



de pinxi creates the attraction Polar Adventure and installs the first version at Bioscope: Polar Explorer - Danger in the ice field!

Polar Explorer - Danger in the ice field

Polar Explorer - Danger in the ice field is an immersive, multisensory voyage of discovery to the far North. The experience, punctuated by a series of activity stations, recreates every aspect of the ice field environment: the realistic elements of the decor are immersed in 16-track surround sound (the cracking of the ice, the howling wind, the cries of animals and original sound recordings to make your blood run cold). A 20-minute light animation reproduces the movement of the sun thanks to 60 light sources set into the decor, while special effects such as the wind machine and wall of ice create cold zones.

The activity stations

- Visitors pose in the polar setting at the **photo point**.
- Visitors travel through the **ice tunnel** to reach the Arctic.
- The **Polar Observer** is a lifesize model of the habitation capsule and observation module used by Jean-Louis Etienne on his *Mission Banquise*. Inside are videos informing visitors about survival conditions in this extreme environment.
- Visitors explore the Arctic world using **interactive binoculars**. Their mission? To gather as much information as possible about the animals and other features of the frozen landscape.
- The youngest visitors will find entertaining information on Arctic fauna in the **igloo**.
- The boldest visitors will not be put off by the imposing mass of the **iceberg**: they will climb up its face, slide the length of the fissures or squeeze into narrow crevasses.

The entire experience is **multilingual**: French, English and German.

Polar Adventure: the global concept

Polar Adventure is an *à la carte* experience: *de pinxi* has designed further stations to supplement the installation:

- The **dog sled race simulator**: visitors find out what it is like to be a musher driving your own dog team! Each participant has two and a half minutes to get back to base camp before the white-out overtakes him! He must steer the vehicle with his weight, shouting to guide and encourage the dogs, and must avoid the pitfalls that await him in the ice field: crevasses, lumps of ice, holes... and animals of all kinds!
- The **internet photo point**: visitors are photographed automatically; the image can then be downloaded from the website of the museum or theme park.
- The **global warming simulator** allows visitors to visualise the impact of their actions on the climate and on the Earth. The **polar observation station** explains the effects of climate change on the planet.
- The light animation recreates the phenomenon of the **aurora borealis**, or Northern Lights.
- The visitor learns how to **catch fish through the ice** and **identify the marine species** that he sees beneath the ice.
- Visitors discover reports and audiovisual archives of the great Polar explorers in the form of **interactive notebooks** set in blocks of ice.

About de pinxi

de pinxi creates spectacular interactive experiences and digital exhibitions aimed at the worlds of leisure, education and communication. The spectators discover, play and experiment by means of their own actions within the experience. Since 1993, we are putting into worldwide daily use the unique concept of group interaction, bringing together the concepts of individual, team and working together. We work for science centres, fine arts & archaeology museums, cultural destinations.

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