



PARIS - NEW YORK

**THE ART OF **CONNECTING** EMOTIONS and HISTORY, A NEW MEDIA !**

**NOT A PRODUCT, AN EXPERIENCE  
EMOTION AS A SERVICE ...**

# BOARD TEAM



**Cyril NARDON**  
CEO & Artist Founder

Former senior Information System consultant Altran Technologies for LCL, BNP PARIBAS, RENAULT, SNCF.  
Señor Business Unit manager of a consulting team.  
Producer, director and screenwriter of KOPA short film for Première Ligue, Canal +, RealMadrid.



BNP PARIBAS



ALTRAN



**Denis CHAUMIER**  
Communication Director

Former chief editor at **L'Equipe** and France Football. Former Ballon d'Or Jury Director. Author of several books about soccer. Communication Director at Première Ligue



**Jérôme CHAMPAGNE**  
Director of International Strategy

Former Director of International Relations, Delegate of the President and Deputy Secretary General of FIFA.  
Diplomatic Advisor and Chief of Protocol of the 1998 World Cup; Former diplomat in Brazil, Los Angeles, Cuba and Oman



**Delphine Verheyden**  
International Lawyer

Verheyden & Cognard is the first French law firm to specialize solely in sports law. Customers Kilian MBAPPE, Teddy RINER, Martin FOURCADE...



