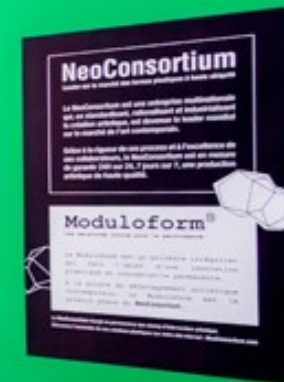


NeoConsortium  
des formes plastiques à haute altitude

Moduloform<sup>®</sup> Pano  
réfléchir le monde



Une Métaforme  
conçue pour  
la performance



© Quentin Chevrier

S+T+ARTS

2020-10-09  
2022-01-02

NeoConsortium

Panoptic  
Moduloform<sup>®</sup>

Biennale Nemo  
Centquatre Paris

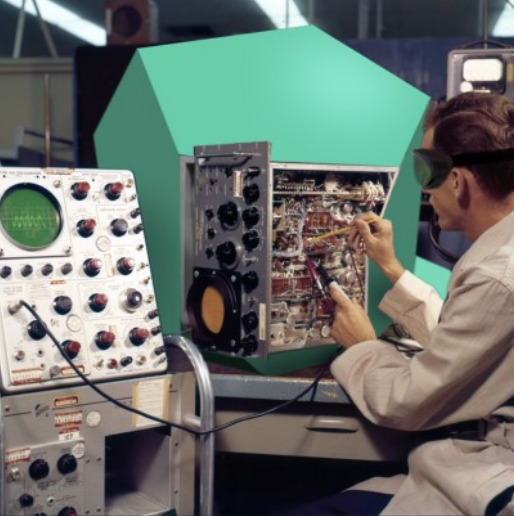


# NeoConsortium

Leader on the contemporary art market for highly ubiquitous innovations

[NeoConsortium.com](http://NeoConsortium.com)





# NeoConsortium

artistic efficiency at your service



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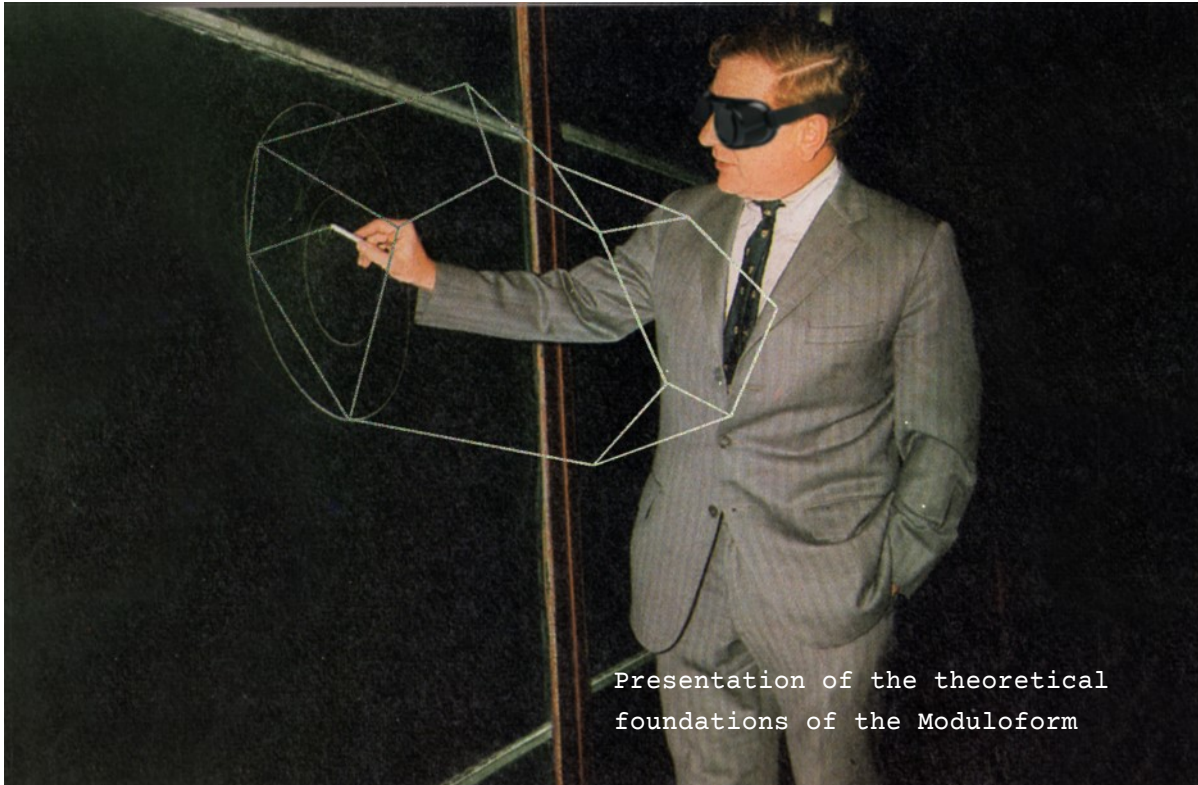
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## NeoConsortium,

