

THE GREAT STORY OF THE INFINITE DRAWING

ELLY OLDMAN

INTERACTIVE GIANT FRESCO



DATA SHEET

An original creation by Elly Oldman, accompanied and produced by Electroni [k], in co-production with Le Cube, Center de création numérique, Stereolux and with the support of Artefacto.

THE ARTISTIC PROJECT

PRESENTATION

It all started in spring 2017 with a crazy idea from the young french illustrator Elly Oldman: trapped in her bed following an accident, she embarked on the creation on Instagram of an endless drawing: @theinfinitedrawing

In a graphic style all of her own, she deploys all her creativity and her overflowing imagination. 200 publications, 15 meters of drawing and 18,000 followers later, she imagines with Electroni[k] the creation of an interactive, giant and evolving fresco, to be discovered in drawings but also in augmented reality!

Through this exhibition project answering the name of "The Great History of the Infinite Drawing", presented in its entirety on the wall and in the form of a giant puzzle on the ground, Elly Oldman tells us a wacky and incredible fable, against a background of consideration ecological and environmental.

Accompanied and produced by Electroni[k], in co-production with Le Cube, Centre de création numérique, Stereolux and with the support of Artefacto.

TECHNICAL CHARACTERISTICS

"The Great History of the Infinite Drawing", is an interactive, giant and evolving fresco, to be discovered in drawings but also in augmented reality, in its entirety on the wall and in the form of a giant puzzle on the ground.

Designed to be able to adapt to different exhibition spaces, the fresco was designed in this first version so that it can be presented:

- either its full version (wall and floor version of 12m² each)
- either only in its floor or wall version
- and if necessary, on an area of less than 12m², removing, if necessary, rows and columns on each version to adapt to the space

To adapt the exhibition to your location, you can use the following elements and contact us to jointly define the location of the fresco.

For abroad exhibitions, outside France and neighboring countries (Luxembourg, Belgium), we prefer to send digital files of the fresco for printing on site by the organizers.

COMPOSITION:

The exhibition consists of :

A Wall version

- a graphic mural of 2.37m by 5.05m (approximately 12m²), broken down into 24 A1 panels (84.1 x 59.4 cm - landscape orientation)
-

For exhibitions abroad, the mural is sent as digital files either decomposed or in its entirety, depending on the format and the print medium chosen. The on-site printing is the responsibility of the organizer (support of your choice: wallpaper, dibon, tarpaulin - eco-responsible materials desired)

Floor version

- a graphic checkerboard on the floor of the same size composed of 48 A2 tiles (42.0 cm x 59.4 cm - portrait orientation)

For exhibitions abroad, the fresco on the ground is sent as digital files either broken down or in its entirety, depending on the format and the print medium chosen. Printing on site is the responsibility of the organizer. (recommended support: linoleum: eco-responsible ink desired)

Please note that it is possible to adapt if necessary the format of the whole file to be printed (either for printing costs, or for space reason for exemple). In this case, please send us the exact dimensions desired for the exhibition, so that we can adapt the size of the digital file

Application

- a dedicated application allowing to discover the videos in augmented reality associated with the fresco (9 videos) to be discovered via a smartphone or a tablet

Optional / on request:

- 3 2D totems of characters from the fresco (from 1.20m to 1.70m high) - digital files to print
- video files (artist interviews, TEDx intervention, etc - french version only)
- mp3 file - sound creation by Benjamin Le Baron for sound environment at the exhibition site (see SACEM rights)

CHARACTERISTICS :

- Exhibition for the general public, from 4 years old (animation from 6 years old)
- The exhibition in its full version (floor and wall) requires the presence of a mediator
- Duration: continuous flow exhibition / Interactive animation: minimum 15 minutes per visitor
- Note: the application and the augmented reality animations produce sound
- NB: the exhibition material tolerates the movement of tiles on the ground during the exhibition.

Visitor instructions for the mediators in charge of the exhibition:

- Do not lean on the fresco on the wall
- Take off your shoes before walking on the fresco on the ground
- Visitors can walk on the fresco in socks, but you must not sit on it (risk of friction)

Supplied by Electroni[k]

- the mural and / or the fresco on the ground in digital file version to print
- mediation sheet (one A4 recto / verso) intended for the public (additional printing at the expense of the organizer)

Technical needs:

- Wall and floor space provided below
- 1 constant lighting if possible (the application also works outdoor)
- One - or more - wall space (s) for the exhibition labels (1 presentation, 1 for the tutorial to download the application, 1 for the treasure hunt)
- Assembly time: 4 hours (to be evaluated by the organizer depending on the printing medium chosen)
- Disassembly time: 3 hours (to be evaluated by the organizer depending on the printing medium chosen)

To be provided by the organizer (full version)

- 1 wall surface (preferably plain), clean and smooth and respecting the dimensions specified below: *Minimum wall space: 2.50 m x 5.2 m, ideal: 3 m x 6 m*
- 1 clean and smooth floor surface (preferably plain) and respecting the dimensions specified below: *Minimum floor space (indoors or outdoors): 4m x 7m, ideal 7.5m x 9m*

