



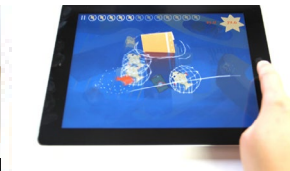
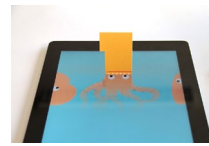
# Julie Stephen Chheng

Julie Stephen Chheng is a **Paris-based designer**. A graduate from the “Arts décoratifs of Paris” school, She is engaged in projects in the field of **publishing** and **visual arts** that blend state-of-the-art technology and paper. She is the author of **several books and applications** : Poems in Pieces, 'The Aventures of a Village', 'Rain at noon', 'The Postal train'. In 2014, she did an Art Residency with the **Hong Kong Arts Center**. In 2016, she was artist-in-residence at the **Villa Kujoyama** in Digital Arts in Kyoto. In 2017, she presented Uramado at the **Musée de la Chasse et de la Nature**, "Folded, Cut and Off the Wall ", a touring exhibition organised by **Le Salon du livre jeunesse** de Montreuil and 18 windows displays for **Hermes Tokyo**. She is now working on **Uramado AR**, a story with augmented reality stickers.

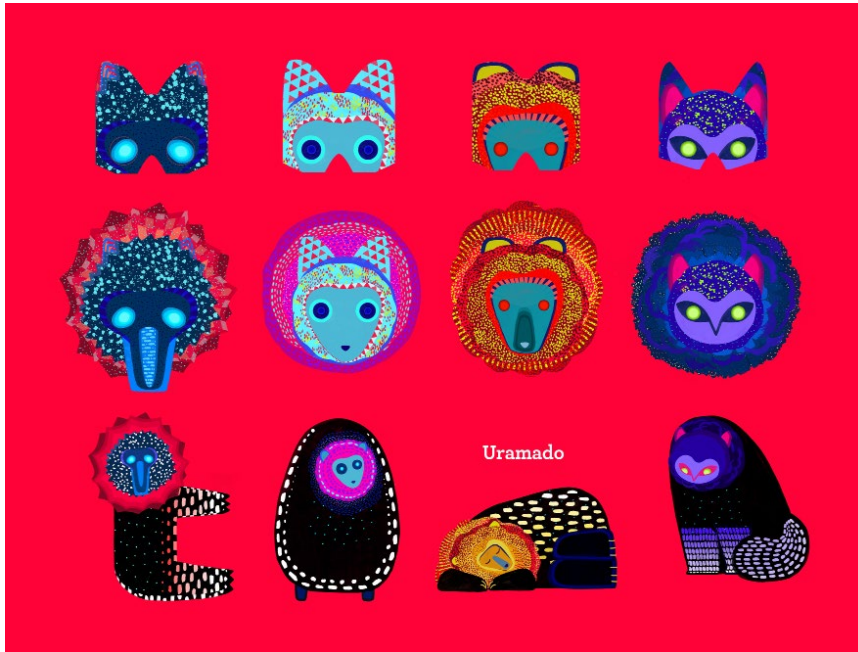
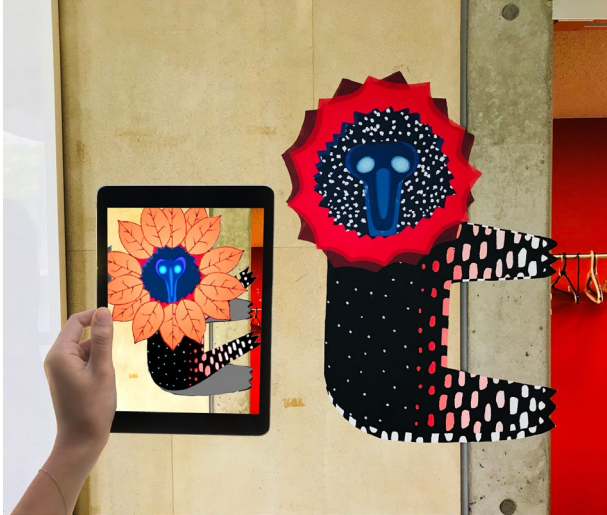
-----> **TUMBLR** : <http://juliestephenchheng.tumblr.com/>

-----> **VIMEO** : <https://vimeo.com/user47098517/videos>

-----> **FRANCE3** : <https://vimeo.com/193720572>



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1. Download the free app : *Uramado AR, Tanukis awake*
2. Grant access to camera
3. Aim at me ! (zoom if necessary)

# Uramado AR, Tanukis awake

-> event / exhibition / workshop

Uramado is a **treasure hunt route in augmented reality** by Julie Stephen Chheng. It tells the story of Tanukis which are **spirits of the forest** waking up in the city. Animals are placed in different places of the appointed area, outside and inside, more or less hidden, in different sizes.

