

# BavAR[t]

MUSEUM BEYOND WALLS



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@bavartapp

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# CURRENT CHALLENGES FACING CULTURAL INSTITUTIONS

In the context of the deployment of new technologies and engaging a younger audiences

Lack of expertise & Difficulties using gamification  
For cultural mediation purposes

Difficulties exploiting augmented reality & Large investissement for digitazing collection  
In cost-effective and engaging way

Difficulties to reach diverse audience & Increasing visibility of the collections  
Especially for the game generation of 20s and under

Technical budget & Ressources restriction  
For managing complex application



**CLICK  
TO SEE THE TRAILER !**

# THE SOLUTION : THE APPLICATION BAVAR[t]



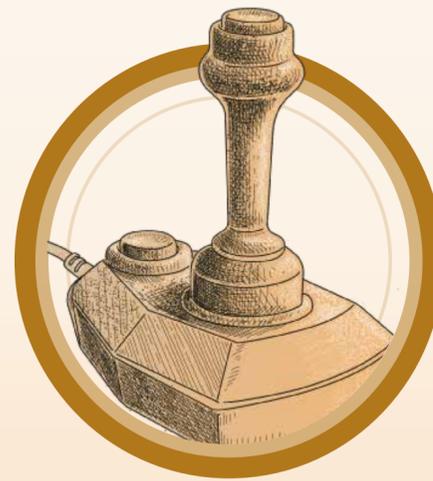
## Digital exhibitions

**Increase your visibility** by exploiting your digital collections online **in mobile app**



## New audiences

**Target a new public,** by co-locating your digital collection **in places you cannot reach**



## Gamification

**Use engaging game mechanics** to create compelling and globally **accessible experiences**



## Innovation

**Increase cultural output opportunities** with virtual exhibitions, gamification, tours, **educational assets and new technologies**



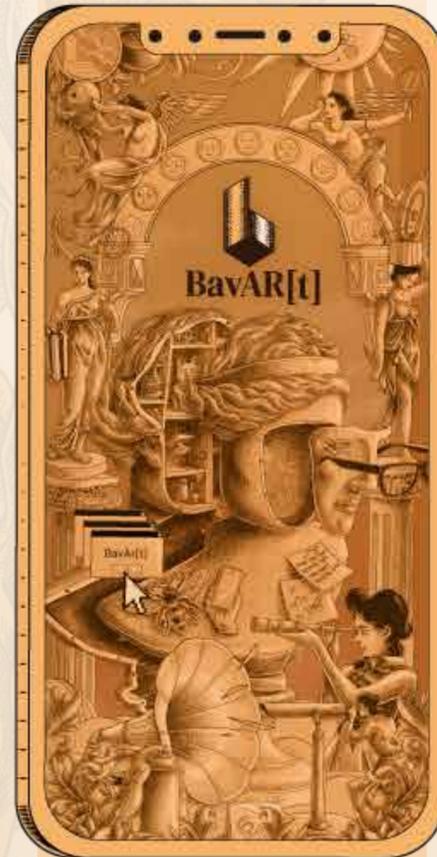
# THE GAMEPLAY OF BavAR[t]

Collect digital artworks among 9 million pinpoints/country!



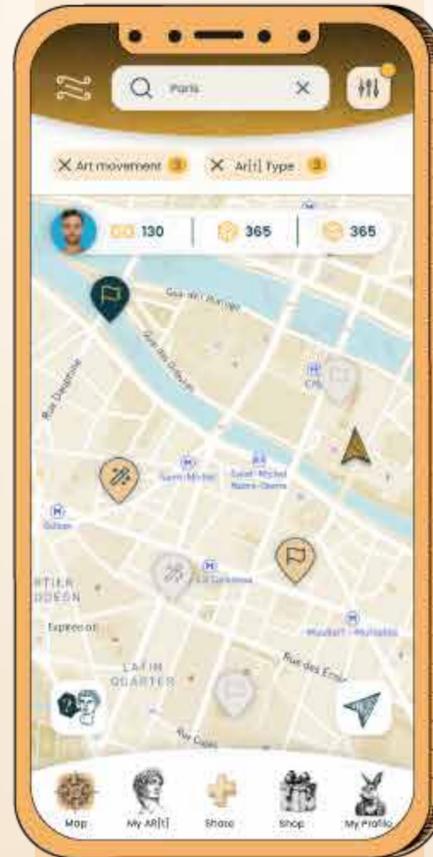
Touch your public everywhere!

