Adrien M & Claire B

Technical Instructions
Pop-up book in augmented reality

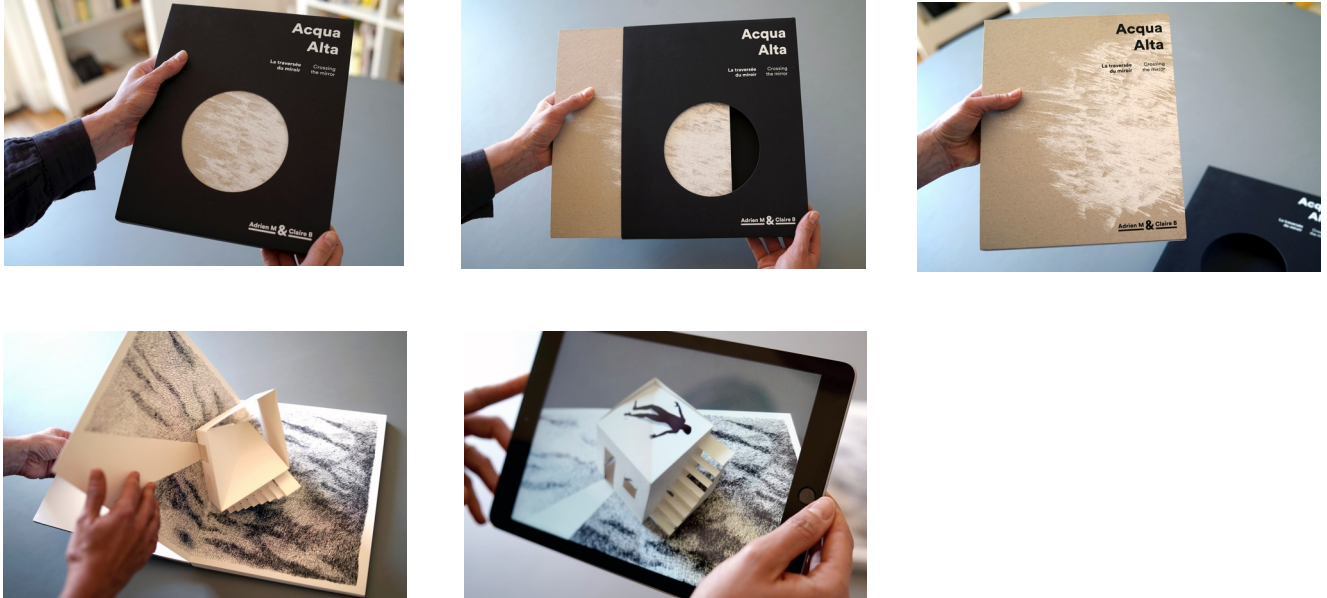## *Acqua Alta – Crossing the mirror*

Contact

Juli Allard-Schaefer - juli@am-cb.net

Preview

Screenshots from the augmented reality app:

Presentation

Acqua Alta - Crossing the mirror is a pop-up book whose drawings and paper volumes are the décor of a story, visible in augmented reality.

Technical characteristics
Format, thickness and weight: 23 cm x 28 cm, 2.5 cm and 800 g.
Paper: 215 gsm white paper - cover: black and white screen printing on thick grey paper.
Book sleeve: screen print on 400 gsm black paper.
Colors: the inside of the book is black UV printing and the cover is white screen printing.
Number of pages: a total of 14 double-pages, including 10 double-pages in augmented reality.
Each chapter/page/scene is roughly one-minute long, and should be enjoyed in reading sequence.

Packaging
The book(s) will be sent by postal service, packed in a cardboard and foam case.

Set up

You can propose one (or several) book(s) for handling - with risk of damage. Or you can propose 10 books, each opened at one of the double pages in augmented reality (following the Western reading pattern) – this set-up avoids any handling of the book by the visitor. We recommend to place the book(s) on a light wooden table at a height of 70cm to 80cm from the ground, so the visibility can be optimal for all visitors, children and adults (do not use black background).
It's important to keep a minimum clearance of 15cm all around the book to take the most of the animation in augmented reality (see drawing at the end of the document)

Light
A very bright environment allows for optimal functioning of the augmented reality application. We recommend indirect general lighting on the book(s), in broad daylight and / or artificial lights, capable of bringing at least 50 lux to each page.

