

**From Art to Knowledge  
Marvel at this!**



**NUMERED  
CONSEIL**

# Marvel

Through art

# Educate

Through science

# Act

For nature

## About Us

In a time of climate change, we aim to question the relationship between humans and their environment through art.

We create artistic and literary experiences using augmented reality and immersive sound to educate audiences and raise awareness of environmental issues by providing scientific and educational content.

**Our objective:** to move from reflection to action. For each project, links are established with partners working in the field (example: Socotra dragon blood Tree for reforestation).



# **Augmented Sound Murals**

# Augmented Sound Murals

The augmented sound fresco invites you to an immersive experience in a unique space where the viewer can activate animated augmented reality scenes and literary and/or scientific sound content through a web application accessible on smartphone and tablet.

It is printed on eco-friendly fabrics, banners or poster paper, and can be presented in a monumental format (2.5m \* 7.5m / 2.5m \* 10m) or in other homothetic formats to fit your venue.

**Proposed mediation tools:** mediation kit, reative workshops, and conferences.

## Our Collection

### The Universal Forest

(available from January 2024)

*In the IUCN Red List (version 2022.2), of the 150,388 species studied, 42,108 are classified as endangered. Among these species, 41% of amphibians, 13% of birds, and 27% of mammals are threatened with extinction worldwide. This is also true for 37% of sharks and rays and 36% of reef-building corals.*

[www.fresquesonoreaugmentee.com](http://www.fresquesonoreaugmentee.com)

This project was one of the 4 finalists of the new XR VR residency of the Villa Medici and Taiwan XR Residency in collaboration with the French Bureau of Taiwan during the New Images Festival in Paris in 2022.

Mockup of the monumental mural in augmented reality

Viewers can stroll through a spectacular forest in the Universal Forest fresco and discover ten endangered animal species. At the end of their journey, they can access educational content about nature.

**Monumental format :** 2.5m \* 7.5m

**Languages:** French and English (in progress)



Scan of the animals in the application / colours appear when they come to life





Research - Mockup of the monumental work when the animals come to life in augmented reality and colours appear



For each of the identified animals, the viewer must **scan the animals on the mural using the application in order to animate them and access the related sound content.**

Supporting us:

*Jan Michalski*  
*Jan Michalski*  
*Jan Michalski*  
*Jan Michalski*  
*Jan Michalski*  
**FONDATION  
JAN MICHALSKI  
POUR  
L'ECRIURE  
ET LA  
LITTERATURE**



Presentation of an extract from the Mural at the Biennale de la créativité at Le Shadok in Strasbourg - ACCRO