The participants are invited to **download the free app Uramado AR, Tanukis awake** ( on IOS and Android ) to start this treasure hunt. As the stickers are discovered one by one, **the spirits come to life**, bewildered, and ask questions to the participant. According to the reply given, the participant will discover at the end of the route that he himself is a spirit and will get to leave the game with his own colourful mask in augmented reality.

**Uramado invites the audience to question our differences and our own reality in a poetic and playful way.** A workshop of augmented reality MASK AND STICKER accompanies the treasure hunt.

[Click here for Spain](#)

[Click here for Villa Kujoyama in Kyoto](#)

[Click here for la Gaîté Lyrique in Paris](#)

**VIDEOS**  
à cliquer

[Click here for Musée de la Chasse et de la Nature](#)

[Masks and Stickers](#)

Uramado AR starts at **Villa Kujoyama** and was previously shown in a smaller version at the **Musée de la Chasse et de la Nature**. / contact: [julie.stephen.chheng@gmail.com](mailto:julie.stephen.chheng@gmail.com)





## Uramado

### Augmented course

at Musée de la Chasse et de la Nature

For the D'Days, an Uramado augmented reality journey at **the Musée de la Chasse et de la Nature** was proposed to the public (the hunting and nature museum in Paris). Nature spirits are hiding in different rooms. They interrogate and interact with the museum paintings and objects. It's a **fantastic bridge** between two worlds: **the reality and the fantastic** that shares the same admiration for nature. The spectator is invited to download a free application to project himself into imaginary worlds that all of a sudden come alive.



[Click here for video](#)



## Rain at noon

La Pluie à Midi (Rain At Noon) is an **interactive experience** on tablets by Julie Stephen Chheng. Aimed for 3 to 8-year-old kids, Rain At Noon tells the adventures of the little fish Joe who, eager to be accepted by a group of sharks, travels around the seas looking for a fin to pretend to be like them. It is through this initiation journey that Joe will learn to accept himself as he is. **The story and its universe evolve** according to the geographic situation of the user, as well as weather data and the calendar.

--> <http://volumique.com/lapluie/>



[Click here for video](#)

# Paper Windows - Hermès

*Paper Windows* is a series of **18 window displays** for Hermès in Tokyo. The idea is to produce media art that utilizes technology to highlight the value of the analog. For this exhibition they have created a **three-dimensional dollhouse using Bis Repetita**, the new Hermès autumn/winter 2017 origami and wrapping paper. When you look through the windows of this dollhouse, something unexpected occurs...  
--> <http://www.maisonhermes.jp/en/ginza/window/archives/670978/>

