

# Crypto Art Gallery

*and the World of Holoman*



# SUMMARY

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## 1 - The company HOLOVR PROD

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Presentation, manager, partners

## 2 - Street-Pop'Art Digital

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An innovative, immersive and interactive artistic product for the general public.

## 3- Biography

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G rard Bernasconi AKA Holoman



# 1 - The Company HOLOVR PROD

## Presentation

HOLOVR PROD is a young company which has the status of a SASUS. Its director, the artist Gérard Bernasconi AKA Holoman, has also created the ArtOfuture cell in order to work in collaboration with visual artists wishing to create digital works from their physical creations, going well beyond digitization and software retouching.

HoloVR Prod works on technology and research in immersion, interactivity, blockchain and smart contracts, and projects around Artificial Intelligence.

HoloVR Prod is already 3 years of development, code and digital concepts that range from immersive artworks to live hologram sculpture (hybrid VR/AR performances).

HoloVR Prod is managed by Gérard Bernasconi. Designer of the works of the «Crypto Art Gallery», he also manages his partners and the teams of coders.

He is the author of the stage performance Earth Legacy of holographic sculptures, created in October 2019 and of the holographic theatre show IAAL written in 2020 for which he obtained the new media writing aid of the city of Paris.

HoloVR Prod manages its R&D in partnership with Dominique YOLIN, director of the company Arcreane and the association Light in Chaos. The partnership has been extended to include Eric Munch and the company Virtuel Audio for immersive sound and the University of Cergy Pontoise and its engineering school CYTECH is also a partner in prototyping two of the company's future projects.

Finally, HoloVR Prod's partnership with the company Découpages, allows us to have a place of work, reception, construction and exhibition (event, showroom), for the creation and promotion of various immersive projects.

In the following pages, you will discover the achievements and projects of the artist.



## 2 - Crypto Art Gallery, the Street Digital Pop'Art

### My conception of Digital Art

The work of Digital Art, as G. Bernasconi AKA Holoman conceives it, has no connection with the simple scans, animated GIFs or speculative jpeg files that currently invade the web.

The digital work of art is, and must be, dependent on the very existence of digital and its multiple possibilities such as immersion, interaction, Artificial Intelligence...

The digital work must be demanding and require the best from its creator but also from its main material, the Code, the Byte. This material is vast, infinite, but has its own rules which are also flexible and polymorphic.

Digital technology also allows us to introduce into these works the «Symbolic Narrative» which is a major Art linked to the history of humanity. For artOFuture, all Art tells a «story».

### Crypto Art Gallery

In my art concept Crypto Art Gallery, the «complete virtual universe» and everything in it IS the digital work. The three-dimensional universe and the statues are sculpted in Virtual Reality, and finally integrated into a «real-time 3D rendering engine» to finalise the whole, making it immersive and interactive.

I also apply this concept to Augmented Reality, extracting my sculptures from their virtual environments in order to exhibit them in the real world.