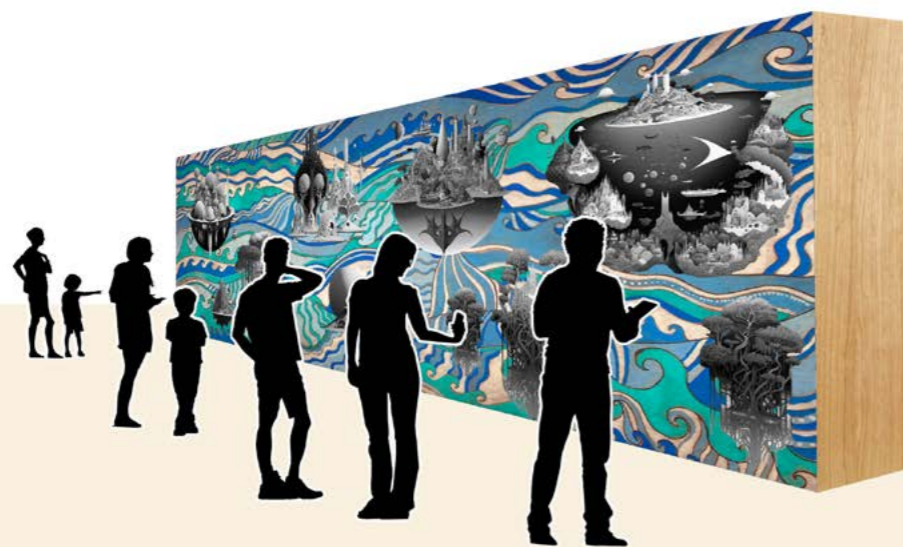
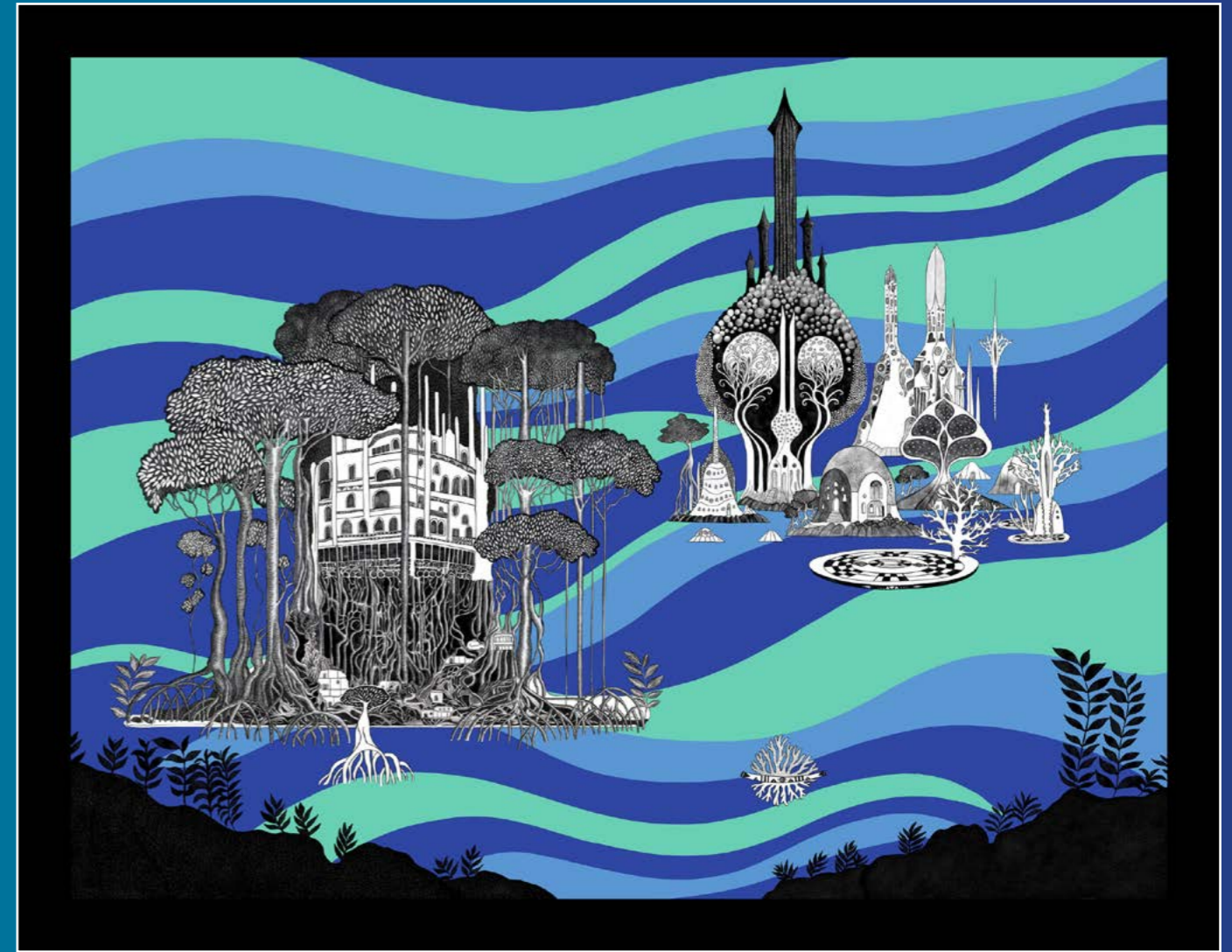
## The Floating Cities (available from July 2025)

*As 72% of the Earth is covered in water and the ocean produces between 50% and 75% of the oxygen we breathe, creating new spaces to live on the oceans is an idea that has gained momentum, going from sheer utopia to the study and implementation of practical projects. But can we imagine sustainable floating cities?*

In the «Floating Cities» mural, the viewer is invited to stroll through different floating cities composed of architectural elements and devices (biomimicry, urban reorganization, presence of plants in the city, etc.) that provide answers to current ecological and societal issues. Augmented reality animated scenes are coupled with documentary or poetic sound content, inviting the public to think about or question the city of tomorrow.

**Monumental format :** 2.5m \* 10m

**Languages:** French and English



Supporting us:



