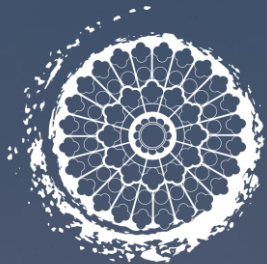


L'ORÉAL

Exclusive sponsor, presents



# NOTRE-DAME DE PARIS

L'EXPOSITION  
AUGMENTÉE

Conceived and produced by

HISTOVERY

In collaboration with



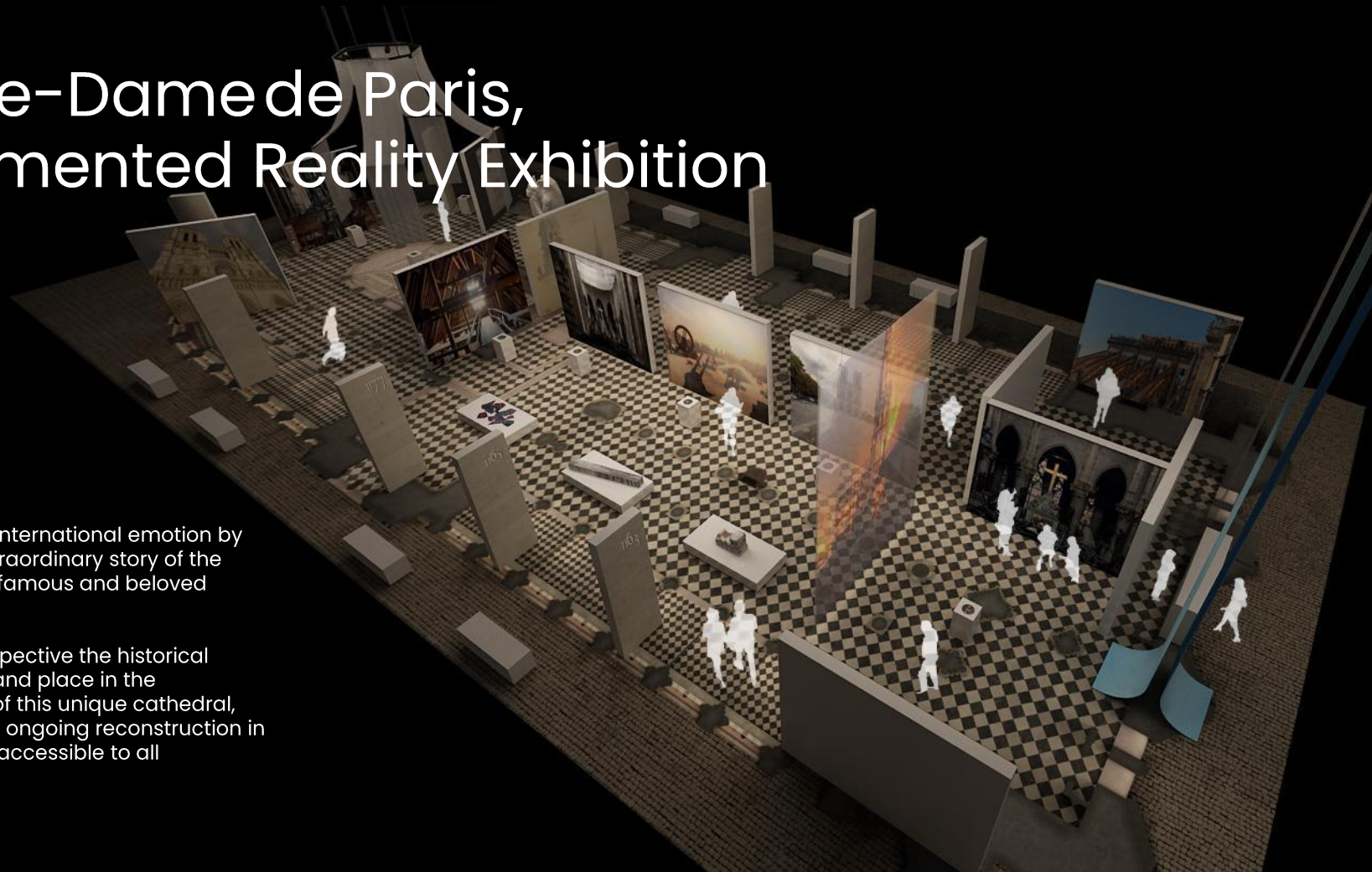
Établissement public  
chargé de la conservation  
et de la restauration  
de la cathédrale  
Notre-Dame de Paris



