

GRAND
LARGE



Our Studio.

A person is seen from behind, standing in a museum or gallery. They are looking up at a large, detailed model of a shark, possibly a Great White, which is suspended from the ceiling. The scene is dimly lit, with a blueish tint, suggesting an augmented reality experience. The background shows architectural details of the building, like a vaulted ceiling and columns.

—

Founded in 2020 by Jeremy Frey and Florent Gilard after the birth of their first creation REVIVRE, SAOLA Studio has since dedicated itself to the writing and production of immersive experiences in augmented reality (AR) for cultural venues.

By combining complementary talents from the different worlds of documentary, film, fine arts, scenography and digital creation, SAOLA Studio aims to enhance collections and heritage.

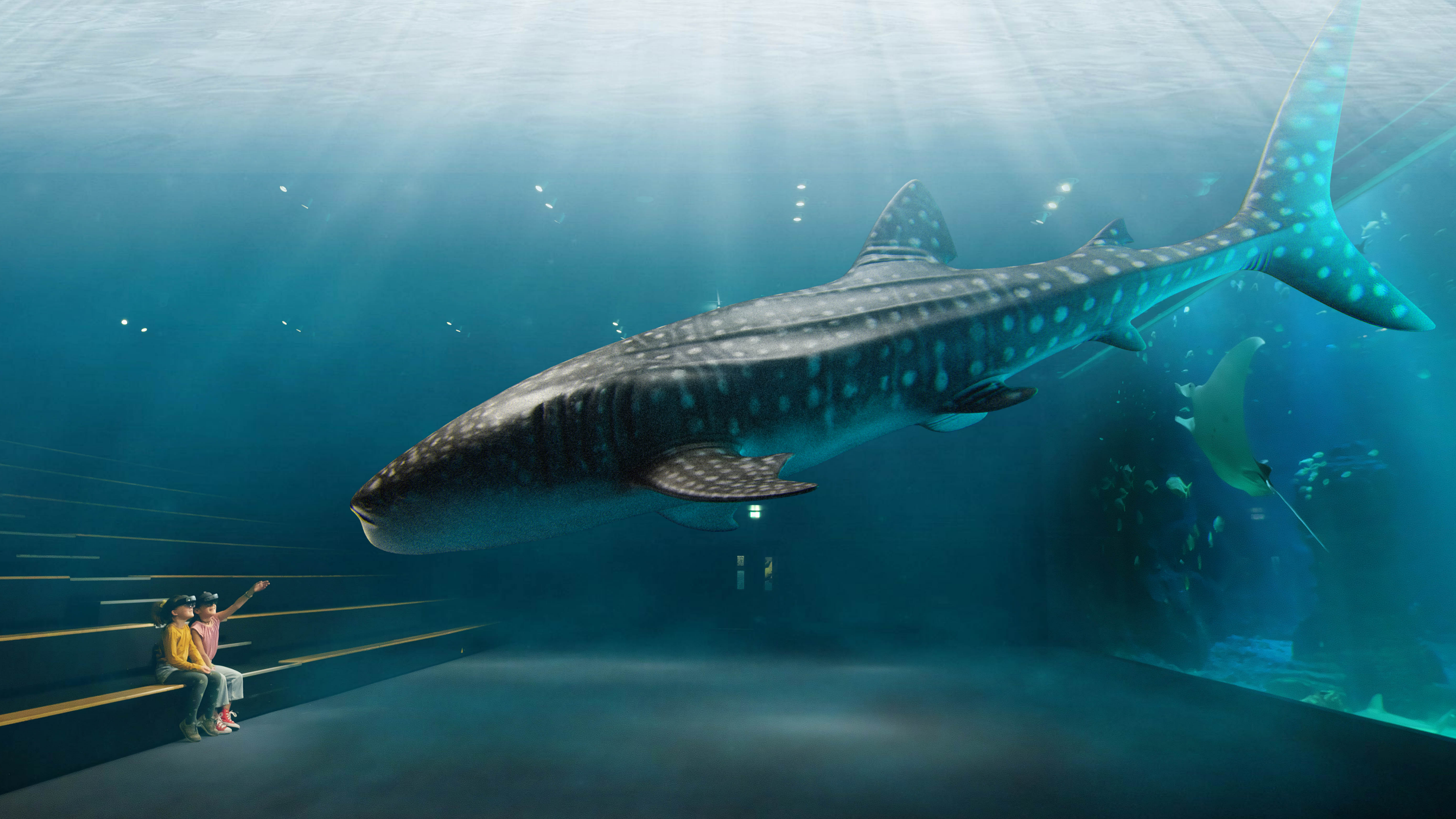
We seek to redefine the visitor experience by using the possibilities of AR technology and proposing a new form of narrative, educational, imaginative and innovative mediation.