Click here  
for video





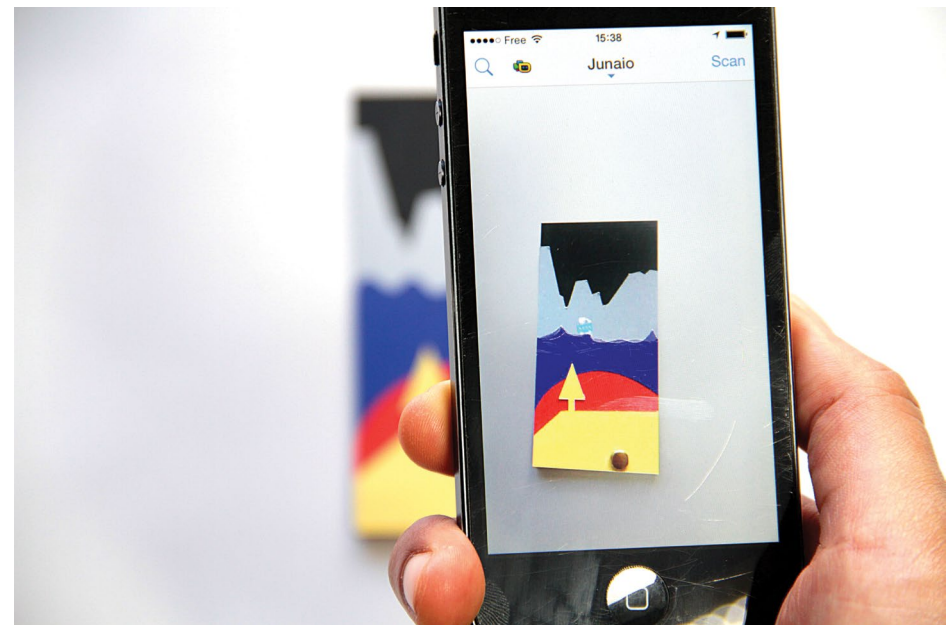
# Le Train Postal

The Little Postal Train launches a new collection of animated postcards. A unique experience combining the Do-It-Yourself with new technologies!

A box with 25 pre-cut forms which present an infinite range of possible combinations. You can assemble your own postcard! Send it to a friend; thanks to the free application Moving Cards, they'll discover a wonderful 10-20 seconds movie in Augmented Reality! 25 combinations can already be seen in Augmented Reality, and the author is working on more animations to come.

--> [www.moving-cards.com](http://www.moving-cards.com)

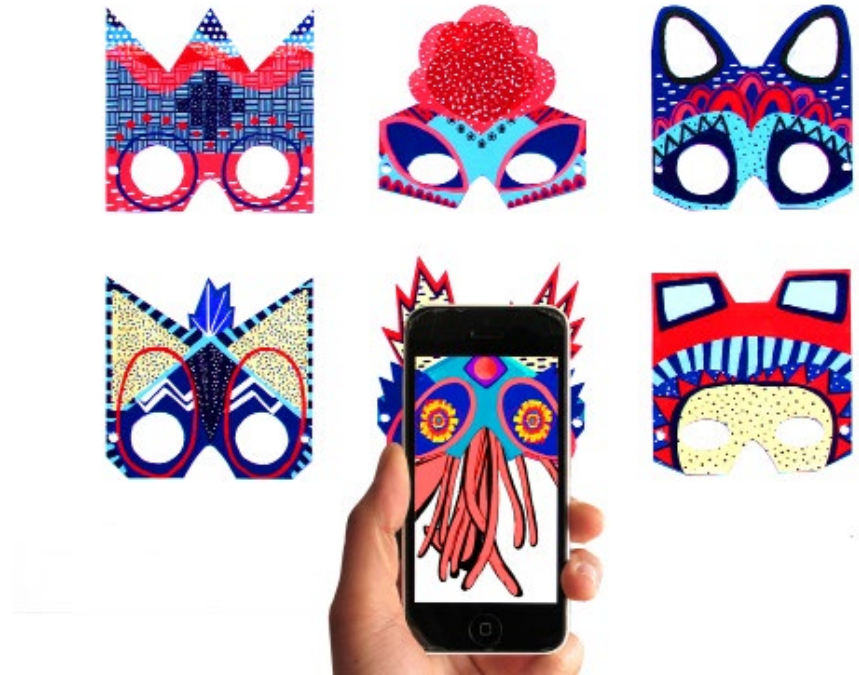
[Click here for video](#)



# MovingMasks

MovingMasks is a collection of augmented reality masks with the app MovingCards.

A way of rediscovering the games in our youth with **pop and colorful masks** and to question **the facial filters** of our social media. These six masks correspond to six characters: the Diva, the Bear, the King, the Bird, the Owl and the Koala. Each has two animations. The downloadable application on iOS and Android allows you to animate up to two masks and in selfie mode.

