

From Art to Knowledge
Be amazed!



NUMERED
CONSEIL

Amaze

Through art

Educate

Through science

Act

For nature

About Us

In a time of climate change, we aim to question the relationship between humans and their environment through art.

We create artistic and literary experiences using augmented reality and immersive sound to educate audiences and raise awareness of environmental issues by providing scientific and educational content.

Our objective: to move from reflection to action. For each project, links are established with partners working in the field (example: Socotra dragon blood Tree for reforestation).



**Giant augmented sound
pop-ups with AR**

Giant augmented sound pop-ups

The giant augmented sound pop-up is a monumental pop-up that allows the viewer, equipped with a smartphone or a tablet, to trigger augmented reality animation scenes and sound, literary and/or scientific content, thanks to a web application.

It is produced and printed with eco-friendly materials and integrated into a suitcase reminiscent of an old travel trunk.

Proposed mediation tools: mediation kit, small format augmented sound pop-up in a case, cards with animated images and sounds, creative workshops, and conferences.

Our collection

The Baobab (available) [exhibition video](#)

2m x 2m X 1,5m

The Baobab, known as the «Tree of Stories», has enormous cultural, social, and symbolic value. It is the heart of rituals concerning birth or death. It is where people meet, listen to the griot...



The giant augmented sound, pop-up tree of Baobab is part of the transmedia project «Trees-Worlds», which aims to extend the reflection on man's relationship with nature through the universal archetype of the tree. The viewer is invited to animate the animals of the baobab ecosystem (hornbill, monkey, and hare) in augmented reality to listen to reimagined tales from East Africa, narrated and set to music. A sensory journey through listening and sight at the heart of the pop-up!

Language: French



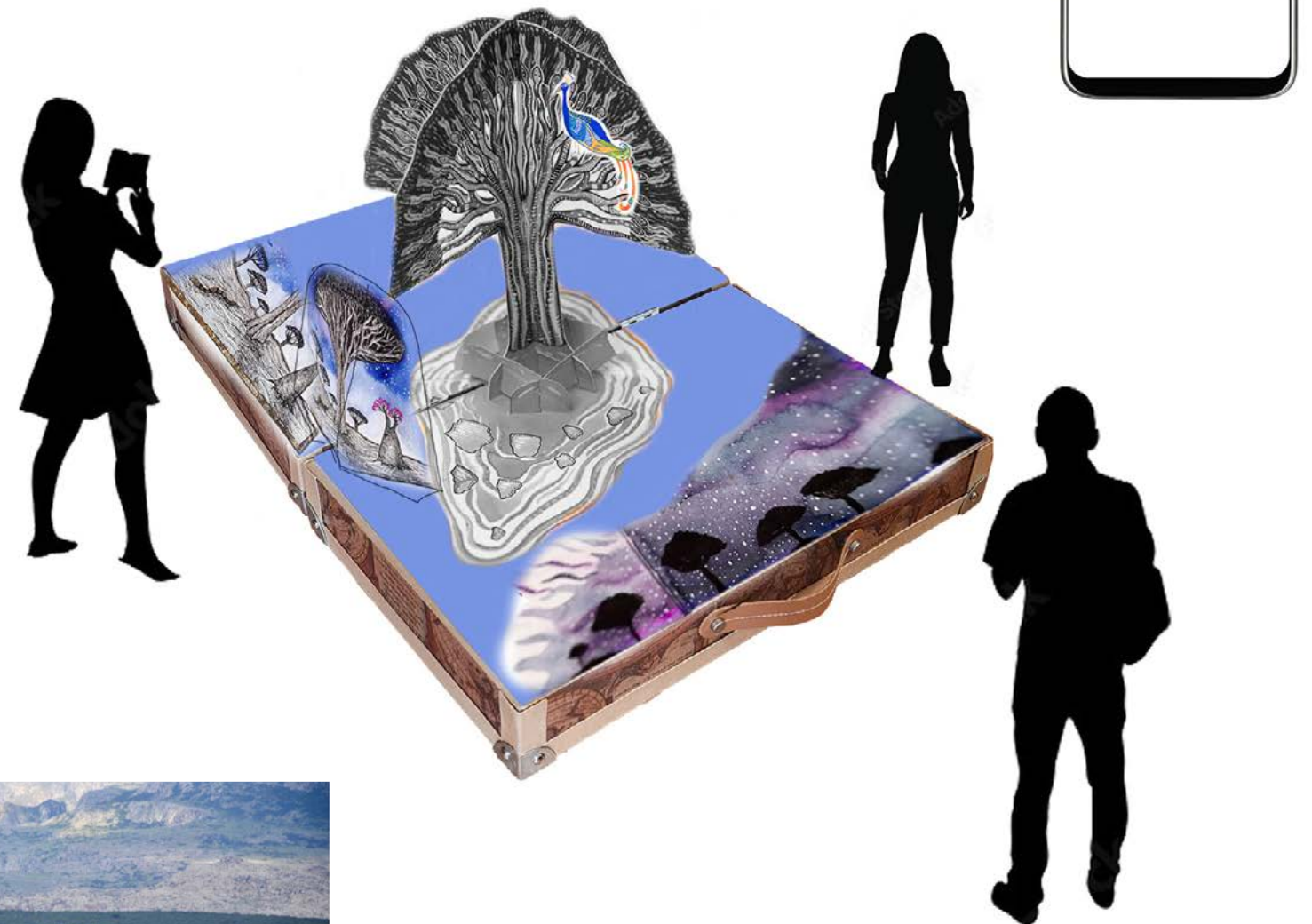
The Dragon's Blood Tree of Socotra (in progress)

