

Bridging Art and Research



Benoit Arbelot

Creative engineer at Théoriz since 2017

Working on R&D and Production projects



WHO ARE WE ?

We are a multi-awarded studio gathering a team of engineers,
visual artists and creative developers. We combine scientific and artistic research
to craft beautiful and creative experiences.

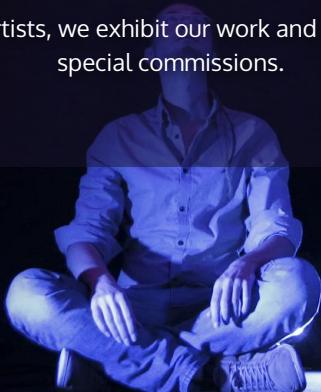
ENTREE EN FRANCE



ART

We explore the boundaries between reality and virtuality through poetic and beautiful experiences.

As artists, we exhibit our work and accept special commissions.



SERVICE

Brands

We connect consumers to brands through engaging technologies.

Events

We design entertainments personalized for your event.

Culture

We provide our tools and expertise for other artists projects and stage shows.

Museums

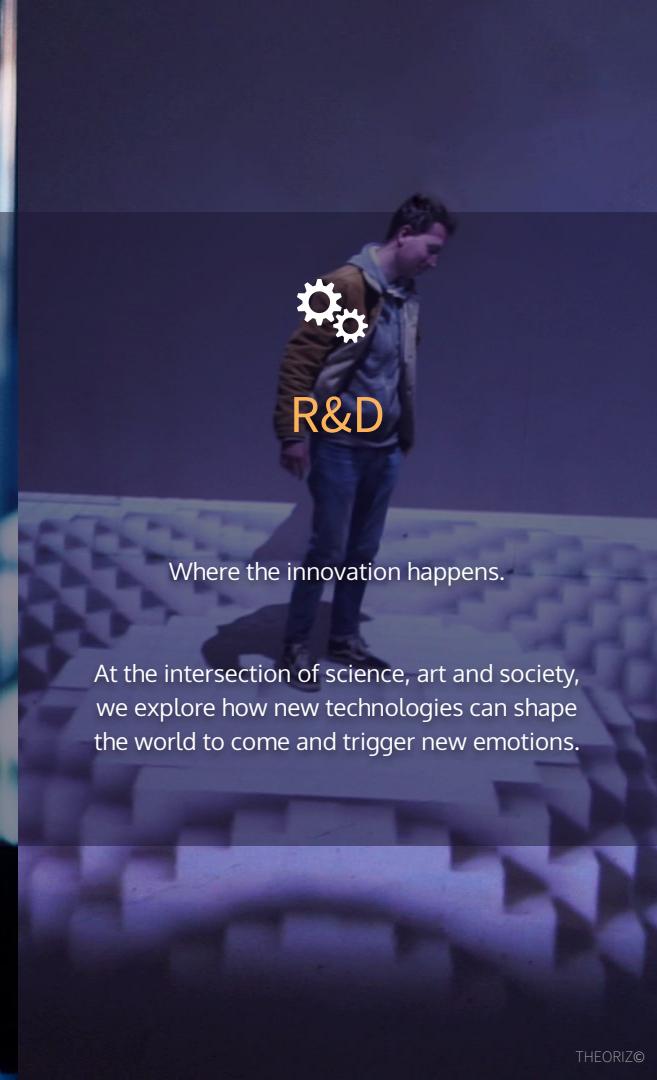
We create immersive and interactive installations.



R&D

Where the innovation happens.

At the intersection of science, art and society, we explore how new technologies can shape the world to come and trigger new emotions.



Summary

I. Who are we ?

II. Collaboration examples

1. Media for communication and grant application
2. Immersive and interactive installation
3. Art and Research residencies
4. ANR project