## The Story



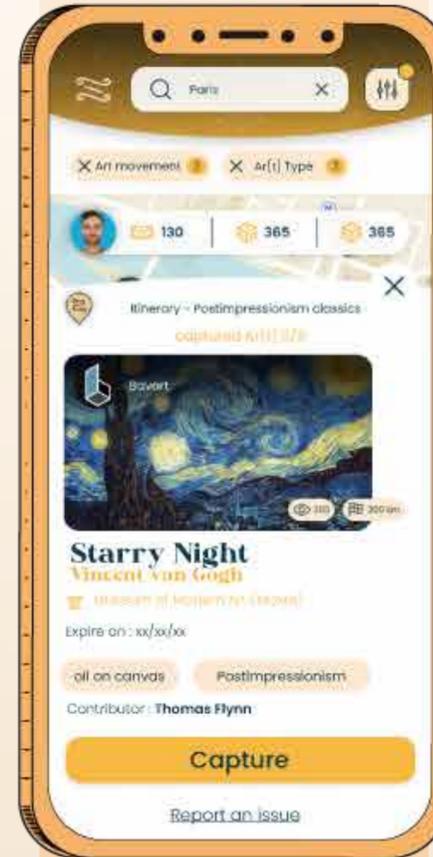
Your digital collection has escaped from your museum!

## The Hunt



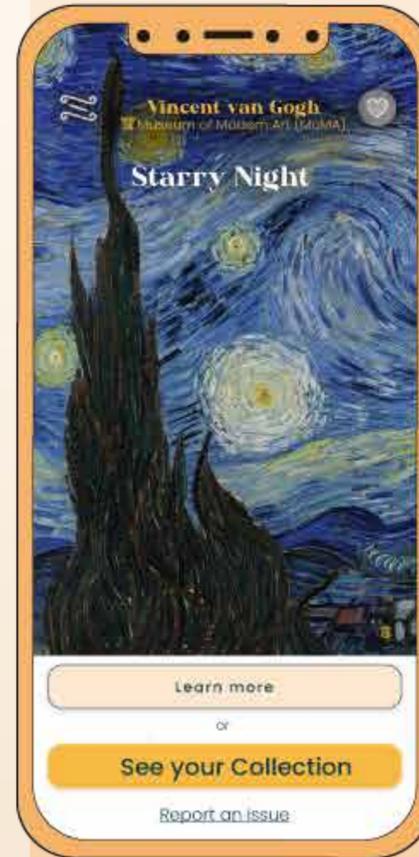
Players have to look for your collection spread throughout the world!

## The Map



Walk close to the pinpoints to capture the artworks and click on them

## The Artwork



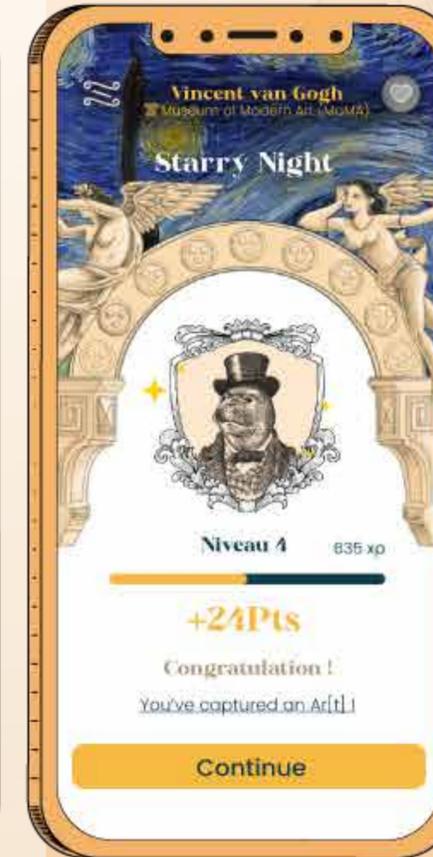
Discover and learn about the artwork in augmented reality!