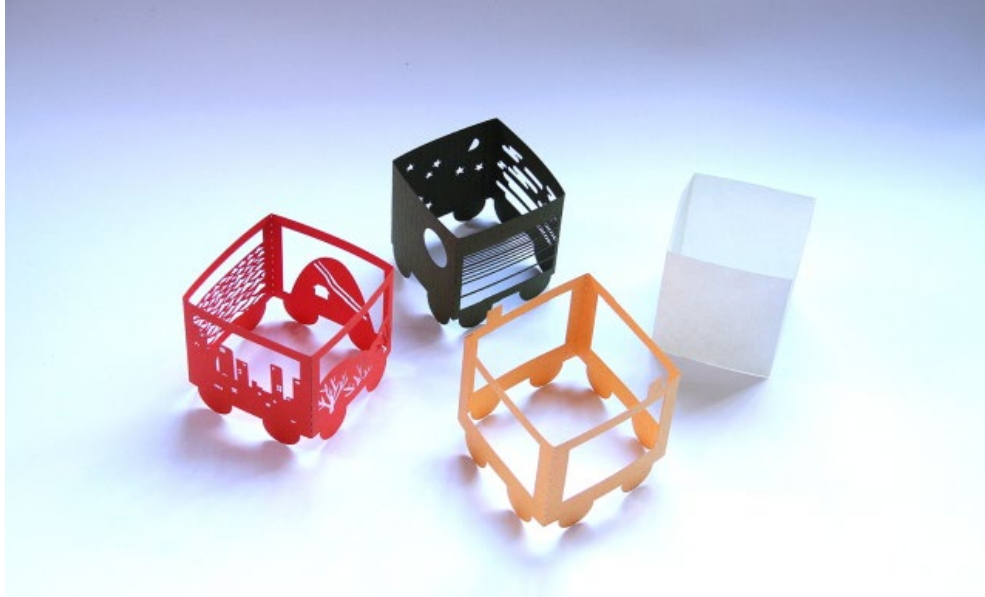


[Click here for video](#)



## Uramado

Uramado is **augmented pop-ups** with virtual contents inspired by japonese windows. These pop-ups are foldable in a book and it is composed with three layers of papers. Therefore, **according to the combinaisons of these layers, it can tell different stories.** At night, these pop-up become **little lanterns** and reveals other animations in augmented reality.



[Click here for augmented reality pop ups](#)

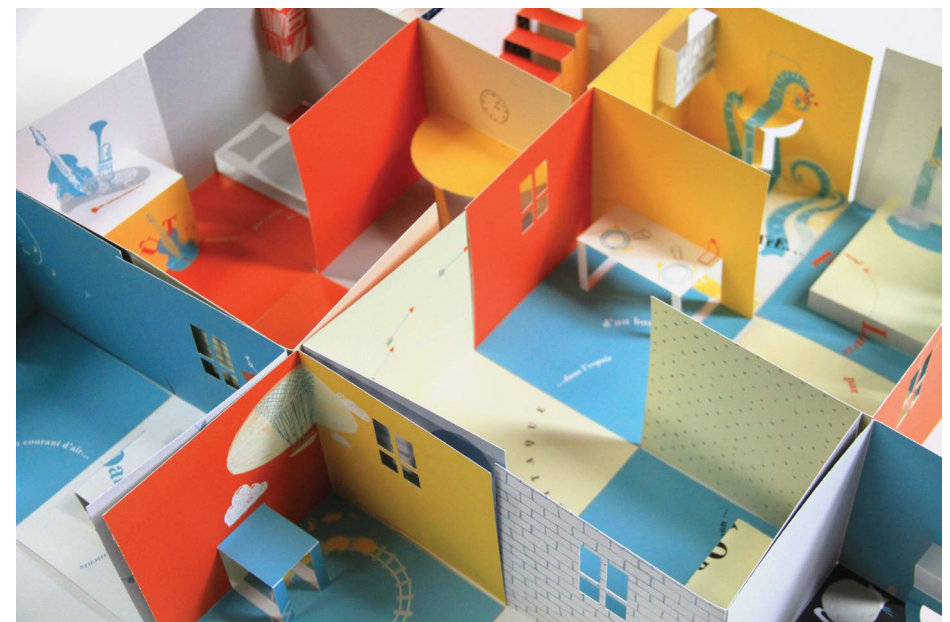
[Click here for the book prototype](#)



# Poemes in Pieces

A game book which combines **spatial construction with the construction of stories**. Inside the box, you will find cards to unfold with all the pieces of an apartment : the living room with a round table, the bathroom with a bathtub or the bedroom with a red bed. Once the pieces are put together, a **multitude of combinations are possible**, from a studio to a loft as well as the building of the neighbours' apartment. Moreover, on the floor, **parts of sentences** belonging to each room will combine to tell all kinds of adventures once they are put together ! The child will build by himself his own spaces to tell the stories, thanks to spatial or poetic manoeuvres which will enrich his imagination !