# Notre-Dame de Paris, Augmented Reality Exhibition

Responds to international emotion by telling the extraordinary story of the world's most famous and beloved cathedral.

Puts into perspective the historical significance and place in the imagination of this unique cathedral, presenting its ongoing reconstruction in a way that is accessible to all audiences.





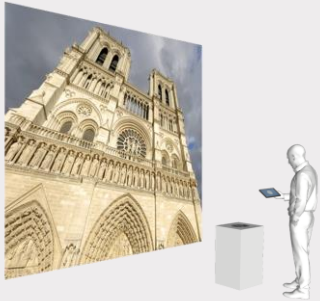
The Notre-Dame de Paris Augmented Reality Exhibition is a spectacular, innovative digital exhibition that is accessible to all.

The exhibition can be visited while using the HistoPad to relive the epic of the cathedral in Augmented Reality, travelling through almost 1000 years of history, from the builders in the Middle Ages through to the present day, via Louis XIV, Napoleon, Victor Hugo... Right up to the ongoing reconstruction work scheduled until 2024 following the terrible fire of 2019.

As scientifically rigorous as it is entertaining, it offers an extraordinary immersive journey through time, with many interactive experiences.

The exhibition is sponsored by the L'Oréal group and produced by Histovery in collaboration with the Public Institution responsible for the conservation and restoration of Notre-Dame de Paris.

# Augmented Reality Exhibition: how does it work ?



## 1. Scan

With the HistoPad tablet visitors scan the “Gates of Time” located in front of the visuals and objects in the exhibition



## 2. Navigate

The 360° 3D reconstruction is displayed on the screen and visitors navigate by pointing the tablet in all directions or with their finger



## 3. Explore

Visitors click on the icons to display information and a wealth of media content

# Histoverly, inventor of Augmented Visits

Start-up French Tech & French Touch, Histoverly is at the forefront of innovation with Augmented Reality for the promotion of historical heritage.

HistoPad, our scalable 'Augmented Reality Tour' service on a tablet, revolutionises the visitor experience *in situ* through spectacular 360° immersive reconstitutions and interactive manipulation of content, always carried out in strict accordance with scientific knowledge.

HistoPad is now available at more than 15 of our heritage sites, serving more than two million visitors per year.