## Curiosity Cabinet



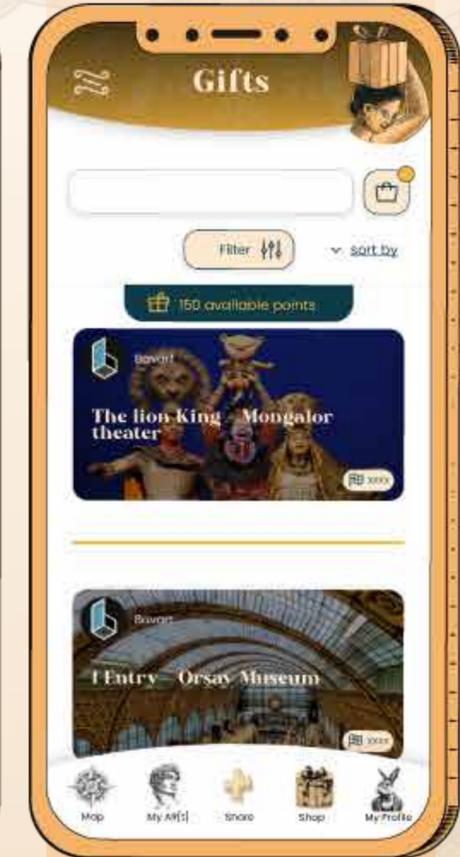
Catch and save them in your curiosity cabinet. Try to complete all collections!

## The Game



Players win points and progress within the game

## The Reward



Give players the opportunity to visit or know you better with entry discounts and virtual prizes!

# BavAR[T] USE-CASES

We have organized over 35 different exhibitions and art hunts with our institutional partners.



## MUSEUM OF FAIRGROUNDS, PARIS

We brought to life the slaphead automaton in 3D. As the real-life mechanism is broken, we digitized the automaton and made it work based on historical research.



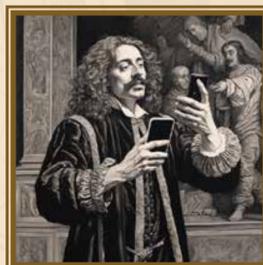
## POSTCARD MUSEUM, BAUD

We exploited the archive of the museum to bring the postcards alive, and to create an innovative touring exhibition.



## CHATEAU D'ARTIGNY, MONTBAZON

The murals of the Belle Époque chateau of Coty, the original mass-market perfumier, are brought to life with an on-site exhibition, using image tracking, i.e. superimposing 3D animations over a given image to scan.



## DEPARTMENTAL ARCHIVES OF ILLE-ET-VILAINE

A 3-month augmented reality exhibition dedicated to the life of Molière and his connection with Brittany.