The Dragon's Blood Tree of Socotra, or «Sangre de Drago,» is shrouded in mystery and appears to come from another space and time. Its leaves, turned towards the sky, collect moisture from the mists, essential to the survival of the fauna and flora. Its trunk, once opened, «bleeds» and releases a red resin... Witness to its importance to the Socotri people, numerous legends and poems are dedicated to it. But today, this mythical tree is in danger of extinction.

The viewer is invited to animate in augmented reality the animals of the dragon's blood tree ecosystem (snake, Egyptian vulture, and chameleon) and listen to myths in French and Arabic, voiced over and accompanied by music from the mysterious island of Socotra, a UNESCO World Natural Heritage Site...
As a bonus: an invitation to discover Socotri poetry.

Language: French and Arab

You wish to develop a pop-up tree on another theme? Do not hesitate to contact us.



Mockup of the giant dragon blood tree pop-up from Socotra



Augmented Sound Murals

Augmented Sound Murals

The augmented sound mural invites you to an immersive experience in a unique space where the viewer, equipped with a smartphone or tablet, can activate through a web application, animated augmented reality scenes and literary and/or scientific sound content.

It is printed on eco-friendly fabrics, banners or on poster paper and can be presented in a monumental format (2.5m * 7.5m / 2.5m * 10m) or in other homothetic formats to fit your venue.

Proposed mediation tools: mediation kit, animated and sound image cards, creative workshops, and conferences.

Our Collection

The Universal Forest

(available from January 2024)

In the IUCN Red List (version 2022.2), of the 150,388 species studied, 42,108 are classified as threatened. Among these species, 41% of amphibians, 13% of birds, and 27% of mammals are threatened with extinction worldwide. This is also true for 37% of sharks and rays and 36% of reef-building corals.

www.fresquesonoreaugmentee.com

This project was one of the 4 finalists of the new XR VR residency of the Villa Medici and Taiwan XR Residency in connection with the French office of Taiwan during the New Images Festival in Paris in 2022.

Mockup of the monumental mural in augmented reality

Viewers can stroll through a spectacular forest in the Universal Forest mural and discover ten endangered animal species. At the end of their journey, they can access educational content about nature.