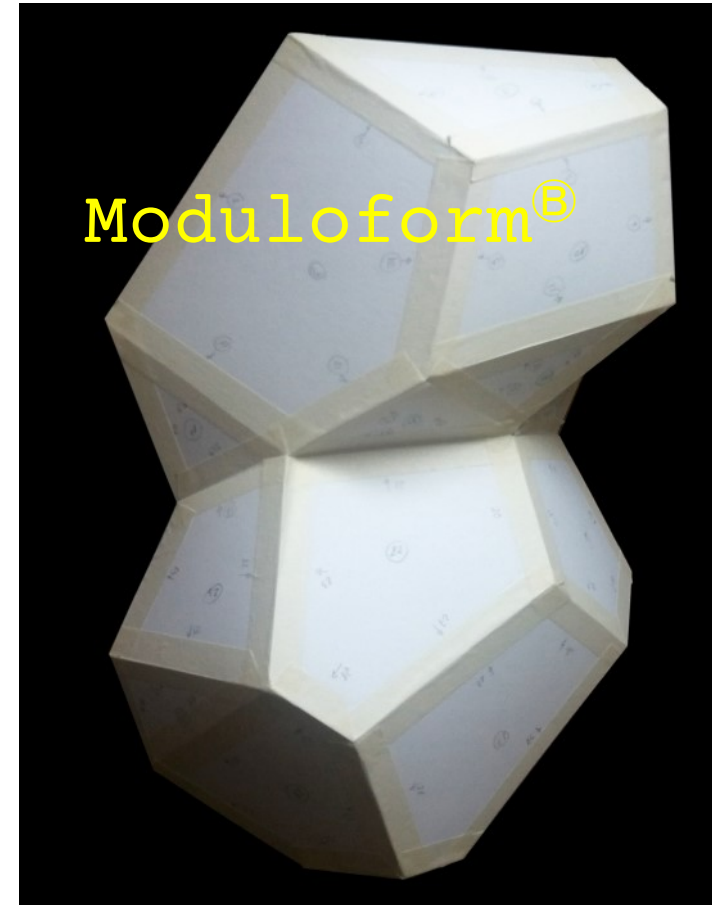
Leader on the contemporary art market for highly ubiquitous innovations

NeoConsortium is a multinational company that produces contemporary art. It has become the market leader, by developing a streamlined and industrial approach to artistic creation. The rigorous processes and the expertise of its contributors enable NeoConsortium to guarantee high quality artistic productions 24/7.



Presentation of the theoretical foundations of the Moduloform

NeoConsortium



Designed by the engineers of the Polygon Office, the Moduloform<sup>®</sup> has become NeoConsortium's showcase product. At the forefront of contemporary artistic development, the Moduloform is subject to permanent artistic and conceptual innovations.

## NeoConsortium is a fictional global company

This fiction is developed by a group of visual artists, designers, engineers, etc...

The idea is to create a global company which produces art in the form of irregular polyhedrons.

The artwork produced in the framework of this project, documents the alleged production or the imaginary functioning of a company, while it is being invented. Each piece of art contributes to the development of this fiction.

Each exhibit is an opportunity to engage in new issues. In addressing a wide variety of domains in which we are involved, we relate and explore the multiple aspects of the project.

All media are valid, it is the variety of the contributors that enhances the scope of the project.

All productions can be found on [NeoConsortium.com](http://NeoConsortium.com)

2015, Transfer of **NeoConsortium's**  
headquarters to the Moon  
Fiscal Aesthetic Office



**NeoConsortium's**  
employee of  
the month



Micheline Arthur  
Inspectrice chargée des lignes de fuite  
Bureau de vérification des perspectives  
Département de la sécurité picturale

### **Aknowledgement :**

*We would like to express our gratitude to Monsanto, Bayer, Nestlé, IBM, Apple, Volkswagen, Bouygues, Total, Coca-Cola, MacDonald's, Disney, Nike etc., which are a daily source of wonder and an endless source of inspiration.*

