





INTERACTIVE STORYTELLING IN A CULTURAL WORLD

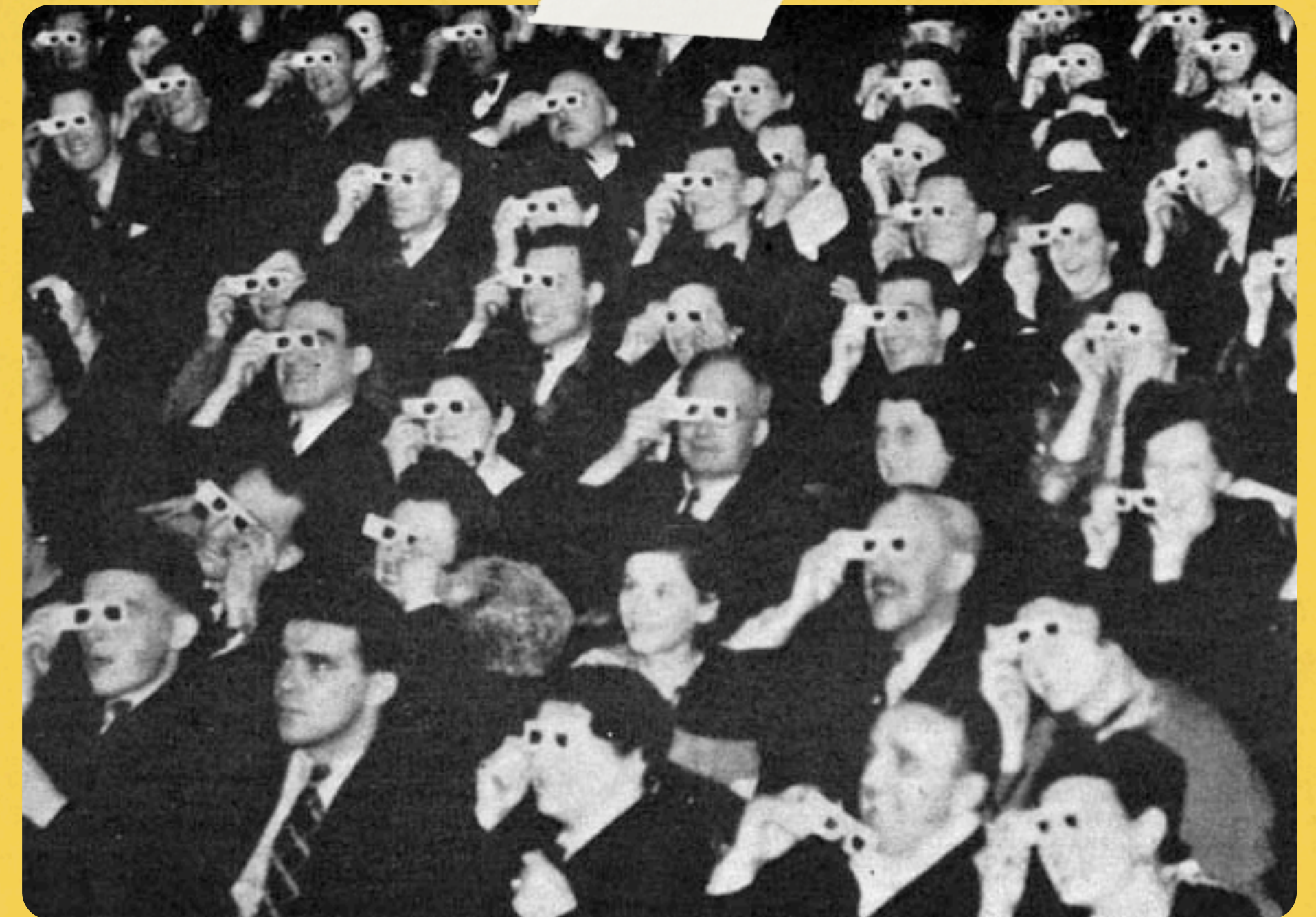
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THE REINVENTION OF INTERACTIVITY