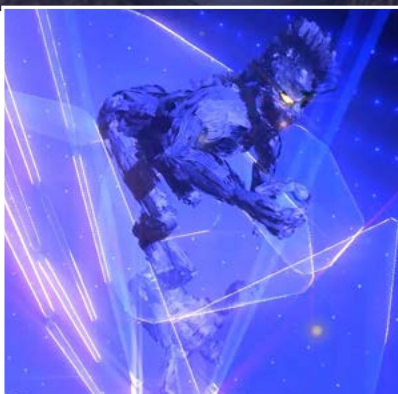
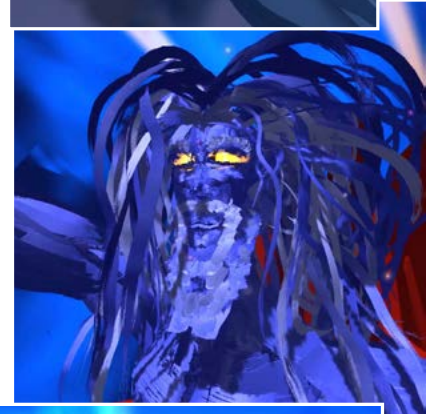
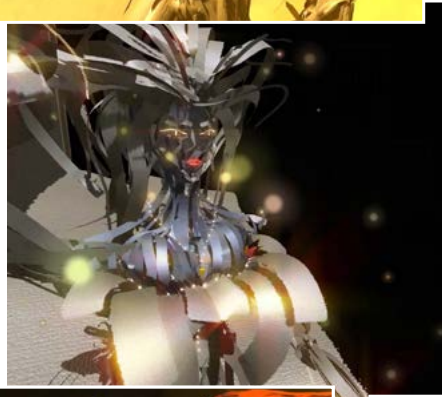
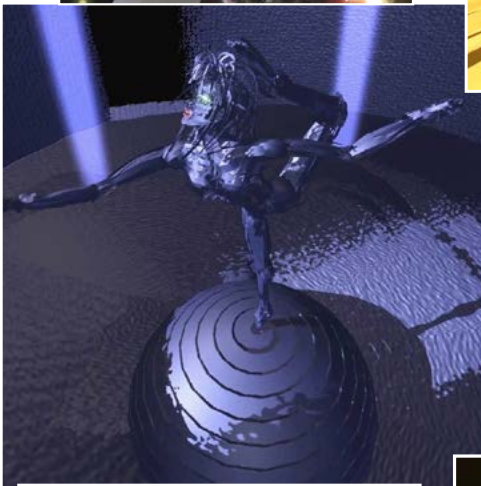
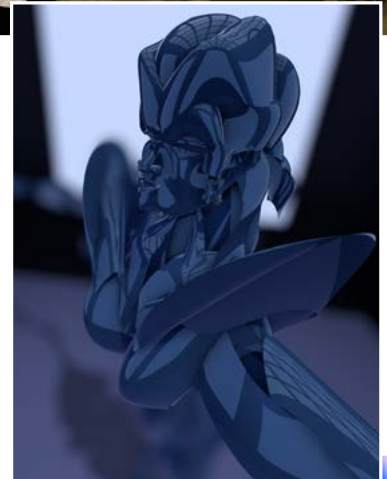
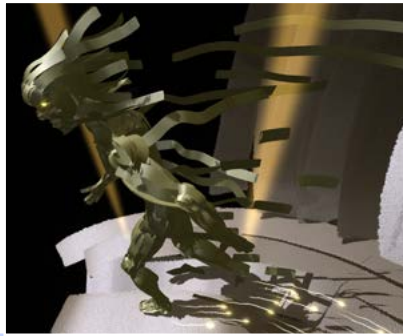
### Description of the digital works

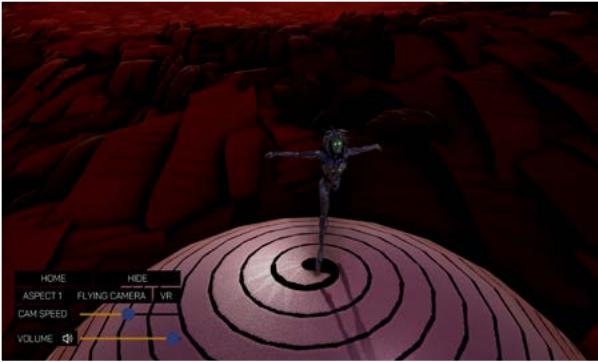
**My Digital Art works are designed for exhibitions in Festivals, Museums, Galleries, and offered for sale to Digital Art collectors.**

- These works are presented in the form of Windows applications.
- For each work, a sculpture and animated paintings take place in a huge Virtual Reality setting.
- The visitor (Museum) or an owner (collector) can travel immersed in the VR universe, and/or project the work on a flat screen at the same time (concept of the «Digital Table») via a virtual camera that moves, in a random mode, in the work/universe.
- The days are synchronised with our real universe with the alternation of day and night.
- Each day is different from the previous one in a random way: colours of the sun, fog, music and sound ambiances.
- The soundscapes are created by Holoman and coded to be triggered by the visitor according to his movements and the places he visits in this artistic universe.
- The virtual statue changes pose and drawings/paintings materialise as the owner walks through the setting, triggering invisible interactions placed by the artists.

Video demo link Crypto Art Gallery : <https://youtu.be/neAOjgEMm6s>

# Digital Artworks of the Crypto Art Gallery





## In the intimacy of the work

Crypto art gallery is an immersive artistic experience that can be apprehended on several levels. It presents a complete collection from the imagination of the artist Holoman, a virtual reality sculptor whose concept is «multi-pose digital sculpture in its immersive and interactive universe». The works are organic and unpredictable in form and content.



Original



Digital Pop'Art



Black & White

## Look

Crypto Art Gallery presents 3 graphic styles for the visitor to choose from:

- Original
- Digital Pop'Art
- Black & White

## Diurnal and nocturnal

The days unfold to the rhythm of the observer/visitor. The «sun» of the universe of the works is positioned at 9am in the work, when the exhibition opens its doors, and will be at 6pm when it closes them.

Each day is tinted with a random dominant colour that influences all the elements, decorations, textures and statues that make up the works. If one enters and exits the same work, a new day's colour will be created randomly.

## Multi-Poses

All the statues, the centre of the immersive works, have 10 poses which are changed randomly according to the passage of time and the movements of the visitor in immersion.

Therefore, whether a visitor is immersed or not, each hour, the statue changes pose. Alternatively, an invisible trigger causes the



Multi-Poses

pose to change when the immersed visitor passes through this area, which itself will move randomly around the statue to create more curiosity and surprises.