Monumental format : 2.5m * 7.5m

Languages: French and English (in progress)



Scan of the animals in the application / coloring when they come to life





Research - Mockup of the monumental work when the animals come to life in augmented reality and get colored



For each of the identified animals, the viewer must **scan the animals of the work via the application in order to animate them and access the related sound content.**

They support us:

Handwritten signature of Jan Michalski
**FONDATION
 JAN MICHALSKI
 POUR
 L'ECRIURE
 ET LA
 LITTERATURE**

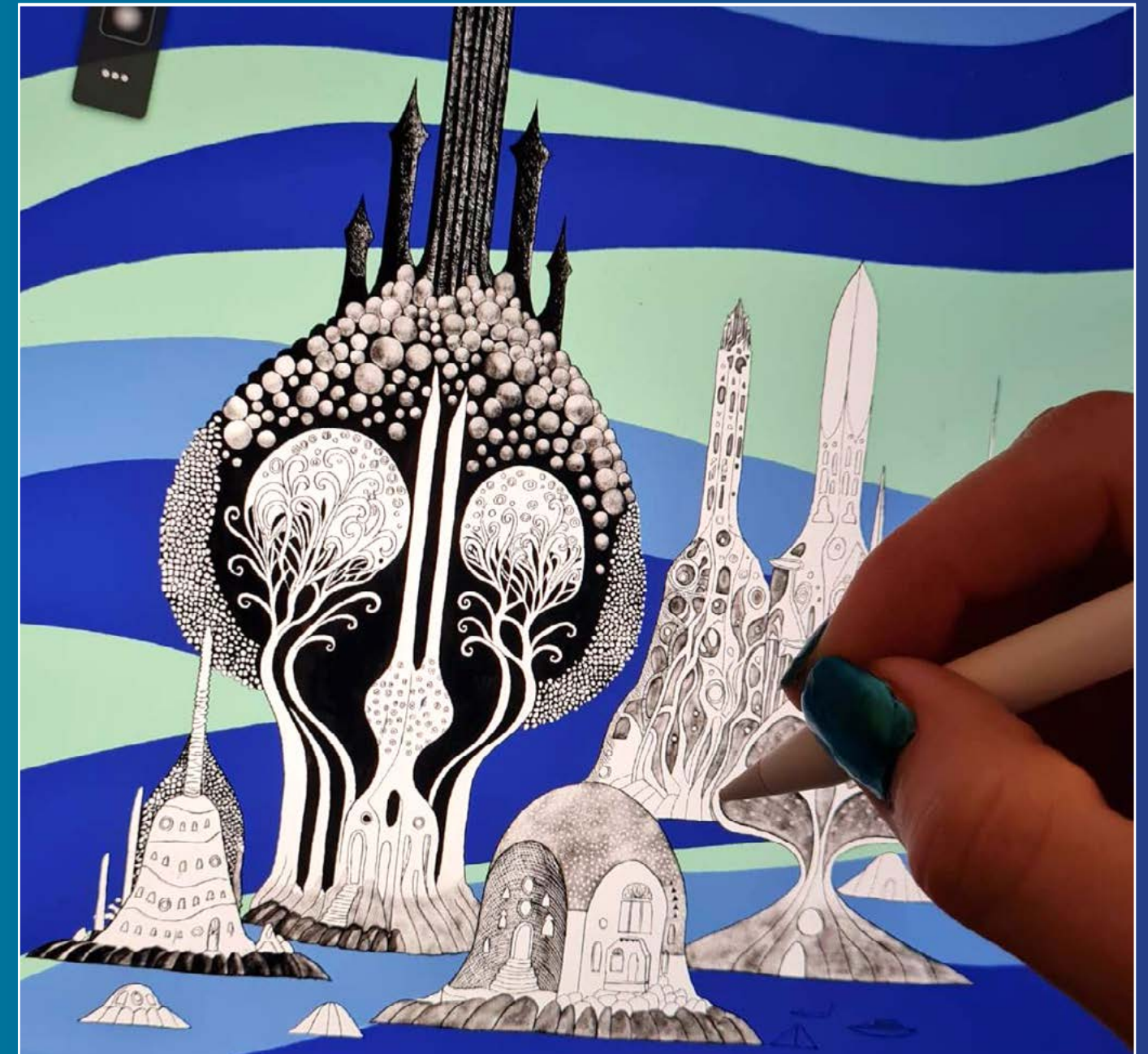
The Floating Cities (available from July 2025)

While 72% of the Earth's surface is covered by water and the ocean produces between 50% and 75% of the oxygen we breathe, creating new spaces in the oceans is an idea that has gained momentum, moving from utopia to the study and implementation of concrete projects. But can we imagine environmentally friendly floating cities?

