



ELECTRALIS 2001

" Where is electricity taking us? "

de pinxi realizes an interactive group experience for the Electralis exhibition ...
...inside the human body!

The ambition behind this exhibition created on the initiative of Electropole was to cause us to give serious thought to the place of electricity in our society. For six months, in a 3,000 m² exhibition hall within the Palais des Sports in Liège visitors have been able to find out about the different faces of electricity and the technological revolutions of this 21st century. From bionic man to intelligent machines via virtual reality, the exhibition has revealed many unfamiliar sides to this omnipresent, multi-form energy.

Reduced to the size of an atom, the audience finds out about the digestive, circulatory and respiratory systems through interaction.

Visitors take their places in the interactive theatre, a "Black Box" with 36 specially equipped seats. As they enter the room, which is dominated by a huge screen, each person is given a pair of glasses: the spectacle is to unfold in 3D.

Every seat in the hall is equipped with a control joystick, push buttons and a personal multilingual sound system. The experience is played out in four languages simultaneously: French, English, Dutch and German.

The interaction is total as the visitors become actors in their voyage of discovery: they participate in natural biological processes as a group while amassing personalised information delivered in their own language. *The spectator helps break down foods to aid digestion by selecting them with his joystick... Using his cursor on the inflamed areas, the spectator acts as an inhaler: the bronchial tubes dilate and air can circulate again...*

In particular, the interactive spectacle was seen by more than 300 school groups from the cross-border region.

Since 1993, *de pinxi* has been developing leisure and education systems that seek to immerse the audience in an interactive environment. The experiences consist of a unique mix of virtual worlds (infography and sound), information technology and navigational electronics. These experiences are not films, but simulations in which the spectators themselves become the cast!

The software allowing everyone in the audience to interact with the spectacle simultaneously, the audience analysis system, the virtual worlds and the acoustic atmospheres were all created entirely by *de pinxi*.

For more information about our group interactive experiences, do not hesitate to contact us.

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