

A DIGITAL
FUNFAIR



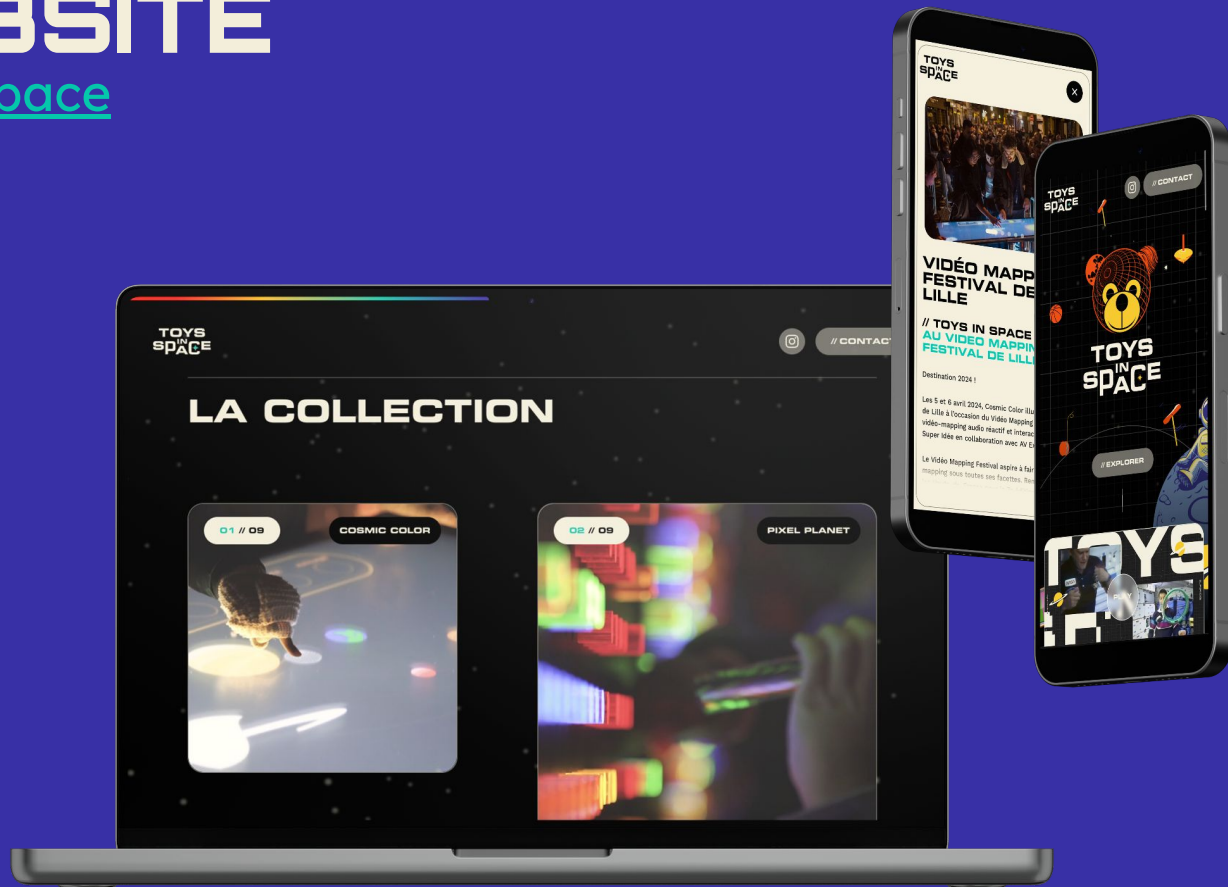
TOYS
SPACE^{IN}



SUPER IDÉE

WEBSITE

toys-in.space



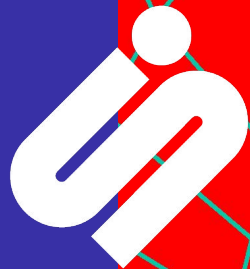


PRESENTATION

Super Idée is a creative **communication** agency, with a particular affinity for **cultural, artistic** and **digital** projects

Our team focuses on **artistic direction, graphic design**, and events creation and production

Today, our activities extend to consulting and training for companies and local authorities, so that we can share our expertise and skills.