In the «Floating Cities» mural, the viewer is invited to stroll through different floating cities composed of architectural elements and devices (biomimicry, urban reorganization, presence of plants in the city, etc.) that provide answers to current ecological and societal challenges. Augmented reality animated scenes are coupled with documentary or poetic sound content, inviting the public to think about or question the city of tomorrow.

Monumental format : 2.5m * 10m

Languages: French and English



They support us :



Flying High (in progress)

Climate change impacts biodiversity, particularly on birds' life cycle and migration. On average, it is estimated that birds advance their return date every ten years by two days, while spring advances by 6 to 7 days. Furthermore, the increase in temperatures has an impact on migratory routes. While some birds migrate shorter distances, others see their migration stop completely.

In the Flying High fresco, viewers can walk through several ecosystems to meet endemic birds and discover migratory birds connecting the five continents. Each animation scene is coupled with a story about birds, and the viewer has access to scientific content that allows them to understand the impact of climate change on birds.

Languages: French and English



We are attentive to our carbon footprint

These frescoes are printed on fabrics, on eco-responsible tarpaulins or on poster paper and can be printed in different homothetic formats in order to adapt to different places (museums, libraries, festivals, classrooms...)

Depending on the distance, these frescoes can be printed by our structure and be sent to you or be printed by you (provision of the PDF file in high definition HD)

Do you want to develop an augmented sound fresco on another theme? Don't hesitate to contact us.



Innovative Digital Books

Innovative Digital Books

By combining various resources such as text, sound, images, video, and animation, enriched digital books offer new reading experiences and have become a learning tool used in educational practices. Interactive maps, exploratory paths, and random trails - let's create new entry points to knowledge!

Arbres-Mondes (Available)

