

How MEMORIST is restoring and saving the documentary *Round the World in 20 Days*, the amazing adventure of Bertrand Piccard and Brian Jones



Round the World in 20 Days (1999) by Garfield Kennedy, before/after restoration by Vectracom

Vectracom, a MEMORIST division specialising in the restoration of audiovisual documents, worked to bring back to life the documentary about the incredible odyssey of Bertrand Piccard and Brian Jones: the first people in history to circumnavigate the globe in an aerostat in less than 20 days, in a tribute to a great French poet, Jules Verne, with his *Around the World in 80 Days*.

An endangered document that must be preserved.

Almost 25 years after it was made, the images in standard definition and the poor preservation of the film give the *Round the World in 20 Days* the status of an abandoned work. But that's without counting on the recent interest of Espace Ballon, a Swiss foundation dedicated to the history of balloon travel.

Espace Ballon called on the expertise of MEMORIST, the leading skills centre for restoration of audiovisual documents, to give new life to the documentary on this wonderful adventure.

« Technicity and agility form MEMORIST's DNA and meet our ambition to safeguard the world's heritage, whatever it is, wherever it may be". Laurent Onaïnty, Managing Director of MEMORIST »



**Laurent Onaïnty, CEO of
MEMORIST**



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A complete circumnavigation of the globe (without a single stopover) in less than 20 days aboard a hot-air balloon

We are about to enter the second millennium. No one has yet managed to circumnavigate the globe (without a single stopover) in less than 20 days aboard an aerostat. The impossible record became an obsession for many adventurers of varying degrees of experience, including British entrepreneur Richard Branson, founder of the Virgin empire, and Steve Fossett, American businessman and adventurer.

Finally, in March 1999, Swiss explorer Bertrand Piccard and his British sidekick Brian Jones completed the impossible record in 19 days and just under 22 hours.

An on-board camera enabled filmmaker Garfield Kennedy to make a fifty-minute documentary film, the audiovisual record of a fantastic epic to the four corners of the earth and almost twenty thousand leagues in the sky.

MEMORIST's technical solutions for restoring the documentary

For MEMORIST, restoring a document like this represents a new challenge. The first step is to transform the SD (standard definition) images of the time into HD (high definition) images. To do this, the experts master many softwares available. However, it is the human eye that will determine all the settings, restoration services and colour grading.

Another challenge, this time unexpected, is that Espace Ballon wanted to broadcast *Around the World in 20 Days* directly into a screen in the shape of a porthole.

The MEMORIST teams therefore had to convert the original 4/3 format. A task made all the more difficult considering the multilingual (English and German) subtitles that had to be inlaid on the film.

The restoration of *Around the World in 20 Days* by MEMORIST is a project worthy of the documentary's subject: a project to perpetuate techniques and know-how in the endless quest for progress.



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Round the World in 20 Days (1999) by Garfield Kennedy



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MEMORIST, THE LEADING SKILLS CENTRE FOR PRESERVATION AND RESTORATION, DIGITISING AND SHARING OUR HERITAGE..

The Mobilitas Group has brought together five leading players to create MEMORIST, the first skills centre for :

Preservation : MEMORIST offers strategic support to holders of heritage collections of all kinds, to establish targeted action plans.

Restoration : MEMORIST traditionally restores all types of ancient documents (parchments, bundles, covers, iconographic documents, film supports, etc.) and contemporary documents (administrative documents, audiovisual and film supports), in order to prolong their life and restore their original appearance that may have been altered by time.

Digitisation : MEMORIST digitises paper, iconographic, audio, video and film documents in 2D, and sculptures, monuments and historic sites in 3D, for the purposes of conservation and distribution to different audiences.

Sharing: MEMORIST facilitates the enhancement of heritage, whether historical, documentary or architectural, by relying on a perfect mastery of digital and immersive technologies.

MEMORIST's unique expertise is undeniably recognised on the French market, and it is part of a group that is resolutely focused on the future with an international outlook and a presence in almost 100

countries. Its 250 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 driven by human talent means that we can implement tailor-made solutions or large-scale projects.

MEMORIST offers a full arsenal of expertise in the field of heritage enhancement, whether tangible or intangible, paper, photos, audiovisual, tangible or built.

MEMORIST's achievements in France include the restoration of parchments from the 18th century, the 3D digitisation of the Victory of Samothrace at the Louvre Museum, and the management and preventive conservation of Renault's heritage collections.

Other projects include the complete digitisation of Mont-Saint-Michel Abbey and Notre-Dame de Paris, as well as an immersive experience at the Musée d'Orsay using a virtual reality system.

Internationally, Memorist has deployed its expertise in Switzerland (UN, TAG Heuer), South Africa (Jagger Library), Kuwait (Ministry of Information), Austria (National Library), the United Arab Emirates (Louvre Abu Dhabi) and Ethiopia (holy city of Lalibela).

The MOBILITAS Group

Founded nearly 50 years ago and now run by the third generation of the Taïeb and Castro families, the MOBILITAS group is a mid-sized company specialising in the mobility of goods and people, physical and digital archiving, and the digital preservation of heritage. The group, which is present in 100 countries and employs more than 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.



Watch the Memorist presentation video by clicking on the link below

www.thememorist.com/video

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MEMORIST

HERITAGE & BEYOND

THE 5 MEMORIST EXPERT COMPANIES

Arkhênum :

A leader in digitisation and heritage enhancement, Arkhênum helps to shed light on the past and preserve what exists so that history can be passed on to future generations. From archive audits to collection development consultancy, Arkhênum supports its customers at every stage in the development and deployment of their heritage strategies. With the largest technology park in Europe, Arkhênum digitises all types of media, from the simplest to the most complex, whatever their format, material or state of preservation.

Graphic Art & Heritage :

From laser scanning to 3D digitisation, from 3D modelling to augmented and virtual reality, AGP offers its innovative approach to art and historic monuments, for museums, institutions and businesses. Thanks to its R&D department, which specialises in architectural and archaeological surveys, in 2009 it developed the first mobile augmented reality prototype for reconstructing settings.

Bookbinding in the Limousin :

Since it was founded in 1950, the company has been restoring precious works from the libraries of the Senate and the National Assembly, and later from departmental and municipal archives. From the restoration of antique collections to traditional bookbinding, La Reliure does its utmost to appraise, conserve and restore the written collections of our past. In 1990, La Reliure became a training centre for the craft of heritage conservation. Since 2010, La Reliure has held the Entreprise du Patrimoine Vivant (Living Heritage Company) label.

TRIBVN Imaging :

This company digitises all types of photographic documents (glass plates, cellulose nitrates, cellulose acetates, polyester, etc.), photographs graphic documents (drawings, tracings), photographs of textiles and accessories, creates 'high-performance' digitisation lines for projects requiring them, takes photogrammetric photographs, and carries out preventive conservation work (reconditioning in permanent paper, polyester sleeves, cleaning).

Vectracom :

Vectracom offers content digitization, digital conservation, metadata creation and film remastering services, as well as a multimedia laboratory (digitization from all types of media, color grading, image and audio restoration, etc.).



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