## Notice of Intent

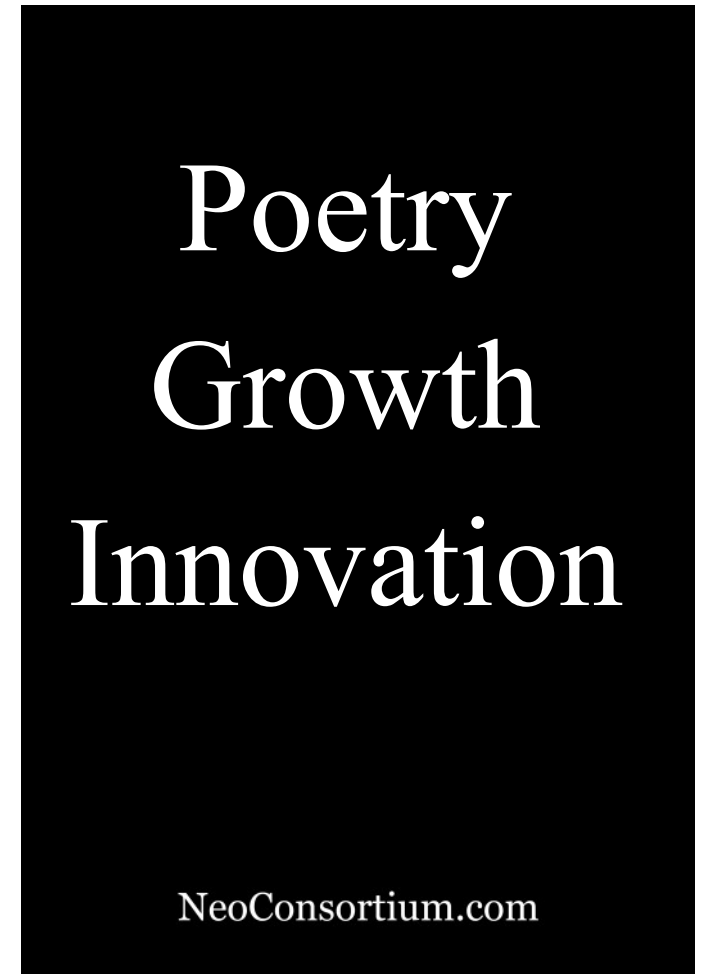
**NeoConsortium** is an artistic project which networks as a conceptual environment in which artistic experimentation takes place. This fiction questions one of the major aspects of our economic and therefore political reality: the commodification and financialization of the world.

By deferring the processes used by global companies to the field of artistic creation, we wish to :

- Rejuvenate the awe before their pervasiveness, their discourse and modus vivendi.
- Using the prism of the absurd and poetry, question their seductiveness and our ambivalence when confronted with their communication and productions.
- Create a tool making it possible to develop collective projects open to all disciplines in a collaborative approach.

The creation of this fictional entity owes a great deal to Gérard Gasiorowsky's Worosys Kiga Academy of as well as to the work of Panamarenko. It is equally indebted to the actions of the Yes Men and is modestly inspired by the absurdity of Monty Python.

We recognize ourselves in the description of « critical corporations » or artist-corporations as described by the Art & Flux research group



