

LA TOUR DUGUESCLIN

SUCCESS STORY



EXPLORING HISTORY AND CULTURAL HERITAGE IN A NEW LIGHT

In today's era of technological integration, the blend of history and technology creates immersive and engaging experiences for modern audiences. The project "La Tour Duguesclin," a collaboration between BPI Studio and Triotech, exemplifies this by using augmented reality, storytelling, and interactive elements to revive historical narratives and revitalize cultural heritage sites. This innovative approach reimagines historical exploration, offering visitors a unique journey through time that bridges the gap between the past and the present.

La Tour Duguesclin stands as a testament to France's rich medieval history. Built in the 14th century, the fortress played a pivotal role in various conflicts, including the Hundred Years' War. Over the centuries, it witnessed the rise and fall of empires, embodying the struggles and triumphs of the past. However, as time passed, the fortress risked fading into obscurity, its significance overshadowed by the march of progress.

The Project

BPI and Triotech embarked on a mission to provide new life into La Tour Duguesclin, transforming it into a dynamic hub of historical exploration. Guests are invited to take their seats on motion seats equipped with virtual reality (VR) glasses, embarking on a journey through meticulously crafted virtual reconstructions of pivotal historical moments. From the heat of battles to the mundane yet fascinating aspects of daily life within the fortress walls, this seamless integration of the physical and digital realms transports visitors back in time, granting them the unparalleled opportunity to witness history unfold before their very eyes.



Experiential and Immersive Experience



Central to the project’s success is its ability to engage all the senses, immersing visitors in a multisensory journey through the past. Whether wandering through a bustling medieval marketplace or perched atop the ramparts amidst a siege, participants are enveloped in the sights, sounds, and narratives of bygone eras. To further heighten immersion, dynamic motion seats and special effects such as wind and leg ticklers were incorporated, elevating the experience to unprecedented levels.

Edutainment Value

Beyond its entertainment value, the project also served as an educational tool, offering valuable insights into medieval life and culture. Through curated content and guided tours, visitors gained a deeper understanding of

historical events and their significance. By making history accessible and engaging, the project inspired curiosity and learning among audiences of all ages, fostering a greater appreciation for the past.

Cultural Preservation



Furthermore, the project contributed to the preservation of cultural heritage by raising awareness of La Tour Duguesclin’s historical significance. By showcasing the fortress in a modern context, the project attracted new visitors and generated interest in its preservation and maintenance. In doing so, it helped ensure that future generations would continue to benefit from and cherish this invaluable piece of history.



Achievements and Impact Analysis

The project has yielded significant impact on multiple fronts, particularly for the operator and the city of Grand Fougeray:

- **Tourism:** The introduction of unique activities, particularly the VR film, has sparked the interest of tourists, especially considering our designation as a “Village Etape.” This has led to an increase in tourist footfall and engagement with the site.
- **Economic:** The influx of tourists has had a positive economic impact on local businesses in Grand Fougeray, boosting consumption and commerce in the area.
- **Cultural Preservation:** The project has attracted a younger audience to discover and engage with this exceptional heritage site, thereby ensuring its continued relevance and preservation for future generations.

The project’s success is evident in the rapid adoption by a significant number of visitors, who quickly flocked to experience the VR film. Despite unfavorable weather conditions, a late start to the season, and minimal marketing efforts, the number of visits has markedly increased, showcasing the project’s effectiveness in revitalizing historical sites and engaging audiences.

The collaboration between BPI and Triotech on La Tour Duguesclin exemplifies the transformative power of technology in historical exploration and heritage appreciation. By merging cutting-edge innovation with timeless narratives, the project succeeded in redefining the way we experience and interact with the past. As society continues to evolve, projects like this offer a beacon of hope, bridging the gap between generations and preserving our collective history for years to come.



About Triotech

Triotech is the creator of award-winning immersive and interactive media-based attractions for the entertainment market. With thousands of attractions and games deployed in 65 countries across all continents, more than 985 million guests have lived a Triotech experience over the last 20 years. Triotech creates attractions such as Interactive and 4D Theatres, Dark Rides, VR attractions, Flying Theaters, Walkthroughs, Dark Coasters, edutainment experiences, and a multitude of coin-op games. Triotech offers integrated turnkey solutions including content developed in its own studio in Montreal, Canada. Founded in 1999, Triotech is a privately held group with over 200 employees deployed in Canada, Europe, the USA, and Asia.

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