MATHIEU



GARY



FRANTZ



MARC



MATTEO



PERRINE



EDWINA



DAMIEN



FEDERICO



THIBAUT



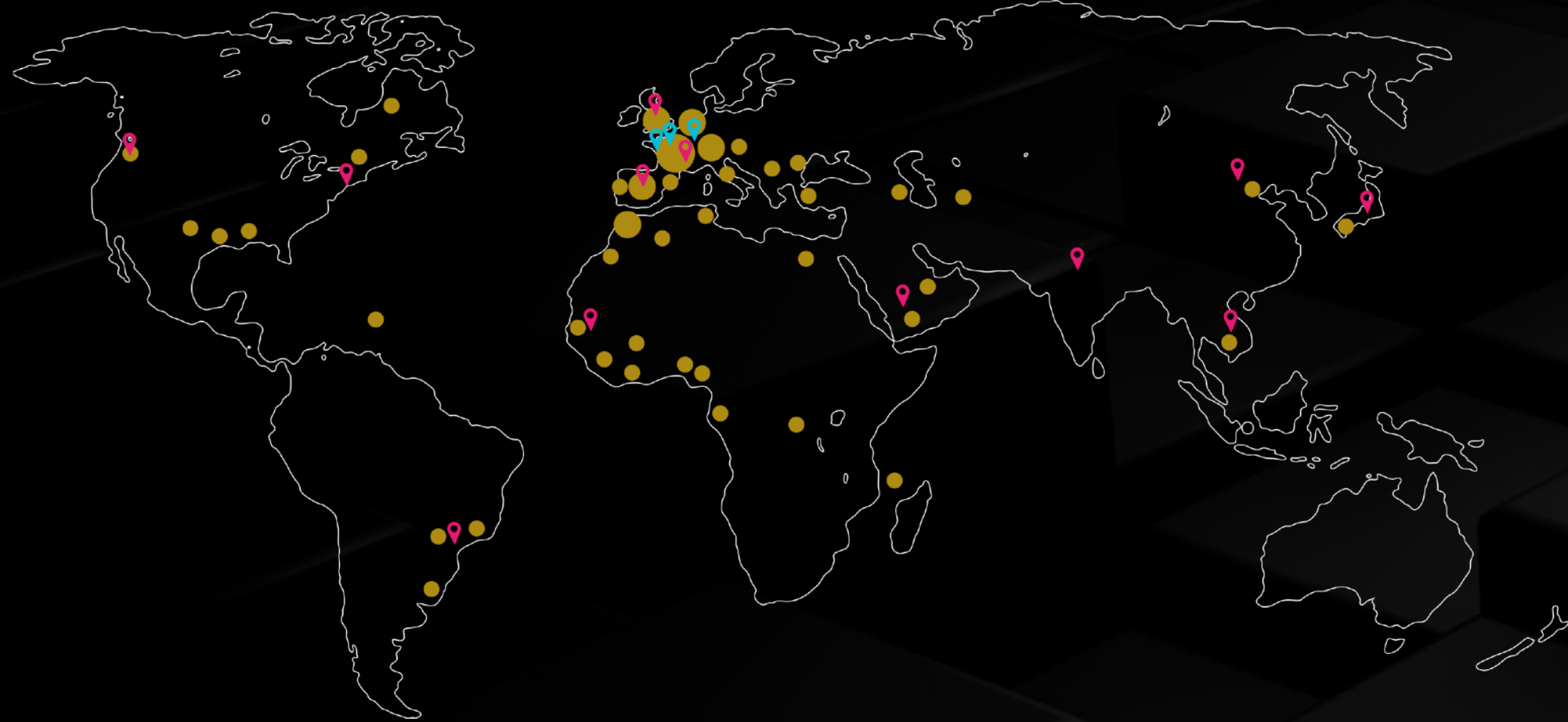


# WHY ?

**IMAGINE** A PAINTING THAT CAPTURES ALL OF THE TOP SPORTS EMOTIONS HIGHLIGHTS AND MEMORIES IN ONE WORK OF ART.

