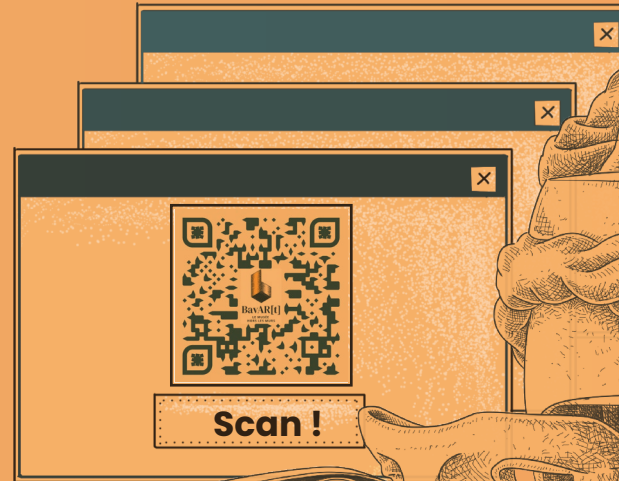


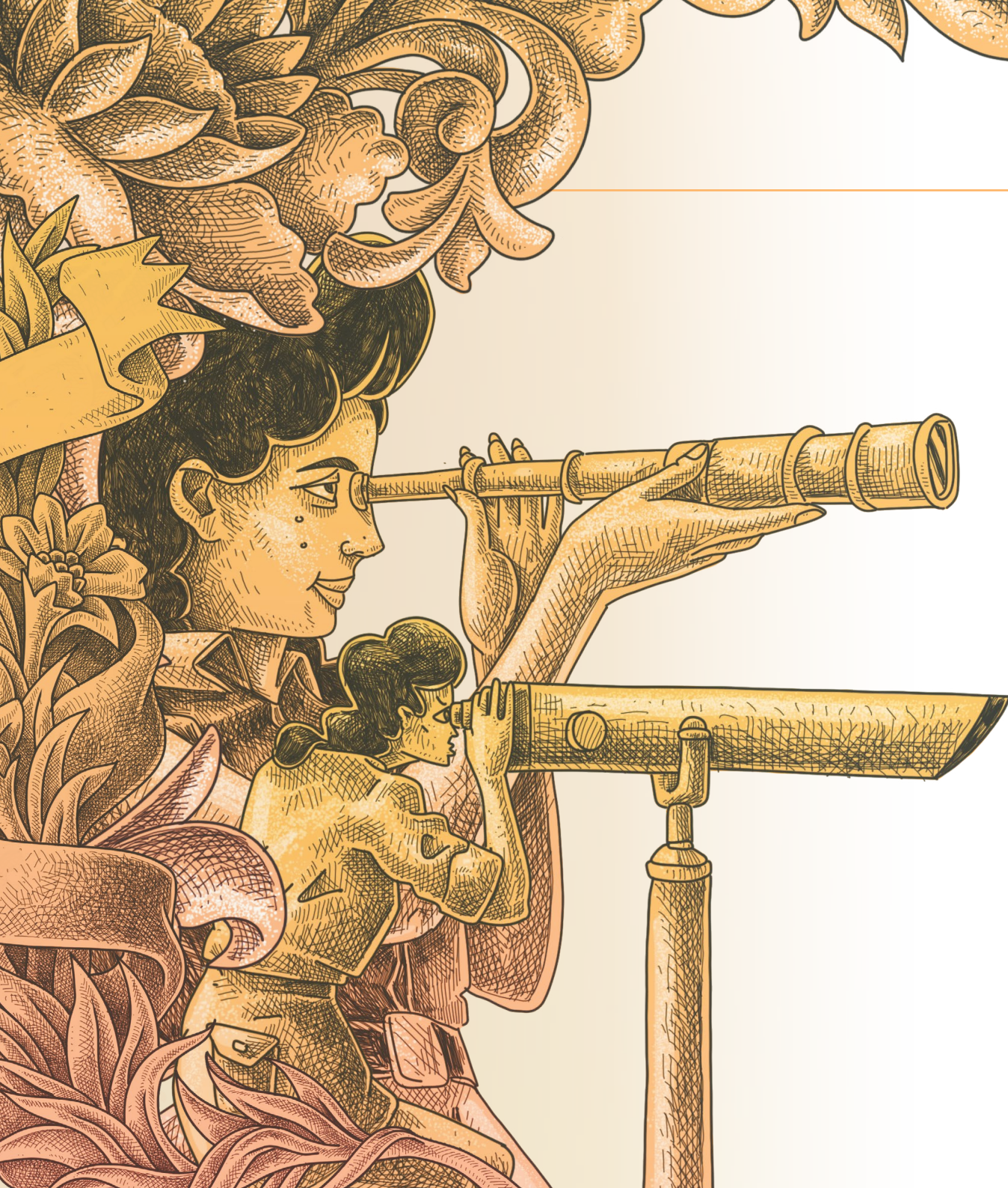
BavAR[t]