III. Conclusion

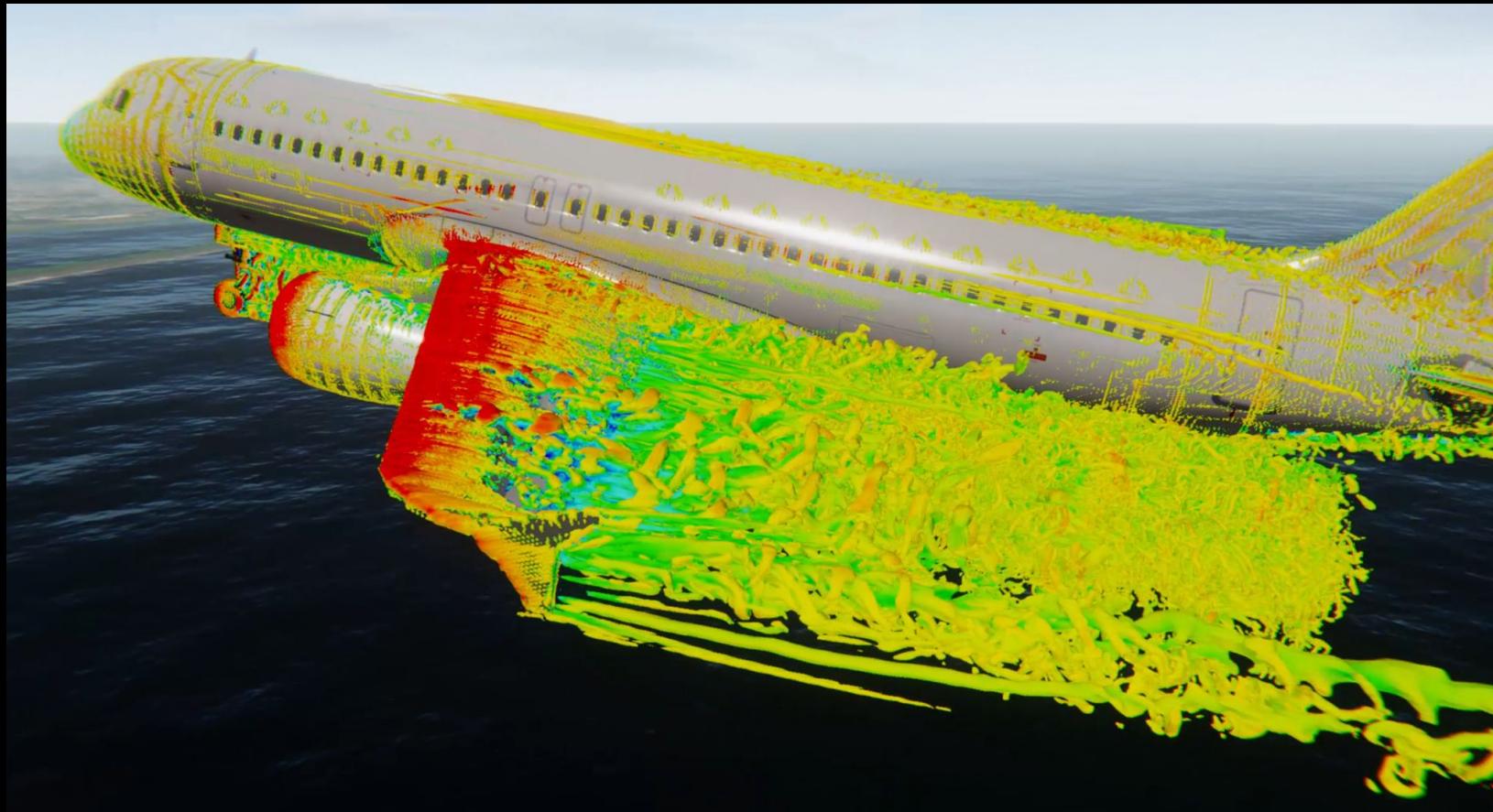
Laboratoire de Mécanique, Modélisation & Procédés Propres



UMR7340 Aix-Marseille Université-CNRS-Ecole Centrale Marseille



M2P2 : Communication media



Institut national de la santé et de la recherche médicale

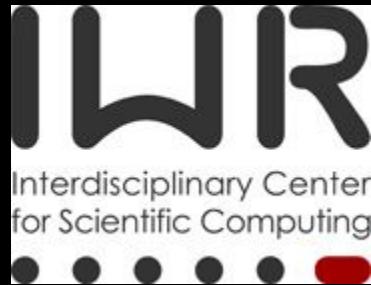
Inserm

La science pour la santé
From science to health

INSERM : Grant Application



Interdisciplinary Center for Scientific Computing



UNIVERSITÄT
HEIDELBERG
ZUKUNFT
SEIT 1386

IWR : Immersive and interactive installation



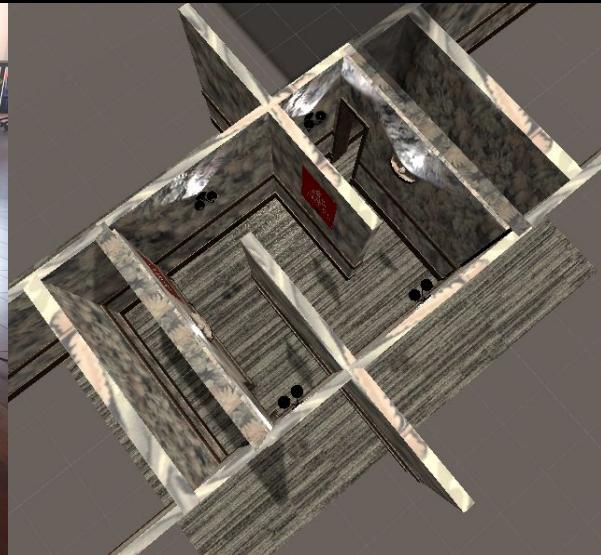
IWR : Immersive and interactive installation