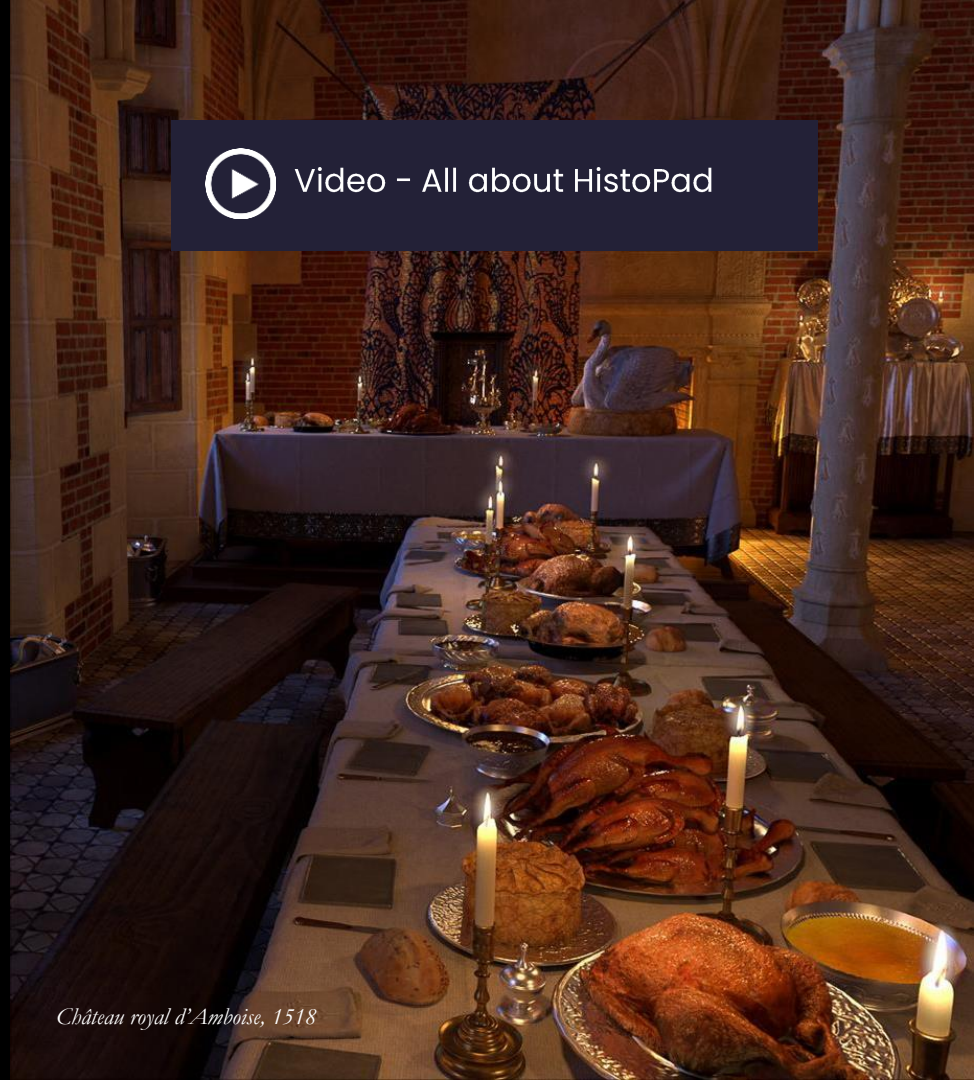
Our main partners:



Château de Fontainebleau



Video – All about HistoPad



Château royal d'Amboise, 1518

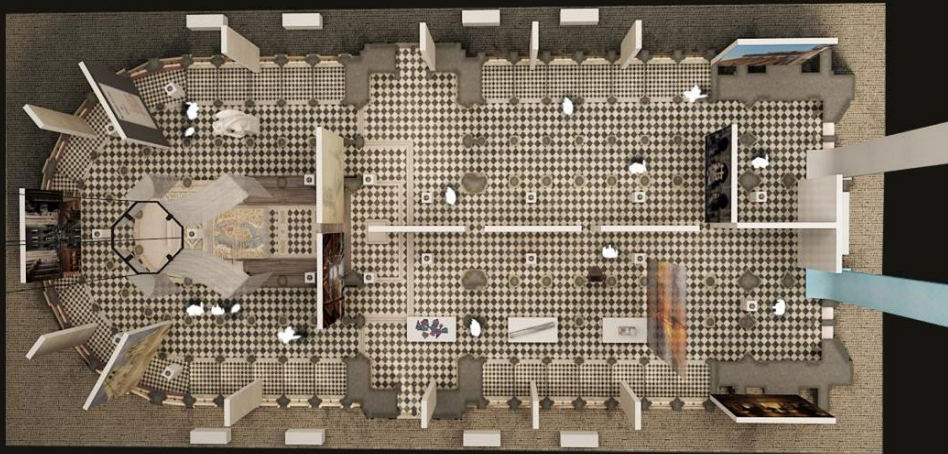
# L'Oréal and Notre-Dame de Paris: Restoring the Beauty of the Cathedral



## L'ORÉAL

The L'Oréal group demonstrated huge support for the restoration of the cathedral very early on, and was particularly interested in the international dimension of the project in order to reach a global audience that may not be able to travel to France in the near future.