SUPER IDÉE

INTRODUCTION

BACK TO THE FUTURE



Back in 1985, the astronauts of the space mission STS-51D carried 11 different famous toys along with them into space.

From 1985 to 2002, more than **50 toys traveled in orbit** as a **part of the international Toys in Space program**.

This space program had some **educational purpose**. It aimed at providing american schools with educational content picturing the physical reactions of these toys into space. For this purpose, several educational video have been made and broadcasted in schools all around America.





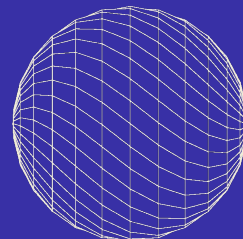
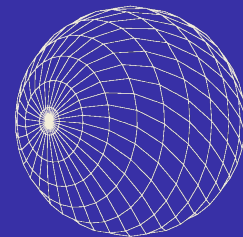
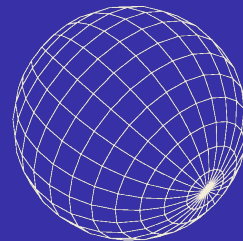
INTRODUCTION

TOYS IN SPACE MADE BY SUPER IDÉE

Our team has been deeply inspired by this incredible space program and has decided to turn it into **a digital and interactive funfair.**

Our Toys in Space is currently made of 7 artworks. Those are **digital, immersive, luminous and educational.** Through those pieces, we aspire to **sensitize young people to science, basic laws of physics, space conquest.**

Each of those artworks has been thought for children to manipulate it. We believe that learning comes with playfulness. We therefore have developed each of those artwork for children to manipulate it, play with it, and be fully involved in its functioning.







EDUCATIONAL VIEW

Toys in Space is first and foremost an **educational** exhibition designed to **raise** young people's **awareness** of **science** and the discover of **space**.

Each of our artworks aims to **illustrate** fundamental principles of **physics**, such as velocity, weightlessness, gravity...

All Toys in Space works are **immersive, interactive** and **collaborative** installations. As such, they are a playful and participatory way of teaching young audiences while having fun.



40th ANNIVERSARY !

In 2025, the first NASA's Toys in Space mission is celebrating its **40th anniversary** !

For such an occasion, we want to make 2025 a **springboard** for Toys in Space exhibition, and increase events and meetings.

After we have exhibited in several **French cities**, we've contacted other **European** countries, with the aim of making Toys in Space an **international** exhibition.



INTRODUCTION

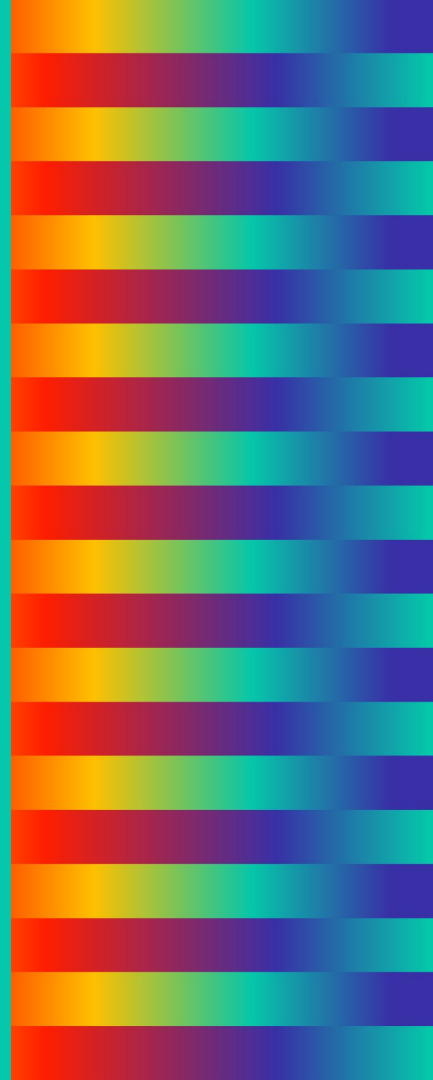
A TRAVELLING EXHIBITION

We have pictured Toys in Space as a digital funfair that travels and meets many types of public. Our deepest wish is indeed to reach out to many people and spread awareness about digital art, science, physic laws... Toys in Space is therefore an exposition that **can be deployed anywhere in a whole or in part.**

We have premiered Toys in Space last december in **Lyon**, during the **Festival of Lights**. After that, we have deployed Helicoled and Pixel Planet in **Dunkirk** in the context of the “Parcours aux Merveilles”. Eventually, Helicoled was sent in **Saint-Gervais Mont-Blanc** for the Saint-Gervais Light Festival.

