

TRANSFORMATIVE AUGMENTED LEARNING EXPERIENCES

**MOMENT
FACTORY**

 Lucca
Beni
Culturali®
CANTIERE CULTURA
XVII EDIZIONE

**The Future of Digital Storytelling and
Engagement for Cultural and Historical Venues**

CLOÉ ST-CYR

MULTIMEDIA DIRECTOR IN
CULTURAL & EDUCATIONAL DIVISION

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ESPERIENZE TRASFORMATIVE DI APPRENDIMENTO AUMENTATO

Strumenti per lo storytelling nei
luoghi della cultura




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A museum exhibit featuring a stone tunnel with blue lighting. In the center, a digital display shows three historical figures. Two visitors are seen from behind, one holding a smartphone. The scene is illuminated with blue light, and the stone walls and ceiling are visible. A yellow rectangular box is overlaid on the center of the image.

MOMENT FACTORY



**A UNIQUE MULTIMEDIA
& ENTERTAINMENT STUDIO**
SPECIALIZED IN THE CREATION,
DESIGN AND PRODUCTION
OF MULTIMEDIA ENVIRONMENTS.

Our vision

WE DO IT IN PUBLIC



400

EMPLOYEES

20

YEARS

450

PRODUCTIONS

5

OFFICES

*Montreal
Paris
Tokyo
New York
Singapore*

WHAT WE DO



LUMINA NIGHT WALKS

Lumina Night Walks transform outdoor sites into illuminated journeys, creating moments that invite people to safely reconnect in public.



THEMED ENTERTAINMENT

Every show tells a story and conjures up a universe of imagination. It's our profession – and our passion – to take stories and make them the most they can possibly be.



CEREMONIES & EVENTS

Ceremonies and events are the condensed essence of show business – months of hard work and intense, collaborative creative efforts, all aimed at producing one glorious, shining moment.



EXPERIENTIAL MARKETING

Brand is king and content is queen. We're experts at cutting through the "same-old" noise, finding fresh new ways to get people involved and excited. From unexpected stunts to immersive shows, we take consumer experiences to a whole new level.



CONCERTS

We craft immersive worlds of experience that enhance and amplify performances. We're experts in maximizing the dramatic and emotional impact of each song, enhancing the vital link between artist and audience that makes for an amazing show.

[▶ LINK TO VIDEO](#)



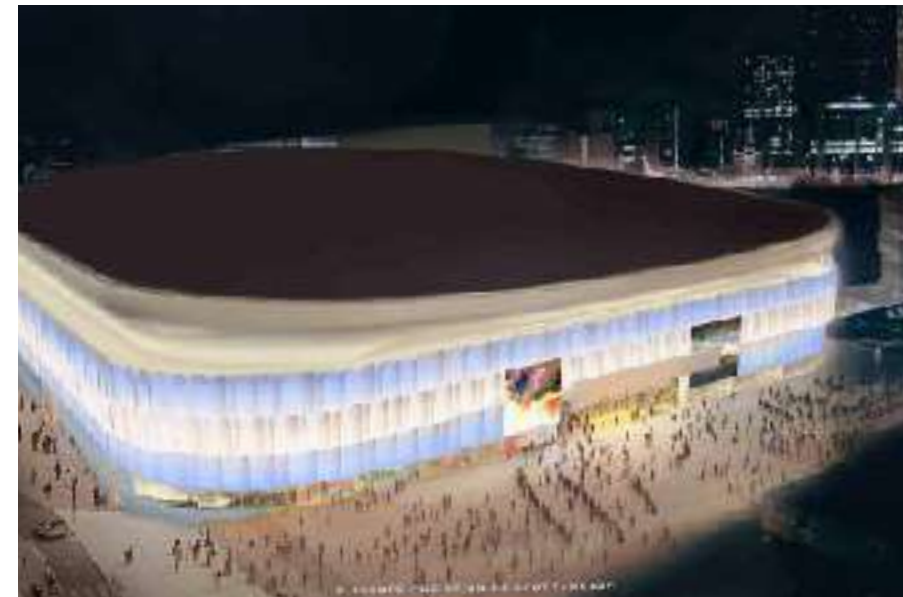
CULTURAL & EDUCATIONAL

We believe that the future of cultural and educational experiences begins with the visitor. We reimagine traditional exhibit spaces to create transformative and immersive journeys, placing technology at the service of experiential learning and emotional storytelling.