THE MUSEUM BEYOND THE WALLS



@bavartapp





CONTENT

01. EDITORIAL • P.3

02. OUR VALUES • P.4

03. THE GAME • P.5

04. THE PLATFORM • P.6

05. SERVICES • P.7

06. PROJECT SAMPLES • P.8

07. AWARDS & KPIs • P.9

08. THE FOUNDERS • P.10

09. PRESS • P.11

10. OUR PARTNERS • P.12

11. CONTACT • P.12

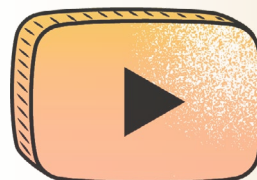
EDITORIAL

By Chloé Guennou & Yannick Pazzé

AUGMENTED REALITY, ART & CULTURE

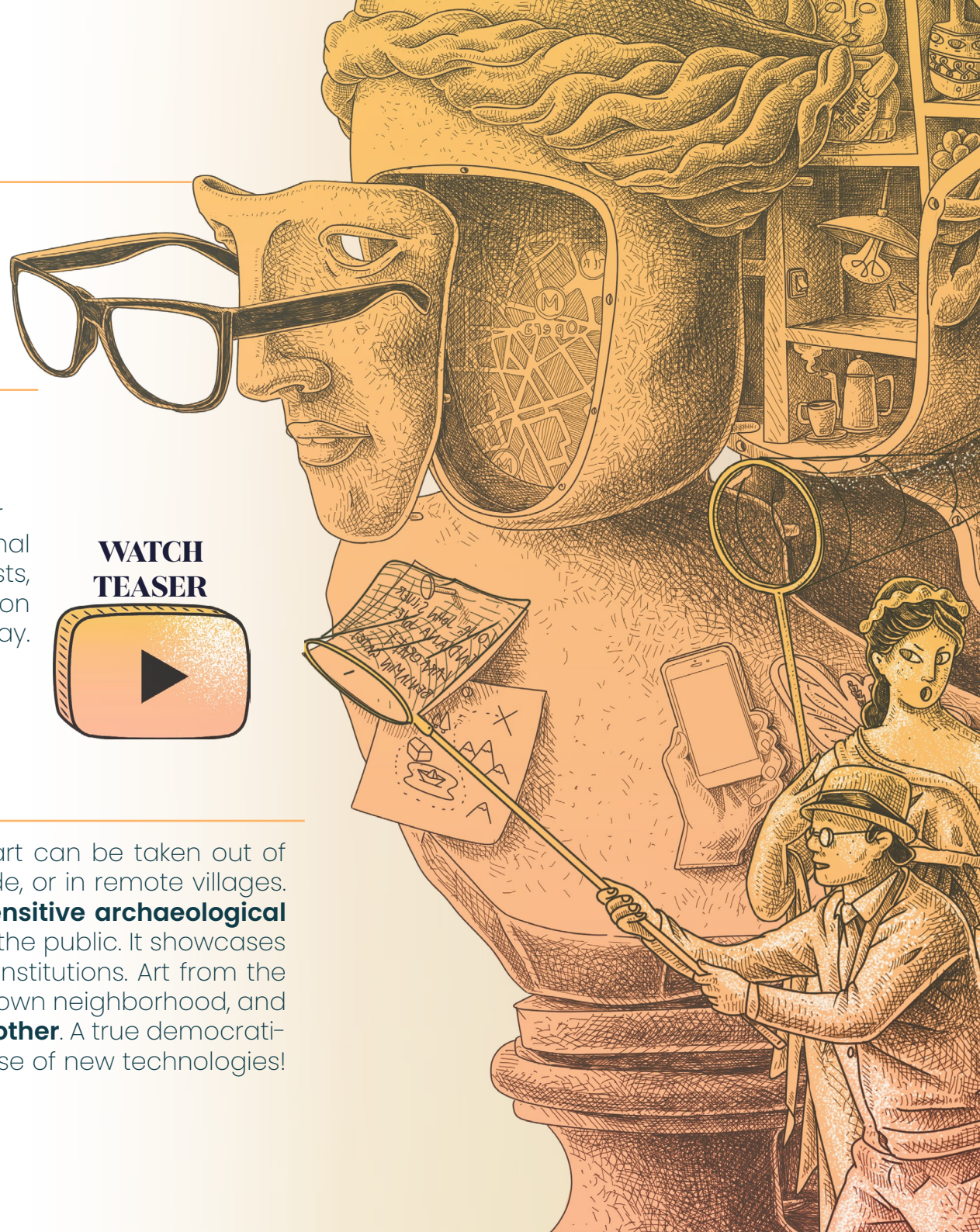
BavAR[t] is a **playful mobile application** that allows users to **discover digital, artistic, and cultural works in augmented reality**. It is primarily a game designed for the general public, simple and free for players, and a fantastic communication and promotional tool for cultural entities such as museums, galleries, artists, creatives, schools, etc. Available on all mobile application platforms, BavAR[t] is now growing and improving each day.