Poster of **NeoConsortium** 's values

Secretariat in charge of meaningful  
communication

## NeoConsortium in a few dates :

- 2022 Tercentenary of **NeoConsortium**
- 2021 Mondes Nouveaux, winning project  
*Panoptic Moduloform*, [Biennale Nemo](#)  
Centquatre Paris
- 2020 *In Memoriam Petroleum*  
Commemorative monument dedicated to the end of hydrocarbons, inauguration followed by an auction in support of oil companies and their shareholders, Cahors
- 2020 *Dialogues nerveux et rebondissants, e/|AboRaTory*, Paris  
Plastic Security Department
- 2019 Presentation of **NeoConsortium** at NOVA XX, Centre Wallonie Bruxelles Paris
- 2019 **NeoConsortium** invests Hublot! Ivry-sur-Seine
- 2019 *The AgroEsthetic transition underway!*  
AgroEsthetic Research Laboratory  
Installation and performance—Espace d'art Chaillioux, Fresnes
- 2018 *Welcome to the Anthropocene!*  
Office of Disaster Anticipation  
Communication campaign around the Creation of a memorial art service - Facebook - Twitter
- 2017 *Modulodesign®*, reactivate your interior!  
Office of Creation of Domestic Moduloforms  
Installation/exposition - Artist run space, Le lab', Paris 6<sup>ème</sup>
- 2017 *Centaure Moduloform*  
Alternative Historical Discourse Service  
Museum of Archaeology of Toulouse
- Festival Jardins Synthétiques
- 2017 [The @abin](#)  
Department of Forest Innovation  
Construction Beaux Lieux in south Touraine, B2X Association
- 2017 "Because time changes every second, The Consortium becomes the **NeoConsortium**"  
Software generating random slogans
- 2016 *Production of art citrus fruits by transgenesis*  
AgroEsthetic Research Laboratory  
Installation and performance - Le K.A.B, Paris 17<sup>ème</sup>
- 2016 *Infinite organizational chart of the Consortium*  
Software for random generation of service names
- 2016 *Migration of vitreous Moduloform*  
Office of Vertical Enchantment  
Installation - Chapelle Saint Sauveur, Issy-les-Moulineaux
- 2015 *Relocation of the Consortium's headquarters to the Moon*  
Department of Fiscal Aesthetics  
Video and programming, accessible in real time on the Consortium's website
- 2014 Emergence of the Moduloform in social housing of the 1950s  
Service of Domestic Reconstitutions  
Installation for the Nuit blanche - Atelier de l'OPH, Ivry-sur-Seine
- 2014 *New attempt at blue*  
Polygon office  
Installation - Molitor pool, Paris 16<sup>ème</sup>
- 2014 Creation of Consortium





Find out more about **NeoConsortium**

Watching **NeoConsortium's** presentation video ([french](#),  
[english](#))

Reading **NeoConsortium's** [portfolio](#)

Browsing **NeoConsortium's** [website](#)

Following **NeoConsortium** on [Instagram](#) and [FaceBook](#)

Writing an [Email](#) to **NeoConsortium**

# Le NeoConsortium

Leader sur le marché des formes plastiques à haute ubiquité



## Panoptic Moduloform<sup>®</sup>

The **NeoConsortium** Aesthetic Security Department presents the Panoptic Moduloform: first artwork with an embedded surveillance system.

The Panoptic Moduloform was produced by le Centquatre Paris and shown at the [Biennale Nemo 2021](#)

This project was labeled **S+T+ARTS S2S**

# Panoptic Moduloform

Cultural institutions are a potential target for the risk of intrusion, dégradation and stealing. Their safety lies on a mindful and combined use of human and technical resources.

To address this issue, the **NeoConsortium** Aesthetic Security Research Group invented the concept of artwork with an embedded surveillance system (patent-pending)

The Panoptic Moduloform is a contemporary sculpture equipped with spy cameras. Thanks to its facet structure, the Moduloform is able to monitor its environment 360°. Its artwork status legitimates its presence in every collection.

Each Moduloform is unique and designed to maximize its embedded cameras's vision according to the characteristics of the space to be monitored.

“ *Wherever monitoring is needed, the installation of a Panoptic Moduloform is an effective response that combines discretion and aesthetics.* ”

Barnabé Bernard, Aesthetic Security Research Group

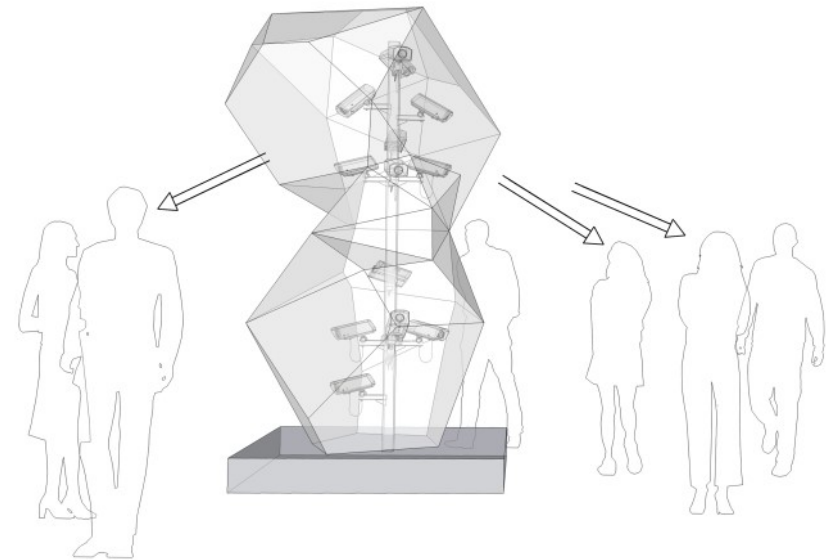


Image taken from the Panoptic Art Patent



*The Panoptic Moduloform can be produced in different sizes, it can be adapted to a cultural institution, a company lobby or located on a roundabout. A smaller version will find its place in your living room.*