PUBLIC SPACES

We're constantly experimenting with new ways to activate public environments. We believe that immersive, entertaining, interactive multimedia has the power to build social solidarity, to bring people close together and to add wonder to the world.



ARENAS & STADIUMS

We never lose sight of the many different ways that collective energy can be shared. Inside and outside the stadium; before, after and during the event – we amp up the emotional intensity and keep the adrenaline flowing.



RESORTS & CASINOS

We animate spaces to provide experiences more powerful and engaging than any small screens could ever offer. Our immersive, interactive multimedia environments take entertainment and games to the next level.



FLAGSHIP RETAIL

We're experts at adding experiential value to built environments. Our multimedia worlds create a distinct sense of place, bringing spaces to life with dynamic content, adding new dimensions to brand expressions and engaging people with fun, playful, and surprising interactivity.

MUSEUMS' SOCIAL ROLES ARE CHANGING.

MOVING BEYOND CATALOGUING AND PRESENTING

KNOWLEDGE, **EXHIBITS CAN BECOME**

MEANINGFUL AND MEMORABLE THROUGH

IMMERSION AND ENGAGEMENT.



SuperReal

You are invited to step into a dream.

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FACTORY



BELIEVABLE
UNBELIEVABLE

A nighttime photograph of the facade of Reims Cathedral, France. The building is illuminated with warm golden lights, highlighting its intricate Gothic architecture, including the large rose window and the two tall spires. The sky is dark, and the foreground shows some blurred lights from the city.

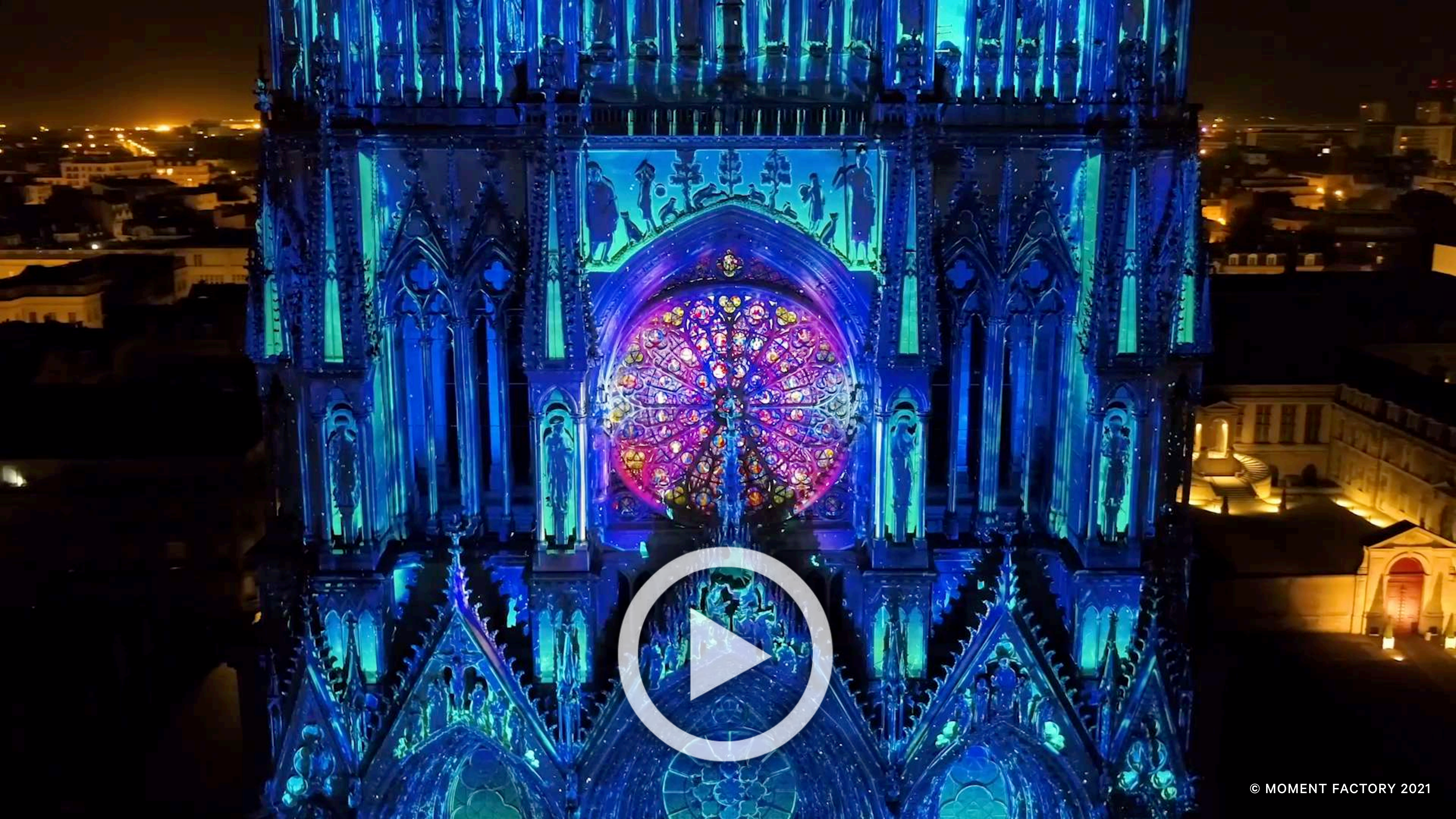
**REGALIA AT THE
REIMS CATHEDRAL**
CITY OF REIMS