We therefore strongly believe that Pixel Planet will perfectly fit with the **XXXXXX**, as our global project Toys in Space has been inspired by scientific experiments and has strong educational ambitions.

We would be deeply proud to share this story with you.





SUPPORTS & CO-PRODUCERS

We **premiered** Toys in Space as the whole exhibition, during the “Fête des Lumières” last December. The city of **Lyon** is, thus, one of the first to support and finance this large-scale project.

As a result of such a success, Toys in Space has been partially deployed in several French cities since last December: in **Dunkirk** as part of the “Parcours aux Merveilles”, the Festival “Lumières **Saint-Gervais** Mont-Blanc”, the Cité des paysages, PIX professional festival in **Lille**, the video-mapping festival in Lille...

We also received financial support from the **Région Grand Est**, through a subsidy for the production and design of our exhibition.



PARTNERS

To help us set up and develop our Toys in Space exhibition, we are backed by partners who support Toys in Space through **sponsorship** or **industrial** contributions.

These partners include **Bliida**, **AV Extended**, Les **Ateliers Éclairés**, the **Société Lorraine d'Astronomie**, **Reali**... who contribute their manufacturing, technical and technological know-how to support Toys in Space and help us develop each of our works.

We are also in the process of contacting the **European Space Agency** (ESA), with whom we'd like to set up a partnership.

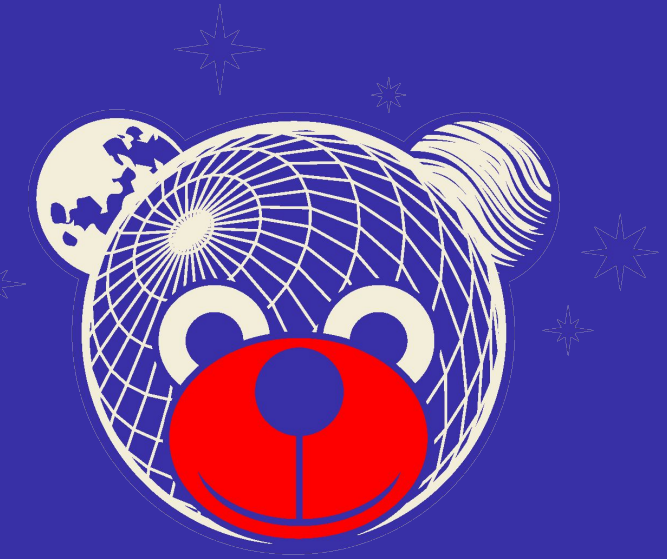


AVEXTENDED

Reali
STUDIO DE JEUX VIDÉO
& DE RÉALITÉ AUGMENTÉE



TOYS CATALOGUE



TOYS SPACE



SUPER IDÉE



#1.


COSMIC COLOR



SUPER IDÉE

COSMIC COLOR

Presentation picture for the Festival of Lights - Lyon



Cosmic Color is a video mapping
raising awareness on our **Solar
System**

Play with the colors and the sounds of
our Solar System !

Cosmic Color is a **mapped structure** of a dozen
meters long, controlled by the public through a
touch-sensitive screen.

For this installation, each planet of our Solar System
has been designed with a **specific color and sound**.

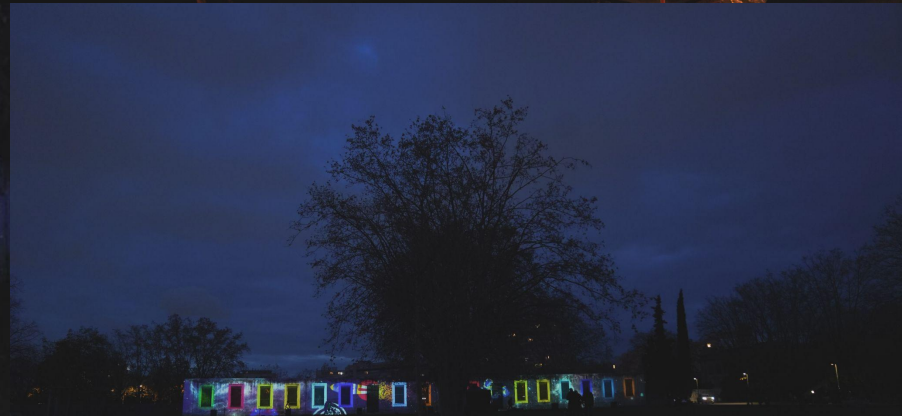
People are asked to choose one or more planets on
the screen. Thus, it triggers light flows and sound
clips associated with the matching combination.