► A 20th century dominated by non-interactive forms of entertainment



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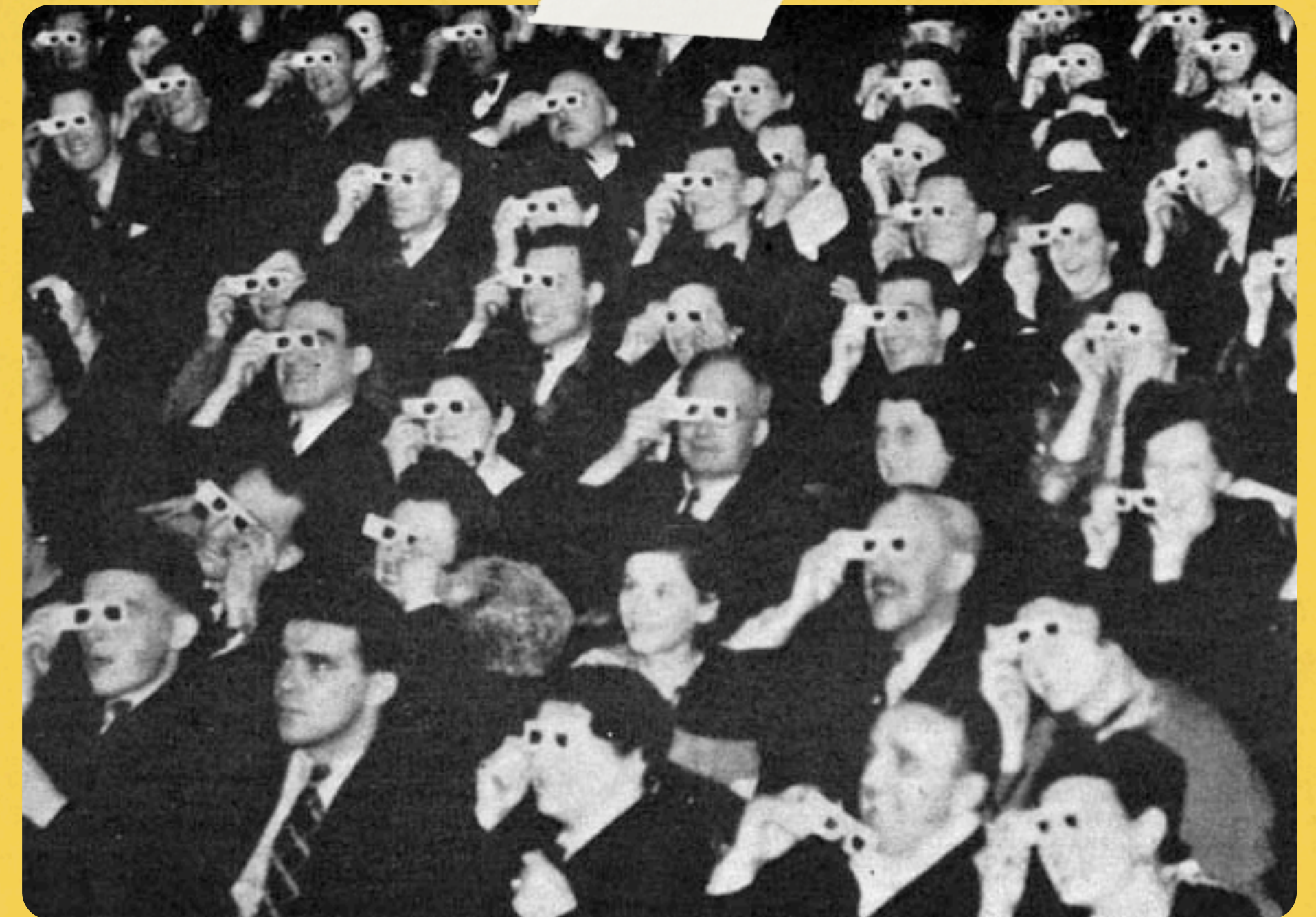
- ▶ A 20th century dominated by non-interactive forms of entertainment
- ▶ But before that, all entertainment was interactive : theater, music, sports...



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THE REINVENTION OF INTERACTIVITY

- ▶ A 20th century dominated by non-interactive forms of entertainment
- ▶ But before that, all entertainment was interactive : theater, music, sports...
- ▶ The Internet reinvented interactivity and broadened horizons for entertainment and cultural creation



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NEW FORMS OF STORYTELLING

- ▶ Webdocumentaries
- ▶ Serious games / Newsgames
- ▶ Interactive exhibitions & guides
- ▶ ARG (alternate reality games)
- ▶ Mobile apps
- ▶ Participative experiences
- ▶ Digital publishing, etc.
- ▶ Coordinated transmedia experiences



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WHAT IS TO BE GAINED?



