



With its opening in Seoul, Grévin invents the Hyperconnected Museum, *de pinxi* creates the attractions that transform the visitor into an actor and social media producer!

After successful installations for Grévin Montreal and Grévin Prague, Grévin enlisted the services of de pinxi for the creation of the multimedia journey that marks out the visit to Grévin Seoul: “The Grévin Experience”.



Interactions to support the narration.

Grévin is a waxworks museum that has always sought to *immerse* the visitor in the world of the celebrities that it presents; the museum is more than just a display of figures. Grévin has created a context, decors rich in detail, musical and luminous ambiances specific to what is imagined about the presented personalities!

With Grévin Seoul, the Parisian institution created in 1883 takes immersion of the visitor the extra mile: it allows him to be a celebrity himself, rubbing shoulders with the stars. A game of roulette against Brad Pitt and George Clooney, a school examination under the watchful eyes of Steve Jobs and Albert Einstein, a forced landing to stand in for Leonardo di Caprio...

This interactivity peaks in the *Discovery Atelier*, where the visitor can create his own wax figure...digital, now printable in 3D!

The admission ticket is the open-sesame that starts all these activities, personalizes them and follows the visitor throughout the Grévin Experience.

All these attractions give happy memories, made unforgettable in the form of the videos and photos that the *de pinxi* system makes available for sharing on networks.



Action!

Based on the scenographic briefing *de pinxi* has developed the different games and steps that mark the Discovery Studio. All activities offered to visitors are interconnected so as to be able to define in real time a ranking and the best player of the day: the visitor uses his ticket to allow the *de pinxi game trail* system to track him throughout all his activities.

Most of these activities produce personalized photos and videos, as well as scores that are saved during the visit from start to finish.

The activities are configured automatically in the visitor's own language and challenge him through his avatar: a total individualization of the experience!

Ocean's 13:



de pinxi has created a digital game of roulette integrated in a real gaming table, featuring a giant touchscreen as the green carpet, and an animated roulette wheel on a second screen. Four visitors can play against Brad Pitt and George Clooney.

The admission ticket starts the game, identifies the visitor and personalizes the messages in his own language.



Inventors classroom:



A classroom from the 70s, 4 benches for a total of 8 pupils and a big blackboard. It is exam time! *de pinxi* has integrated its digital Quiz system in the Grévin scenography. In the inkwell the ticket reader identifies the player, he can answer questions using the touch-slate on the desk, and a big board immediately announces the results!

Flight simulator:



With the *de pinxi* simulator flying President Obama's *Air Force 1* is child's play! Set in a life-size cockpit this attraction offers a new, original compromise between immersion and playing comfort. A giant curved screen gives an all-around 180° image, the instrument panel features very realistic flying and fuel controls, plus instrumentation to guide the visitor through his task.



Jordan's challenge:



Two basketball hoops and panels and a marker allow two visitors to play against each other under the eyes of Michael Jordan. *de pinxi* has designed this challenge with three-dimensional sensors that detect the movement and speed of the player's hand and arms. The digital ball follows the trajectory of the analyzed movements. 3 minutes to score maximum points!

Discovery Atelier:



The *Discovery Atelier* is the multimedia activity for the visitor to create his own digital waxwork figure by following the 4 steps of the process for the production of a Grévin. The result is then sent by e-mail: the visitor's video as a new Grévin celebrity, up there on the podium with the stars of Seoul!



The attraction, created with great success by *de pinxi* in Grévin Montreal and Grévin Prague, integrates the first no-operator individual 3D scanner.

For Seoul, however, *de pinxi* took innovation further, allowing the visitor to buy the 3D print-out of his celebrity waxwork likeness!





Pop Art me:



In the Pop Art zone *de pinxi* has set up a photo booth like none other: the cabin allows the visitor to take his portrait in the style of the period in seconds and in high definition.

Beauty Salon Grévin:



In the Beauty Salon magic mirrors by *de pinxi* allow the visitor to choose a celebrity as model. In a matter of seconds the computer decides the transformation to be made (morphing) to fit the visitor's face to the celebrity's. All of the intermediate steps can be seen in the video custom-made for each visitor.