**NOW, IMAGINE** THAT PAINTING COMING TO LIFE THROUGH AUGMENTED REALITY LIKE A MEDIA.

**THIS IS ArtDesignStory PARIS !**



# OUR CURRENT MARKET

SINCE JANUARY 2017

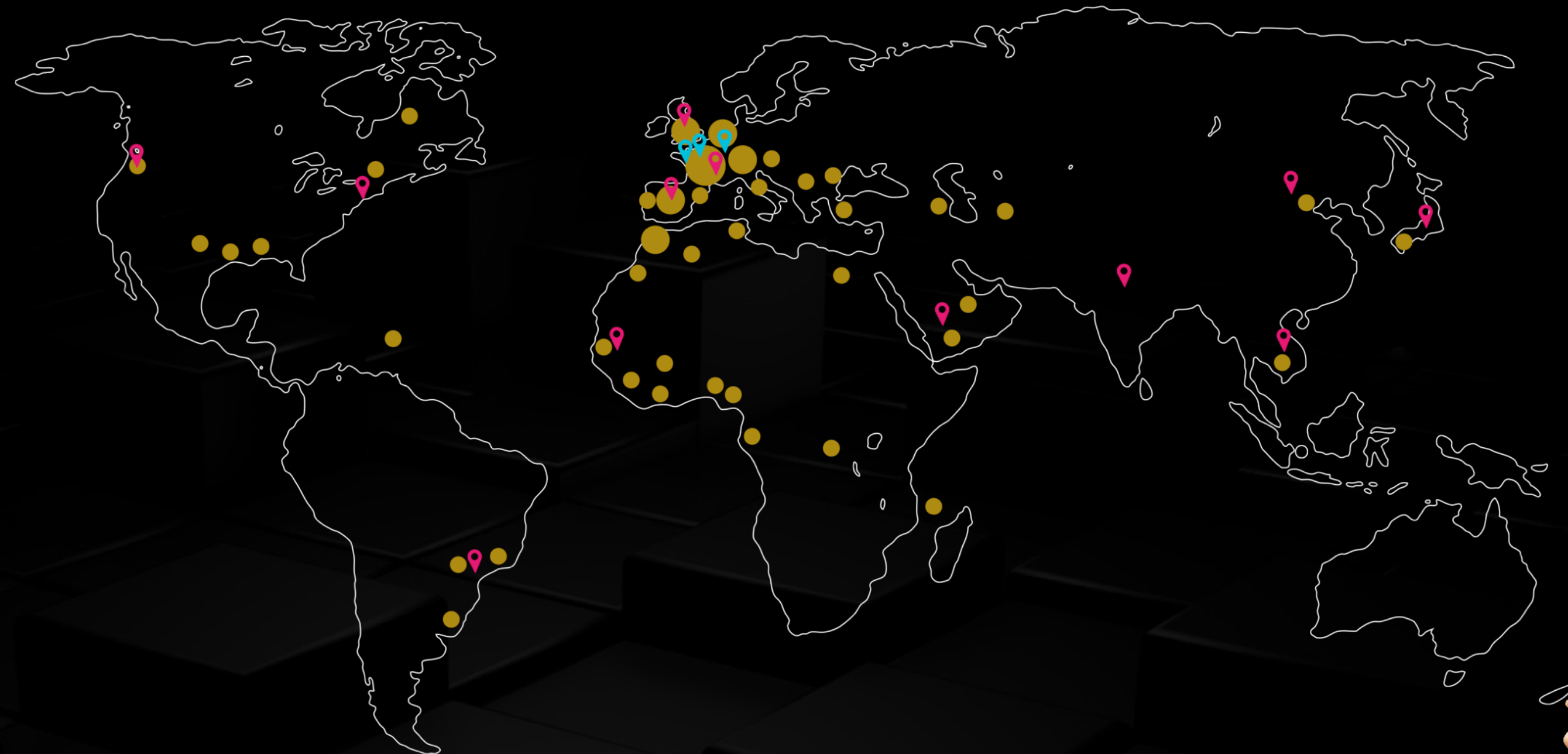