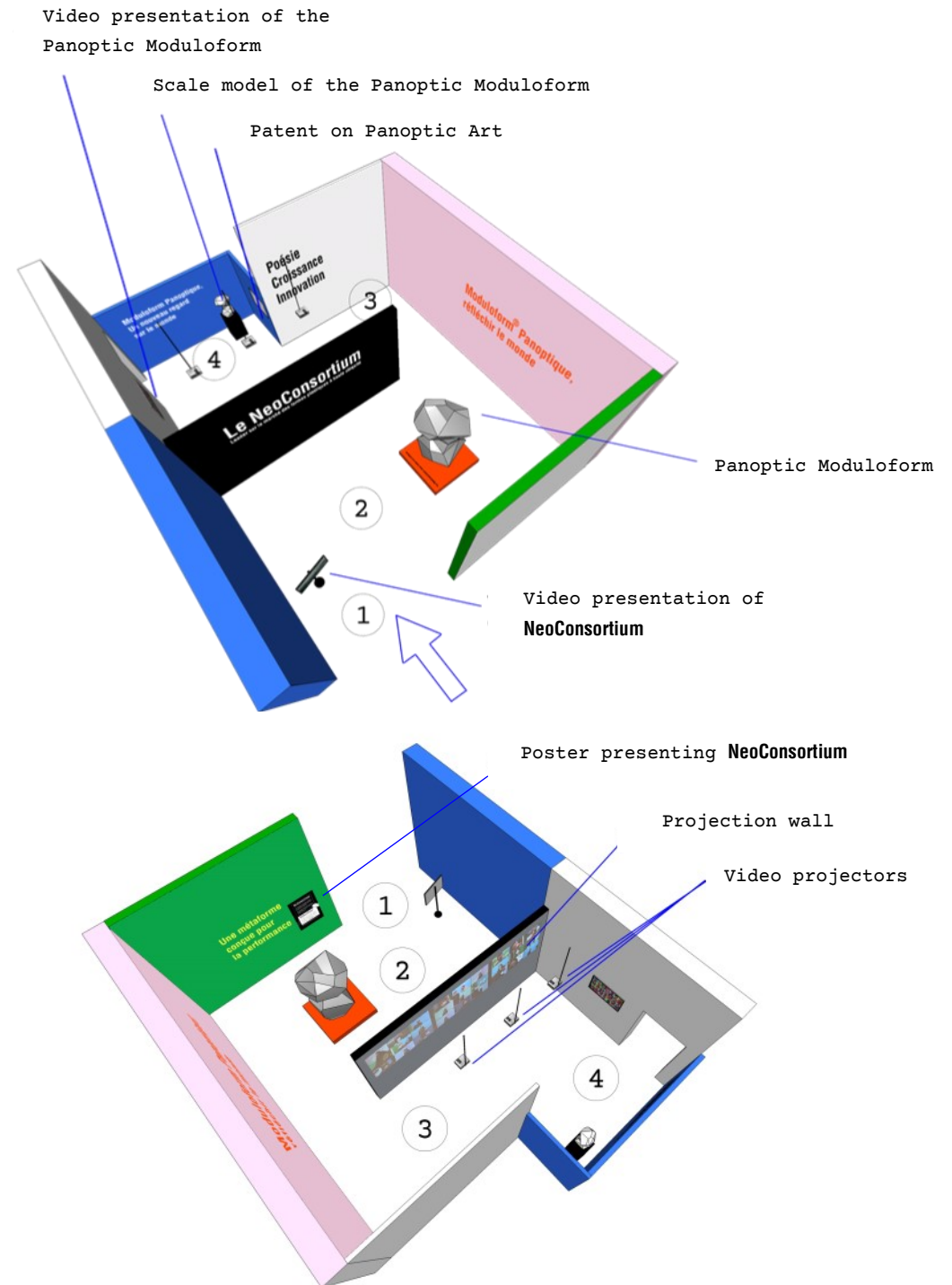
# Scenography proposal for the presentation of the Panoptic Moduloform

This project is part of the **NeoConsortium's** fiction. The installation is designed as a commercial presentation of its brand new proposal: the Panoptic Moduloform.

The presentation of the Panoptic Moduloform is organised in four steps. As the visitors move on into the exhibit they discover the elements necessary to the gradual understanding of the project.