[Click here for video](#)





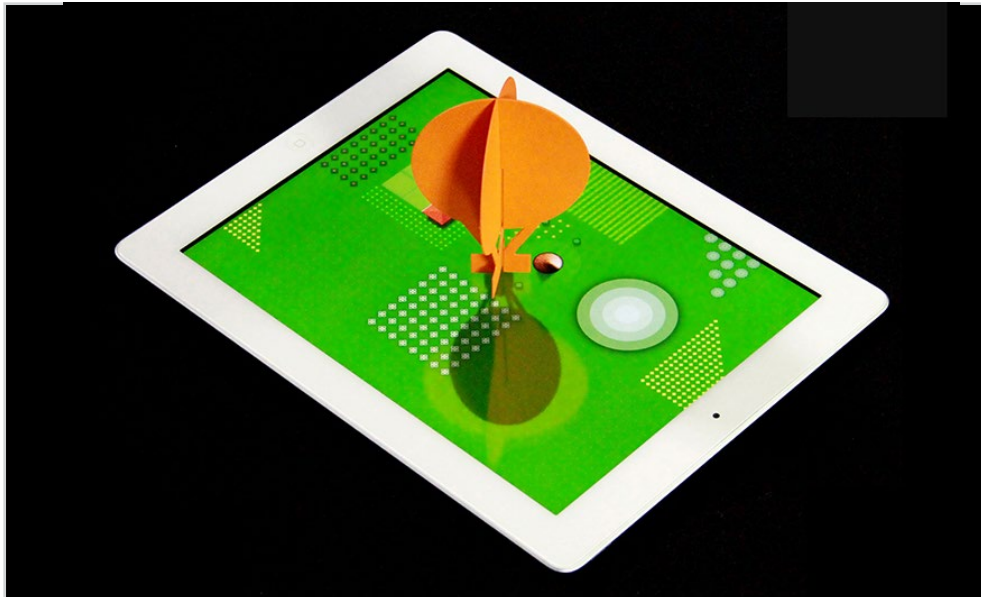
## The adventures of a village

Inspired by the books of random-reading and books in which you are the hero, *The Adventures of A Village* is a book that offers several possible stories.

According to **the fold you choose**, the image is changed and so is the story. There are altogether **8 narrative possibilities**, with always the theme of a certain danger threatening the village; but in the end, the village always finds a solution to escape from the danger.



[Click here  
for video](#)



## Balloon

Balloon is **a book and an application** in collaboration with Studio Volumique which tells the adventures of a little balloon. At the end of the book, the reader will find a little balloon in paper to put on the iPad.

The adventure continues on screen. With his finger, the reader plays the role of the wind. **An optical illusion is what makes the balloon seem to fly.**



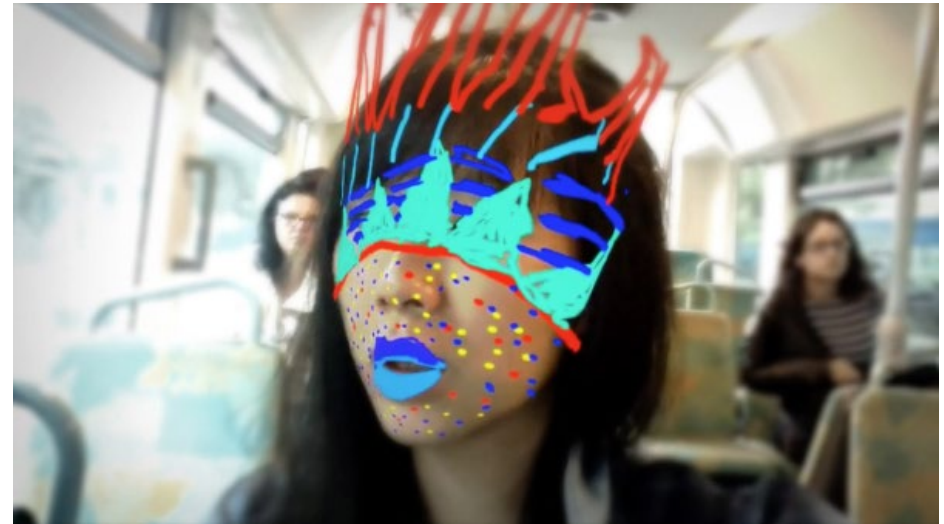
[Click here  
for video](#)



# MEAT - Snapchat video clip

A video clip realised using the facial draxing tool on *Snapchat*.