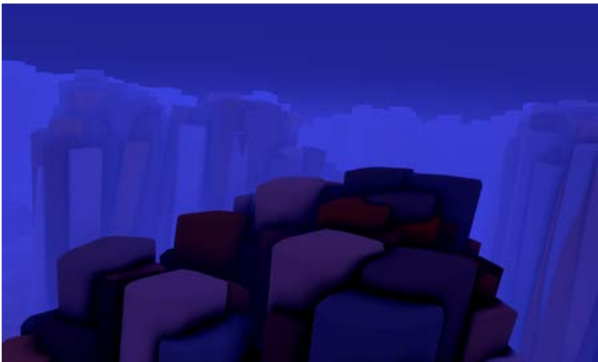
The poses are different for each sculpture and linked to the emotional symbolism they express.



Hidden elements

## Hidden elements

At the bend in a cliff, a sculpture or a digital painting may surprise you in your immersive journey. These «complementary works» are part of the «composition» of this micro-world.



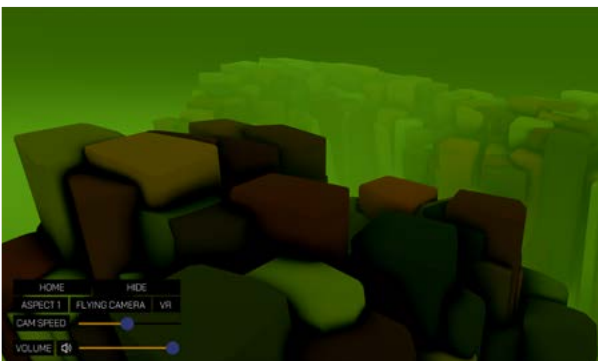
Random shades

## Cameras and viewpoints

In screen or video projector projection, the artist offers many options:

- A «Flying Cam», which travels through the universe of the work with random points of view that give the projection a constantly renewed dimension.
- A «Cam Around» that revolves around the sculpture.
- Four cameras in fixed planes, fully adjustable by the user in lateral position and in forward/backward tracking, as well as in rotation.

These positions are memorised and retained the next time a new visitor is immersed. The moving cameras have a speed slider.



Same surface after reboot

## Random shades

At the launch of each work, when the visitor chooses to immerse himself in a universe, each structure, virtual brushstroke, rock or 3D tree receives random information to slightly modify its original hue. As a result, in addition to the daylight, the elements of the decor are each time nuanced, different.

## 3 - Gerard Bernasconi AKA Holoman

### Career path

After 10 years of working as a musician-composer, already in the digital field using the first music computers, I turned to the image industry. From publishing to advertising, I quickly moved on to VFX and animation films in 1996. In 2000 I created my first company for youth programmes for the Web where I wrote my first scripts. During this first period I created my first digital works.

I was Artistic Director of BFMTV in 2006. I also wrote and directed animation, advertising and scenographic films (French artist: J. Hallyday, Indochine). I have been teaching at the famous Gobelins school since 2005 where I created a training programme on «Writing Content in Virtual Reality». I also teach at the Gustave Eiffel University in visual culture «Immersive digital art, NFT and Metavers». I am the author of the eBook «Immersive Content Writing» in English and French.

### Virtual Reality and Immersive Art

I have been practicing mainly Immersive Digital Art since 2016, when Virtual Reality exploded for the «General Public». I created the concept and technique of live holographic sculpture, wrote, directed and produced a 360° fiction (Quaestio), won the City of Paris' new media writing grant (2020) for the holographic theatre show IAAL and designed/developed the Crypto Art Gallery.

Other immersive experiences (Author and director):

- The Olympians, Digital Street Art in the streets of Paris during Olympic Games see more on [https://www.instagram.com/holoman\\_vrsculptor/](https://www.instagram.com/holoman_vrsculptor/)
- Scriptwriter 360° Dome movie: Luna Dolph, The lost echo (2024 Italy)
- Tumbleweed: contemporary interactive tale, drama.
- Quaestio: pilot video episode of a 360° SF series, festivals: screen4all, «Nuit des Idées»Poland
- TW Last Night: VR experience on playwright Tennessee Williams.





## Links to Crypto Art Gallery demos

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Video démo : <https://holovr-prod.com/en/homepage/digital-show/digital-art/>

**Referencing at the French Digital Institute:**

<https://ifdigital.institutfrancais.com/en/creation/crypto-art-gallery>

### Other works by Holoman

**Performances of holographic sculptures on stage**

3 videos : <https://holovr-prod.com/en/homepage/digital-show/>

**HD teaser of the 360° film Quaestio:** <https://youtu.be/uyevAp-Uot4>