Floodlights should be placed above the installation to avoid cast shadows from users. If installing droplights is not possible, indirect lighting on the wall facing the users is preferable.

Prefer a cold (white) light to respect the black and white aesthetics of the works.
The optimum color temperature can be obtained by applying a LEE Filters 718 type filter.

Exhibition recommendations
Our advice is to provide 1 tablet per book.

Accompanied by a printed label with:
- the title and instructions for use;
- credits in their whole (see appendix);
- optional: a presentation text.

Application / Tablets
For the application to work smoothly, use tablets released after 2017 and compatible with ARKit (for Apple-iOS) and ARCore (for Google-Android).

The free **AQA** app must be installed on each tablet. It can be downloaded with the link adrienm-claireb.net/acqua-alta/app or via direct links :

iPhone/iPad: you must have an iPad with iOS 12 or higher installed. The app is available on the Apple Store:
https://apps.apple.com/app/acqua-alta/id1457171803

Android: you must have version 9.0 Pie or higher installed. The app is available on the Play Store:
https://play.google.com/store/apps/details?id=amcb.aqabook

Once installed, the **AQA** application does not require an internet connection to work.
- open the application and click on « Start »;
- point the book cover through your screen;
- allow the virtual universe to unfurl in superposition with the real world.
Important: We suggest that you use the tablets with the screen in locked mode.

If they wish, visitors can also download the application for use on their own phone or tablet.

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Sound
The use of headphones connected to the tablet is recommended for an optimal experience. You can propose a headphone splitter and 1 extra headphone for a two-person experience.

Making-of
It is possible to broadcast a making-of of the book in augmented reality on an external video screen provided by the presenter. Video link to download (right click, save as): vimeo.com/amcb/aqa-makingof

Capacity recommendation
2 people per tablet

Handling of the book
In order to avoid damaging the book, we suggest the use of soft cotton gloves during handling.

Care and maintenance of the tablets
Remove traces on the glass and dust with a soft cloth.
We suggest that you make screen cleaning wipes available for visitors.

Troubleshooting
The company cannot be held responsible for the misuse of tablets and books.
No maintenance or troubleshooting services are available.

Mandatory editorial content

Title
Acqua Alta - Crossing the mirror
Pop-up book in augmented reality, 2019, Adrien M & Claire B

Instructions for use and language elements
The tablets allow you to discover the augmented reality hidden in the drawings:
- look at a double-page spread with your screen;
- allow the virtual universe to unfurl in superposition with the real world.

Credits
Concept and artistic direction: Claire Bardainne and Adrien Mondot
Drawings and paper design: Claire Bardainne
Computer design: Adrien Mondot
Original music: Olivier Mellano
Choreographic performance: Dimitri Hatton and Satchie Noro
Computer development: Rémi Engel
Paper engineering: Eric Singelin
Script doctor: Marietta Ren
Administration: Marek Vuiton , assisted by Mathis Guyetand
Technical direction: Raphaël Guénot
Production and booking: Joanna Rieussec
Production: Juli Allard-Schaefer, Margaux Fritsch and Delphine Teypaz
Mediation and production: Johanna Guerreiro

Production
Adrien M & Claire B

Co-production
This book was produced by the company Adrien M & Claire B, and coproduced in France by LUX scène nationale de Valence, with help from the support fund [SCAN] Auvergne-Rhône-Alpes. It was subject to a fundraising campaign on Kickstarter.
It has received the Excellence Award in the Art division of the 2021 Japan Media Arts Festival, the special AR jury award at the 2021 New Images Festival in Paris and the Individual Award in the Interactive Experience category for the 2020 CITIC Press Lightening Selection.

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Photos © Adrien M & Claire B and © Romain Etienne - item

Optional editorial content

Presentation text

Looking through a tablet or a smartphone, the ten double-pages of the book become the stage for a short dance performance - thanks to a custom-made augmented reality application. In a simple graphic stroke in black and white, ink drawings and white folded paper come together to reveal the virtual life of miniature beings ensconced in an imaginary world imbued with the imagination of water. This experience is at the crossroads of theatre, dance, comic book, animated film and "artsy" video game.