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- ▶ Build a direct link with your community

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- ▶ Involve this community through participative, interactive and transmedia experiences
- ▶ Enjoy the long-tail effect...

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- ▶ Become your own media
- ▶ Build a direct link with your community
- ▶ Involve this community through participative, interactive and transmedia experiences
- ▶ Enjoy the long-tail effect...
- ▶ Keep in mind: you're competing for time. With everyone else.

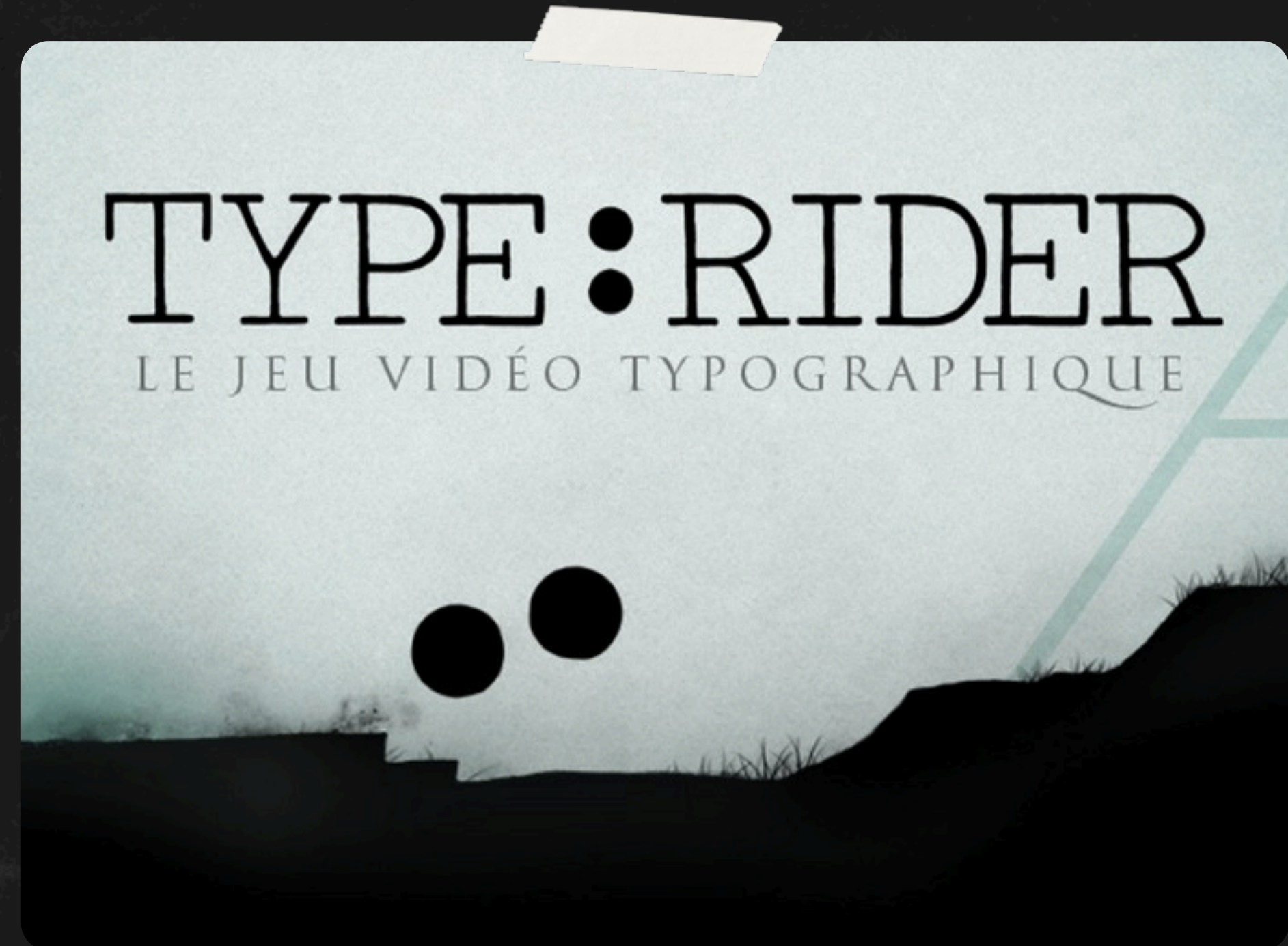
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TYPE RIDER

- A typographic video game
- A social game on Facebook
- An interactive installation



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THE SPIRAL

- A TV fiction
- An online game
- A collaborative ARG
- 6 museums involved



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CASE STUDY : ARAB WORLD INSTITUTE

- ▶ Qantara: a massive online library about mediterranean heritage
- ▶ An unexploited potential
- ▶ A limited audience
- ▶ Two main reasons : poor ergonomics, categorization instead of editorialization



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► What we're working on:
editorialized interactive experiences
to be accessed within the museum,
on the Internet, mobile apps...