WATCH
TEASER



REVEALING HIDDEN GEMS

BavAR[t] is like **a museum of the future**. With BavAR[t], art can be taken out of museums and placed in the streets, fields, by the seaside, or in remote villages. It allows us to **display the unimaginable, revealing sensitive archaeological collections** that require strict preservation conditions to the public. It showcases **hidden collections**, stored due to space constraints in institutions. Art from the farthest corners of the world can be discovered in one's own neighborhood, and entire **exhibitions can be teleported from one city to another**. A true democratization of art and culture through gamification and the use of new technologies!



OUR VALUES

A TOOL FOR ART & CULTURE DEMOCRATIZATION

The philosophy of BavAR[t] is to **democratize access to culture**. The playful aspect of the application can help break down certain barriers, whether they are cultural or socio-economic in nature. Digital technologies offer a fantastic opportunity to cultural institutions by allowing them to be omnipresent, to exist in various forms catering to the needs of different types of visitors, to **engage with new audiences**, and most importantly, to **create a new relationship with their audience**.

TARGETING A NEW PUBLIC FOR ART & CULTURE

BavAR[t] enables the dissemination of art everywhere, from major cities to rural areas: both national and local museums can showcase their content and, most importantly, **reach new audiences different from their usual visitors**. The promotion of culture in all its forms is deeply embedded in our DNA.

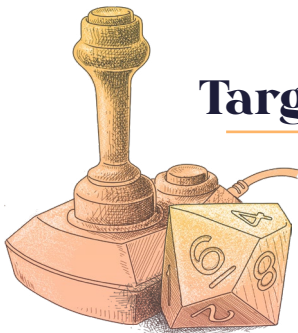


THE GAME

BavAR[t] Fonctionnalités

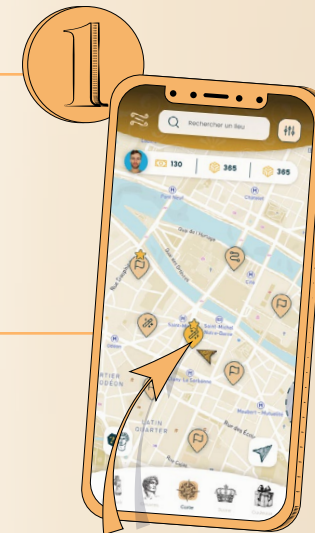
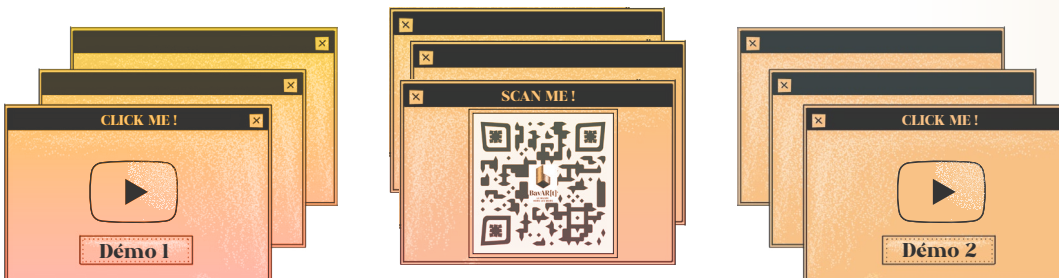
A POKEMON-GO LIKE GAME FOR ART & CULTURE