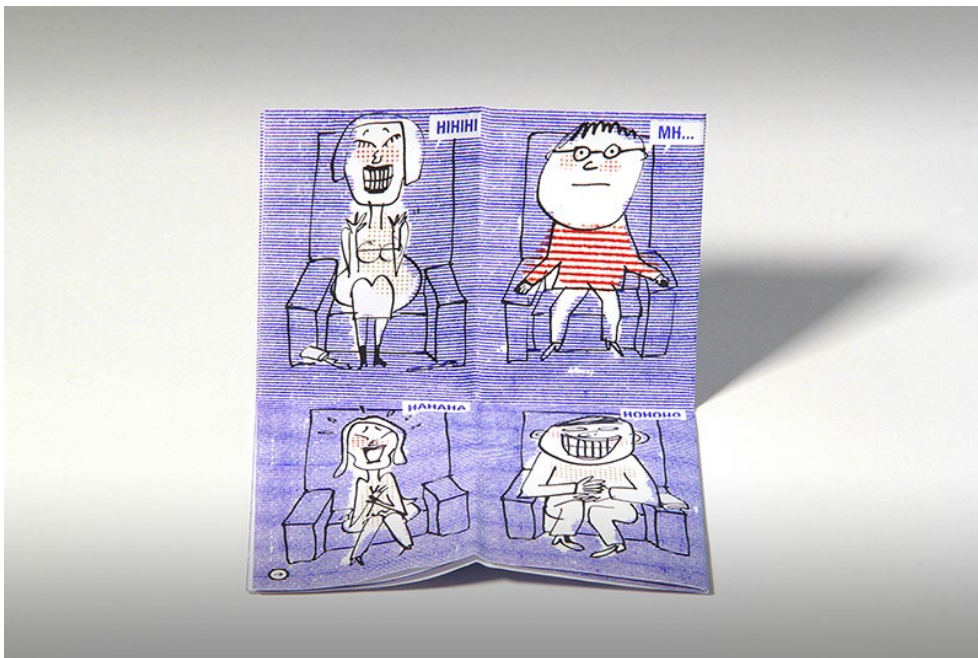
[Click here for video](#)





## The unfolds

The more you unfold the book, the more the space of the story expands. Little by little, you will discover a cinema chair, an unlucky thief, the love bathroom, paper planes and a naked football fan... to end on a whole cinema, buildings, a beach and a football field. *The Party, The Cinema, The Thief, The Beach* and *The Football Match* published by Studio Volumique **invite you to discover 5 illustrators:** Serge Bloch, Thomas Pons, Julien Chheng, Jocelyn Gravot and Julie Stephen Chheng.

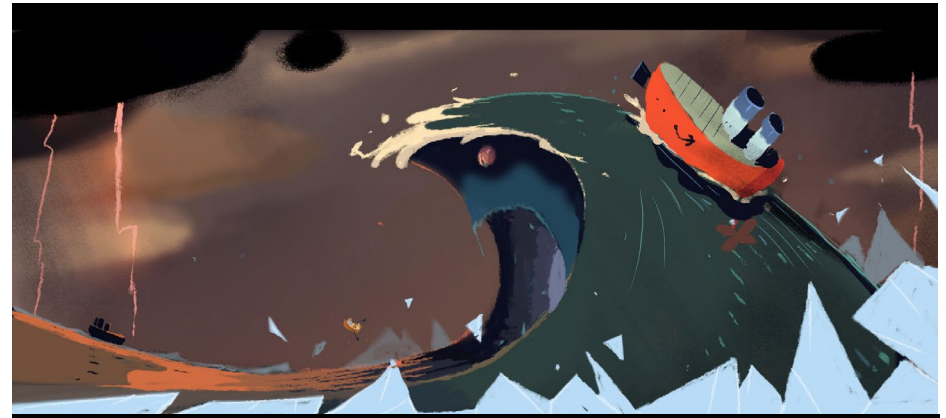
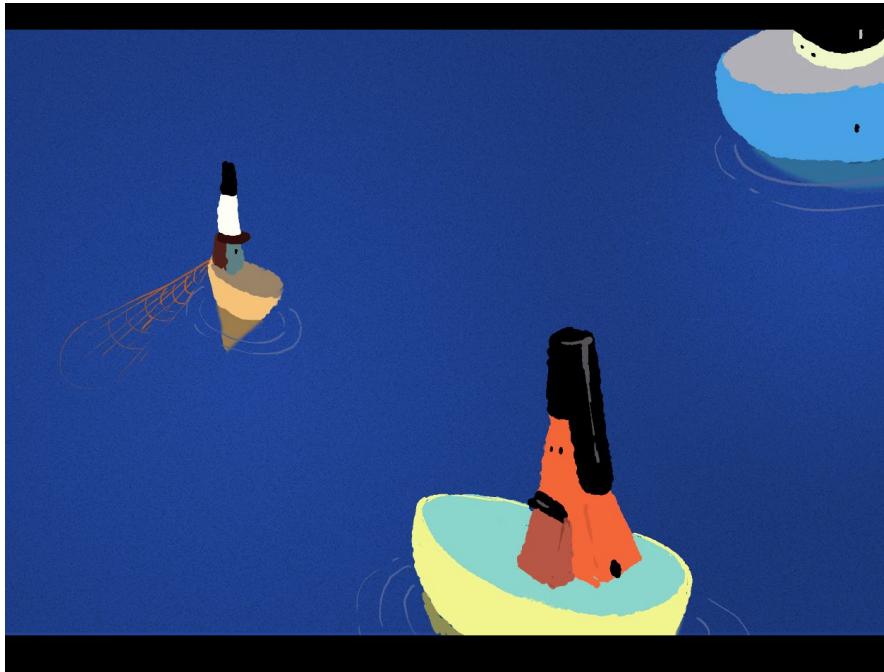