Acqua Alta tells the story of a woman, a man, a house. A daily routine, absurd and filled with discrepancies. But one wet rainy day, their life is turned upside down: the rising waters drown their home in an ink-coloured sea. The woman slips and disappears. Only her hair remains, and it is alive. It tells the tale of a disaster, unique and universal. It tells of losing and searching. It tells of the fear of the bizarre and otherness, and how to tame it.

Created by Adrien M & Claire B, Acqua Alta came into being in January 2019. The project unfolds three-ways: this pop-up book in augmented reality; a visual theatre performance that blends movement and living digital images; an immersive experience in a virtual reality headset.

The book was subject to a fundraising campaign on Kickstarter. We thank most warmly all contributors who made the first edition of this book possible.

The book *Acqua Alta - Crossing the mirror* is available for sale at am-cb.net/bookstore/en.

Presentation of Adrien M & Claire B company

Founded in 2011, the Adrien M & Claire B company creates digital and living art forms, ranging from stage performance to installations. It is co-directed by Claire Bardainne and Adrien Mondot, whose approach puts the human experience at the centre of technological issues, with a strong visual focus on the body and unique bespoke technologies created in-house. They strive to create living digital art: mobile, handcrafted, short-lived, and responsive. Together, they question the movement and the living in resonance with graphic and digital arts. The result is a poetic visual language blending imaginary, real and virtual dimensions while bearing unlimited opportunities for artistic exploration

Adrien M & Claire B

Images

In order to communicate on the presentation, we provide a photo kit for the book *Acqua Alta - Crossing the mirror*:
am-cb.net/docs/AMCB-AQA-LIVRE-Images.zip

Important: in any communication, please always mention the photo credits: © Adrien M & Claire B and © Romain Etienne - item, as well as the project's and company's name.

Resources

- To discover the Acqua Alta project in its in 3 forms (a pop-up book in augmented reality, a visual theatre performance, an immersive experience in virtual reality): https://www.am-cb.net/en/projets/acqua-alta

- The book *Acqua Alta - Crossing the mirror* is available for sale.
Thank you for inviting visitors to consult the page of the website dedicated to the book and which gave access to the order form: am-cb.net/bookstore/en
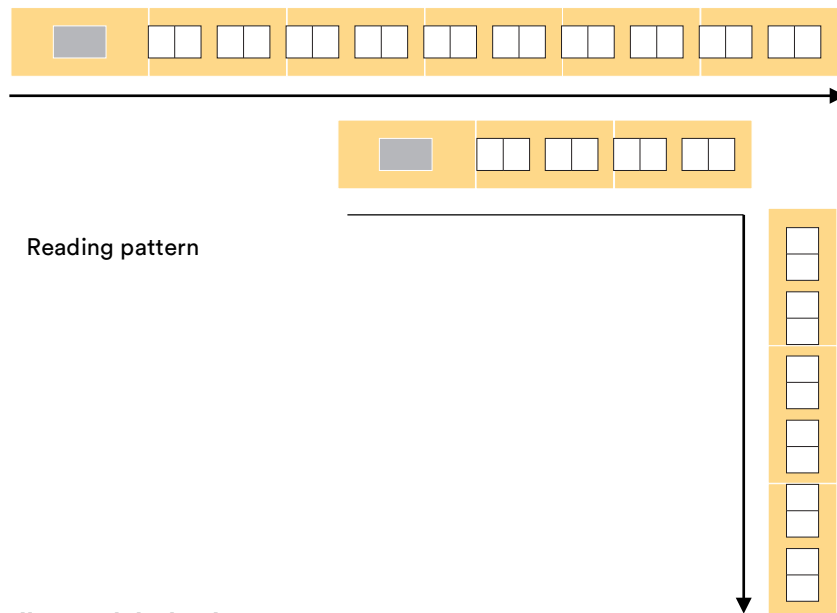
- Company presentation: am-cb.net/docs/AMCB-English.pdf
- Photos of Claire Bardainne and Adrien Mondot: am-cb.net/docs/AMCB-Portraits-2014©RomainEtienne.zip

Installation suggestion for 10 books :
Caption = on light wooden table measures 60cm x 120cm; one open book measures 46cm x 28cm; the grey rectangle is a presentation and credit sheet).
The installation of the ten open books must respect a typical Western reading pattern, i.e. the public is invited to read the book from page 1 to page 10, from left to right.

Reading pattern

Minimum clearance all around the book = 15cm

15cm mini
15cm mini
15cm mini
15cm mini