Atelier Art Sciences



AAS : Art and Research residencies

- Collaboration with Théophile Ohlmann
- Experimenting with perceptual illusions in virtual reality
- Goal : find cognitive illusions that enhance the immersion in virtual reality.

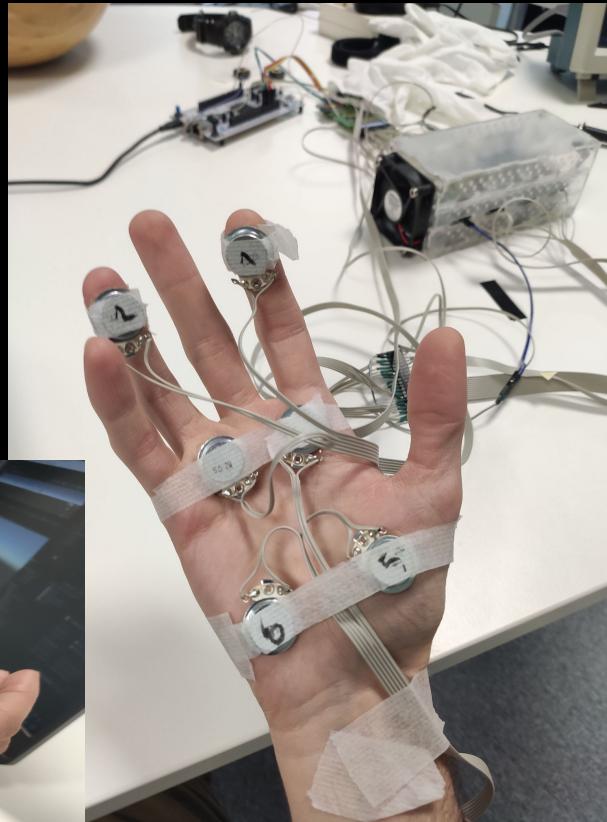
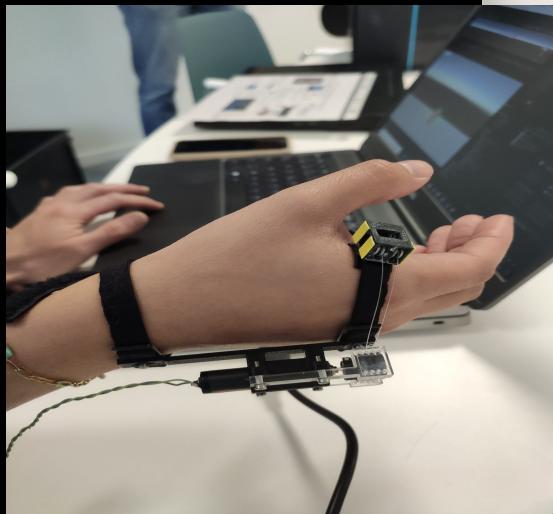