[Click here for video](#)



# The sailors

The sailors is **an animation short film** with Julien and Jonathan Chheng in development produce by Agat Films/ Ex Nihilo. The story tells the adventures of Joe, an impulsive child who tries to re-capture hurtful words that he told to a little girl, much to his regret. In the center of a big storm that happens in his brain, he discovers little strange sailors who are navigating their boats in his head working hard to transform his ideas into words. Thanks to them, he will manage to overcome his fears and win the friendship of the red-haired little girl.





# Reviews

## Review links :

### .FRANCE3 (television):

<https://vimeo.com/193720572>

**Vogue (Italie):** <http://www.vogue.it/vogue-bambini/news/2017/01/09/le-storie-3d-julie-cheng/>

### . Makery

<http://www.makery.info/en/2016/06/06/fenetre-arriere-sur-le-japon-en-papier-augmente/>

### ..Disenovidacotidiana

<http://www.disenovidacotidiana.com/?q=node/52>

### . Salon du Livre Jeunesse

<http://slpj.fr/exposition-julie-stephen-chheng/>

### . Nouvel Obs

<http://tempsreel.nouvelobs.com/rue89/rue89-sur-les-reseaux/20160921.RUE3872/les-masques-colores-de-snapchat-dans-un-clip.html>

### . Étapes

<http://etapes.com/les-aventures-du-petit-train-postal-des-cartes-postales-qui-s-animent>

### . Graphism.fr de Geoffrey Dorne

<http://graphism.fr/les-livres-dpliabiles-de-julie-stephen-chheng/>  
<http://graphism.fr/la-boutique-des-ditions-volumiques-est-ouverte/>

### . Fubiz

<http://www.fubiz.net/usersstuff/des-livres-jeux-ludiques-et-interactifs-2/>

### . Les inrocks

<http://blogs.lesinrocks.com/booketing/des-livres-jeux-ludiques-et-interactifs-plis-recommandes/>

### . Naja Atelier

<http://najaatelier.wordpress.com/2014/12/12/julie-stephen-chheng/>

### . Fast so create

<http://www.fastcocrete.com/3024943/an-interactive-story-unfolds-in-this-amazing-origami-book>

### . Graphist-lab

<http://graphiste-lab.ch/inspiration/inspiration-graphisme/les-depliables-une-serie-de-livres-deplier/>

### . Toys don't cry

<http://toysdontcry.net/2012/12/livres-objets-au-salon-de-montreuil/>

### . Gizmodo

<http://www.gizmodo.com.au/2013/12/watch-a-story-literally-unfold-from-the-creases-of-this-kids-book/>

### . Designeuse

<http://designeuses.fr/2015/07/19/julie-stephen-chheng/>

### .Plaine Commune

<http://www.mediatheques-plainecommune.fr/plies-coupees-decales-balade-dans-latelier-de-julie-stephen-chheng-2>

### . Institut Français

<http://www.institutfrancais.jp/tokyo/fr/events-manager/fenestres-sur/>



## Articles in paper magazine

*Vogue Bambini, Télérama, Capital, Anderson, Le journal des médiathèques ...*