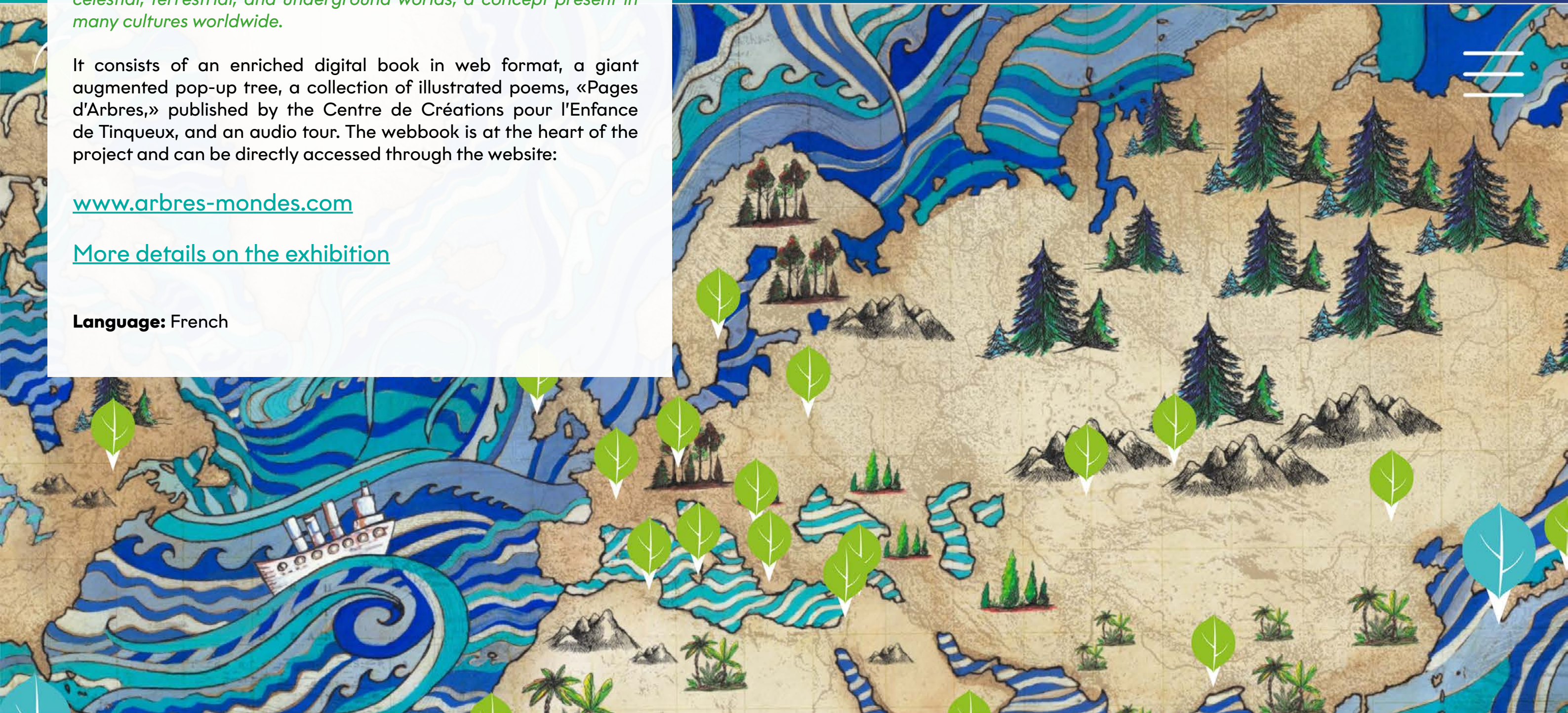
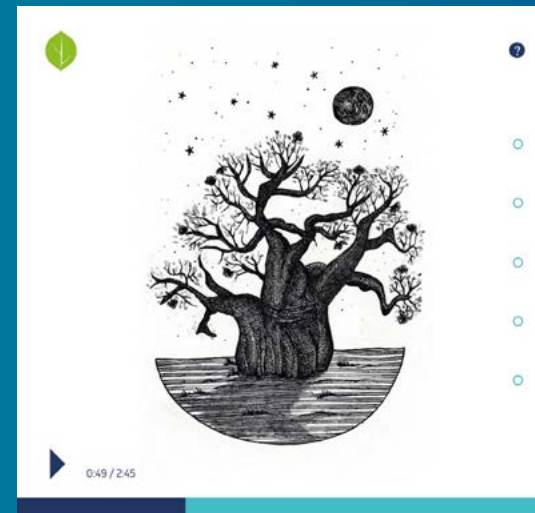
This project aims to continue our reflection on the relationship between humans and nature through the universal archetype of the tree, which connects the three components of the Universe: the celestial, terrestrial, and underground worlds, a concept present in many cultures worldwide.

It consists of an enriched digital book in web format, a giant augmented pop-up tree, a collection of illustrated poems, «Pages d'Arbres,» published by the Centre de Créations pour l'Enfance de Tineux, and an audio tour. The webbook is at the heart of the project and can be directly accessed through the website:

www.arbres-mondes.com

[More details on the exhibition](#)