Hall of Fame and e-mail encoding station:

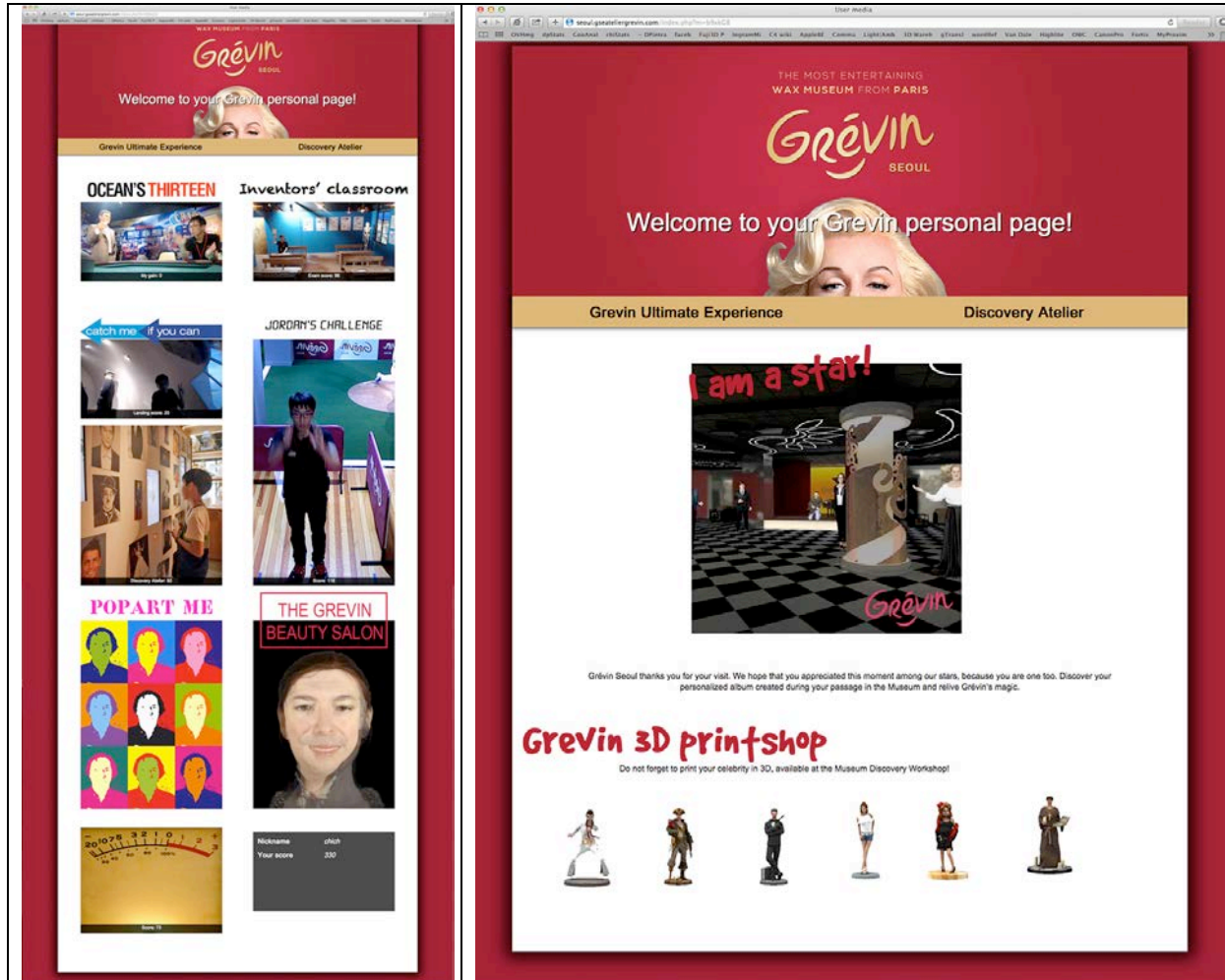


The visitor's trail ends with the presentation of the best results of the day, the *Hall of Fame*, in the shop. This screen displays the ten best results of the day and the all-time top score!

At the bottom of this screen a touch-kiosk allows any visitor who has not already done so to encode his e-mail to find the address of his personalized webpage, the results of his "Grévin Experience".



Personalized Webpage



Most of the visitor's activities generate photos and videos, available a few hours after the visitor has completed the course, on a completely personalized webpage. The visitor receives the private address by e-mail and may then decide to share these media on the social networks of his choice. His trail score is also presented alongside the best-ever score!

These web pages allow the visitor to prolong the experience of his visit and to share his memories and feelings.

The interactive *de pinxi* experience created for Grévin is not only new, fresh and playful, it generates all its own elements of communication!



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 *Grévin Experience* and the *Discovery Atelier* 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.

Contact:

Philippe Chiwy

phil@depinxi.be

Tel.: +32 2 245 75 01

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