SIGNATURE SHOWS

REIMS, FRANCE

2019

 [LINK TO VIDEO](#)



WHY MULTIMEDIA

01

**ENGAGING
EXPERIENCES**



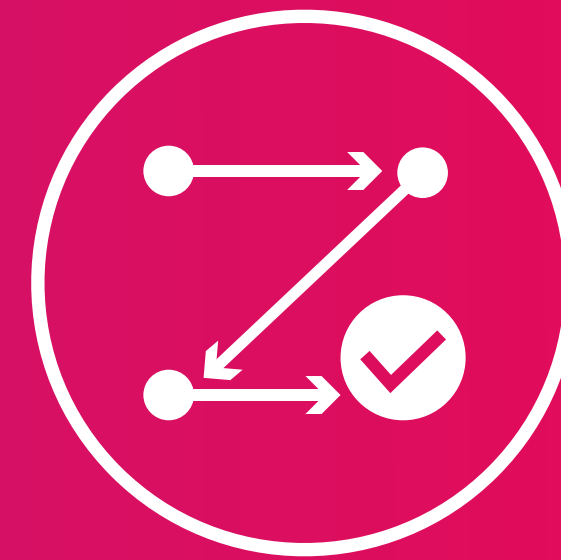
02

IMMERSIVENESS



03

**THE DIGITAL
RESET**



04

**EXPLORING THE
IMPOSSIBLE**





IDEAS TO SPARK INSPIRATION

MULTIMEDIA
FOR THE
FIVE **SENSES**



TABEGAMI SAMA

SONY MUSIC COMMUNICATIONS JAPAN

CULTURAL & EDUCATIONAL

TOKYO

2017

 [LINK TO VIDEO](#)