BavAR[t] is a **Pokémon Go-like game for art and culture**, mapping augmented reality experiences to be explored nearby. BavAR[t] operates on a concept similar to the famous game of capturing Japanese monsters, except in this case, players collect virtual artworks. This **enables them to earn points that can later be exchanged for vouchers for cultural products**, such as tickets to museums or concerts. Artworks might be connected to the player's environment, bringing a new pedagogical layer of knowledge, or traveling artworks, letting users discover artworks from the other side of the world.

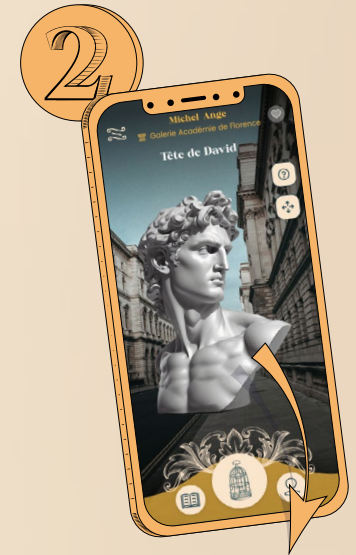


Target audience

- General public
- Teenagers - Young adults - 12 / 30 y. old
- Art & Tech Aficionados



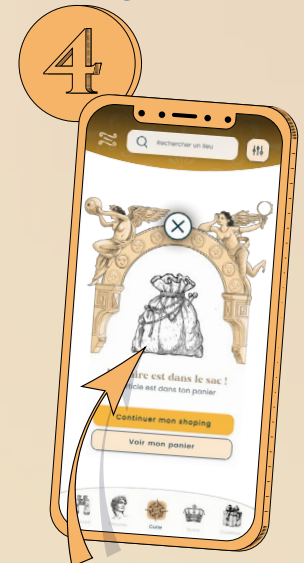
Get Closer to the pins and discover!



Visualize and collect artworks in augmented reality



Earn Points!



Exchange points for cultural offers!

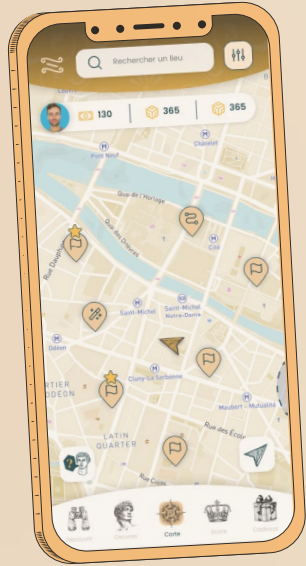
BavAR[t] is a free, no ads, no users data app!



THE PLATFORM

AN AUGMENTED REALITY PLATFORM FOR PROFESSIONALS

BavAR[t] is also **a platform designed for professionals in the art and culture world**, cultural industries, creative brands, as well as healthcare and educational institutions. The platform format enables them to create their own augmented reality experiences ultra-rapidly, and for a significantly reduced price than our competitors, without any development! They can upload their creations directly onto the map through the application, or collaborate directly with us to design more sophisticated experiences.



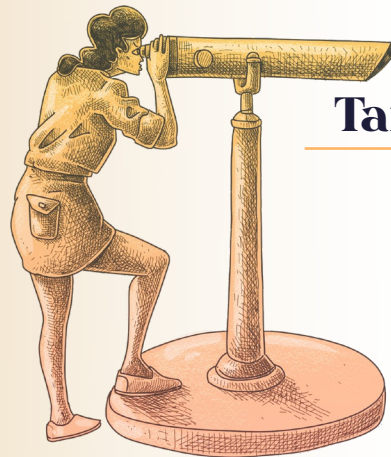
Limited view :
create exclusivity!



Create a
dedicated tour



Let the hunt for artworks
begin!



Target

- Creative industries & institutions
- Tourism
- Public communities

Thanks to the basic building blocks integrated into BavAR[t], they can create a unique experience using their own content or content created specifically for the occasion.

Many museums already have a portion of their collections digitized. BavAR[t] enables them to showcase their collections!

