young public a playful approach to the Tree and lead them to explore the forest, and its literary contents**, available as podcasts, via the map of online book Arbres-Mondes.

