

CYBER FLÂNERIES

Gamified transformative immersive app
mixed reality experiences for impact



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PLAY
THE
DEMO

Cyber Flânerie is an app-based and cartographic solutions bringing gamified immersive art contents travelling through time and space.

OUR MISSION

Cyber Flânerie is a mobile app and cartographic solution that combines art, culture, and gaming in augmented reality, through time and space. It offers a unique and engaging experience for users to explore digital artworks and transform the way we experience and engage with art and culture.

CF makes it possible to disseminate art everywhere, and not just in big cities, but in any location of the world. Organizations can enhance their content, and above all reach audiences very different from those they are used to. A democratization of art through gamification and the use of new technologies at the tips of your fingers.



CONCEPT

YOUR OWN POKÉMON-GO FOR ART, CULTURE & IMPACT

Think of CF as your own Pokémon-Go for Art & Culture! The CF concept, driven by the AR App, offers a virtual journey through game mechanics. Participants can «collect» virtual works of art, earning points converted into digital souvenirs. CF's core foundation lies in democratizing cultural access, breaking down barriers and creating a unique and impactful experience for all.

THE GAME



1. MAP

2. QR ITEMS

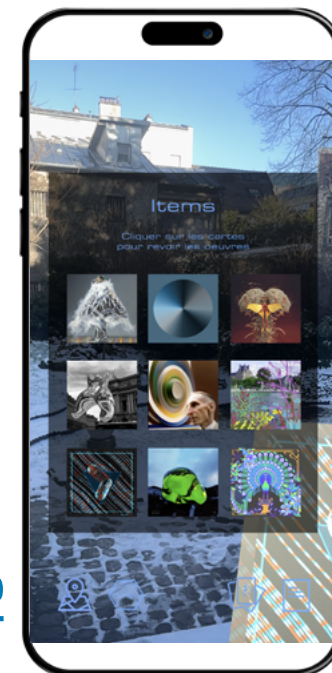
3. AR ART

4. NFT POAP

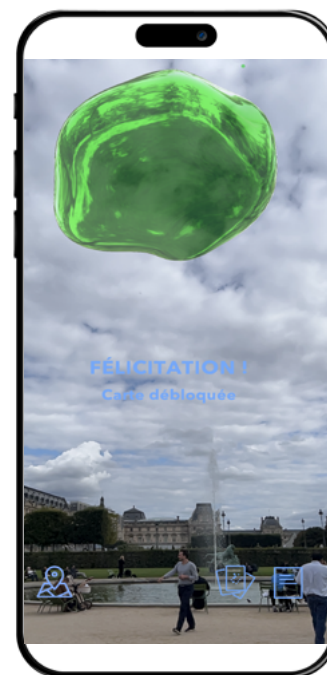
1



2



3



4



CYBER FLÂNERIE REVOLUTIONIZES
CULTURAL ACCESS EVERYWHERE.



OUR VALUES

MAKING THE INVISIBLE VISIBLE: ART FOR ALL EVERYWHERE

Through the power of Cyber Flanerie I, accessible on smartphones or tablets, “flâneurs” can immerse themselves in the interactive artworks scattered throughout a designed space or their own homes. Not only can they marvel at the mesmerizing art works, but they can also capture and share their experiences with friends and their communities through photographs and videos on their social networks, directly from the application. This level of accessibility to culture has no precedent, in terms of reach and breaking intergenerational and social class frontiers. **It’s a kind of museum of the future.**

TARGETING NEW AUDIENCE: GEN Z & GEN ALPHA

The interactive and digital nature of AR art aligns well with the preferences of younger generations, such as Generation Z and Generation Alpha. These demographics, known for their tech-savviness, are the early adopters of AR art apps. Incorporate gamification elements, challenges, and rewards. This approach can make the art-viewing experience more dynamic and engaging for a gaming-oriented audience.

DIVERSITY INCLUSION IMPACT

Our platform offers a wide range of content, from digital art parkours in the public space, to educational simulations. Always considering gender and social parity, as well as multiculturalism. CF facilitates a cross-cultural dialogue and understanding. It provides a platform for artists and audiences to engage in conversations about cultural diversity, promoting empathy and tolerance.