2018 | BEST USE OF DIGITAL TECHNOLOGY + PUBLIC CHOICE

FRAME
Awards



EXPERIENCE

comes

FIRST

**BOSTON
MUSEUM OF
SCIENCE**

DEC. 2020

**Arctic
adventure**
Exploring with Technology



3A_ICE CORE EXTRACTION

1

USER INTERFACE VS.
USER ENVIRONMENT

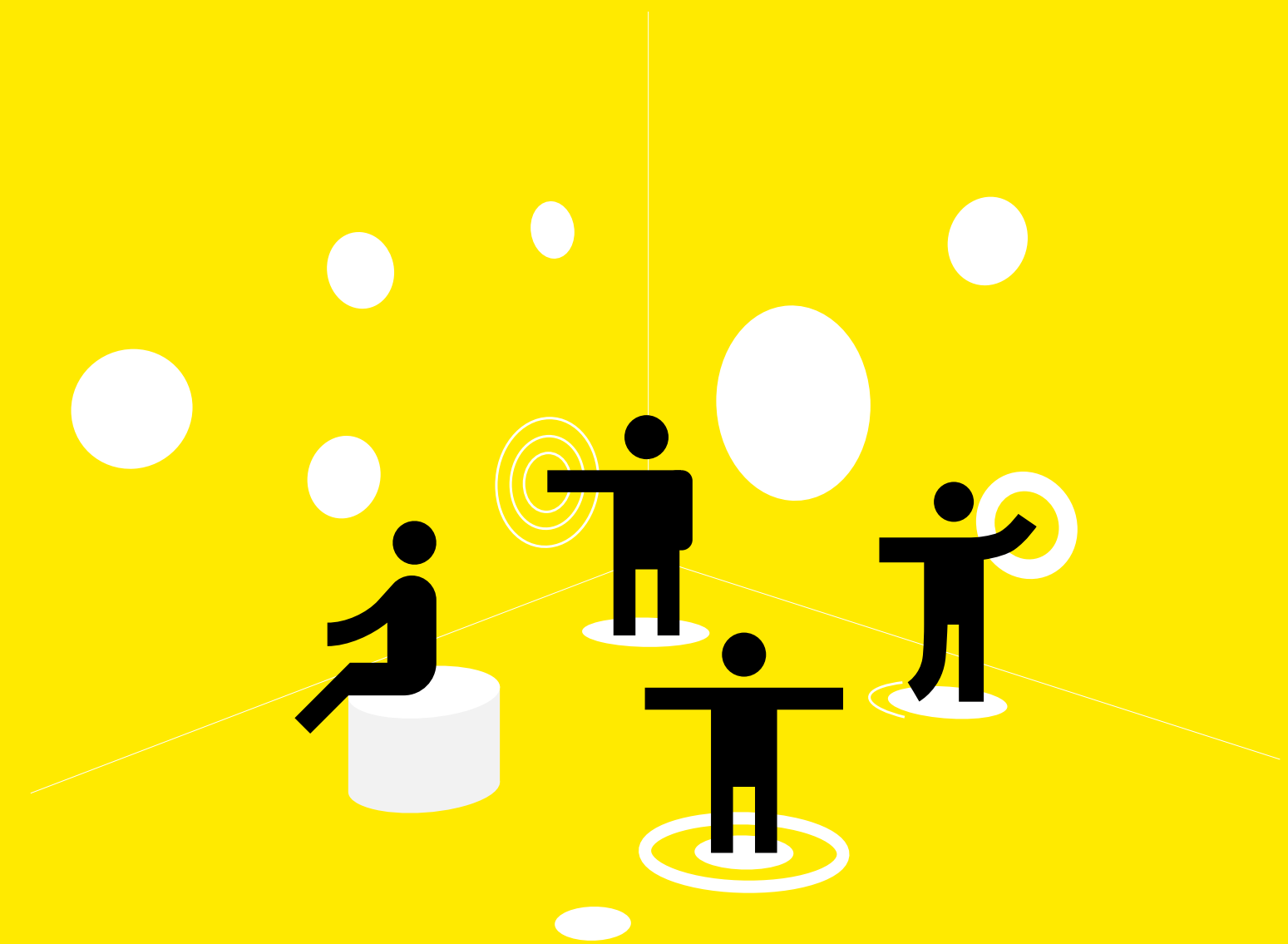


USER EXPERIENCE DESIGN



isn't limited to the screen...