**accro**  
créativité surdosée.

APPEL À PROJETS  
**TANGO&SCAN**



La Région  
**Grand Est**

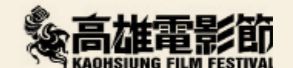


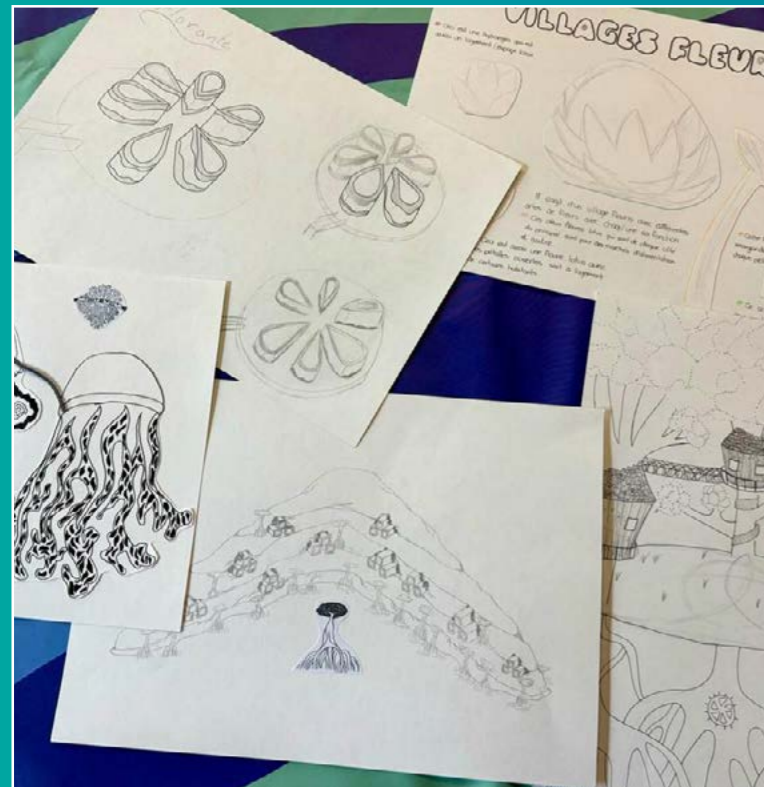
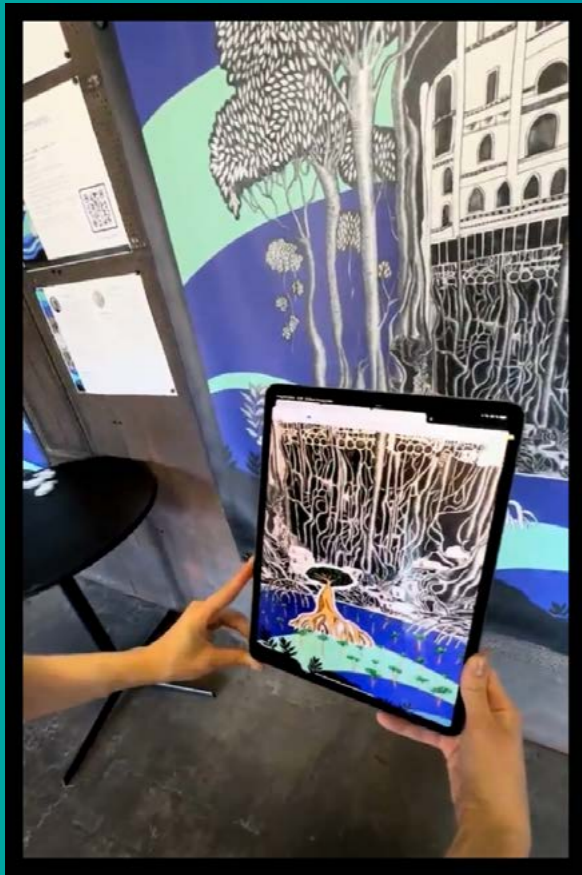
**forum  
des images  
NewImages  
Festival**

**Strasbourg.eu**  
eurometropole



**TAIGCA**  
TAIWAN  
CREATIVE  
CONTENT  
AGENCY





Presentation of the first panel of the mural and creative workshop:

- La nuit de chercheurs at the Shadok in Strasbourg September
- At the Sainte-Sophie school & the Lycée Josy Barthel Mamer (LJBM) in Luxembourg organized by the Institut français du Luxembourg October 2023
- At the Alliance française in Pune - Inde - November 2023
- At the RBANMS Educational Charities in Bangalore - Inde - November 2023



## Flying High (in progress)

*Climate change impacts biodiversity, particularly birds' life cycle and migration. On average, it is estimated that birds advance their return date by two days every ten years, while spring advances by 6 to 7 days. Furthermore, the increase in temperatures has an impact on migratory routes. While some birds migrate shorter distances, others see their migration stop completely.*

In the Flying High mural, viewers can stroll through several ecosystems to meet endemic species and discover migratory birds to connect the five continents. Each animated scene is coupled with a story about birds, and the viewer has access to scientific content that allows them to understand the impact of climate change on birds.

**Languages:** French and English



Supporting us :



## We are attentive to our carbon footprint

These murals are printed on fabrics, on eco-friendly tarps or on poster paper, and can be printed in different homothetic formats in order to adapt to different places (museums, libraries, festivals, classrooms...)

Depending on the distance, we can either print these murals and send them to you, or you can print them yourself (we would provide the PDF file in high definition HD)

Do you want to develop an augmented sound mural on another theme? Don't hesitate to contact us.

**2**

**Giant augmented sound  
pop-ups with AR**

# Giant augmented sound pop-ups

The giant augmented sound pop-up is a monumental pop-up that allows the viewer to trigger augmented reality animated scenes and literary and/or scientific sound content, using to a web application accessible on smartphone and tablet.