SERVICES

BUSINESS MODEL

Ultimately, BavAR[t] operates **on an economic model similar to that of a social network**: players, i.e., members of our community using BavAR[t] to play and gather information, are using the app for free, while the 'advertisers' - who are the cultural, educational, or tourist entities - contribute financially for the uploading of their digital content and for access to augmented reality.

We fully manage the digital content of our client and deliver it in augmented reality: we are able to manage, optimize, and create their content, as well as creating on-demand experience and workshop.



Content management & uploading
augmented reality digital content



Content creation
Scan & 3D modeling, 2D digitization.



Creations and design of workshops
On demand escape games

DISCOVER OUR CREATIONS



REACHING A NEW AUDIENCE

USE-CASES

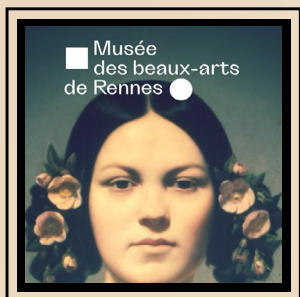
- Immersive urban experiences highlighting our heritage, urban artworks, and our cities and rural spaces.
- Immersive experiences showcasing museum content.
- Digital workshops centered around art and culture in collaboration with social organizations: schools, community centers, nursing homes.
- Showcasing artworks not accessible to the public through digitization and their publication in BavAR[t].
- Educational programs tailored for audiences distant from the realms of art and culture.

FOR ALL CULTURAL AND CREATIVE STAKEHOLDERS!

- Public and private museums Galleries
- Universities
- Artists
- City Halls, Regions, Ministries
- Creative agencies
- Cultural Foundations
- Public and private schools
- Health & Tourism
- Private Cultural Organizations

PROJECT SAMPLES

WE HAVE ORGANIZED AND DEPLOYED MORE THAN 30 SPECIFIC EXHIBITIONS WITH OUR PARTNERS.



Museum of Fine-Arts of Rennes

A series of exhibitions in different cities of Brittany.
The objectives: to showcase the hidden gems of their collection, in augmented reality!



DISCOVER

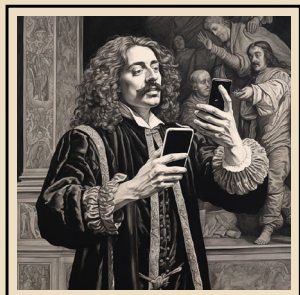


Postal card Museum

A series of exhibitions in different cities of Brittany.
The objectives: to trace the history of postcards through the 'Kitsch'!



DISCOVER



Departmental Archives of Ille-et-Vilaine

An 3-months augmented reality exhibition about Molière, his life and his relationship with Brittany.



DISCOVER



ALL OUR PROJECTS HERE



DISCOVER OUR
DIGITIZATIONS



DISCOVER OUR
CREATIONS

EDUCATIONAL WORKSHOP : REVISING

LEARN MORE!



Workshop Duration: Group workshop for 10 people - 2 hours
Exhibition Duration: 1 month on-site
Category: Educational Workshop
Themes: Children, pedagogy, classic, art history

Revisiting Art: a workshop for children offering a playful introduction to art history. Around fifteen artworks, masterpieces from art history, reimagined in 'cartoon' style, with a touch of humor :) The experience comes with an educational quiz booklet.