The visit starts with the presentation of the context, **NeoConsortium's** fiction ①. Then, the visitors observe the Panoptic Moduloform as a monumental sculpture ②. Entering the following space, they discover their face filmed close-up and realize that their image has been captured without their knowledge. ③. Finally, they understand the functioning and the finality of the Panoptic Moduloform as well as its competitive advantages. ④. The visit ends with a reminder of the GDPR.

**NeoConsortium**





## First space, discovering NeoConsortium

In this first space, **NeoConsortium** is presented :

- Viewing **NeoConsortium** and Moduloform definitions
- A video screen loop on **NeoConsortium** (French– English)
- The music of the video, the Allegri's Miserere accompanies the entire visit



Entering the first space, video and signs

**NeoConsortium**

# NeoConsortium

Leader on the contemporary art market for highly ubiquitous innovations

NeoConsortium is a multinational company that produces contemporary art. It has become the market leader, by developing a streamlined and industrial approach to artistic creation.

The rigorous processes and the expertise of its contributors enable NeoConsortium to guarantee high quality artistic productions 24/7.

# Moduloform<sup>®B</sup>

A metaform designed for high performance

Designed by the engineers of the Polygon Office, the Moduloform<sup>®</sup> has become NeoConsortium's showcase product. At the forefront of contemporary artistic development, the Moduloform is subject to permanent artistic and conceptual innovations.

NeoConsortium is constantly expanding its field of artistic intervention.  
Discover all of our plastic solutions on [NeoConsortium.com](http://NeoConsortium.com)

Second space,

## Discover the Panoptic Moduloform

The Panoptic Moduloform is presented as a monumental sculpture placed on a pedestal. Moduloform is made up of about fifty mirror facets. Some of them are one-way mirrors behind which surveillance cameras are hidden. These cameras are recycled mobile phones. Their resolution is good enough enables the enlargement of faces.

The room is very bright to highlight the mirrored sculpture but also to optimize the capture of images by the integrated surveillance cameras.

NeoConsortium



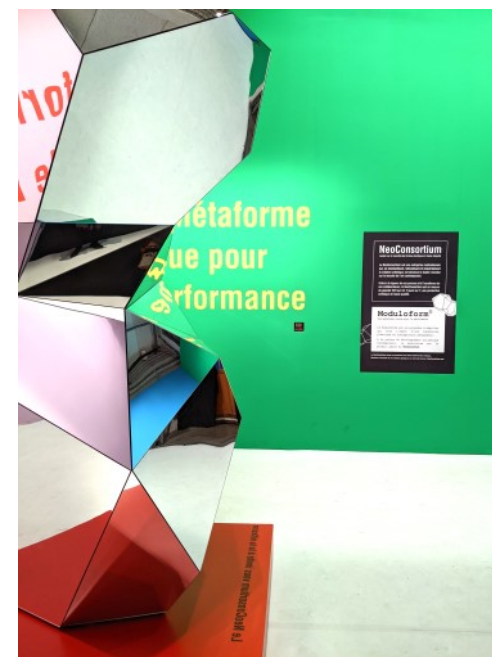
Panoptic Moduloform

290x150x150cm

PMMA mirrors and one-way mirrors, wood structure, cell phones



- The Panoptic Moduloform is located in the center of the room and visitors must go around it to move towards the next space. While visitors walk around the sculpture, the cameras inside the Panoptic Moduloform capture their image.
- Slogans are marked on the walls
- Each wall is of a different color which animates the reflections of the sculpture.
- It is only once they arrive at the end of the room, that visitors see the next space and discover the images that were taken of them during their visit as well as those that are being collected.



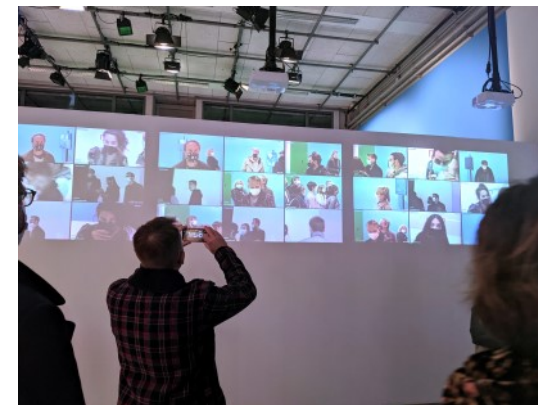
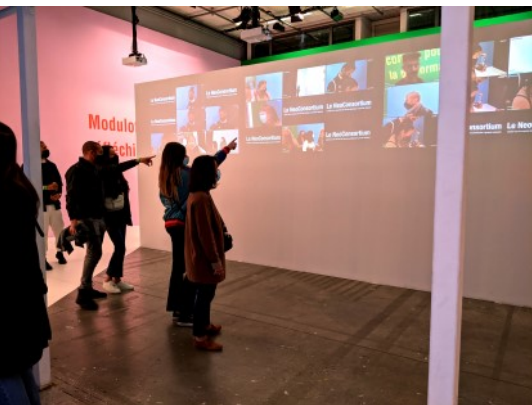
## Third space, discover the effectiveness of the Panoptic Moduloform