THE QUEST

The Cyber Flânerie concept is meticulously built around our Augmented Application (CFAPP), deploying a virtual journey accessed through game mechanics, to enthrall the forthcoming generations and empower the actors of change, enabling them to communicate, amplify and implement their messages with unparalleled impact!

A true Pokémon 'Go for art and culture, CF offers a map of augmented reality experiences. CF delivers a similar principle to the famous Japanese game of capturing small monsters, except that the player "collects" virtual works of art. This allows them to gather points that will then be converted into digital souvenirs, AKA POAPS (proof of participation tokens).

The core foundation of CF lies in democratizing cultural access by leveraging the gamified aspects of the application, effectively dismantling barriers in the process.

THE CFAPP

AN AUGMENTED REALITY PLATFORM FOR CULTURAL & CREATIVE STAKEHOLDERS

CF is a platform dedicated to professionals in the art, culture world, cultural industries, creative brands, social impact organizations, as well as educational institutions.

The platform enables us to create exclusive custom-made & personalized augmented reality experiences, incorporating the organization's branding, and goals, while collaborating with them on the curatorial concept.





WHO IS IT FOR?

- Museums, Foundations
- Galleries
- Creative agencies
- Educational institutions
- City Halls, Regions, Ministries
- Foundations
- Tourism
- Events (conferences, festivals etc.)

SERVICES

You pitch us. We develop three different proposals aligned with your goals, branding, and budget. We fully manage the digital content and deliver a gamified augmented reality experience. We can supervise, optimize, and create your content, as well as crafting on-demand experiences All flâneries are white label just different levels.

- WHITE LABEL FLÂNERIES

A personalized and immersive augmented reality experience tailored to your specific needs.

- CURATED

AR pre-curated experience allowing clients to incorporate their own branding elements, logos, and colour schemes, as well as personalized messaging This ensures that the AR experiences align with the client's brand identity.

- CUSTOM-MADE

Custom-made branding and curation. From ideation-development to implementation and maintenance.

- SPONSORSHIPS : EVENTS

Partner with us in a strategic mediatic event aligned with your values and your target audience, in exchange for exposure and promotional opportunities within the AR experiences created by the O3.

- TALKS- WORKSHOPS

Art, science, technology, and transformation



KEY FEATURES

- Multisensory experience
- Geolocation: Iconic Set up- conflict zones
- Gamification
- CTAs
- Creative digital economies
- Mediation (audio guide)

DRP X CYBER FLANERIE I - BETA LAUNCH

Bio-Digital Systems: A Non-Linear Dialogue at the Intersection of Time, Ecology , and Matter




DRP

CYBER

THE TEAM



Yvonne Senouf 

Founders

YVONNE SENOUF is a driven cultural producer with more than thirty years of experience, with a passion for contemporary art, innovation, technology, digital media, and the Environment. She has collaborated curated and produced cultural projects for prestigious institutions such as The Studio Museum in Harlem, Christie's NYC, The McKee Gallery, The Scherman Foundation, Sydney and The Florica Kyriacopoulos art collection, Athens Greece, among others.



Céline Shen 

A polymath by nature, she is passionate about the new possibilities offered by digital and embracing Web 3.0 and blockchain technology to create new perceptions and solutions around environmental and social issues, with art as a catalyst for social change, teaming up with artists, like Claudia Hart, Shaun Gladwell, Soliman Lopez, Felice Varini, and Ana Mendieta among others.

CÉLINE SHEN is a multidisciplinary artist born in France in 1988, also known under the acronym of C.S for her digital works. Graduated from the Ecole Nationale Supérieure des Arts Décoratifs in Paris, she pursued a double degree training program at the Institut Supérieur des Arts et des Chorégraphies (ISAC) in Brussels. Her works exist in the intersections of the digital, new technologies, writing, dance, performance and clothing design practices. She use to work with french scientific laboratories (Lutins Userlab, Les Mines, etc.).

