



lab9

EMOTIONAL DEVELOPMENT

WORKS 2018

INTERACTIVE FILM

FAR CRY 4 WHAT ARE YOU MADE OF (2014)

For the launch of Far Cry 4, a rich interactive film experience with 4 different rites of passage where every decision changes the course of the experience

Client : Ubisoft
Agency : Grey
Production : Stink
Role : technical direction,
game design consultant



Client : Nokia
Agency : Wunderman
Film : Fighting Fish
Role : interactive filming,
conception consultant,
development



LES INSHOOTABLES (2012)

In this experience, you'll try to take the perfect picture of this crazy family, while the Nokia phone presented could make things really easier.

ECOSPORTLIVE (2014)

An interactive treasure hunt all around the new Ford Ecosport to find a mystery guest who will sing a private live on which you can choose your point of view.

Client : Ford
Agency : The Blue Hive
Role : interactive filming,
conception consultant,
development



IBUKI NOUVEAU SOUFFLE (2013)

To introduce Ibuki, a new Shiseido product, which translate to « new wind », you'll advance in this adventure by blowing on your device.

Client : Shiseido
Agency : Vanksen
Role : conception consultant,
development

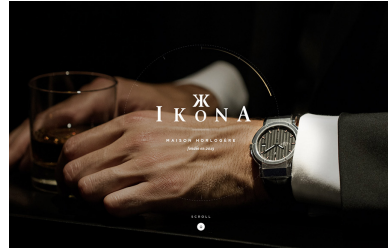
LUXE

IKONA (2015)

This presentation of Ikona watches was designed thinking mobile devices first, with several swipable « one page ».

Client : Ikona

Role : conception, creation, development



Client : Lacoste

Agency : Grey

Role : development

PHOTORUN #NEWPERSPECTIVE (2014)

To celebrate the launch of the new Lacoste live! perfume, an instagram photorun opposing 3 teams through Paris was broadcasted live while you could vote for your favorite pictures and team.

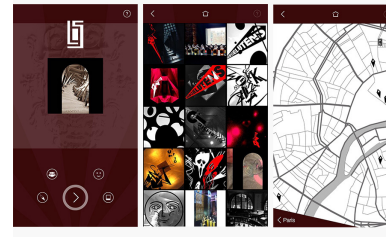
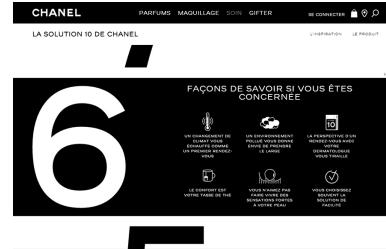
SOLUTION 10 (2016)

10 typographic animations to illustrate the ingredients of this new Chanel product.

Client : Chanel

Agency : Ekino

Role : development



Client : Serge Lutens

Agency : South Pigalle

Role : development

PERSPECTIVE (2016)

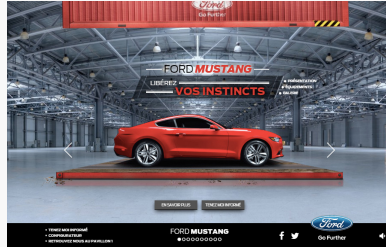
Follow the digital compass and find the iconic symbols of the Serge Lutens brand around the Palais Royal and apply them to your photos using unique filters inspired by the creative world of Serge Lutens.

ENTERTAINMENT

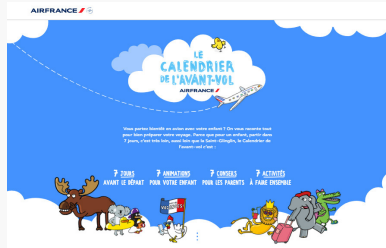
MONDIAL AUTO (2014)

Ford's cars showcased at the Mondiale de l'Automobile just as they arrive from the US in this hangar.

Client : Ford
Agency : The Blue Hive
Role : conception consultant, development, sound design



Client : Air France
Agency : BETC
Role : development



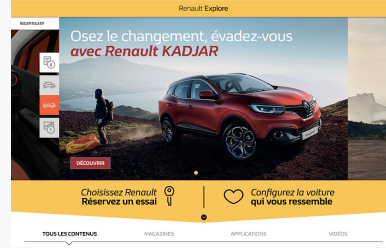
PRE-FLIGHT CALENDAR (2017)

Because the 7 days leading up to departure seem like forever to children, Air France helps them count down the days before leaving with the pre-flight calendar.

FANTA PLAYERS (2012)

A facebook game in which all the friends you invite wander around in your city, as you try to fulfill their cravings.

Client : Fanta
Agency : Vanksen
Role : conception consultant, city development



Client : Renault
Agency : Digitas
Role : development



RENAULT EXPLORE (2015)

An Ipad application to aggregate all magazines, applications and brochures published by Renault on this particular device.