 **CLICK TO SEE IN 3D!**

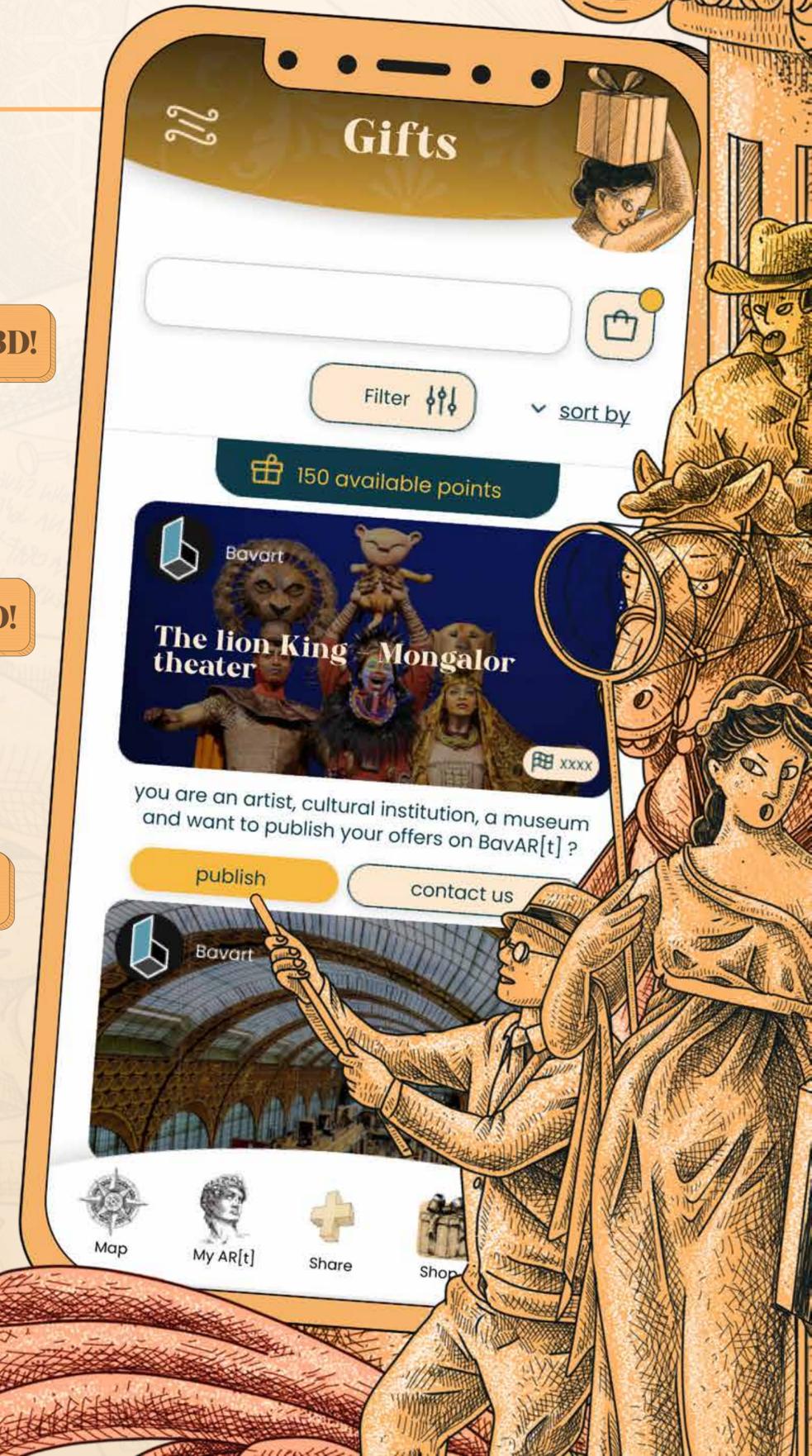
 **CLICK TO SEE IN 3D!**

 **CLICK TO SEE IN 3D!**

 **CLICK TO SEE POST!**



**ALL OUR PROJECTS  
ARE HERE!**



# OUR SERVICES



## Adding your collection to BavAR[t] global geocaching game

Reach a new public globally, even in rural areas



## Location-based Guided Tours

within or beyond your walls, with incentivization (vouchers)



## Artwork digitization & animated content creation

Photogrammetry services to get you game and conservation-ready digitization!



## On-site custom experience

To engage your visitors using augmented reality



CLICK TO SEE IN 3D !



CLICK TO SEE IN 3D !



# OUR CLIENTS & PARTNERS



Co-funded by  
the European Union



MINISTÈRE  
DE LA CULTURE

Liberté  
Égalité  
Fraternité

DIGITAL  
IN PULSE 

Winner  
Creative Cities Challenges

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PARIS

Exhibitor

 CES  
Consumer  
Technology  
Association

Bretagne 2024

pass  
Culture 

CENT  
QUATRE  
#104 PARIS

Amazon Grant recipient

aws

Musée  
des beaux-arts  
de Rennes   
Quai Zola - Maurepas

bpifrance  
SERVING THE FUTURE



  
LAVAJ  
TOURISME

CREDIT  
COOPERATIF 

PARIS&CO

3D  émotion  Urban Lab



# OUR TEAM



**Chloé GUENNOU**

Founder & CEO

[chloe.guennou@bavart.io](mailto:chloe.guennou@bavart.io)

After completing a PhD in astrophysics in 2013, I worked as a researcher in astrophysics at NASA, Columbia University, and other institutes, before transitioning to the digital industry in 2017 as a senior developer at BNP Paribas in New York. In 2020, I led a scientific visualization team at Sorbonne University.

Since 2023, I have been fully dedicated to our application BavAR[t], which was launched in 2022.