Thanks to interactivity and computer-generated images, this innovative and engaging cultural mediation can be universally addressed to all audiences from around the world, young and old, believers and non-believers, amateurs and scholars.



General plan



Side elevation



3D Pre-Project  
video animation

Inspired by the layout of the **cathedral**, the exhibition is modular and can be adapted in size, between 300 and 600m<sup>2</sup>.

It pays tribute to almost 1,000 years of history of this extraordinary monument, whose recent traumatic fire has also reminded us of its fragility and the importance of its preservation.

# An extraordinary journey through time and history

The framework is essentially chronological: the exhibition starts with the dramatic fire of 2019, then moves back in time to 1163 and progresses through the centuries to the present day.

The story allows us to understand the building process – the architecture, spiritual meaning and political context, trades, know-how and technical challenges, then to follow a journey through the ‘rich hours’ of the cathedral, to arrive in the 21st century and understand the challenges of reconstruction- security, restoration, trades, and techniques and materials – and to follow the ‘diary of the rebuilding site’ in progress.



*3D Reconstruction of the nave in 1645,  
visit of the young King Louis XIV*



# An extraordinary immersive journey through time



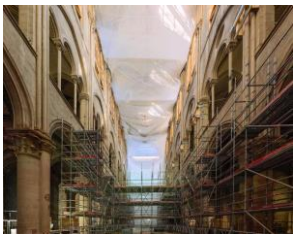
## 2019: The Fire

For seven long hours, the fire devours the frame and the spire of the cathedral. Discover hour by hour the battle waged by the Paris Fire Brigade to save the building at the risk of their lives.



## 1163: Millenium Construction Site

The Ile de la Cité becomes a vast construction site where thousands of tons of stone and wood are transported. Deep foundations of almost 9 metres are dug, a colossal construction that is invisible but indispensable for the raising of the walls..



## 1220: Rayonnant Nave

The towers of Notre-Dame had not yet been completed and the architects were already transforming the cathedral: they restructure the nave by piercing it with high windows, reorganise the roof and invent gargoyles to drain off the rainwater.



## 1160: A Builder's Dream

Maurice de Sully Bishop of Paris, an exceptional visionary and extraordinary administrator, organises the birth of the cathedral of Notre-Dame de Paris.



## 1180: Gothic Choir

20 years after work began, the choir of the Cathedral stands in the middle of a bustling construction site. New episcopal buildings and the Hôtel Dieu have also emerged from this vast undertaking.



## 1239: Crown of Thorns

A huge procession accompanies King Saint Louis as he prepares to cross the threshold of Notre-Dame, finally completed and now painted in bright colours. He carries the sacred relics of the crown of thorns, which he will deposit in the cathedral until a definitive place is found for it in the Sainte-Chapelle..

# Relive the history of Notre-Dame de Paris



## 1572: Heart of the City

Discover the heart of Île de la Cité reconstituted as it may have been at the time of Henry IV's marriage. The Hôtel-Dieu, episcopal palaces, cloister, great chapter house and parish churches surround and irrigate the ecosystem of Notre-Dame de Paris.



## 1789: The Revolution

The French Revolution left the cathedral open to vandalism and desecration. The iconic façade of the cathedral, known to all, is stripped of its statuary and its centuries-old ornaments.



## 1840: Architect's Genius

Eugène Viollet-le-Duc, restoration theorist and 'creative' architect, was to revive the Paris cathedral, which was falling into disrepair. He invented the famous chimeras, which did not exist in the Middle Ages and which became one of the major symbols of the cathedral.