**+500**  
**VIP ATHLETES**

**+35**  
**CLUBS**  
**LEAGUES**  
**FEDERATIONS**

**+30**  
**SPORTS**

+ CINEMA  
+ MUSIC  
+ ALZHEIMER DISEASE

**+35**  
**COUNTRIES**





# WHAT

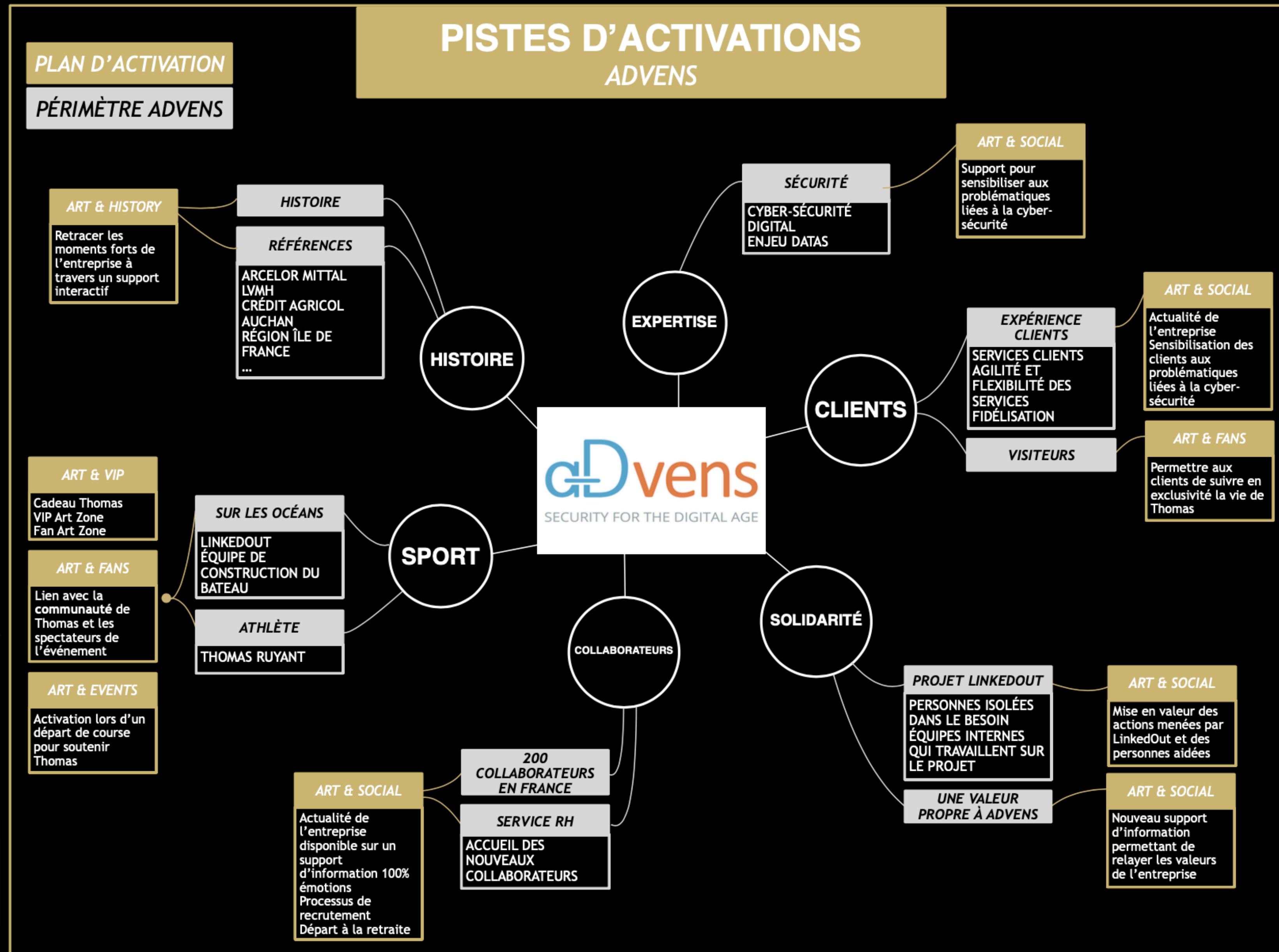
TO IMPROVE  
EMOTION  
ENGAGEMENT  
ENTERTAINMENT