In this third space, visitors are shown the images that were captured during their visit as well as those that are being collected. When visitors approach the room, they discover their face close-up on the projection wall, filmed from different angles. (cf organisational chart next page)

The room is darker, it evokes backstage. One of the walls serves as a screen for video projectors (the restitution can also take place on screens)

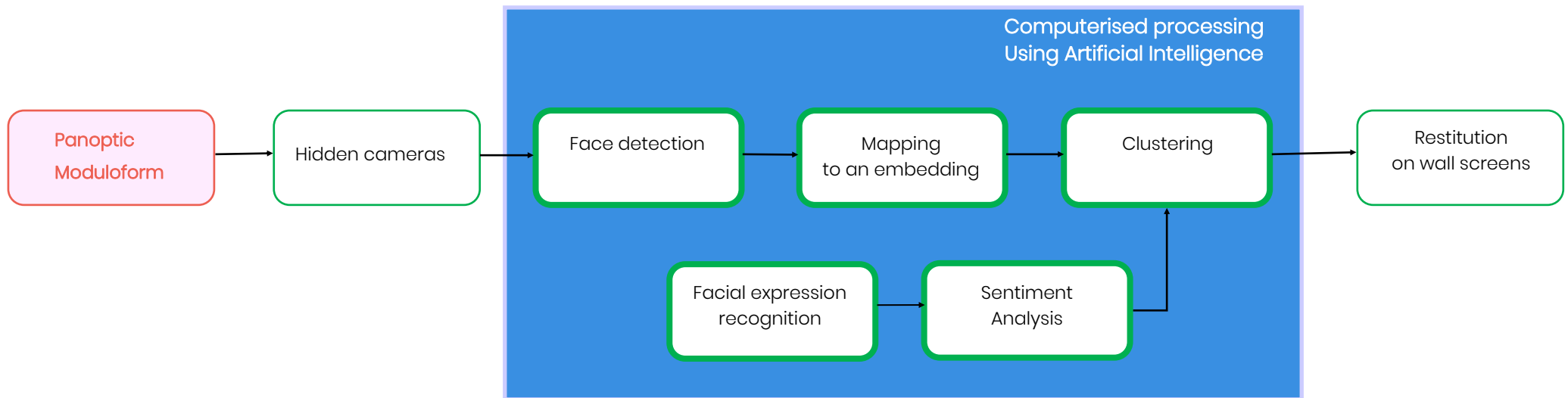


© Quentin Chevrier





- Each phone detects faces and sends the images it has collected via WIFI to the computer
- These images are processed by facial recognition software that assigns them to a visitor and assembles them.
- The projection wall is divided into as many parts as there are visitors in the room (up to 9 times the number of projectors)
- It is a moving video wall that allows you to see, in real time, the videos of each visitor.
- After a time that is supposed to be that of the visitor's exit, the images taken of him disappear. They are replaced by those of the next visitors or, if there are few people, by videos of actors previously captured.



Fourth space,

discover panoptic innovation and adopt the latest addition to the Moduloform range!

In this fourth space, we present the commercial arguments that surround the Panoptic Moduloform :

- A scale model of the Panoptic Moduloform made using one-way mirrors is presented on a base. Visitors are invited to push a button that turns on interior lighting, the facets then become transparent and unveils the hidden cameras.
- A video reveals how it works and praises its effectiveness ([French](#), [English](#)).
- The [patent on panoptic art](#) can be read.
- Flyers are made available to visitors.