## 1645: Grand Siècle

The Queen of France explained to the young Louis XIV, the future 'roi soleil', the wish of his father: if fortune smiles on the French armies at war with Spain, the Gothic choir of Notre-Dame would have to be rebuilt. 83 years later, the wish was fulfilled in the present form of the choir!



## 1804: Coronation of Napoleon

Immerse yourself in David's Coronation painting in 360°! By having his imperial coronation celebrated in the Paris cathedral, Napoleon marked a return to the traditions of the royal dynasty, but also introduced a leap into modernity..



## 1857: The Spire

Viollet-le-Duc's spire was consumed in the flames of April 2019. Discover the major stages of its construction in the 19th century, which foreshadow those of its reconstruction in 2024..

# Discover the site and its trades



## 2019–2021 : Safety

The safety work undertaken the day after the fire was to secure the building, which had been weakened by the disappearance of the frameworks and the piercing of the vaults caused by the fall of the spire. This phase, an essential prelude to any restoration work, takes place over almost two years.



## The trades in action

The Chief Architect of Historic Monuments is in charge of the Notre-Dame de Paris construction site. To do this, he surrounds himself with close collaborators with very specific know-how linked to this extraordinary site.



## 2021–2024: Restoration

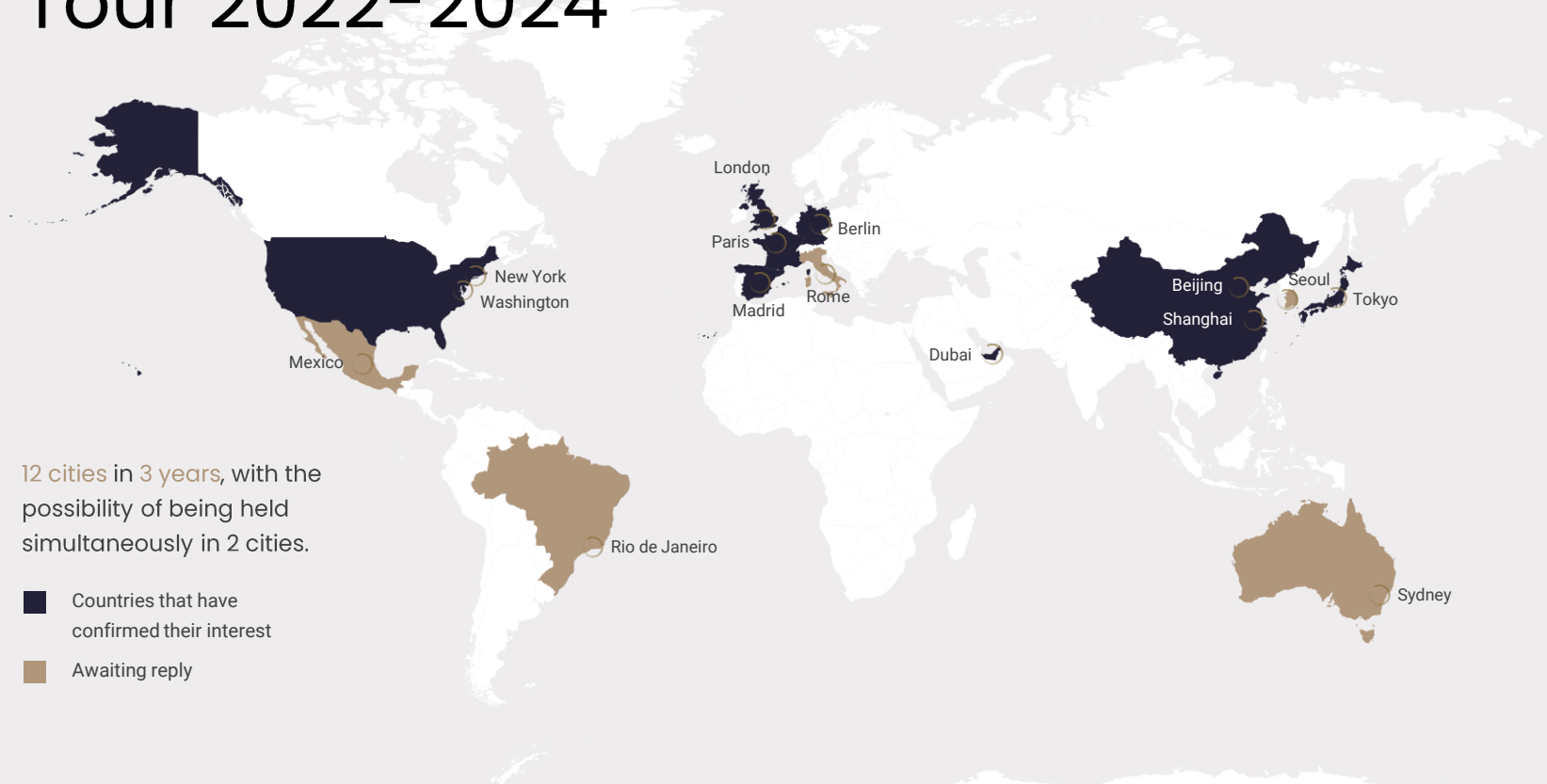
Relive the four extraordinary phases of the reconstruction of Notre-Dame de Paris: the reconstruction of the vaults, the reconstruction of the framework, the reconstruction of the roof and the restoration of the spire.