It is produced and printed using eco-friendly materials and integrated into a suitcase reminiscent of an old travel trunk.

**Proposed mediation tools:** mediation kit, small format augmented sound pop-up in a case, cards with animated images and sounds, creative workshops, and conferences.

## Our collection

### The Baobab (available) [exhibition video](#)

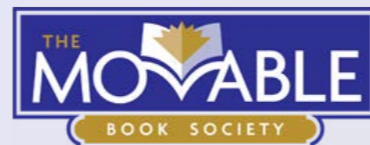
2m x 2m X 1,5m

*The Baobab, known as the «Tree of Stories», has enormous cultural, social, and symbolic value. It is the heart of rituals surrounding birth or death. It is where people meet, listen to the griot...*



The giant augmented sound pop-up tree of Baobab is part of the transmedia project «Tree-Worlds», which aims to extend our reflection on man's relationship with nature through the universal archetype of the tree. The viewer is invited to animate the animals of the baobab's ecosystem (hornbill, monkey, and hare) in augmented reality to listen to reimagined tales from East Africa, voiced over and set to music. A sensory journey via hearing and sight at the heart of the pop-up!

**Language:** French



Among the 2023 finalists for the  
Meggendorfer Prize for Artist Books  
Movable Book Society (USA)

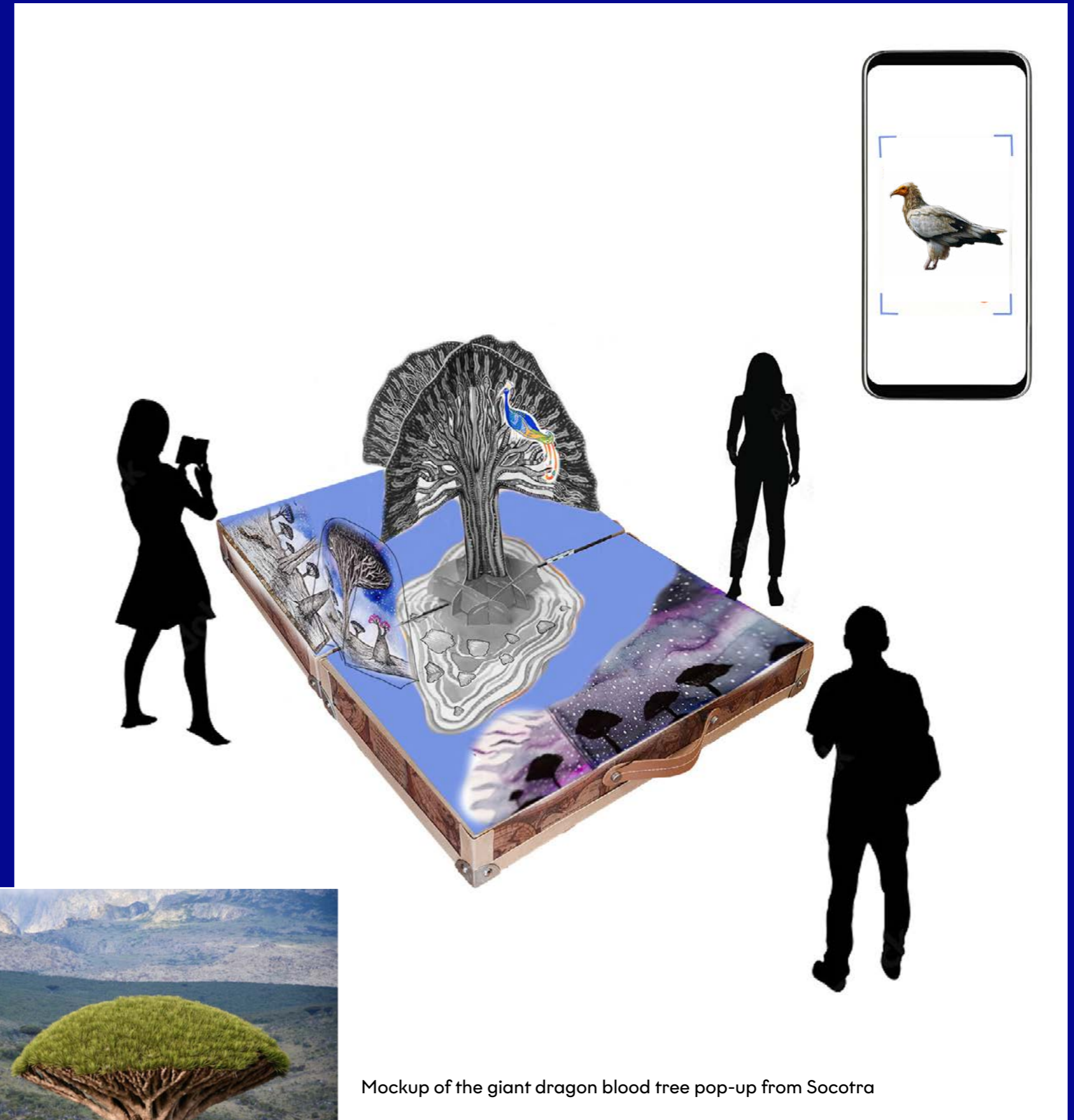
## The Dragon's Blood Tree of Socotra (in progress)