Each combination leads to a **new sequence**, making
Cosmic Color a constantly evolving mapping, giving
the public a continual renewal.



COSMIC COLOR

Fête des Lumières - Lyon - 2023



COSMIC COLOR

Fête des Lumières - Lyon - 2023



COSMIC COLOR

Lille Mapping Festival - Lille - 2024



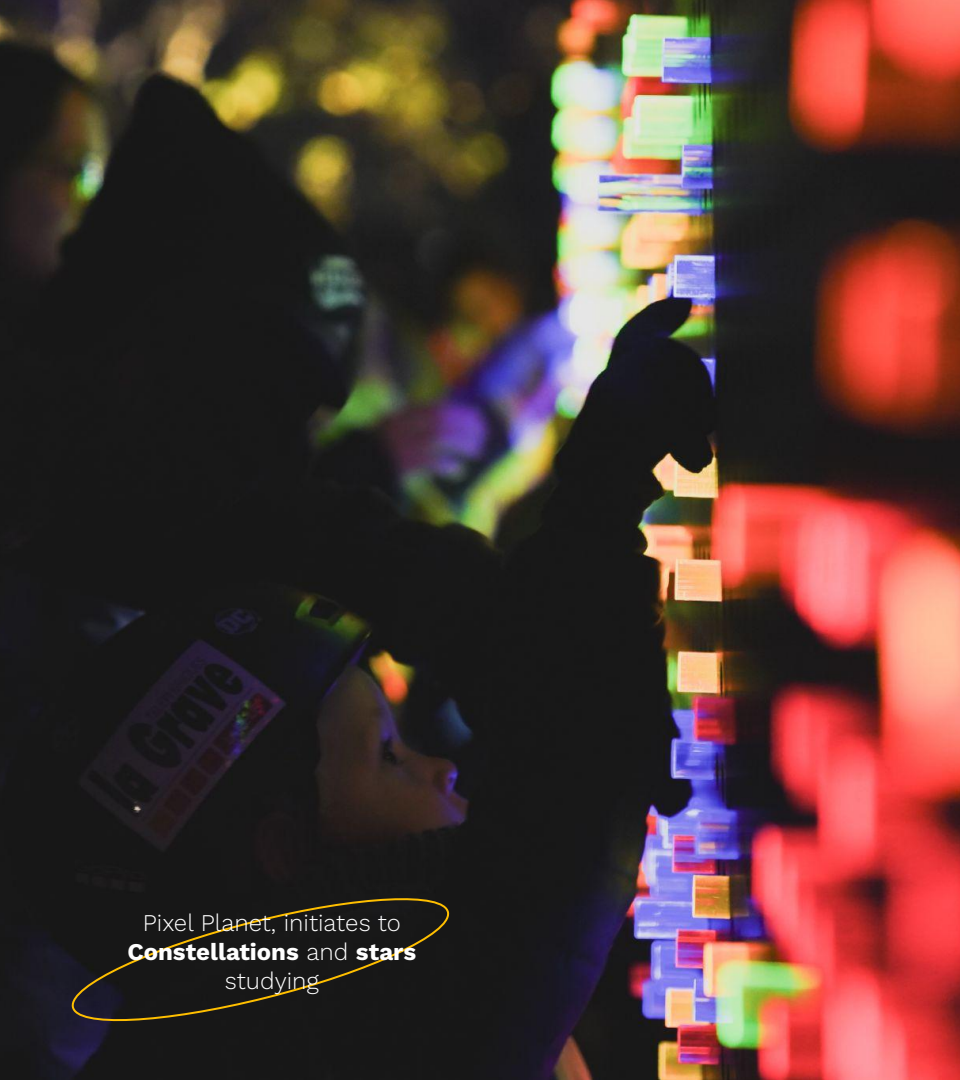


#2.