Wearable Haptics for Virtual Reality



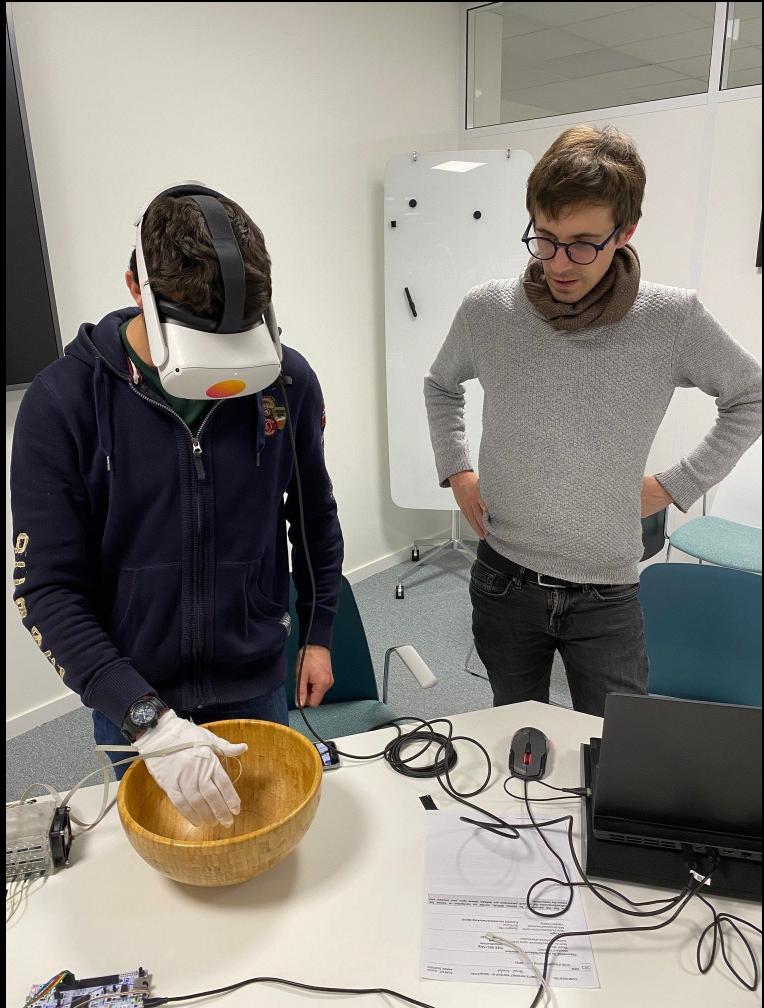
ANR : Wavy

- Wearable Haptics for Virtual Reality
- ANR project with CEA List, Sorbonne Université, GoTouchVR (now Razer) and Atelier Art Sciences
- We are associated with the Art Sciences as artists for this project.



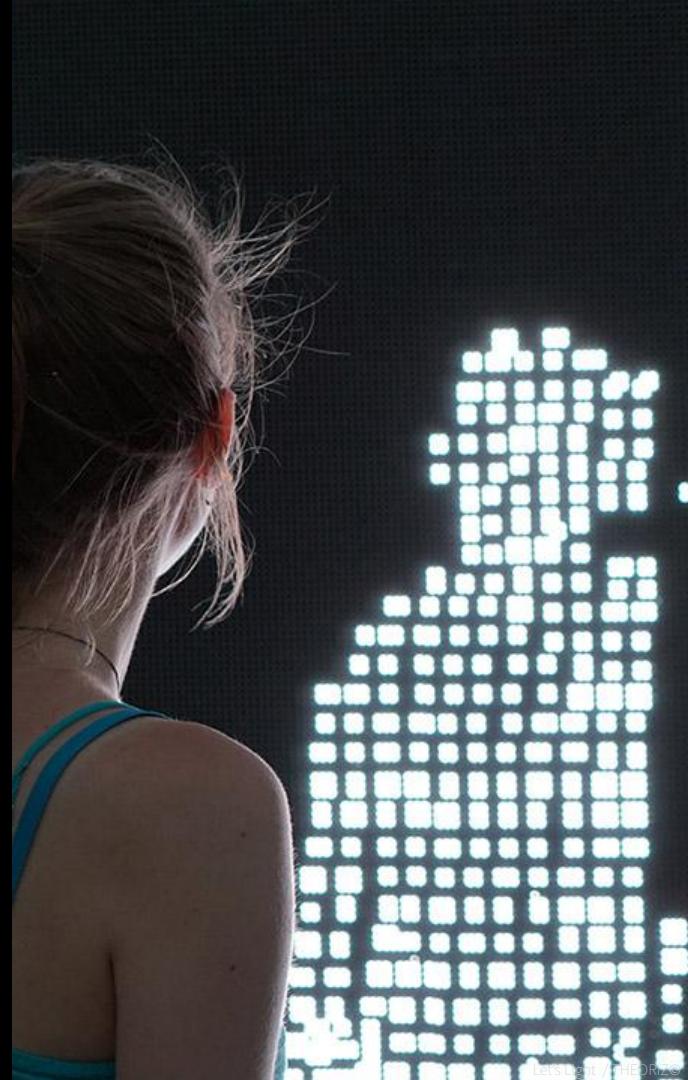
ANR : Wavy

- We provide our ideal use cases and specifications for the wearable device in order to help orient the research directions, both on the technical and cognitive sides.
- We experiment with the prototypes, and implement the perceptual illusions.
- We will create an immersive experience using the device next year, showcasing the results of this project through an artistic installation.



Conclusion

- We do R&D internally using new technologies to develop our technical and artistic expertise.
- We can be part of research projects as artists and/or end users.
- We can experiment with the results of ongoing or past research projects to explore new artistic possibilities and create engaging experiences.





THANK YOU!

@TheorizStudio - contact@theoriz.com

Art & Technology Studio

@BenoitArbelot - benoit.arbelot@theoriz.com

Creative Engineer