Language: French

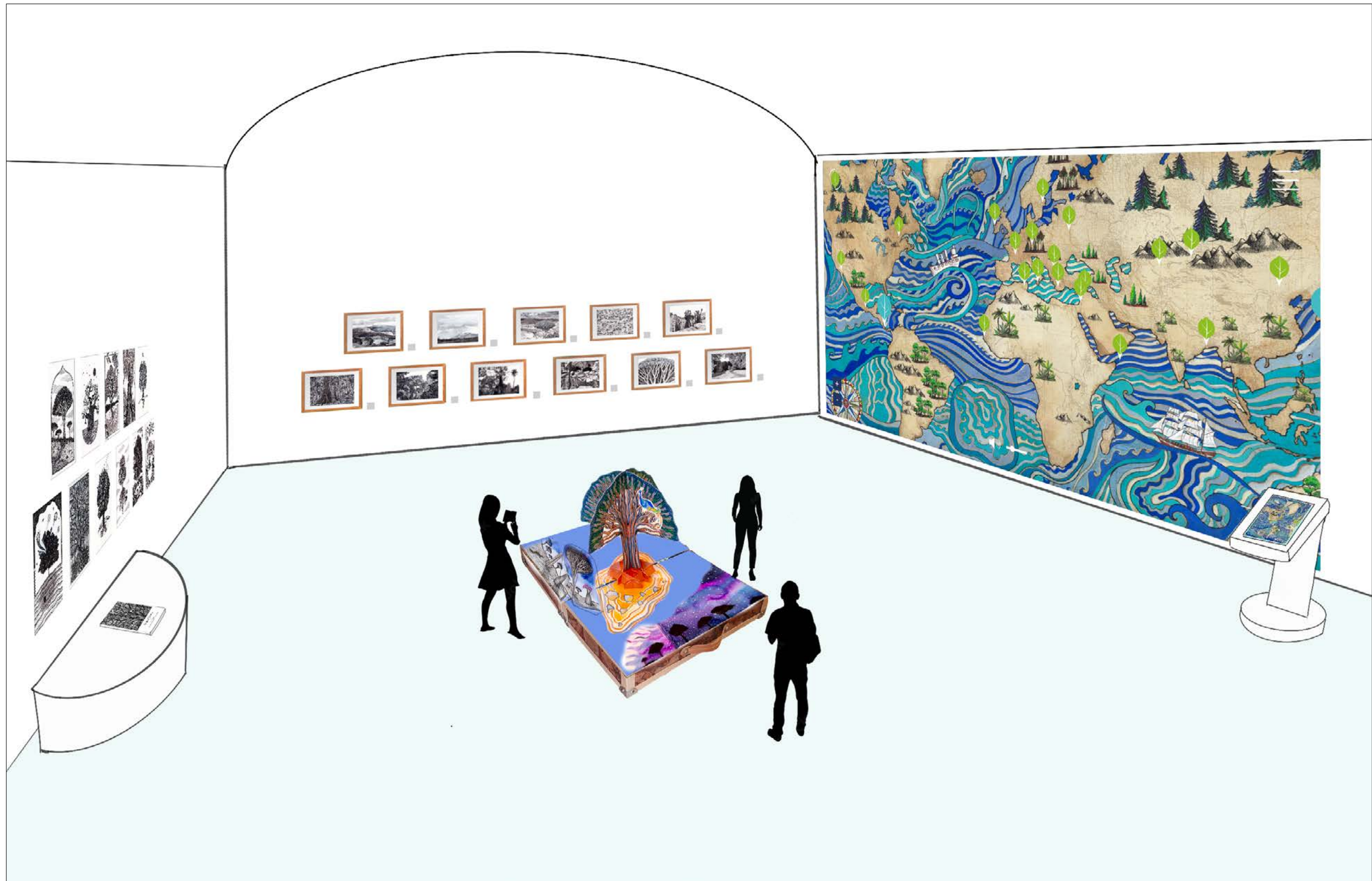




Current exhibition

MODULAR AND ITINERANT EXHIBITION

The scenography of the exhibition is up to you, we will think together the staging of the modules in your place.