VIP-HOSPITALITIES  
PARTNERS  
FANS/SOCIOS  
SOCIAL  
HALL OF FAME

Art &











# PARIS VOLLEY



Rendez vous sur  
[Franprix.ArtDesignPainting.fr](http://Franprix.ArtDesignPainting.fr)

## 3 ÉTAPES

- 1 - Je vais sur *Franprix.ArtDesignPainting.fr*
- 2 - Je clique sur le bouton 
- 3 - Je scanne le tableau global ou une zone spécifique



# ArtDesignStory THE CONCEPT



+

SCAN & CONNECT  
multi-zones

+

UPDATE  
SCHEDULE  
SUPERVISE



Art DESIGN  
Painting  
PARIS



Without  
APP

My DESIGN  
Admin

Admin  
Web-APP



La  
FRENCH  
TECH

8

#WeLoveEmotion

Art DESIGN  
Story  
PARIS - NEW YORK

ART - SPORT - EMOTION & Digital...





# ArtDesignStory **THE CONCEPT**



**FANS/CONSUMERS**  
**GENERATED CONTENT**  
in a VIP's painting  
Box stadium  
in a museum/hall of fame ...



# ArtDesignStory **THE CONCEPT**



**VIP/CONSUMERS**  
**GENERATED CONTENT**  
in a VIP's painting  
Box stadium  
in a museum/hall of fame ...

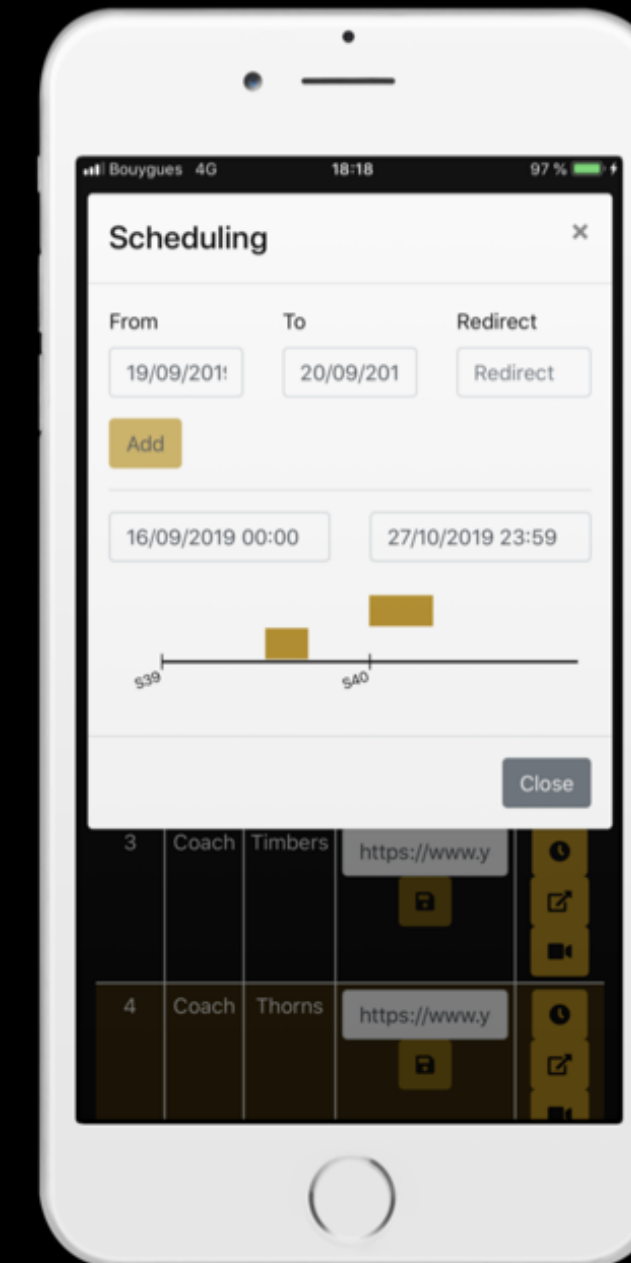
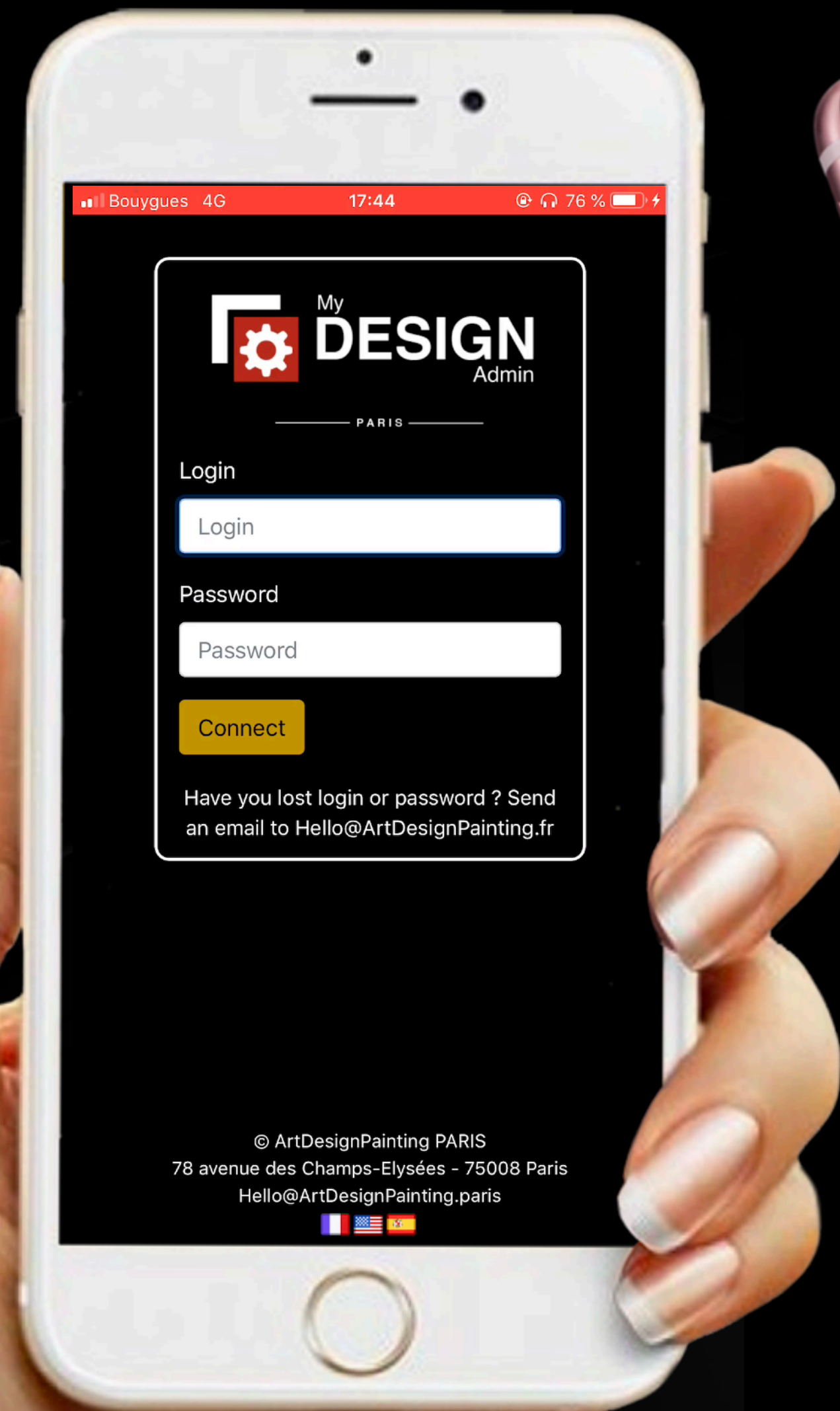