## The forbidden tour

Immerse yourself in the cathedral's construction site, which is off-limits to the public, and discover the site as you have never seen it before! This experience is regularly updated to follow the evolution of the construction site over several years.

# International Exhibition Tour 2022-2024



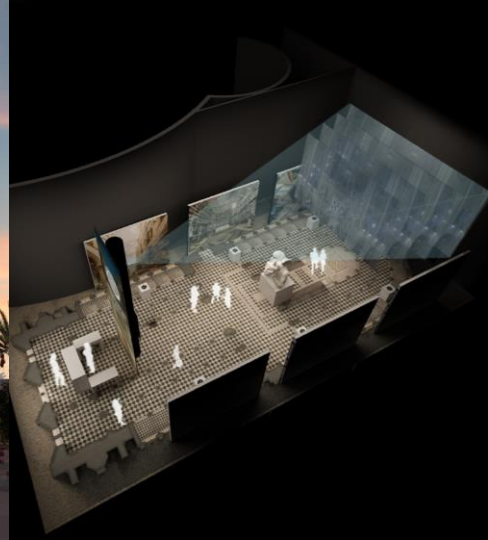
12 cities in 3 years, with the possibility of being held simultaneously in 2 cities.

■ Countries that have confirmed their interest

■ Awaiting reply

# October 2021, Dubai

[▶ Watch a video presentation](#) [▶ Watch visitors' feedback](#)



## Dubai World Expo 2020, France Pavillion

« Notre-Dame de Paris, the Experience »  
Oct. 1st, 2021 – Nov. 1st, 2021

**150** m<sup>2</sup> | **1** month | **5** experiences

April 2022,  
Paris



## Collège des Bernardins

« Notre-Dame de Paris, the Augmented Exhibition »

April 7th, 2022 – July 13th, 2022

**500** m<sup>2</sup> | **3** months | **20** experiences

April 2022,  
Washington DC



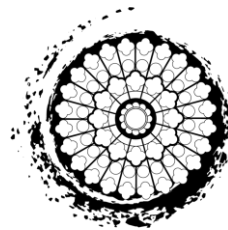
## National Building Museum

« Notre-Dame de Paris, the Augmented Exhibition »  
April 29th, 2022 – Sept. 26th, 2022

**300** m<sup>2</sup> | **5** months | **20** experiences



*3D reconstruction of Napoleon's coronation, 1804*



# NOTRE-DAME DE PARIS

THE AUGMENTED EXHIBITION

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Établissement public  
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