*The Dragon Blood Tree of Socotra, or «Sangre de Drago,» is shrouded in mystery and appears to come from another space and time. Its leaves, turned towards the sky, collect moisture from the mists, essential to the survival of the fauna and flora. Its trunk, once opened, «bleeds» and releases a red resin... Bearing witness to its importance to the Socotri people, numerous legends and poems are dedicated to it. But today, this mythical tree is threatened with extinction.*

The viewer is invited to animate in augmented reality the animals of the dragon blood tree's ecosystem (snake, Egyptian vulture, and chameleon) and to listen to myths in French and Arabic, voiced over and accompanied by music from the mysterious island of Socotra, a UNESCO World Natural Heritage Site...  
As a bonus: an invitation to discover Socotri poetry.

**Language:** French and Arab

You wish to develop a pop-up tree on another theme? Do not hesitate to contact us.



Mockup of the giant dragon blood tree pop-up from Socotra

**3**

# **Innovative Digital Books**

# Innovative Digital Books

By combining various resources such as text, sound, images, video, and animation, enriched digital books offer new reading experiences and have become a learning tool used in educational practices. Interactive maps, exploratory paths, and random trails - let's create new entry points to knowledge!

## Tree-Worlds / Arbres-Mondes (Available)

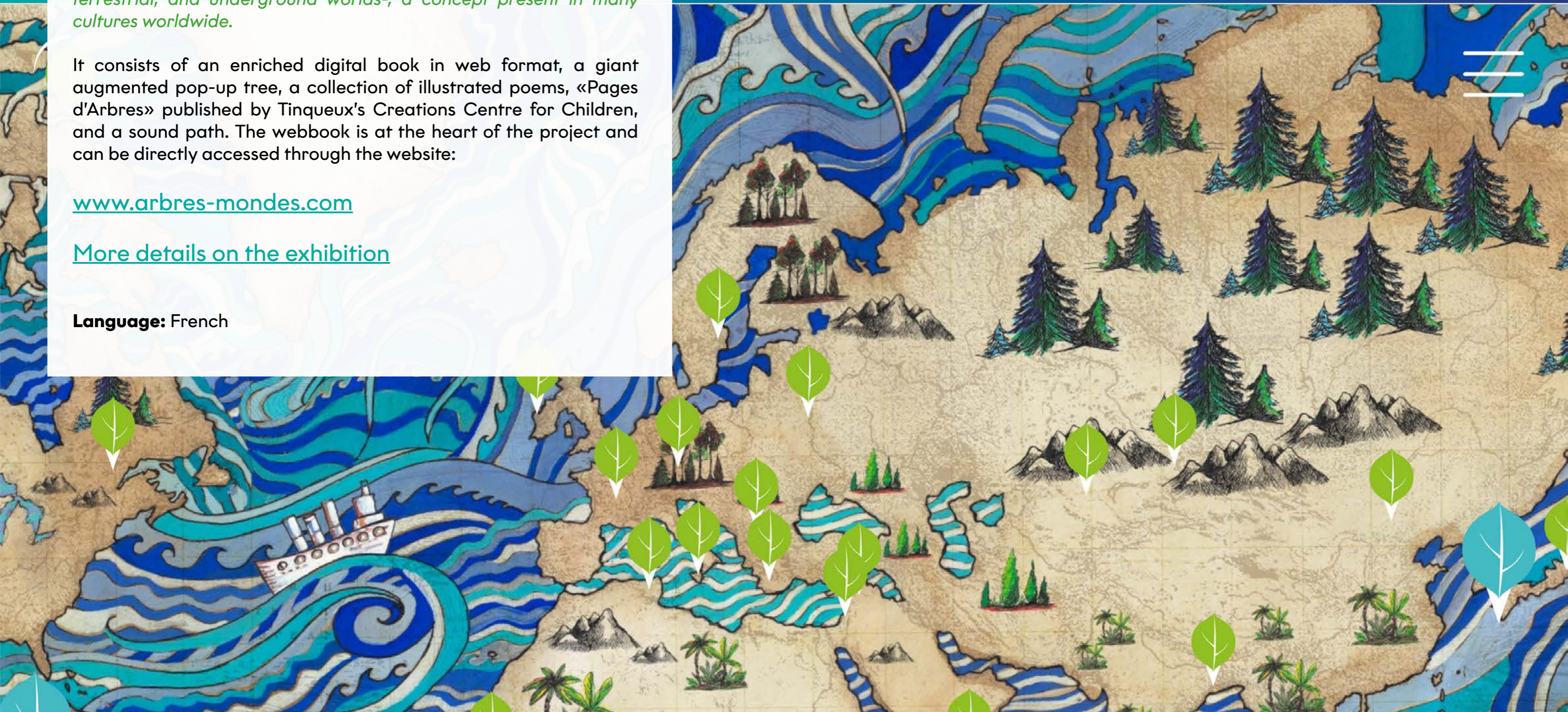
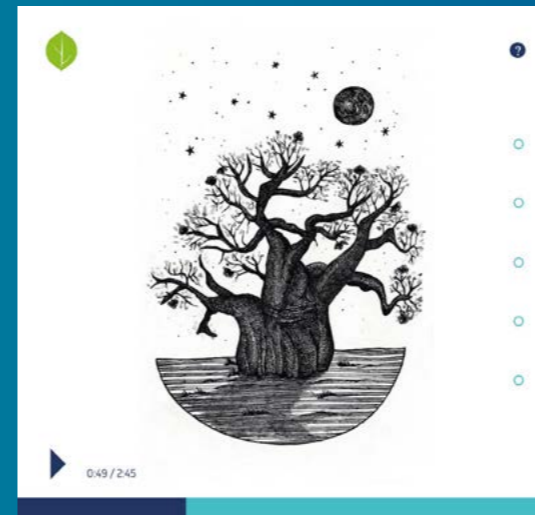
*This project aims to further our reflection on the relationship between humans and nature through the universal archetype of the tree, which connects the three components of the Universe - the celestial, terrestrial, and underground worlds-, a concept present in many cultures worldwide.*