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CASE STUDY : ARAB WORLD INSTITUTE

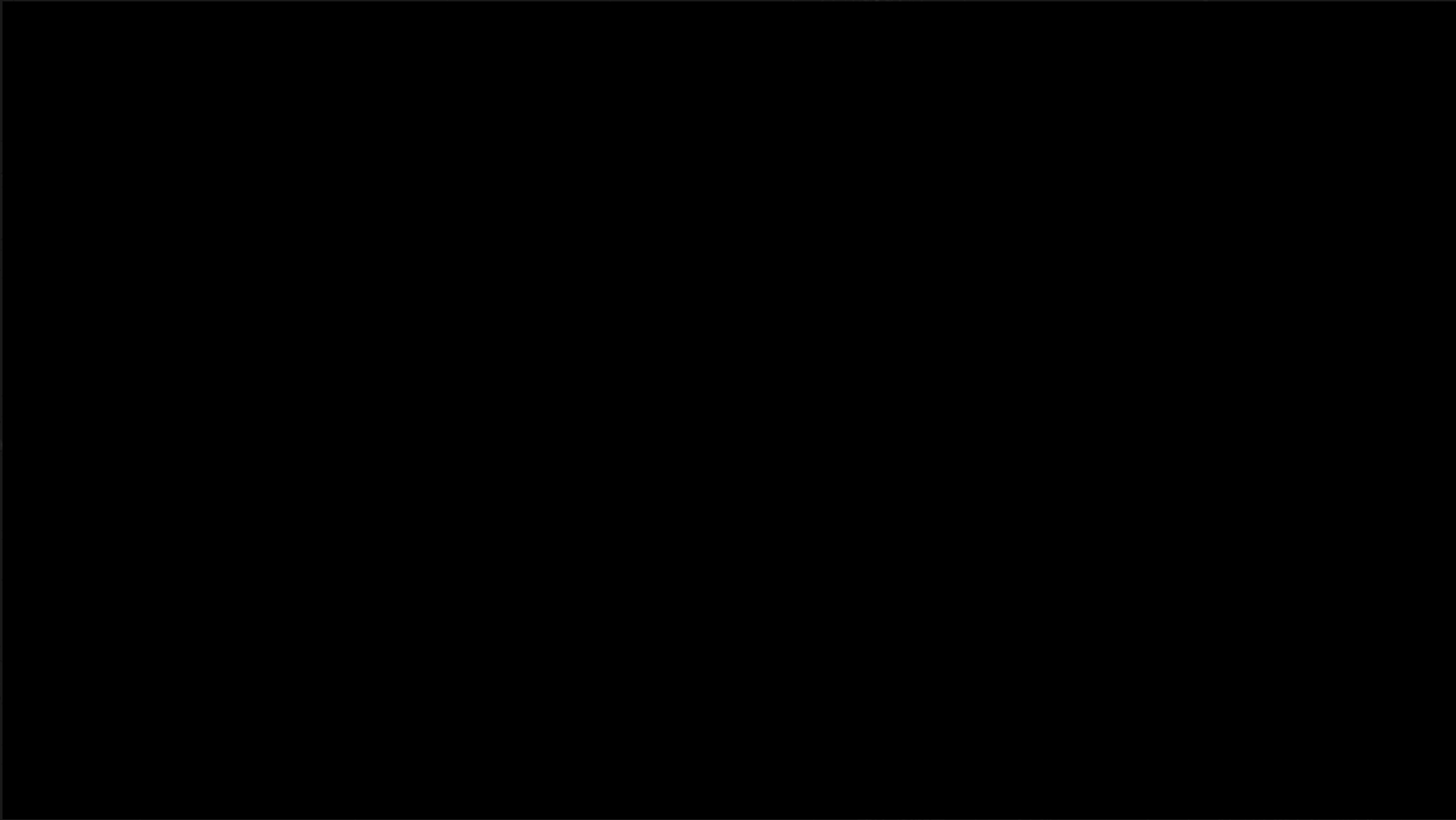
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► Requires an editorial team and a
storytelling software: Djehouti