# ArtDesignStory THE CONCEPT





# ArtDesignStory EXPERIENCE

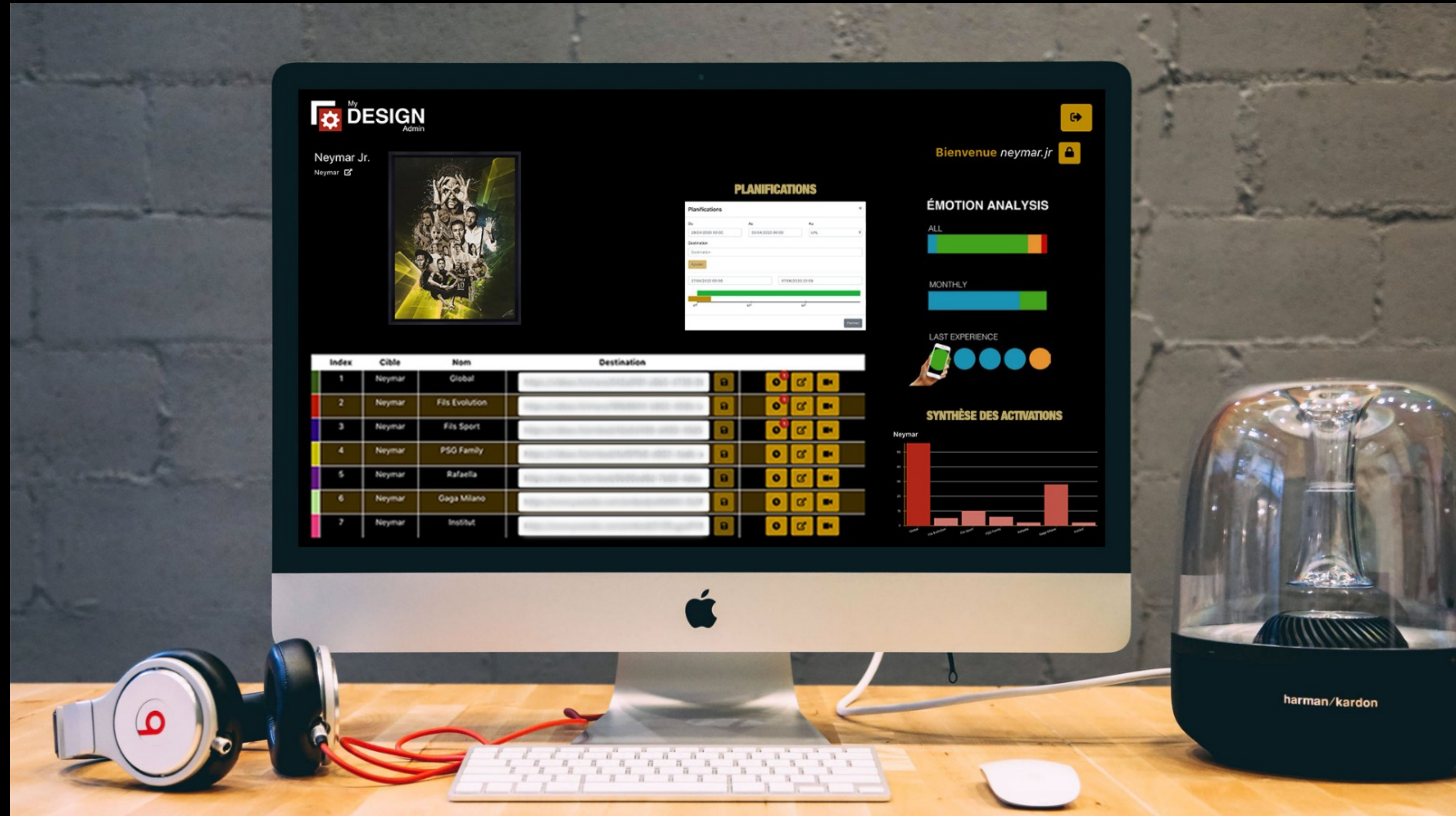


YOUR EMOTIONS IN REAL TIME  
UPDATE - SCHEDULE - SUPERVISE

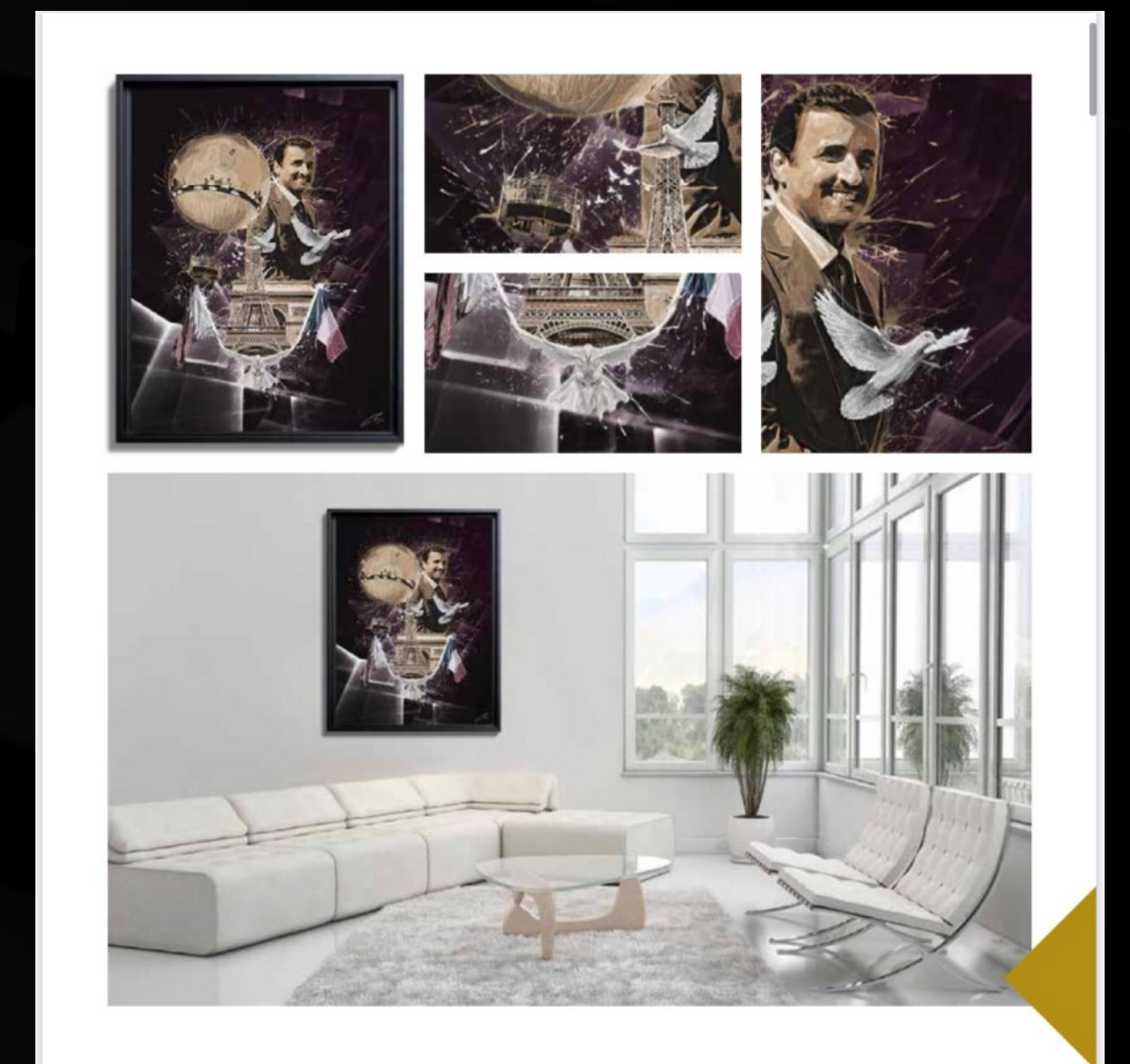




# ArtDesignStory THE CONCEPT









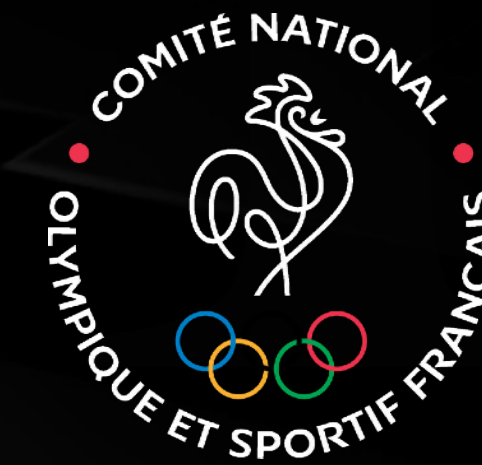
## AR ART stARTup





# LAST CLIENTS

**LVMH**  
MOËT HENNESSY • LOUIS VUITTON



OLYMPIC CHANNEL SERVICES





**100% CONNECTED**  
**THANK YOU**