DISCOVER

NUMBERS & AWARDS



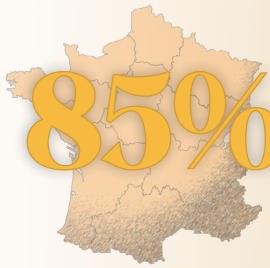
5
awards



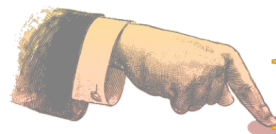
+ de 30
Projects published



ONLINE !
1200
artworks online



85%
of French territory covered,
including Overseas territories



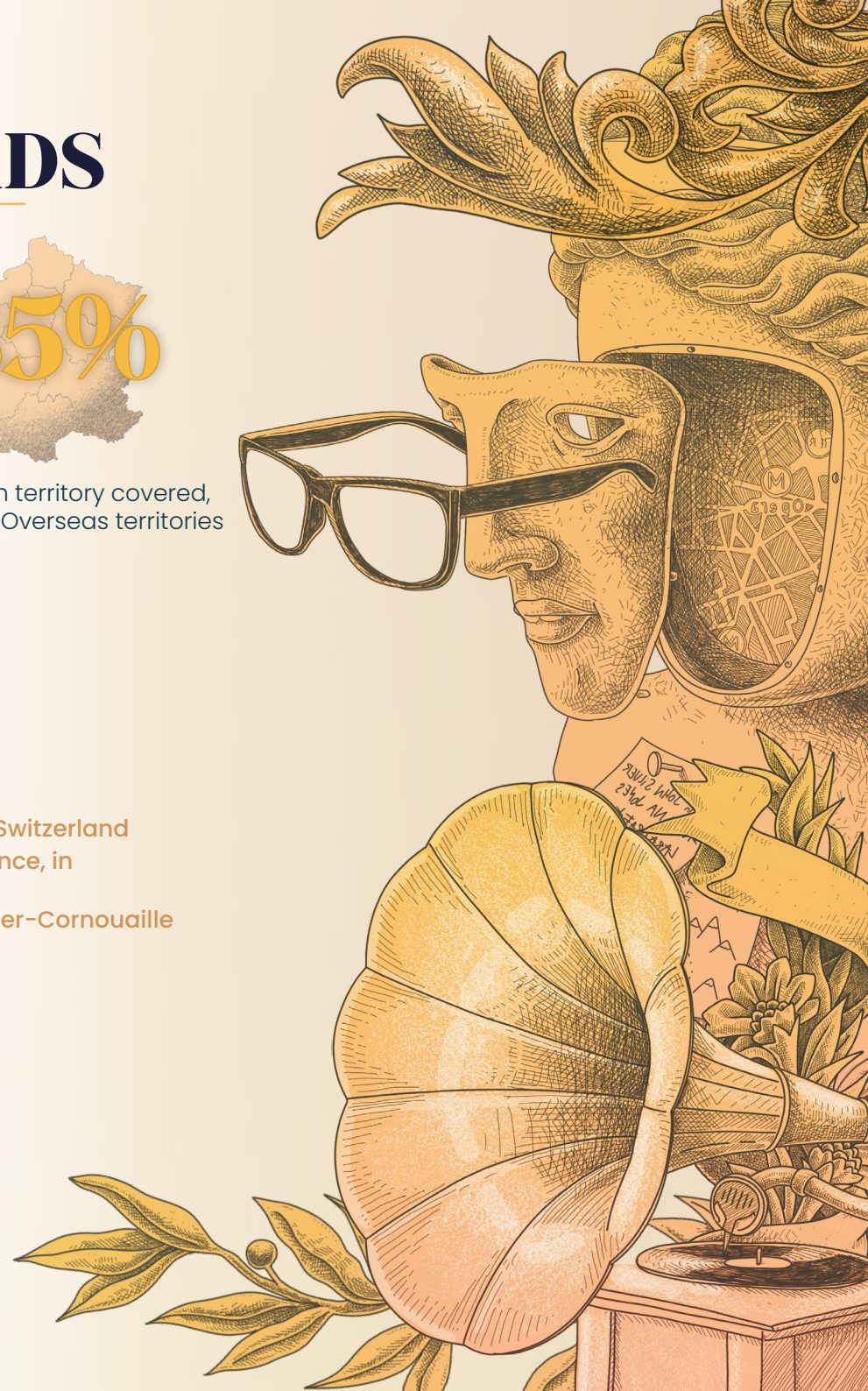
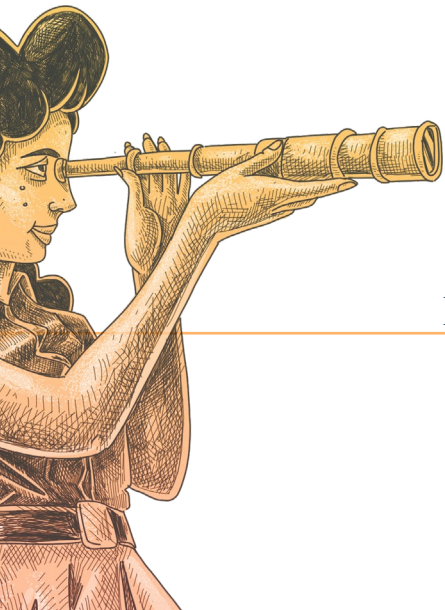
1 MILLION
of points of interest online