UX IS EVERYWHERE



*connecting people to the
message and to each other*



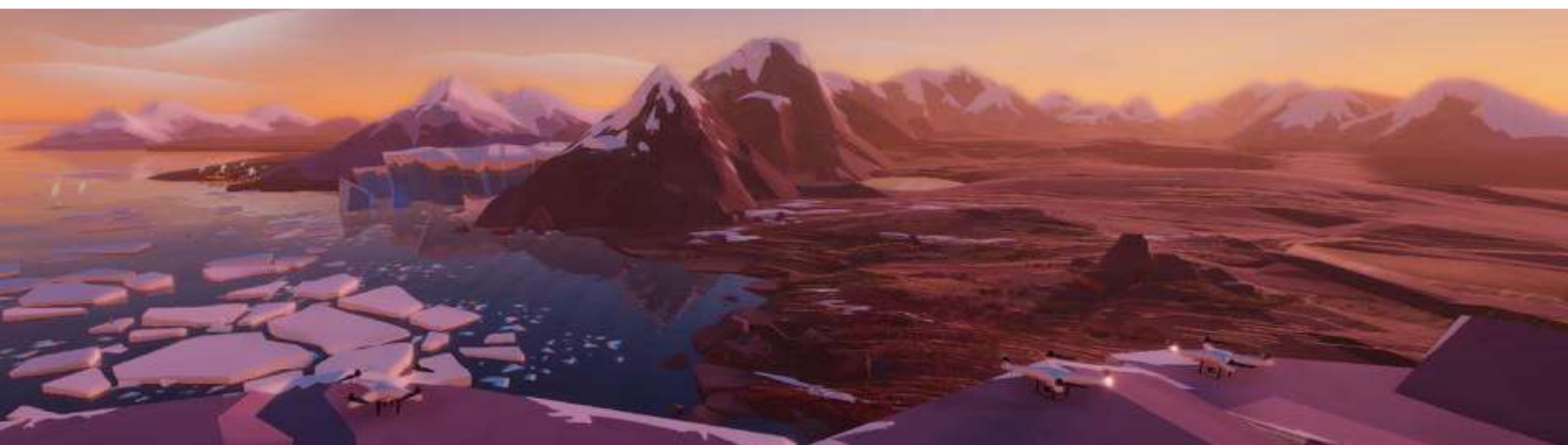
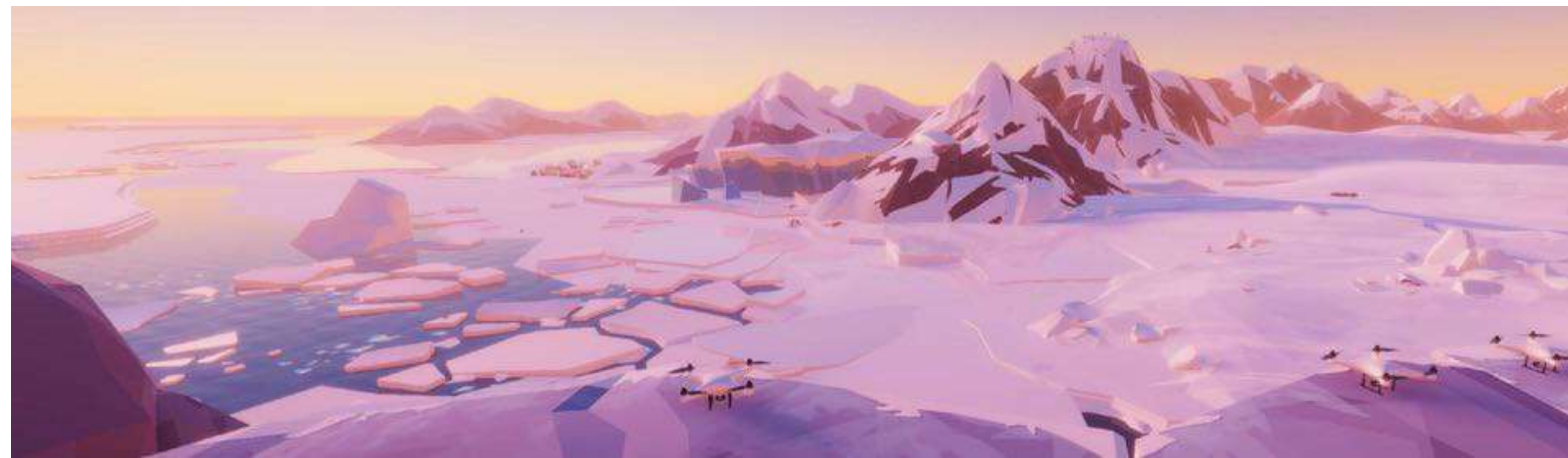