PIXEL PLANET



SUPER IDÉE



Pixel Planet, initiates to
Constellations and **stars**
studying

DRAW YOUR PIXEL ART UNIVERSE

Pixel Planet is an interactive and luminous installation dedicated to **self-expression** through pixel art.

Visitors are invited to use colored PMMA rods in order to draw **pixel art light shapes**, inspired by the space and universe.

Pixel Planet can easily be **adapted** according to an event with a **special theme**. We have for example turned Pixel Planet into **Christmas Pixel** for Dunkerque City in the context of a christmas celebration event.

Eventually, Pixel Planet is a playful and interactive activity that invites people to create a **shared luminous fresco**.



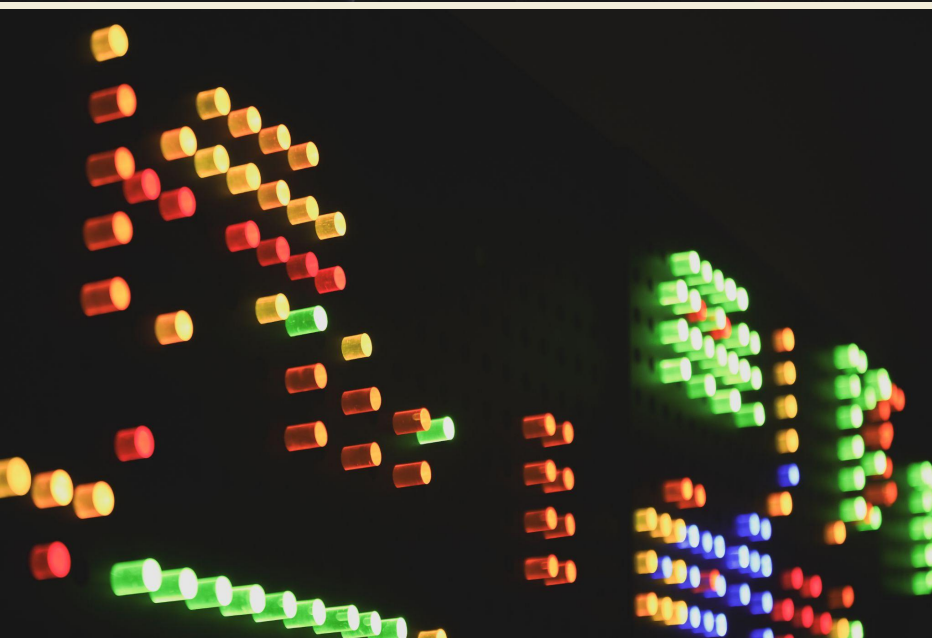
PIXEL PLANET

Fête des Lumières - Lyon - 2023

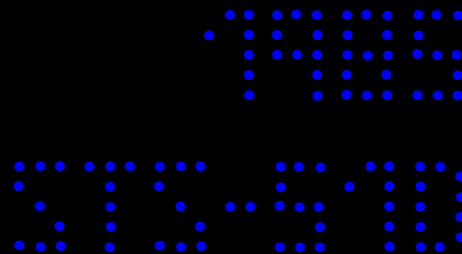
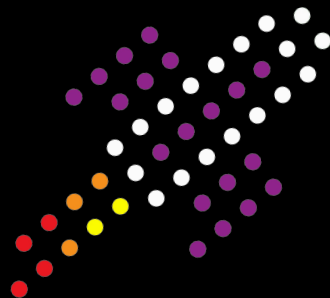
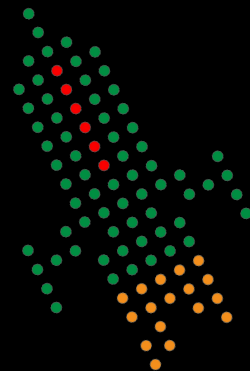
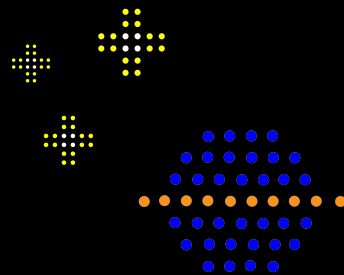
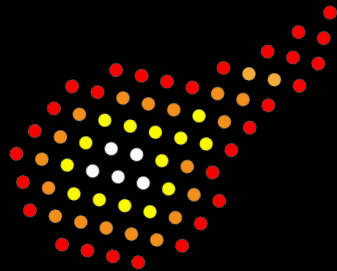
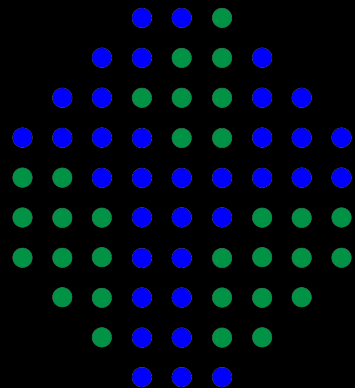
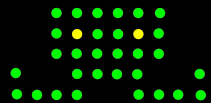