Prizes & Awards

- Finalist of the [ArtTech Prize](#) from the [ArtTech foundation](#), Switzerland
- Winner of the [Créative Cities Challenge](#), representing France, in partnership with the cities of Paris, London and Berlin.
- Winner of the «1 euro, 1 emploi» by the [Rotary Club](#) Quimper-Cornouaille
- Finalist competition [Pitch Be a Boss 2022](#)
- Winner [WomenInTech EU](#) grant by the European Union
- 1er Prize Start-up pitch competition [Digital Inspirationnel](#)
- Winner [Challenge Ambition'elles](#) par [Action'elles](#)

Incubators

- European program [Source](#) by [Créatis](#), Paris
- [Emergys](#), from the Quimper Technopole
- [Numixs](#), Sarcelles
- [Paris & Co](#), Paris



THE COMPANY



AR[t] Studio, located in Concarneau, France, is the company editing BavAR[t].



AR[t] Studio is a design and development studio for mobile applications, web, games, and virtual experiences, dedicated to the world of art and culture. Its main activities include creating, designing, developing, and optimizing mobile applications, websites, and virtual experiences. Born two years ago, its cornerstone project is the BavAR[t] application.

FOUNDERS



Chloé Guennou
Founder & CEO

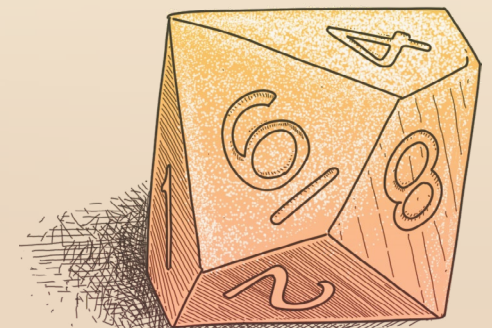
With a background in science, Chloé Guennou worked in academia for many years as a researcher in Astrophysics. After shifting towards the software development industry a few years ago, she now works as a scientific visualization engineer at Sorbonne University. In parallel, she co-founded AR[t] Studio in the summer of 2021. She oversees the technical and artistic direction of the studio.



Yannick Pazzé
Founder & COO

Working in cultural industries as a consultant and project manager after being graduated from the Montpellier University, Yannick is the cofounder of AR[t] studio. One of his role is to create, manage and lead cultural projects.

He's also the cofounder of Sacrebleu LLC, a creative agency based in New York City.



BavAR[t]

LE MUSÉE HORS DES MURS



@bavartapp

PRESS

Click on the logos to read/listen/watch the corresponding article!



BavAR[t],
une appli pour
démocratiser
l'art et la culture
Octobre 2022



La Finistérienne
Chloé Guennou
crée le « Poké-
mon Go ! de la
culture
Février 2022



L'interview de
Chloé Guennou
Mars 2022



BavAR[t],
le PokémonGo
de l'art et de la
culture
Octobre 2022



BavAR[t], an ap-
plication to dis-
cover art the fun
way
Mars 2023



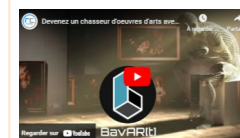
Complètement
à L'Ouest avec
Chloé Guennou.
Décembre 2021



Loopsider : se
lancer dans l'en-
treprenariat!
21 juin 2022



Réalité augmen-
tée : les clés pour
concevoir des
expériences
Mars 2023



Interview Laval
Virtual x Restez
Connectés
Avril 2023



Lancement de
BavAR[t], une ap-
plication dédiée
Juin 2022



Avec BavAR[t],
AR[t] studio veut
promouvoir l'art
ludique!
Juin 2022



Sologne :
une application
pour chasser les
oeuvres d'art en
milieu rural
Novembre 2022

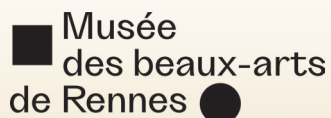


J'ai testé pour
vous l'app du Pop
Women Festival
Mars 2023



Portrait Femmes
de territoire:
Chloé Guennou
Mars 2023

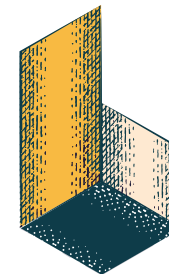
PARTNERS



Funded by the



CONTACT



BavAR[t]



AR[t] Studio S.A.S.

117 avenue de la gare, 29900 Concarneau, France

+33 6 51 97 24 35 | welcome@bavart.io