In 2018, her creative process acquired a choreographic dimension taking into consideration Nature, Femininity and extra-terrestrial territories. Her digital works entangle a perspective where the machine, connecting virtual «net-worlds», enhance invisible dimensions, auras displaying a reconstituted cosmology crossing interstellar fictions.

Technical Team

Ren Erik
Maxime Roadley
Carole Chheang
Anthony Guillaume
Valentin Robin
Diogo Rodriguez

DRP X CYBER FLANERIE I - BETA LAUNCH

Bio-Digital Systems: A Non-Linear Dialogue at the Intersection of Time, Ecology , and Matter

On the fall 2023, for its debut project, «Cyber Flânerie I», Orion3000 invited ten international artists, to place their artworks on site-specific augmented reality locations. These locations were mapped from the Orion constellation and projected onto Earth, unveiling a legendary spot in the heart of Paris, le Jardin des Tuileries.

«Cyber Flânerie I», further unveiled a concept of expanded realities. The AR artworks acted as conduits, uncovering the intertwining relationship between the physical and digital worlds. They prompted us to question the boundaries between reality and the virtual as we engage with these creations. A fascinating hybrid future unfolds before us—one where distinctions vanish, leading to joyful, reflective, and speculative interactions with a broad and interconnected world. The artworks and their speculative, interactive approaches, illuminated the various links between our environment, humans, and machines, leading us to speculative futures beyond our imagination.

We are embarked in in a lyrical journey anchored on scientific findings, blurring fiction and reality, a web of interwoven stories about deeply personal impacts on our environment and the Humankind, representing diverse local and global, Western scientific and indigenous, human and non-human perspectives.

The project «Cyber Flânerie I» is hosted by Orion3000, which is an intrinsic part of Céline Shen's ecosystem.

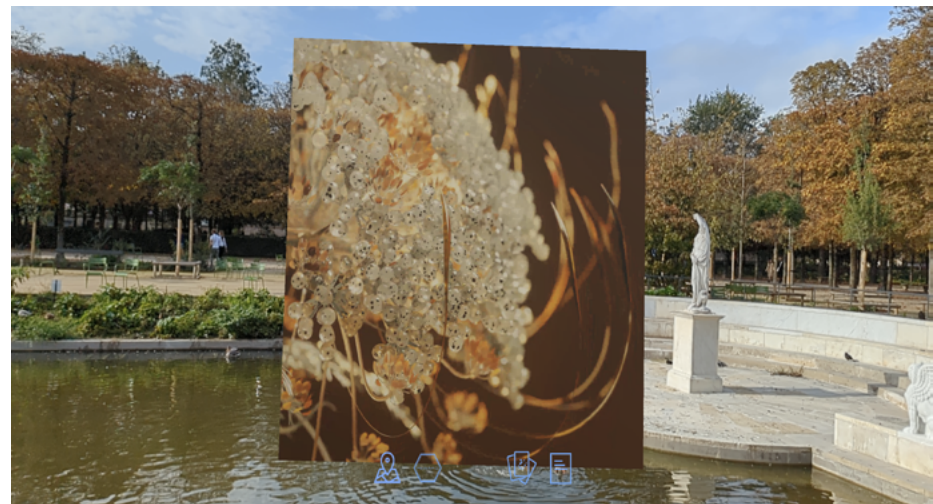
UNVEILING EXTENDED REALITIES

With Augmented Reality the contemporary era public spaces have transformed into augmented environments, where a virtual dimension seamlessly intertwines with the physical realm. This integration of data and reality not only enriches our surroundings but also uncovers a plethora of uncharted opportunities.

Our aspiration is to open “Middle Earth” to artistic, scientific, and technological expression allowing us to tether virtual worlds to locales and harness the transient nature of interruptions and glitches as a creative canvas.

Promoting a sense of place-based engagement and encouraging a curatorial mindset, “Cyber Flâneries” seeks to unlock the augmented reality realm for both the public and creative individuals from all walks of life.

It aims to function as a versatile platform for shared experiences, bridging the virtual and physical world, enabling communities to come together across various urban landscapes and locations.»



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