

VIVA JUNE 14-17
2023 PARIS
TECHNOLOGY

ART GRAPHIQUE & PATRIMOINE
A MEMORIST DIVISION,

TAKES HOME
THE INNOVATION PRIZE
CULTURE AND ENTERTAINMENT CATEGORY
FOR THE WORLWIDE LAUNCH OF

Heritage Virtual Scene



In the centre **Laurent Onainty**,
CEO of Memorist,
on his right **Gaël Hamon**,
CEO of Art Graphique &
Patrimoine, on his left
Martin Adjari, Deputy General
of the Opéra de Paris,
receiving the "innovation
innovation" award on the
VivaTechnology 2023 stage at
Porte de Versailles in Paris on
June 17, 2023

MEMORIST, the leading skills center specialising in the preservation, restoration, digitisation and sharing of heritage, has chosen the **Viva Technology trade show** from 14 to 17 June for the worldwide launch of "**HERITAGE VIRTUAL SCENE**", an innovative offering developed by one of its divisions, Art Graphique & Patrimoine, leader in the 3D digitisation of cultural heritage.

"**HERITAGE VIRTUAL SCENE**" is an offer for the design and marketing of high-quality digital twins of exceptional historic sites and monuments, produced by 3D digitisation of heritage assets. Art Graphique & Patrimoine, a MEMORIST division, won **the innovation prize** in the **culture and entertainment** category. The vote was organised as part of the "**Les Élections de la Tech**" competition by the Viva Technology trade show and Netexplor, in partnership with Les Echos, Le Parisien and France Info.

This experience, organised on the AGP-Memorist booth at VivaTech, was made possible thanks to the communications partnership established between **the Opéra national de Paris, AGP** and **MEMORIST** to present a concrete example of fruitful collaboration with one of the institutions supporting "**HERITAGE VIRTUAL SCENE**".



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With over **150,000 visitors** over the course of 4 days, the MEMORIST booth was visited by industry professionals and the press alike and was honoured with the **best booth award** by students from the **École Supérieure du Digital**.



Visitors discovering the immersive experience of Heritage Virtual Scene on the AGP - MEMORIST booth at VivaTech 2023

ART GRAPHIQUE & PATRIMOINE A MEMORIST DIVISION

Founded in 1994 and awarded the Entreprise du Patrimoine Vivant (EPV) label, AGP is one of the MEMORIST divisions.

A centre of expertise created by the Mobilias group, MEMORIST supports museums, cultural institutions, private companies, and NGOs in France and abroad in the preservation, restoration, digitisation and sharing of their heritage, in order to perpetuate the wealth of humanity's heritage.

The "HERITAGE VIRTUAL SCENE" offer is the culmination of this long-standing commitment and reaffirms MEMORIST's position as a leader in the field of world heritage promotion.

MEMORIST A GROUP OF COMPANIES WITH EXPERTISE IN HERITAGE PRESERVATION

MEMORIST's unique expertise is undeniably recognised on the French market, and it is part of a group that is resolutely international in scope, with a presence in almost 100 countries.

Its 240 experts deploy their know-how, in France and abroad, to support museums, public and cultural institutions, private companies and NGOs. The combination of traditional techniques and innovative technologies, supported by human talent, enables the implementation of tailor-made solutions or large-scale projects. MEMORIST offers a complete arsenal of expertise to enhance the value of our heritage, whether tangible or intangible, paper, photos, audiovisual, physical, or built.

MEMORIST's achievements in France include the restoration of eighth-century parchments, the 3D digitisation of the Victory of Samothrace at the Museum of Fine Arts in Paris, and the creation of a new museum of the Louvre, the management and preventive conservation of Renault's heritage collections, the exhaustive digitisation of Mont-Saint-Michel Abbey and Notre-Dame de Paris, and an immersive experience at the Musée d'Orsay thanks to a virtual reality system.

THE MOBILITAS GROUP HAS CREATED THE MEMORIST SKILLS CENTRE

Founded nearly 50 years ago and now run by the 3rd generation of the Taieb and Castro families, the MOBILITAS group is a medium-sized company (ETI) specialising in the mobility of goods and people, physical and digital archiving, and the digital preservation of heritage. The group, which is present in 97 countries and employs over 4,400 people, relies on its own network on the one hand and its exclusive agents on the other to offer its customers an unrivalled service in all its sectors of activity. The long term reflects its philosophy and culture, which guide its major business and investment decisions. Decisions that regularly shape and strengthen the Group as it moves towards new processes, new businesses and new horizons.

HERITAGE VIRTUAL SCENE

AN INNOVATION THAT MEETS A NUMBER OF CRUCIAL CONTEMPORARY CHALLENGES

"HERITAGE VIRTUAL SCENE" is based on the concept of acquiring and developing 3D digital doubles of historic monuments and works of art, for the production and marketing of very high-quality virtual sets. The company's offering meets several key challenges, from preserving heritage to reducing environmental impact.

Thanks to the archiving of digital twins and the definition of a quality standard for 3D assets, "HERITAGE VIRTUAL SCENE" offers a beneficial economic ecosystem for all players in the sector, by promoting the re-use of data and ensuring the preservation of a digital footprint of monuments and works of art - a major challenge in a context of climate change and growing geopolitical tensions.

In environmental terms, the main advantage of this process is that it helps to reduce the carbon footprint, particularly in the audiovisual production sector. By optimising and reusing virtual sets, the deployment of "Heritage Virtual Scene" helps to reduce the need to travel to filming locations and prevents the need for multiple 3D scans of sites.

Data sovereignty is also a crucial issue in this innovation, which provides for data tracking and respect for rights holders. One of the aims of the offer is to establish a new model of public-private partnership, favouring the owners of the assets, with revenue sharing retroceded on the marketing of the digital twins. Finally, HVS offers a comprehensive solution for acquiring and distributing 3D digital twins of historic buildings and sites.

For these managers, having a 3D digital twin via HVS enables them to open multiple avenues of development while complying with fundamental criteria: high quality, archiving, ecology, traceability of uses, unlimited re-use, while enabling rights holders to retain this important source of revenue for their operations.



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