[More details on the exhibition](#)

They trusted us:

APPEL À PROJETS
TANGO&SCAN





Mediation Workshops

We like to propose workshops of mediation adapted to each type of public (young public, schoolchildren, adults, public prevented), in particular on scientific popularization:

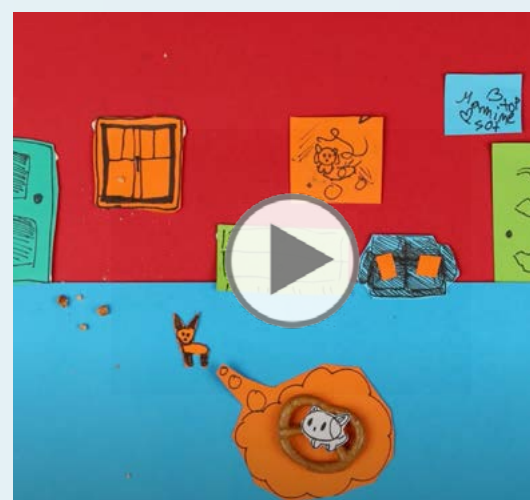
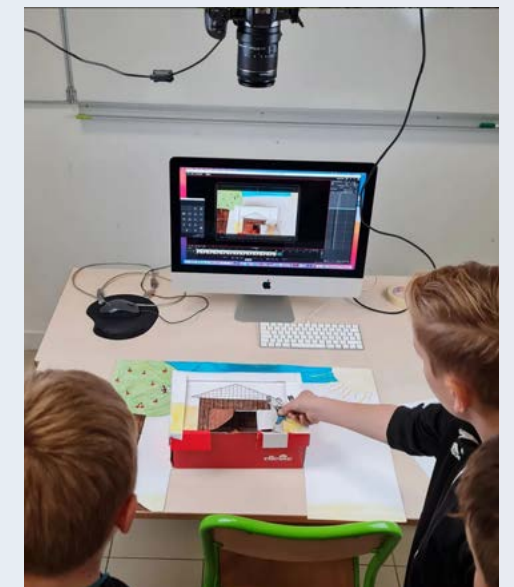
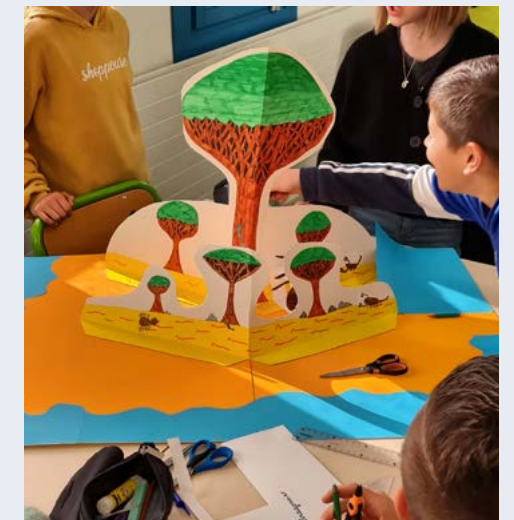
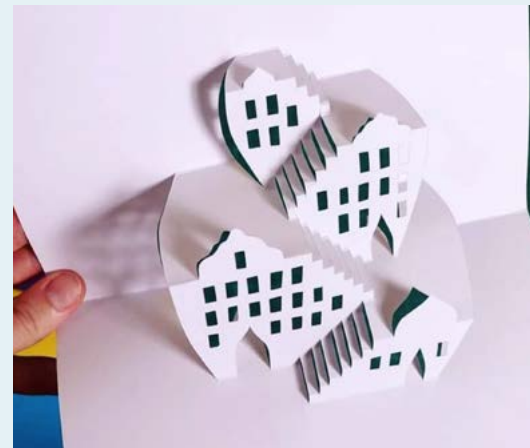
- **Workshops of artistic co-creation which allow to awaken creativity and to transmit the taste of the discovery**

Examples of workshops of creations:

- Pop-up book & artist's book / Pop-up cards: Fold and unfold
- Writing and recordings of sound poems (podcasts)
- Stop-motion workshop (animated film)
- Realization of collective frescoes (with AR)

To know more about our other workshops, contact us. We also offer kits and/or training for mediators.

- **Conferences or round tables that invite reflection**







The team



VISUAL ARTIST

Site web artistique :

www.elsamro.com

contact@elsamro.com

ELSA MROZIEWICZ

Elsa MROZIEWICZ is a multidisciplinary artist: illustrator, pop-up engineer, director and author. She has a DNSEP degree from the H.E.A.R. in Strasbourg. Her works invite the audience to dive into narrative, dreamlike and poetic worlds with mythological influences. She likes to play with the limits between reality and fiction.