PIXEL PLANET

Fête des Lumières - Lyon - 2023

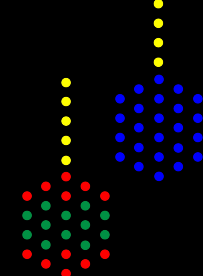
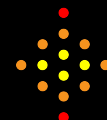
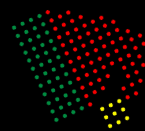
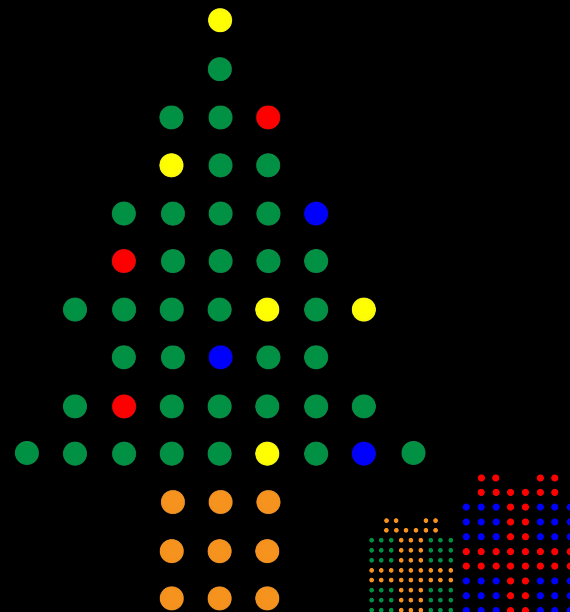
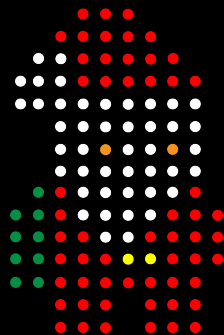
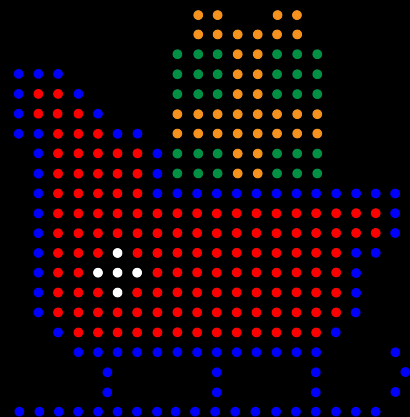


THEMATIC PLAN SPACE



THEMATIC PLAN

CHRISTMAS





#3. HÉLICOLED





HÉLICOLED

Visuel de présentation



Hélicoled helps you understand the notion of **velocity** and the principle of **dynamics**

Turn on the light generator !

Here is Hélicoled, our light generator composed of a mast, three light levels and three crank handles, which was designed as an actual **space launch station**.

This artwork got its inspiration from the **firefly**, a flying propeller sent with many other toys during the first NASA Toys in Space expedition, in 1985.

Hélicoled is an installation in which light and sound flows are **triggered by the spectators** themselves, as soon as they activate the cranks. Hélicoled is a **participatory** artwork, but also **collaborative**, since the whole structure can be lit up only when the three cranks are activated at the same time.

Through such an artwork, we want to raise public, families and children awareness on solidarity, teamwork and collaboration notions.



HÉLICOLED

Fête des Lumières - Lyon - 2023



HÉLICOLED

Fête des Lumières - Lyon - 2023





#4.

LUNABALL





LUNABALL

presentation picture



Luna Ball illustrates **Gravity**
and **free-fall** laws

Challenge gravity with Luna Ball !