Augmented Reality.

Based on principles of overlaying and anchoring virtual elements in the real environment, augmented reality appeared from the very beginning as the technological solution best able to fulfill GRAND LARGE's ambition: offer a new form of mediation, more immersive, more attractive, serving an exciting educational content.

Choosing glasses offered us the possibility of experimenting and validating an unprecedented sensation of immersion : the erasure of technology for the benefit of the statement through the liberation of movements and the recovered autonomy of the spectator.



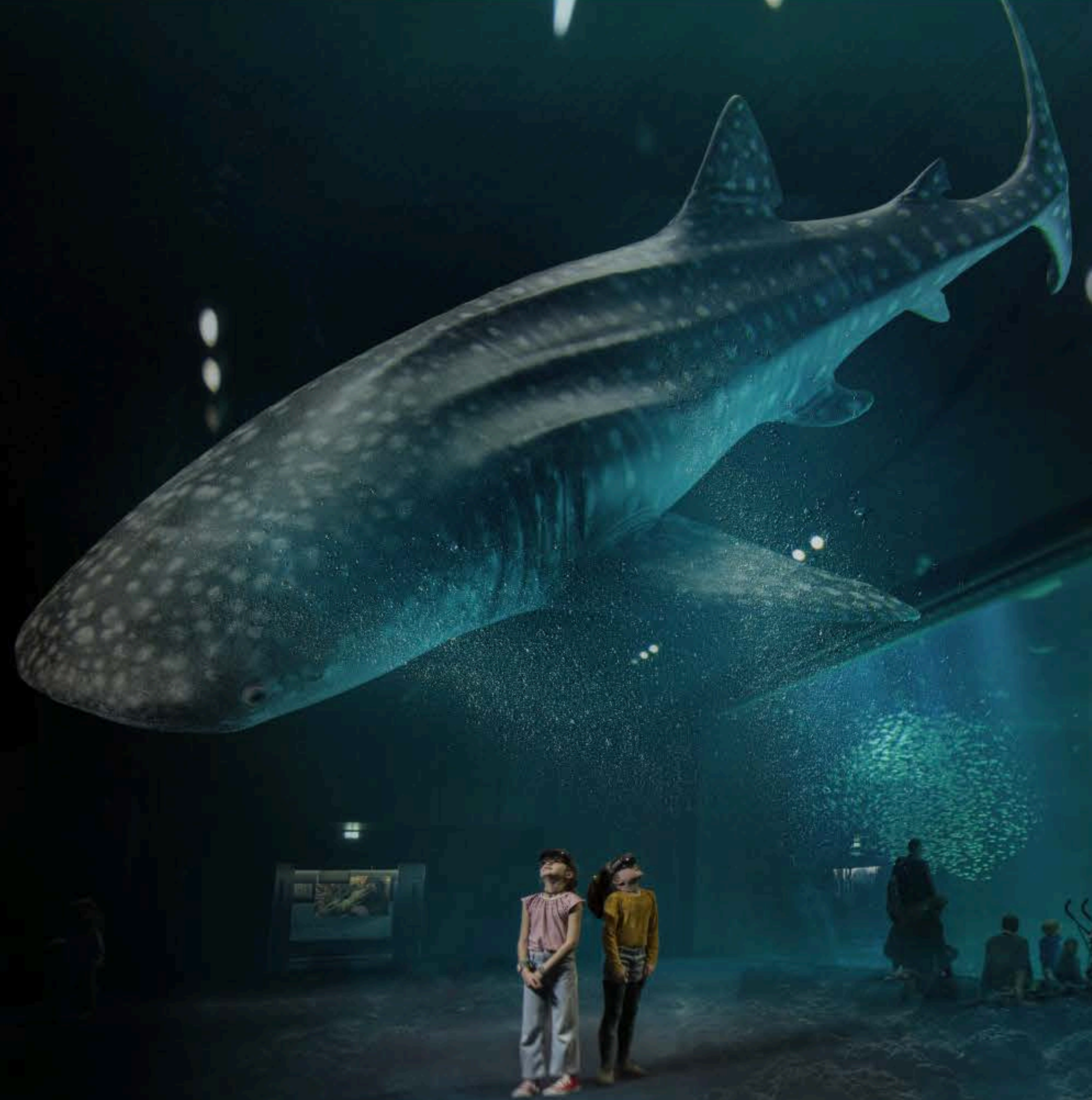


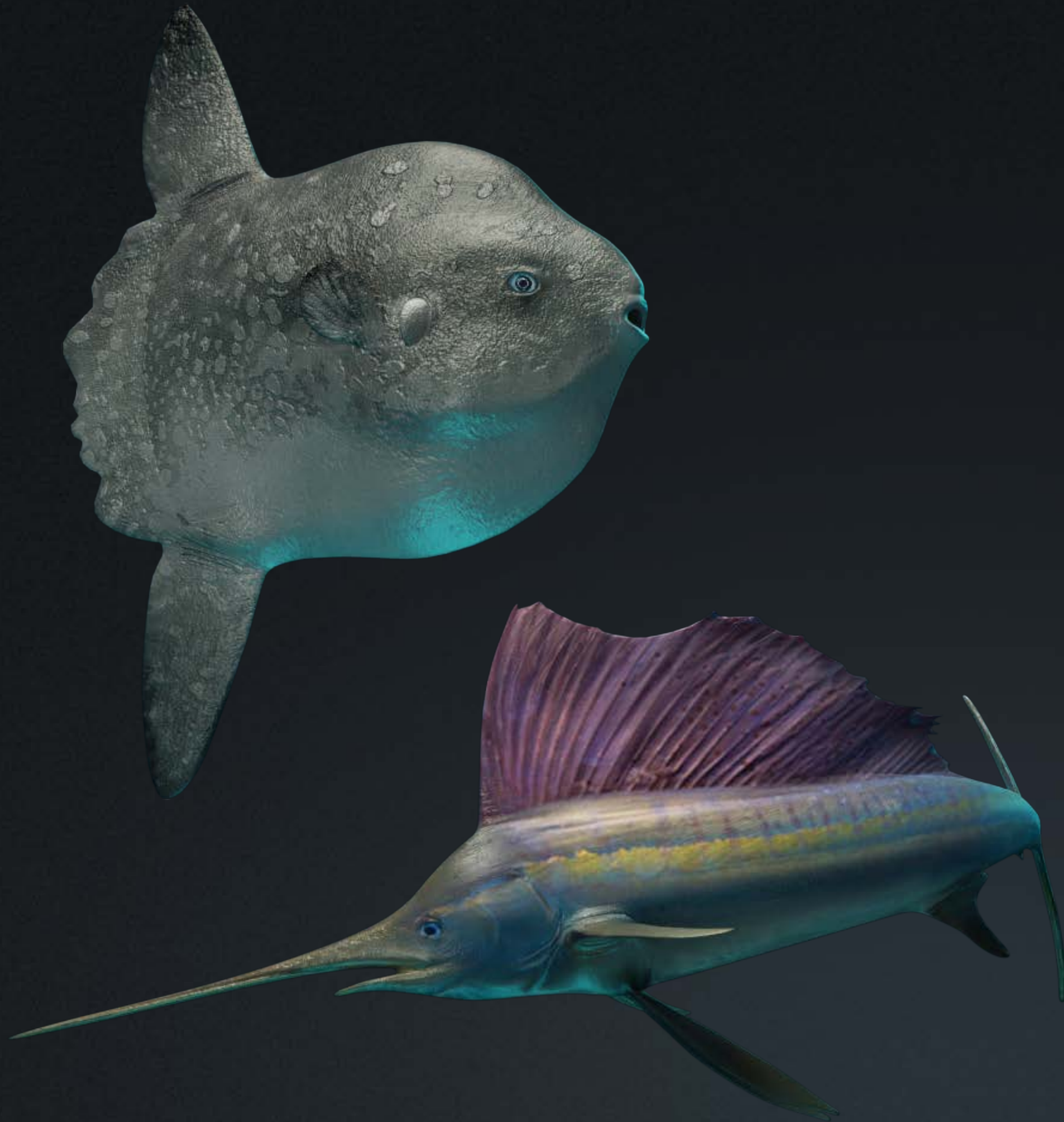
GRAND LARGE



In 2022, SAOLA Studio and the French National Sea Center Nausicaá present a new Augmented Reality (AR) experience, Grand Large, a contemplative and educational show unique in the world, to meet the giants that inhabit the Open Sea.