It consists of an enriched digital book in web format, a giant augmented pop-up tree, a collection of illustrated poems, «Pages d'Arbres» published by Tinquieux's Creations Centre for Children, and a sound path. The webbook is at the heart of the project and can be directly accessed through the website:

[www.arbres-mondes.com](http://www.arbres-mondes.com)

[More details on the exhibition](#)

**Language:** French

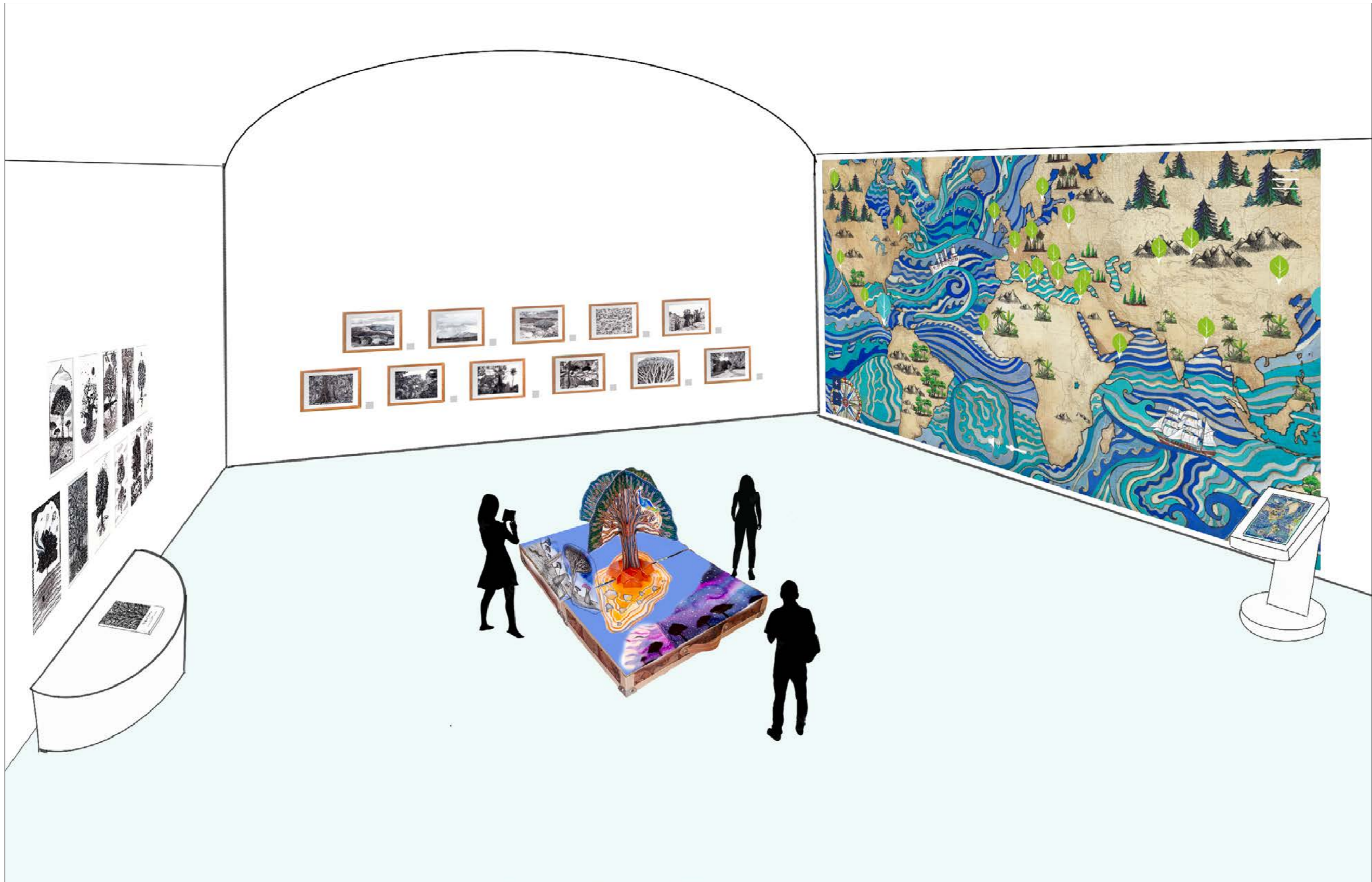


**4**

**Ongoing exhibition**

## MODULAR AND ITINERANT EXHIBITION

The scenography of the exhibition is up to you, we will design together the modules' staging to fit your space.



[More details on the exhibition](#)



They trusted us:

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**TANGO&SCAN**