2

INTERACTION AND
EXPLORATION










Chat


Luna

preprogrammed route. I'll see the footage, too.


When you find something interesting, touch the screen!


Oh well, no animals spotted today.


I had hoped we'd locate some walrus, but not finding animals is important data, too.


Right Path


Remember to slide up to launch the drone.


 Chat


 Notebook

 Start New Mission

 Start Over

 Return





Swipe up to launch the drone

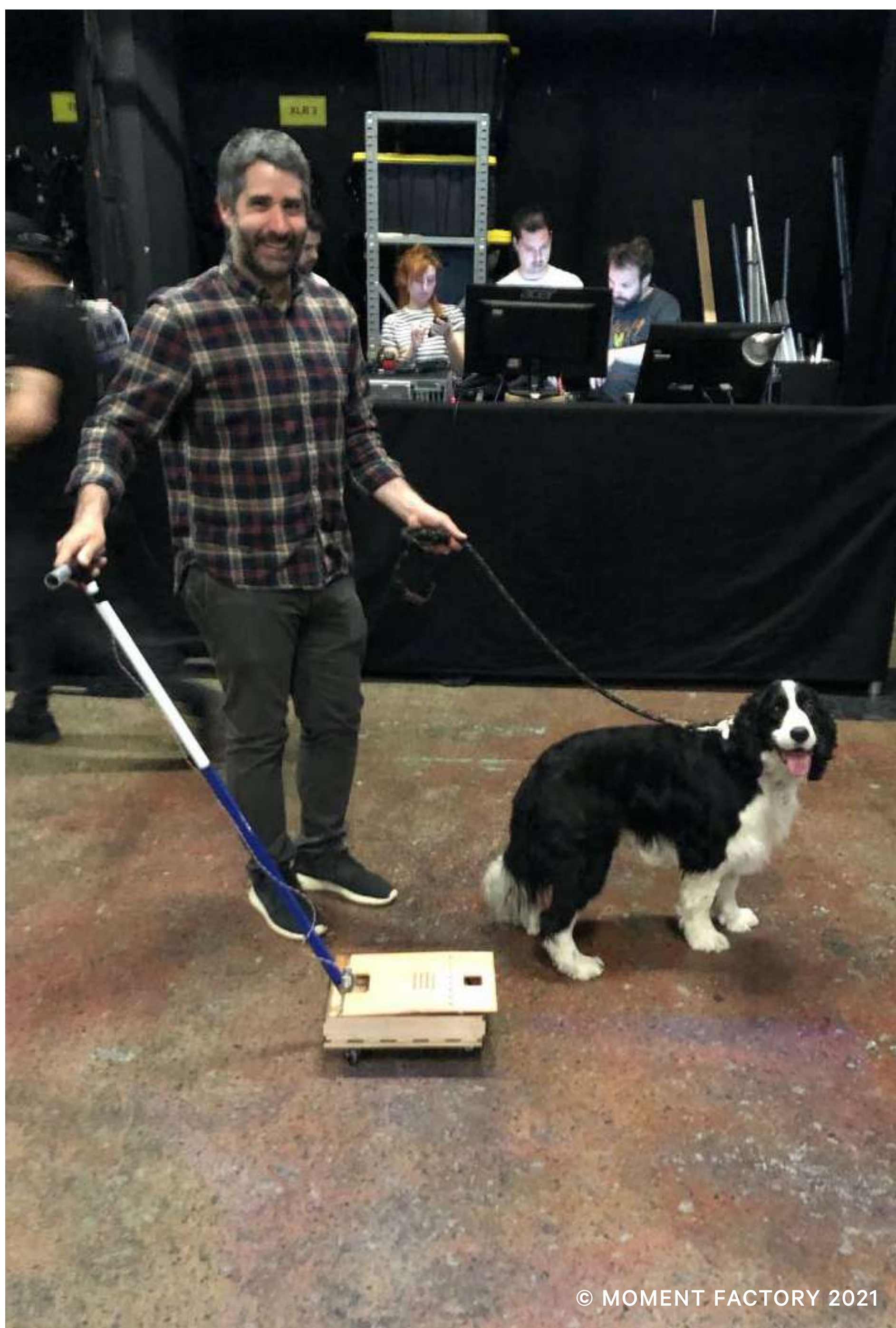
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3