Facing the largest basin in Europe, we offer a compelling and dizzying ballet in which our augmented creations evolve in perfect harmony with the real species of the large bay.





PRODUCTION.

Almost 7 months of work were necessary for the SAOLA Studio teams to model and animate the 9 species presented in the experiment.

From the surprising sunfish to the Indo-Pacific sailfish and the gigantic Bryde's whale, **all the 3D creation phases were the subject of intense collaboration with the aquarium's teams and the validation of their college of experts.**

List of species :

Leatherback turtle (*Dermochelys coriacea*)

Whale shark (*Rhincodon typus*)

Lion's mane jellyfish (*Cyanea capillata*)

Sunfish (*Mola mola*)

Common bottlenose dolphin (*Tursiops truncatus*)

Indo-Pacific sailfish (*Istiophorus platypterus*)

South American pilchard (*Sardinops sagax*)

Cape gannet (*Morus capensis*)

Bryde's whale (*Balaenoptera brydei*)

Like our first AR experience REVIVRE, the educational ambition here is supported by an accessible and scientifically approved audio commentary, as well as by the documented and faithful reconstruction of scenes of life in the open sea, normally unobservable, such as the predation of a lion's mane jellyfish by a leatherback turtle, or the fascinating and tragic "Sardine Run".



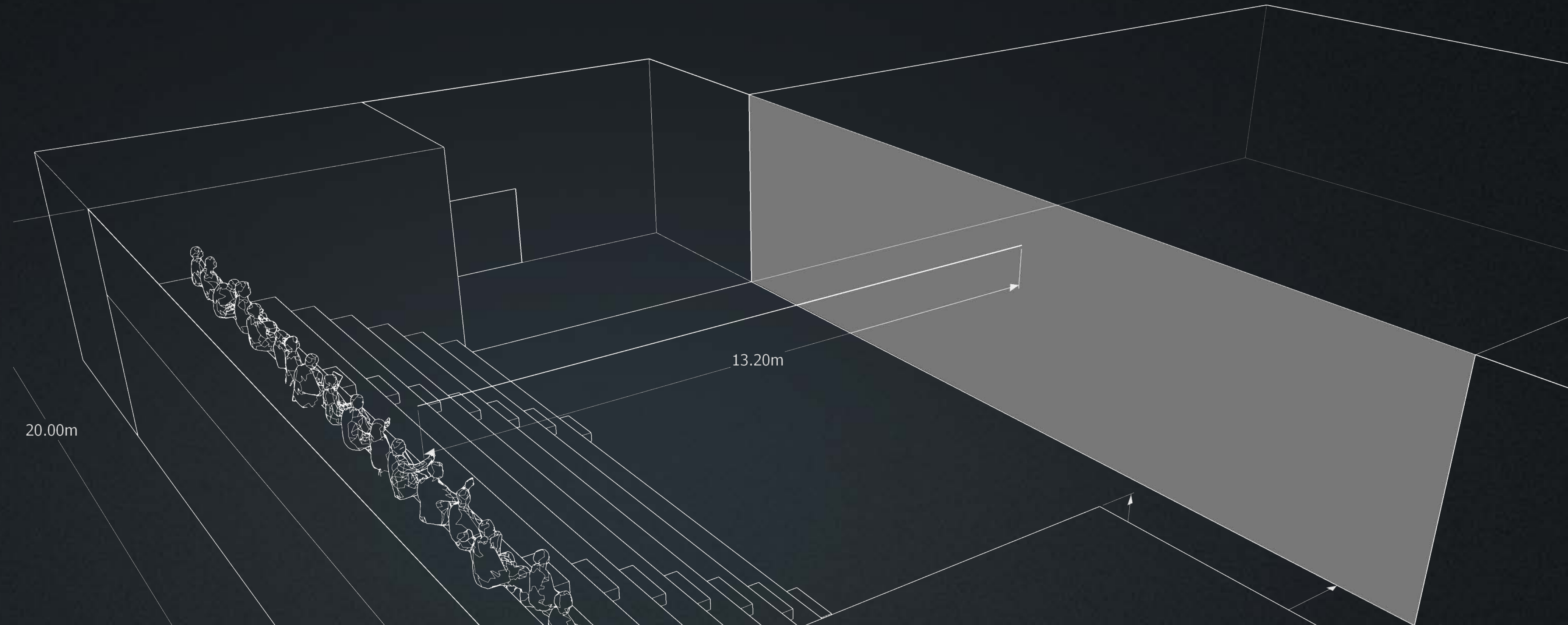
FONCTIONNING

Spectators are seated on the last stands of the Great Bay hall, facing the largest basin in Europe. Gathered in groups of 15 people, all equipped with augmented reality glasses, they are about to set sail for an unforgettable journey in the Open Sea. Starting point : Malpelo Island, the source of inspiration for the great basin, and cradle of an extraordinarily diverse and abundant wildlife.

