



**For the consortium La Belle Alliance,
de pinxi animates the new Memorial of the Battle of Waterloo**

*1815, one of the most famous battles to shape the future of Europe.
2015, the Walloon Region invests in the biggest tourism hub of recent years:
a Memorial, but also an interpretation centre, designed to welcome
more than 500 000 visitors every year, from all over the world!*



It is not necessary to present Waterloo for what it represents: the field of a terrible battle, Napoleon taking on the rest of Europe in 1815. A battle that would decide the fate of the nations of Western Europe, to the point of becoming a No. 1 must-visit place for memorial tourists anywhere in the world!

Eager to renew the run-down, ramshackle tourism scene for the very numerous visitors from far-away places the Walloon Region, acting through the Commissariat Général au Tourisme, has launched a project for general restoration of the site, including a new building covering more than 6 000 square metres. This building, the 1815 Memorial, serves as point of access to three of the attractions on the site: the historic panorama, the Lion's Mound and the exhibition, or the immersive experience that takes the visitor "To the Heart of the Battle".

The museographic project is the development of a consortium called "La Belle Alliance", made up of companies whose fitting-together has allowed the conception, production and installation of 1 815 m² of exhibition in ... less than 10 months!

La Belle Alliance unites the companies *de pinxi*, Eo Design, Europa50, Inytium, Kaos films, Saga film and Sien.

For the ID card of La Belle Alliance : <http://bellealliance.be>



The *de pinxi* solution.

As a place of commemoration and a centre of interpretation, the 1815 Memorial is not a museum replete with *collections*. It is more a matter, beyond the work of commemoration, of giving the visitor the keys to comprehension of all the factors that led up to the battle, to make its consequences understandable. Such is the context in which the audiovisual and multimedia developments and the interactive techniques of *de pinxi* have come into their own for the experience offered to the visitor.

de pinxi is thus tasked with creating and producing all the animated images that blaze the visitor's trail, be they video or multimedia experiences.

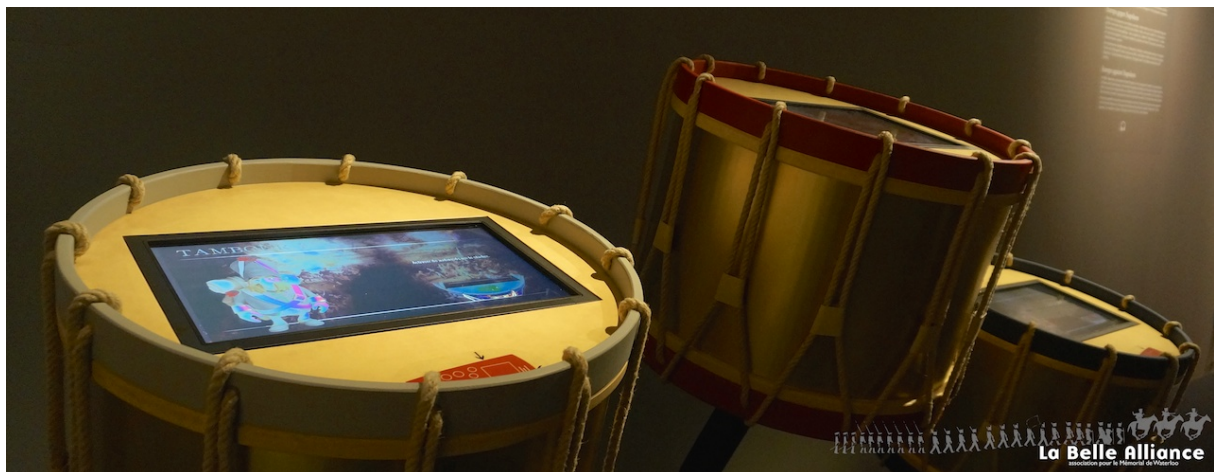
de pinxi has also co-produced the film shot by Gérard Corbiau, "Au Cœur de la Bataille", by developing 3D panoramic filming techniques and working on the post-production and special effects that grace the film.

Finally, thanks to its experience in project management, *de pinxi* has taken on the task of coordination of the consortium "La Belle Alliance", acting as the point of contact between the client and international institutions, and as press communication interface.

The interactive trail.

The 1 815 m² of the trail are equipped with many forms of multimedia, all designed to give access to a level of information that is deeper, but - at the same time - a more enjoyable experience that unfolds as the visit progresses.

To make the experience the most personalized and unforgettable possible, *de pinxi* has turned the classic object of the audio-guide into a *magic wand*: it can now be used not only to switch all the multi-media along the way on or off, but also to follow the visitor, personalizing everything he or she does in his or her language, allowing the forging of an original memory, prolonging the visit at home!





Themed visit & interactive quest

Each big gallery has its own multimedia drums giving access to the most detailed information for the zone in question.