Elsa has created numerous animated artist's books, illustrated books and has been published in France, Germany and distributed internationally. Her artist's books have been exhibited in museums, fairs and media libraries such as in the United States at New York's Columbia University, at the Rare Book and Manuscript Library, in Prague at the B1 Centre for contemporary design, in Italy at the Milan Design Week, or in France at the Malraux media library in Strasbourg. In 2013, she won the BEST INTERACTIV BOOK award at the ART BOOK WANTED in Prague for her sculpture book Cannes 08.09 .

In 2016 she illustrated the book Yoga Für Kinder published by Prestel. In 2018 and 2019 her triangular flap books Peek-a who ? and Peek-a-who too ? were published by Minedition in Germany, France, the USA, the UK, Italy, the Netherlands and China. They have received a lot of enthusiastic feedback from The New York Times, The Wall Street Journal, News & Observers, and awards. In 2021 she created illustrations for the book Pages d'arbres, shortlisted at the Bologna International Book Fair for the BOLOGNARAGAZZI CROSSMEDIA AWARD 2022.

She works on collective transmedia projects such as «ARBRES-MONDES» (WORLS-TREES), with a transversal approach to artistic disciplines. Her collective work «l'ombre magique», an augmented reality fresco, was presented at Sélestat's contemporary art Biennial in 2021.

She makes stop motion animated films for music videos, documentaries and personal projects.

She regularly works with cultural organisations for professional training in creative professions (pop-up books) and for workshops and artistic mediation.

Conferences

**Pop-up
book**

**Monumental
fresco**

**Coordination
of projects**

**Art
direction**

Illustration

Training

**2D Animation
and Stop motion**



WRITER

www.numered.com
<https://cpalusinski.wixsite.com/cecilepalusinski>
www.laplumedepaon.com

cpalusinski@yahoo.fr

CÉCILE PALUSINSKI

As a writer, she has published several books, such as a monograph on the artist Flore Sigris, a collection of short stories *Apocalypse entre deux eaux* (Corridor Elephant), a novel *Morphée* (Editions Artisfolio) and audio books *L'épopée de Noé* and *Garance et le Maître des couleurs* (Editions Les Mots en soie) and contributed, as an author, to the documentary film *T'es qui toi?* presented at the Short Film corner of the Cannes Festival in 2006.

In 2018 she published an essay on crowdfunding with Presses Universitaires de France. She is also working on transmedia projects, *NORD SUD* (NORTH SOUTH) (web book and leporello) published in 2019 and *ARBRES-MONDES* (WORLD-TREES) (web book, augmented fresco, giant pop up book, sound path) produced in 2021.

She is currently working on a project to record and translate the Socotri poetry from Yemen and to write a documentary on the Socotra dragon tree.

She has worked in several art galleries and is president of the association *La Plume de Paon* which works for the development of audio books and has published the first Guide to French-speaking audio book publishers.

Since 2010, she has been a lecturer on «Digital challenges in the cultural field» in several Masters and MBA courses, including the Master's in Cultural Policy and Management at the IEP in Strasbourg. She is also the founder of the training and consultancy agency *NUMERED Conseil*, dedicated to cultural professionals facing the digital transformation. In this capacity, she regularly intervenes with several regional structures for books (PILEn, ARL PACA, ARALD...) and for the French Institute, in France and abroad.

Conferences

**Writing
workshops**

**Organization
of round tables**

**Coordination
of projects**

**Programming
of events**

**Sound
creation**

Training

**Literary
Direction**

We also work with a network of creators and scientists.

« We believe in the power of art to reveal the beauty of nature and to raise awareness of the need to preserve it. »

If you want to rent one of our productions or think about a common project, contact us.

contacts

Cécile Palusinski cpalusinski@yahoo.fr
Elsa Mroziwicz contact@elsamro.com

contact@numered.com