GAMIFICATION



PROTOTYPING *as*
A CREATIVE
PROCESS



**THE CANADIAN
MUSEUM OF
NATURE**

OTTAWA 2020

TECHNOLOGY *at the*
service of
CREATIVITY



ANIMISTIC IMAGERY EXHIBIT

UCCA CENTER FOR CONTEMPORARY ART

THEMED ENTERTAINMENT

UCCA LAB, BEIJING

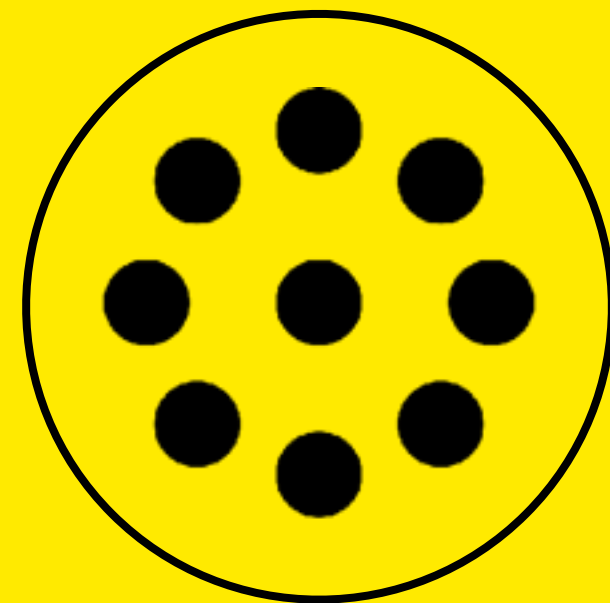
2020





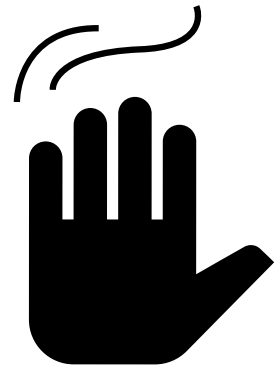


COLLECTIVE INTERACTION



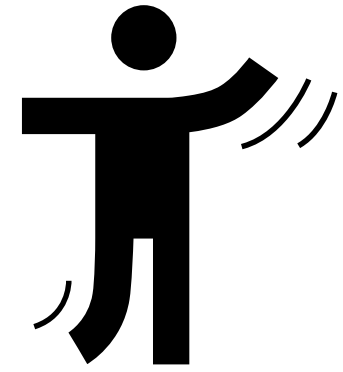
AN EXPANDED INTERACTIVE TOOLBOX

connects and engages your audience



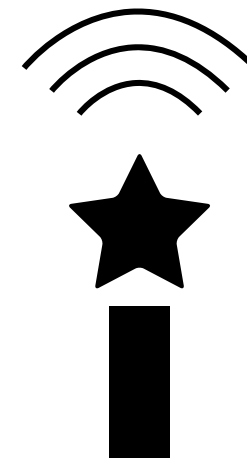
TOUCH

Touch-sensitive surfaces allow visitors to engage with **artistic and informational content**.