**5**

# **Mediation Workshops**

We like to offer mediation workshops adapted to each type of public (young audience, schoolchildren, adults, hindered audience), in particular on scientific popularization:

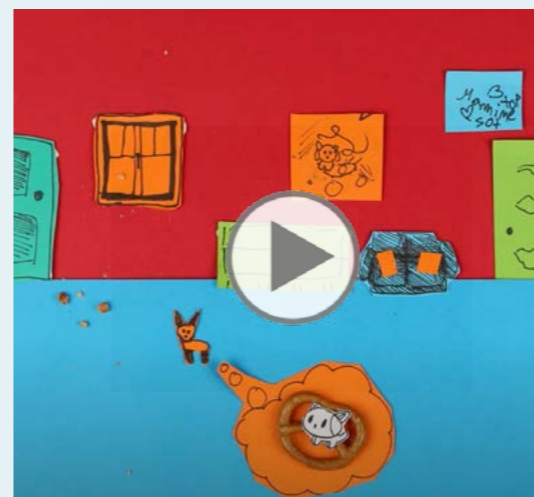
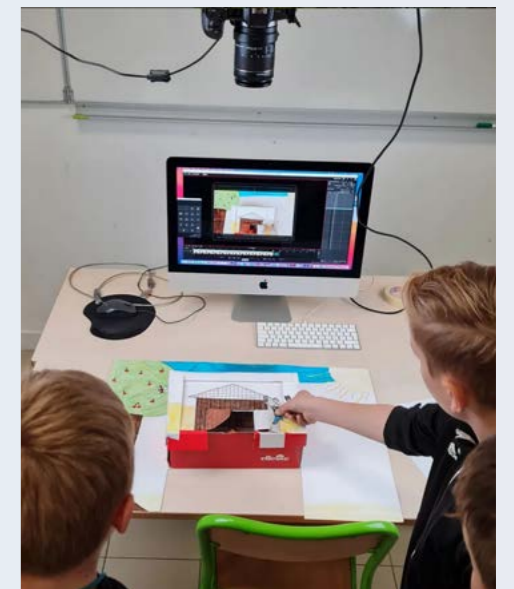
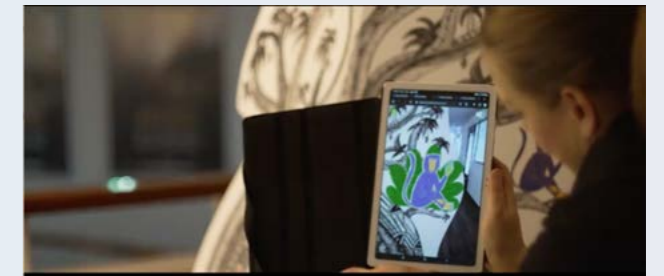
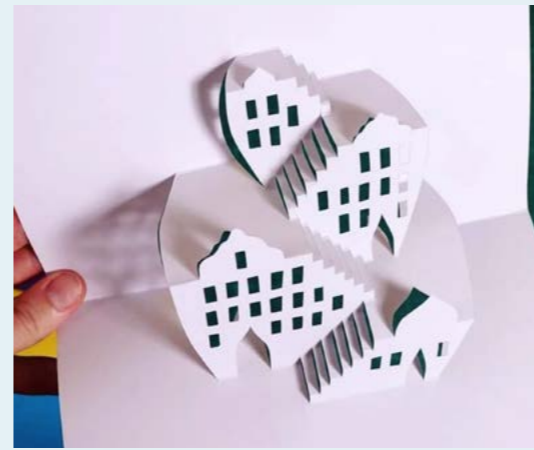
- **Artistic co-creation workshops to foster creativity and a taste for discovery**

**Examples of creation workshops :**

- Pop-up book & artist's book / Pop-up cards: Fold and unfold
- Writing and recording of sound poems (podcasts)
- Stop-motion workshop (animated film)
- Making collective frescoes (with AR)

To know more about our other workshops, contact us. We also offer kits and/or training for mediators.

