



***de pinxi* offers a sneak preview of its interactive experience
«Enter the World of Rousseau» at Laval Virtual.**

Each year the town of Laval in France hosts this absolute must in the world of virtual reality, «Laval Virtual». *de pinxi* decided to take advantage of this excellent opportunity to offer visitors a sneak preview of the concept behind one of its interactive shows.

The inspiration for the show «Enter the World of Rousseau» was taken from the town itself, which is the birthplace of the famous naïve painter also dubbed the «Douanier». It is divided into two complementary parts: firstly the *exhibition* showing full-scale cibachrome prints of the artist's paintings; and secondly the *interactive experience*, which is a true digital tribute to the Douanier's life's work.

The aim of this interactive experience is to enable the participants to discover a plentiful world portraying events, places or people who had an influence on the artist's career and which distinguish the period during which he worked.

Almost fifty paintings are used as a source of inspiration for the creation of the three-dimensional worlds allowing visitors to discover different spheres connected to childhood, the countryside, the city, the ocean, the desert and the jungle. They come across objects and people from the art works and the Douanier himself even appears to guide them and give them useful information to help them find out more.

The interactive nature of this experience enables the visitors to communicate with these different spheres and to complete the task that accompanies them during their tour, i.e. **to discover the spirit of Rousseau through his works.**

Although this attraction is not due to be completed until 2003, visitors to Laval Virtual will be given the chance to explore the jungle and countryside worlds within which they will discover exactly how the interactive aspect of such an experience comes into play. The high-definition, 3D images are broadcast in real time by a Silicon Graphics station at a rate of 60 images per second and using a double set of Barco projectors.

The material chosen for this sneak preview highlights one of the most important basic principles of the entire experience: the audience does not simply enter into one or a series of 3D paintings, rather uncovers a coherent three-dimensional universe each element of which is characteristic of Rousseau.

The entire interactive event is run using *argoGroup*TM, a group interaction system designed for theatres with 20 to 150 seats (see photo).

Each seat is equipped with a console, complete with joystick, buttons, display and multi-lingual sound system, that enables each member of the audience to participate directly. This unique system combines the social aspect of group action and the independence of individual interaction.

Best new show product at IAAPA 2001.

de pinxi has used this technology to create in excess of 30 different attractions and build up a comprehensive catalogue of events in the fields of leisure, education and corporate communication. For all further information, or to receive a photographic file, contact us at info@depinxi.be.