The experience is controlled via a simple management application, requiring a particularly light equipment consisting of a touch screen, a PC mini and an inverter. The synchronisation of the experience for visitors in the same group is ensured by a dedicated local wifi.

The position of each visitor and their affiliation to a group can be determined by scanning QR codes placed on the ground.

Lastly, during an introductory educational and fun "onboarding", spectators can define their own language and colour choices and can even participate in a quiz, thanks to their headsets.



STATEMENTS & AWARENESS

Ever since its opening, the French National Sea Center - Nausicaa's mission is to educate and raise awareness on the major challenges facing the ocean. **Through Grand Large, SAOLA Studio supports and is part of this educational and militant approach.**

In this way, the experience intends to respond to one of the major problems facing aquariums: the impossibility of keeping certain species in captivity, particularly the majestic marine giants.

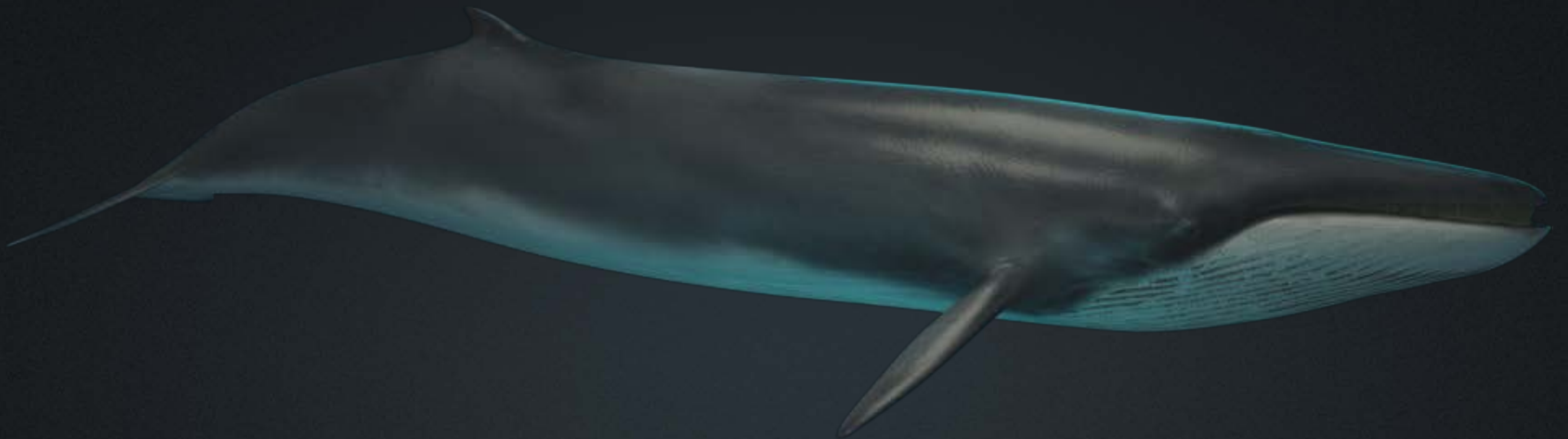
AR technology makes it possible for the visitor to meet these great animals, underlining the interest of innovation when it is put at the service of a strong and relevant message.

It is then through its scenario that Grand Large raises awareness : the experience is presented as a journey, where each encounter is an opportunity to highlight the all too often harmful consequences of human activity on this abundant and little known ecosystem.

Finally, Grand Large calls for action.

Throughout the experience, the visitor will be able to act on the story through interactions made possible by AR technology.

Full of meaning and symbolism, like the rescue of the sunfish, they make the audience aware that everyone, at their own level, can and must act to preserve these essential resources.



S A O L A ^{AR}

Jeremy Frey
Director
jeremy@saolastudio.com

Florent Gilard
Producer
florent@saolastudio.com

Yann Kerbart
Informations
yann@saolastudio.com