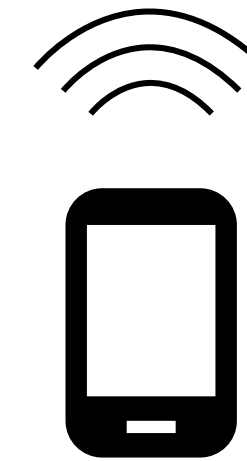
BODY

Capturing body movements creates possibilities for **interaction and participation**.



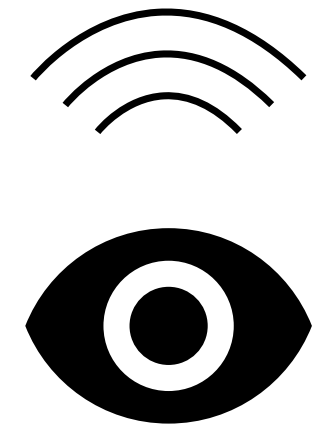
CONNECTED OBJECTS

Bespoke props fitted with hidden technology allow visitors to **interact with the story**.



DEVICES

Custom mobile apps connect visitors to the **larger experience**.



AUGMENTED REALITY

Content can be layered on the physical experience through a portable device.

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LEVEL OF ENGAGEMENT IN A GROUP

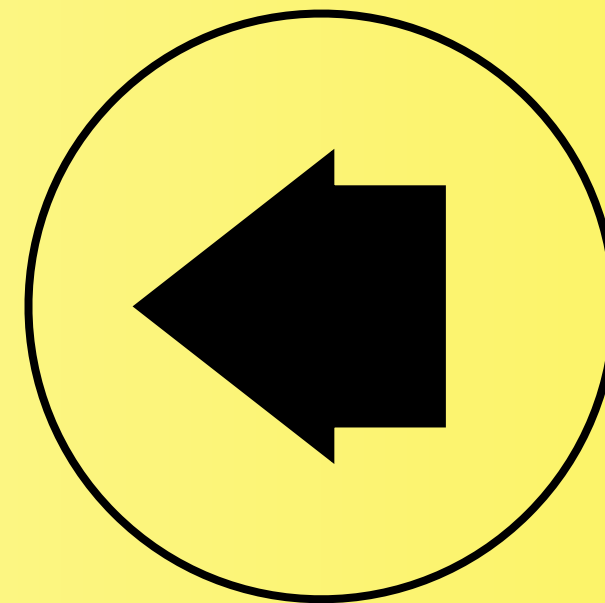
10%

30%

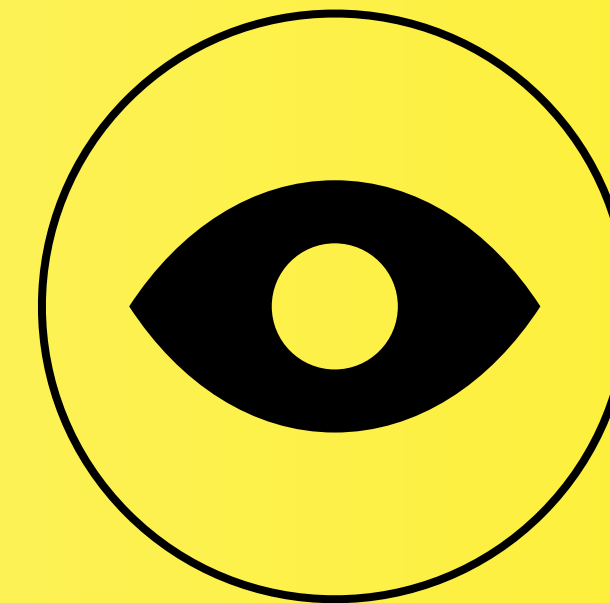
60%



LEADER



FOLLOWER



OBSERVER

GRAZIE



VIMEO.COM/MOMENTFACTORY



FACEBOOK.COM/MOMENTFACTORY



TWITTER.COM/MOMENT_FACTORY



INSTAGRAM (MOMENTFACTORY)



YOUTUBE.COM/MOMENTFACTORY

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