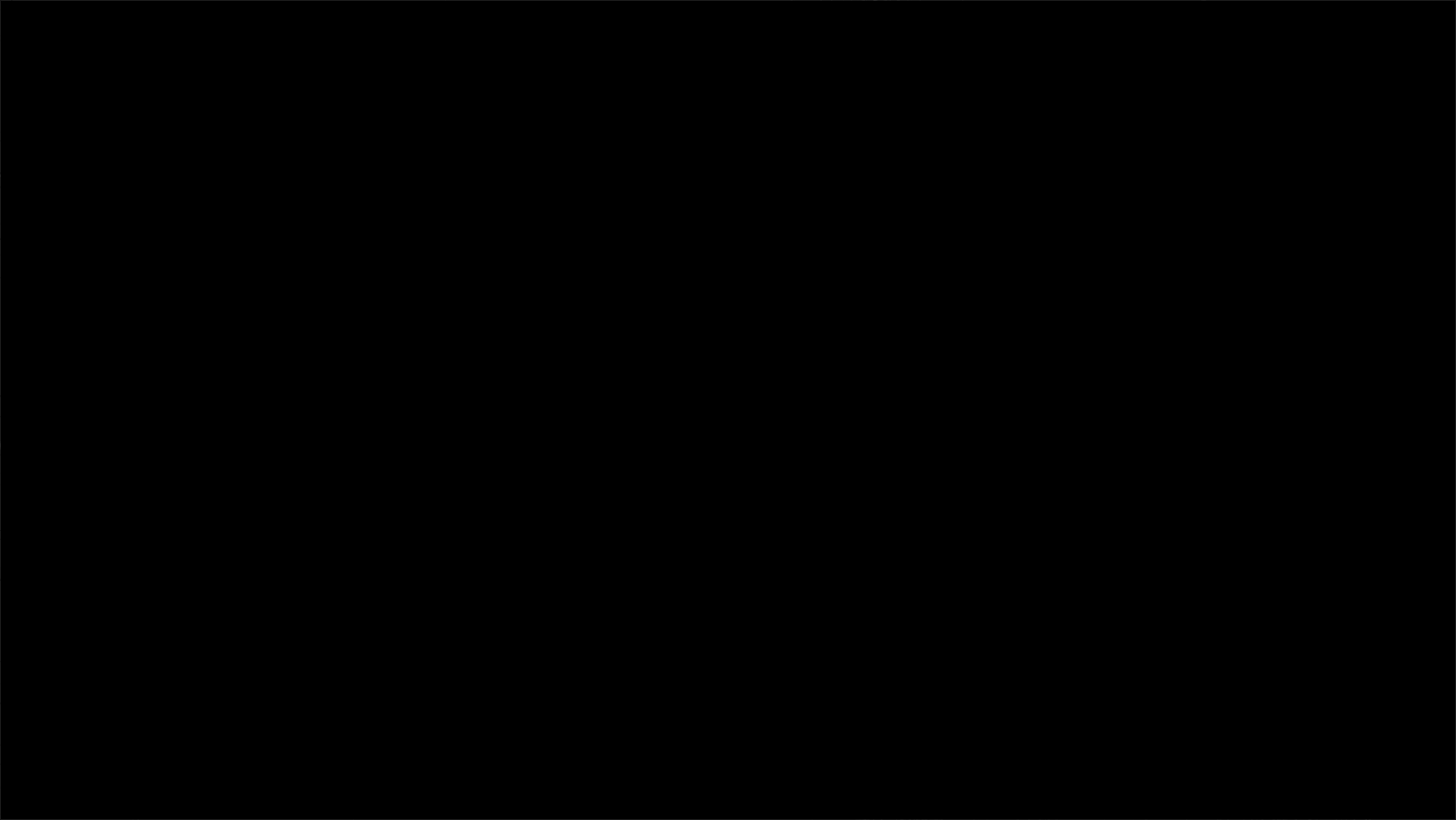


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WHAT DJEHOUTI CAN DO



TOUR





THANKS!

ASK YOUR QUESTIONS NOW, OR LATER ON

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