- **Conferences or round tables that invite reflection**







**The team**



## ELSA MROZIEWICZ

Elsa MROZIEWICZ is a multidisciplinary artist: illustrator, pop-up engineer, director and author. She has a DNSEP degree from the H.E.A.R. in Strasbourg. Her works invite the audience to dive into narrative, dreamlike and poetic worlds with mythological influences. She likes to play with the boundaries between fiction and reality.

Elsa has created numerous animated artist's books and illustrated books, and has been published in France and Germany and distributed internationally. Her artist's books have been displayed in museums, fairs and media libraries such as in the United States at New York's Columbia University, at the Rare Book and Manuscript Library, in Prague at the B1 Centre for contemporary design, in Italy at the Milan Design Week, or in France at the Malraux media library in Strasbourg. In 2013, she won the BEST INTERACTIV BOOK award at the ART BOOK WANTED in Prague for her sculpture book Cannes 08.09 .

In 2016 she illustrated the book Yoga Für Kinder published by Prestel. In 2018 and 2019 her triangular flap books Peek-a who ? and Peek-a-who too ? were published by Minedition in Germany, France, the USA, the UK, Italy, the Netherlands and China. They have received a lot of enthusiastic feedback from The New York Times, The Wall Street Journal, News & Observers, and awards. In 2021 she created illustrations for the book Pages d'arbres, shortlisted at the Bologna International Book Fair for the BOLOGNARAGAZZI CROSSMEDIA AWARD 2022.

She works on collective transmedia projects such as «ARBRES-MONDES» (TREE-WORLDS), with a transversal approach to artistic disciplines. Her collective work «l'ombre magique», an augmented reality fresco, was presented at Sélestat's contemporary art Biennial in 2021.

She creates stop motion animated films for music videos, documentaries and personal projects.

She regularly works with cultural organisations on training courses for professionals of the creative industry (pop-up books) and on artistic mediation and workshops.

### VISUAL ARTIST

Site web artistique :

[www.elsamro.com](http://www.elsamro.com)

contact@elsamro.com

**Conferences**

**Pop-up  
book**

**Monumental  
fresco**

**Project  
coordination**

**Art  
direction**

**Illustration**

**Training**

**2D Animation  
and Stop motion**



## CÉCILE PALUSINSKI

As a writer, she has published several books, such as a monograph on the artist Flore Sigris, a collection of short stories Apocalypse entre deux eaux (Corridor Elephant), a novel Morphée (Editions Artisfolio) and audio books L'épopée de Noé and Garance et le Maître des couleurs (Editions Les Mots en soie) and contributed as a writer to the documentary film T'es qui toi? presented at the Short Film corner of the Cannes Festival in 2006.

In 2018 she published an essay on crowdfunding with Presses Universitaires de France. She is also working on transmedia projects, NORD SUD (NORTH SOUTH) (web book and leporello) published in 2019 and ARBRES-MONDES (TREE-WORLDS) (e-book, augmented fresco, giant pop up book, sound path) produced in 2021.

She is currently working on a project to record and translate the Socotri poetry from Yemen and to write a documentary on the Socotra dragon tree.

She has worked in several art galleries and is president of the La Plume de Paon association which works for the development of audio books and has published the first Guide to French-speaking audio book publishers.

Since 2010, she has been a lecturer on «Digital challenges in the cultural field» in several Masters and MBA courses, including the Master's in Cultural Policy and Management at the IEP in Strasbourg. She is also the founder of the training and consultancy agency NUMERED Conseil, dedicated to cultural professionals facing the digital transformation. In this capacity, she regularly intervenes with several regional structures for books (PILEn, ARL PACA, ARALD...) and for the French Institute, in France and abroad.

### WRITER

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**Conferences**

**Writing workshops**

**Organization of round tables**

**Project coordination**

**Events programming**

**Sound creation**

**Training**

**Literary Direction**

**We also work with a network of webmasters, musicians and actors.**

*« We believe in the power of art to reveal the beauty of nature and to raise awareness of the need to preserve it. »*

If you want to rent one of our productions or think about a common project, contact us.

## **contacts**

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[contact@numered.com](mailto:contact@numered.com)