- Printing of the digital files provided for the floor and wall version according to the chosen format, hanging and dismantling
- 2 digital tablets minimum (ipad or android) (+ number of digital tablets desired + with wifi access) with upstream download of the "Le Dessin Sans Fin" application
- 1 shelf or shoe cabinet or a space to take off / leave your shoes on the floor version is presented
- Signage: "Please take off your shoes before walking on the fresco" + other signs
- if possible: wall display space for an A1 poster

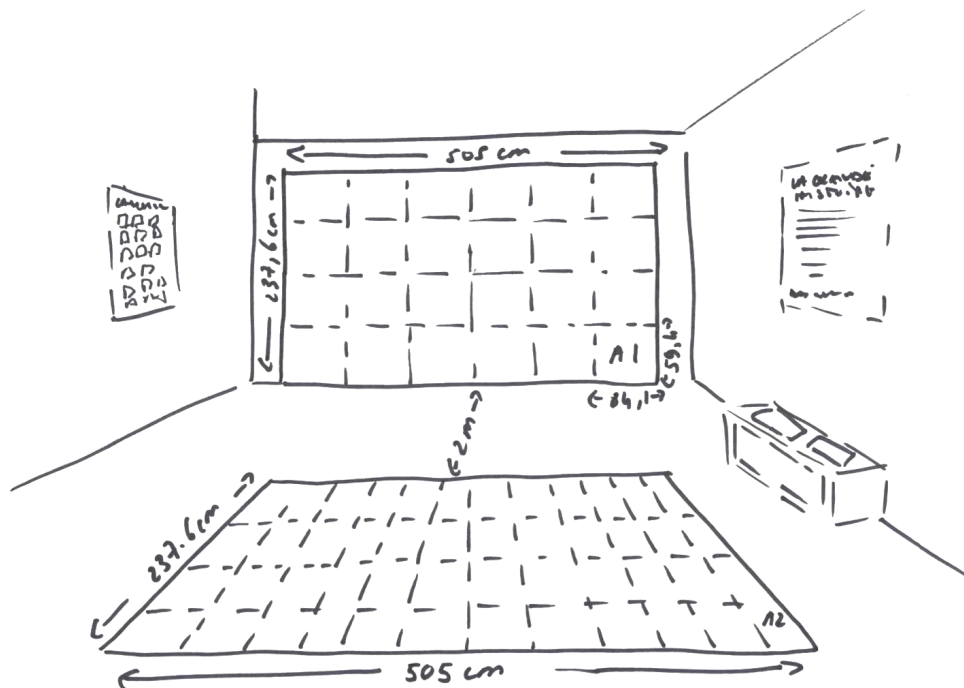
Installation / dismantling requirements for the organizer:

- 2 referent and / or technical assistance for hanging up and taking down
- 1 level
- 1 stepladder for assembly and disassembly
- Electronic socket (s) for tablet charging)
- Micro-fiber cloth for regular cleaning of the floor version

RECOMMENDED LOCATION:

- Whenever possible, it is recommended to align and glue the bottom of the fresco to the bottom of the wall
- Position the floor fresco as far as possible in front of the wall version with a spacing of 2 / 2.5 m between the foot of the wall and the top of the floor version, in order to allow movement in front of the fresco.
- Reminder wall version: 24 A1 landscape orientation = 84.1 x 59.4 cm (i.e. 505cm x 237.6 cm)
- Reminder ground version: 48 A2, portrait orientation = 42 x 59.4 cm (i.e. 505cm x 237.6 cm)

These are recommendations adapted to the format of the existing files (12m2) / As specified, it is possible to adapt the dimensions of the fresco to the chosen exhibition medium as well, the layout may vary



AUGMENTED REALITY APPLICATION



As the application dedicated to “The Great History of Infinite Drawing” is under development, the first usable version is not available on Google Play and Apple Store. It will be available as of fall 2020.

In the meantime, a url link and / or a QR Code are nevertheless available to download the “Infinite drawing” application upstream by the organizers and on site for the public, via the tutorial cartel.

Procedure for downloading the application:

Step 1: Make sure you can connect to a good quality WiFi network.

Step 2: Make sure you have enough storage space on the tablet to download the app.

Step 3: Download the application via the URL link: <https://apps.artefacto.fr/9/EllyOldman/Applications/>

Step 4: Download the application via the QR Code: Make sure you have an application that can read QR Codes. If not already installed on the device, download any free QR reader app from the Play Store or Apple Store.

Step 5: Open the QR Code reader application and scan the QR code below (the same as the cartel's for the public):

Step 6: Open the QR Code link and download the Elly Oldman.apk file

Step 7: Since the application is not from a regular store, it may happen that some devices ask for permission to install. Most of the time after downloading, a window appears directly on the screen asking for installation permission. You have to accept and authorize.

Step 8: If no window appears:

With an Android device: go to device settings and allow to install applications that are not from the Google Play Store.

With a device that works with IOS: go to Settings, in "General" then in "Device management" and authorize your device to trust Artefacto.



CONTACTS

BOOKING & SUPPORT :

Anne Coursan

Projets manager

a.coursan@electroni-k.org

+33 (0)2 99 59 55 57

MÉDIATION AND WORKSHOPS :

Lola Chanut

mediation@electroni-k.org

+33 (0)2 99 59 55 57

ELECTRONI[K]

87 boulevard Jean Mermoz

35136 Saint-Jacques-de-la-Lande

www.maintenant-festival.fr | www.electroni-k.org