Besides this information, the drums propose a level of learning through play, guided by the mascot, the 3D veteran, created and animated by *de pinxi*. In each game the visitor is awarded a medal for correct and swift replies!

These medals are stored in the central database to allow the visitor to take part in the grand final fanfare...

Magic display cabinets

de pinxi proposes a very special device to explain the specific movements of Napoleon in the years leading up to Waterloo: magic display cabinets set up a dialogue between media, period engravings and the real objects presented.

By bringing their *magic wands* up to the cabinet, visitors can see the engravings come to life to replace the object in its context! A clear dialogue is set up between the documents of the day and the objects on display in the cabinet.





Augmented reality spyglass

To present the movements of troops leading up to the final battle we have made use of a device already deployed by *de pinxi*: augmented reality spyglasses.

By looking at a map of the time through these, the visitor can discover which units were present and their respective progressions; the little digital soldiers move up and down the actual map! The visitor can observe them like a general overseeing the field of operations!





Banquet table

The winning of the battle was long celebrated by an annual banquet for the victors; the scenographers have decided to reconstruct this banquet using its gigantic table, which *de pinxi* animates with tactile multimedia, taking the place of plates and offering a menu more multimedia than gastronomic!



Interactive panoramas

de pinxi has used its famous *interactive panorama system* to give the visitor a very high-definition aerial view intended to show off the very many monuments and places of memory in and around Waterloo. By a touch of the finger, the visitor can zoom in on a region of choice and call up various points of interest in his or her own language. With a flick of the wrist, the visitor flies over and discovers the whole battlefield!





sharedMemories - the Fanfare of Drums

The trail ends with a fanfare. A dozen drums bid the visitors welcome to a final and very social experience: by answering a few questions, the visitor creates his or her own souvenir video clip and can compare the results of the trek on the giant screen. The video ends with the photo of the visitor, dressed up as a general in the army of his or her choice, sporting medals that won during the visit. The link to this video is sent by e-mail, for consultation on the operator's site!



In the thick of the experience, the *sharedMemories* system, developed by *de pinxi*, one of our most frequently installed devices throughout the world!

The audiovisual trail.

The *de pinxi* artistic team developed not only the visuals for the multimedia presented above, but also the animations, films and soundtracks that breathe life into the objects and galleries along the way. Ironically the guillotine comes to life by beheading, the manual printing press circulates the ideas of the thinkers in a revealing projection.





A gallery of images presenting the great battles leading up to Waterloo presents itself to the visitor and enlivens their passage in a swarm of detail!

You can feel the waiting before fighting begins in the bivouacs. Punctuated by the realistic rain and storms courtesy of *de pinxi*.

A bird's eye view of the battle, in a presentation breaking down the pivotal moments of the day of 18 June.

Produced by Gérard Corbiau, the concluding film - featuring animated documents - is also the work of our team.





The film “Au cœur de la bataille”.

Halfway along the trial, a picturehouse unique in Europe: with a footprint of 26 metres and nearly 4 m in height, a panoramic screen offers a field of vision of 169 degrees!



To follow the specifications of the contract to the letter, proposing this format, *de pinxi* assumed the task of constructing the camera rig allowing such a filming operation; we also developed a post-production method specific to the project.

With its unique experience in Europe of more than 15 years of filming in 3D, *de pinxi* has polished its shooting techniques, guaranteeing 3D relief and panoramic vision!

The film, by Gérard Corbiau and co-produced by *de pinxi*, Kaos Film and Saga Films, is meant to be an *evocation* of the battle, with the perspective of the producer of the Music Teacher, of Farinelli, ...



de pinxi made its skills and expertise available throughout the making of the film:

during pre-production, through the creation of a real-time, life-size model for the whole film. We used a unique projection system in our studios;

when filming, with photo direction and stereography;

during post-production, working on montage, on calibration, special effects including crowds, smoke and digital rifle shots and cannon fire, synthetic extras, compositing and visual effects.

The result is a 15-minute film that quite literally plunges the visitor into the heart of the battle, with no reference other than the image that surrounds him or her, with a sound tape on 10 channels and special effects in the room!

A film, made for a cultural destination, that stands out not only on account of its unique format, but also for its cinematographic approach in the choices of Gérard Corbiau.





Available documents

Photos and videos of the experience.

About *de pinxi*.

de pinxi conceives and realizes interactive experiences in the fields of education, culture, tourism, communication and leisure.

The 1815 Memorial discovery trail and spectacle are the fruits of the remarkable talents of *de pinxi*, which brings together within its fold the artists and engineers necessary for the realization of such installations.

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Interactive 3D theatre & shows • Multimedia quests • Augmented reality
Interactive panoramas and binoculars • Simulators • 3D film • Connected multimedia