Double-sided flyer 15x10cm



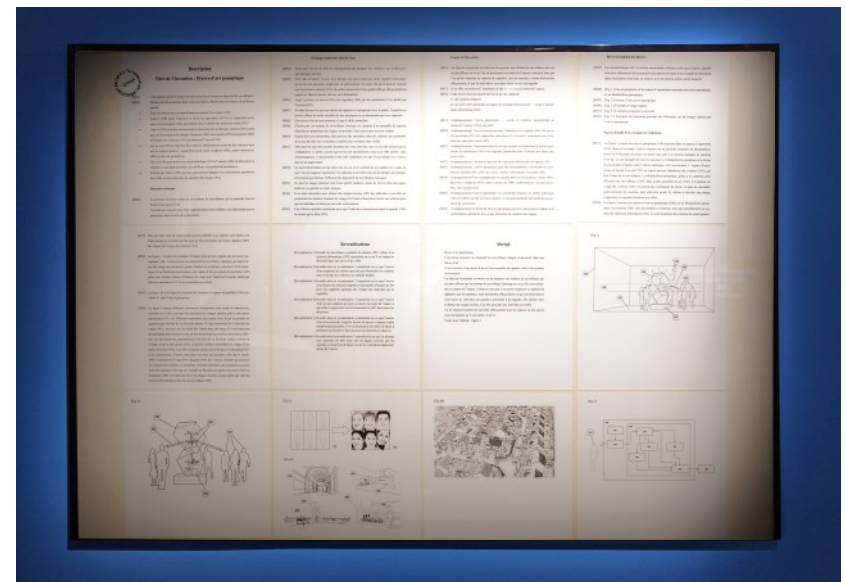
Image from the promotional video of the Panoptic Moduloform





Image from the promotional video of the Panoptic Moduloform







## Notice of Intent

Through this project we wish to address the issue of surveillance. The surveillance economy represented a market of \$45 billion in 2020 and is in constant expansion, estimated to reach \$74 billion in 2025. **NeoConsortium** had to position itself on this market.

This market includes videosurveillance: in 2021, 1 billion surveillance cameras will cover the world. We are all concerned. Yet we are not actually conscious of the surveillance which surrounds us. Either we are not familiar with the level of efficiency of artificial intelligence or we do not believe we are its target.

With **NeoConsortium's** Panoptic Moduloform, each visitor can experience the way a video surveillance system based on the latest artificial intelligence technology can identify, track down, extract and collect their individual image, in a totally automated process.



# Technical modalities

Visitors		
Capacity	The operation is optimal up to 20 people in the first room.	
Duration of the visit	A complete tour of the installation takes about 20 minutes.	
Languages	The film presenting NeoConsortium and the promotional film on the Panoptic Moduloform are available in French and English versions.	
Minimum age	There is no minimum age, the Moduloform captures the faces of both adult visitors and children	
Accessibility	The installation is wheelchair accessible	
Installation		
Human needs necessary to dissemination	Installation/dismantling is carried out by us with the help of technicians (handling, surface treatment, lettering, lighting, installation of video devices)	
	Phones run 18 hours, batteries need 6 hours to recharge	
	<table border="1"> <tr> <td>The phones can be powered through batteries that must be recharged during closing hours. (A hatch in the base hides the power cord.)</td> <td>If there is a way to hide the power supply (for example by using a ground outlet located under the base), the phones can be left permanently plugged in.</td> </tr> </table>	The phones can be powered through batteries that must be recharged during closing hours. (A hatch in the base hides the power cord.)
The phones can be powered through batteries that must be recharged during closing hours. (A hatch in the base hides the power cord.)	If there is a way to hide the power supply (for example by using a ground outlet located under the base), the phones can be left permanently plugged in.	
Exhibition area	A minimum surface of 80m <sup>2</sup> (860ft <sup>2</sup> ) is required. It is divided into 2 parts (possibly by a wall). The restitution of the images filmed by the sculpture and the manipulation of the scale model takes place in the second room away from the eyes of visitors who are still in the first room.	
	The walls that surround the sculpture are painted in different bright colours.	
	Lighting is directed at visitors	
Broadcast media	2 screens (20" minimum) for videos and 2 to 3 video projectors for image reproduction (each projection can be divided into 4 or 9 parts and therefore show up to 9 visitor images). Video projectors can be replaced by screens (60" minimum)	

Technical information	
Internet connexion	Not necessary
Operating time	If not plugged into the power grid, phones can run 18 hours before the batteries need to be recharged for 6 hours
Matérials	Plywood, PMMA mirror and one-way mirrors. Sculpture and base treated with fireproof paint Acryfuge black N°9192
Dimensions/weight	Sculpture: 270x150x150cm    Weight: 180kg
	Base: 20x150x150cm    Weight: 120kg
Dimensions/weight	Scale model: 90x50x50cm
	Base: 105cmx50cmx50cm
Transport	Each facet is covered with a medium protection plate
	A protection attached to the sculpture makes it possible to transport it lying down attached to its base
	A pallet is part of the base of the sculpture which makes it easy to move it using a pallet truck





**NeoConsortium** and all its employees thank you for your attention.

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Find all our plastic solutions on: [NeoConsortium.com](https://www.neoconsortium.com)