**Yannick PAZZÉ**

Founder & COO

[yannick.pazze@bavart.io](mailto:yannick.pazze@bavart.io)

Multidisciplinary, Yannick Pazzé has a professional background in international cultural project management, financial analysis, and human resources management.

Founder of the creative agency, Sacrebleu LLC, based in New York City, he is responsible for the business development of BavAR[t].



**Gianluca RICCARDELLI**

Back-end engineer and architect



**Ben MESBAHI**

Unity developer



**Bastien FRANCEQUIN**

Game designer



**Luca LAMA**

Infographic & com

*We initiated the BavAR[t] project in New York, at the start of COVID-19 in response of the closure of museums and galleries.*

*Our aim is to liberate art from museums, making artefacts more accessible to all and sparking a renewed interest in culture.*

*We aspire to make BavAR[t] the first AR platform for democratizing art.*



# ACHIEVEMENTS

## 8 Awards & grants

Finalist of **ArtTech Prize from the ArtTech foundation**, in Switzerland

Winner of **Creative Cities Challenge**, representing France in partnership with the city of Paris, London, New-York et Berlin.

Prize **1 euro, 1 emploi par Rotary Club Quimper**

Finalist **Pitch Be a Boss 2022**

Winner **WomenInTech EU**, par l'Union Européenne

1st prize **Start-up contest Digital Inspirational**

Winner of the **challenge Ambition'elles by Action'elles**

Runner-up in the **«Tourism & Innovation» Contest organized by the Touraine Chamber of Commerce**



8

awards



MORE THAN

40

published projects



2500

artworks online

95%

of French territory, including overseas, covered



9 MILLION

of points of interests

Exhibitor



2024

Winner

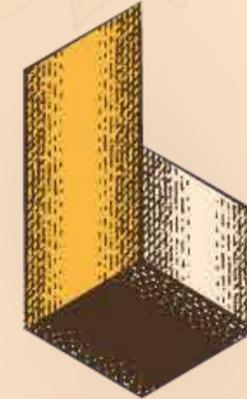


Supporting deep-tech start-ups led by women

Finalist







# BavAR[t]

MUSEUM BEYOND WALLS

AR[t] Studio S.A.S.

117 avenue de la gare, 29900 Concarneau, France

+33 6 51 97 24 35 | [welcome@bavart.io](mailto:welcome@bavart.io)



@bavartapp



★ **BEST SELLER**

A NARRATIVE EXPERIENCE  
OUTDOORS

# Tour

*Beyond the walls*

A SITE-SPECIFIC AUGMENTED  
IMMERSION

# Experience

*in situ*

A NATIONAL AUGMENTED  
EXHIBITION

# Traveling Exhibition

## FORMAT

🌐 Interactive AR tour with storytelling and gamified progression.

🏛️ In-situ augmented reality experiences enriching the scenography.

📺 National-scale AR exhibitions showcasing digitized collections

## ENGAGEMENT

Quizzes, cultural gifts, and point-based rewards

★★★

Digital souvenirs, exclusive content, interactive bonuses

★★★★★

Badges, anecdotes, and audience engagement tools

★★★★★

## CONTENT

📍 Points of interest, narratives, audio guides, and 2D/3D content.

🧐 AR layers integrated into existing displays, interactive media, sound design.

🖼️ 3D artworks, iconographic storytelling, texts, quizzes, and audio content.

## USE CASES

🎪 Cultural tourism · Heritage promotion · Outdoor events

📺 On-site mediation · Immersive learning

📱 Traveling exhibitions  
National visibility · Cultural promotion

## VISIBILITY

🏙️ Cities · Communities – State

★★★★★

📍 Cultural venues · Institutions

★★★

🌐 National & International reach

★★★★★

## SOLUTION

### **Extend cultural mediation**

Expand your reach and attract new audiences.

### **Renew the visitor experience**

Engage younger generations and boost attendance.

### **Valorize your collections**

Bring your digitized or unseen works to life.

## IMPACT

Visitor attendance & movement analytics

On-site visitor flow reports

Reading time & engagement insights

## PRICE

From €4,000 excl. VAT / Month

€€€

From €6,000 excl. VAT / Month

€€€€

From €8,000 excl. VAT / Month

€€€€€

\*Marketing pack: €3,000.

\*\*Reactivation of an existing trail costs 25% of the original price.