During the Toys in Space expedition, NASA astronauts brought a basketball balloon and basket in orbit, to experiment the sport in a zero-gravity context. It definitely wasn't a success.

Our Luna Ball installation intends to help people understand **gravity** and **free-fall** concepts, inviting them to turn into basketball players !

Luna Ball is designed from an **original funfair basketball machine**, which design and interactions with people will be adapted and **personalized**. To do so, a tracking system triggering sound sequences will be integrated to the machine, creating a challenging and humoristic voice-over that will interact with the players.

On the other hand, we would like spectators to take pictures of their score and thus, leave with some kind of a **trophy** !



LUNABALL

Fête des Lumières - Lyon - 2023

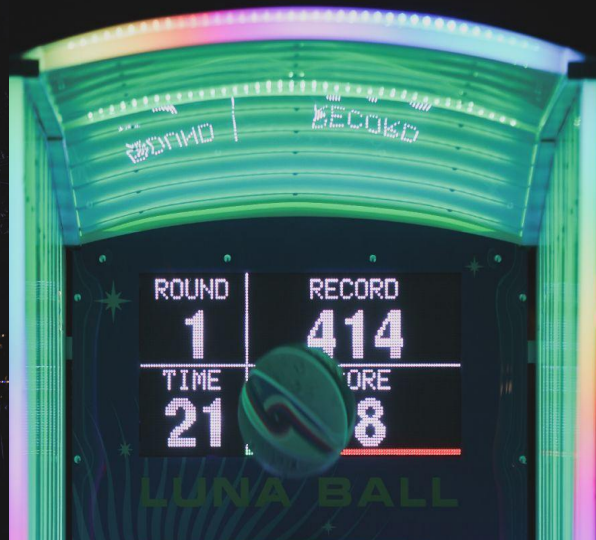
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LUNA BALL



LUNABALL

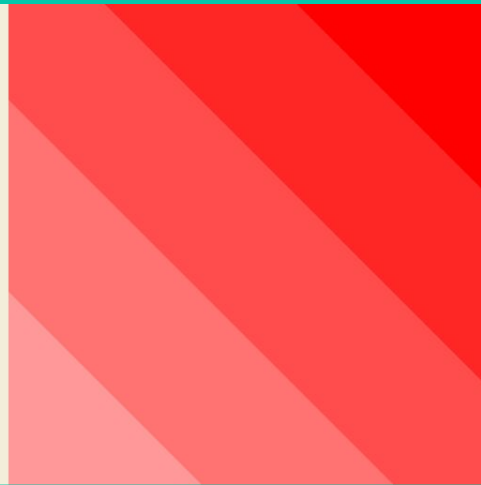
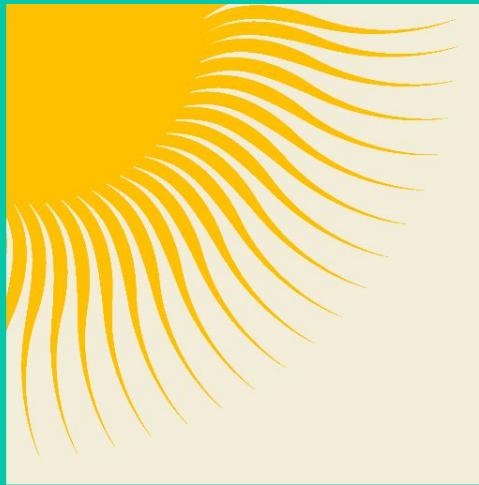
Fête des Lumières - Lyon - 2023





#5.

CHAMBOUL-SPACE



SUPER IDÉE



CHAMBOUL-SPACE

presentation picture



Chamboul-Space illustrates
Gravity and **free-fall** laws

The interstellar fight !

Chamboul-space (Coconut Shy reference) is a giant digital and interactive **target game**.

As a traditional target game, spectators need to throw balls on this huge 5 meters diameter target, in order to get the best score they can.

This target is divided into many areas. Each of these is worth a certain amount of points, and is linked to a projector and a scanner that trigger **interactive light flows and sound sequences**.

As Luna Ball does, Chamboul-Space was designed to illustrate **free-fall** and **gravity** principles to the audience, through ball handling and throws.

A major challenge awaits spectators !



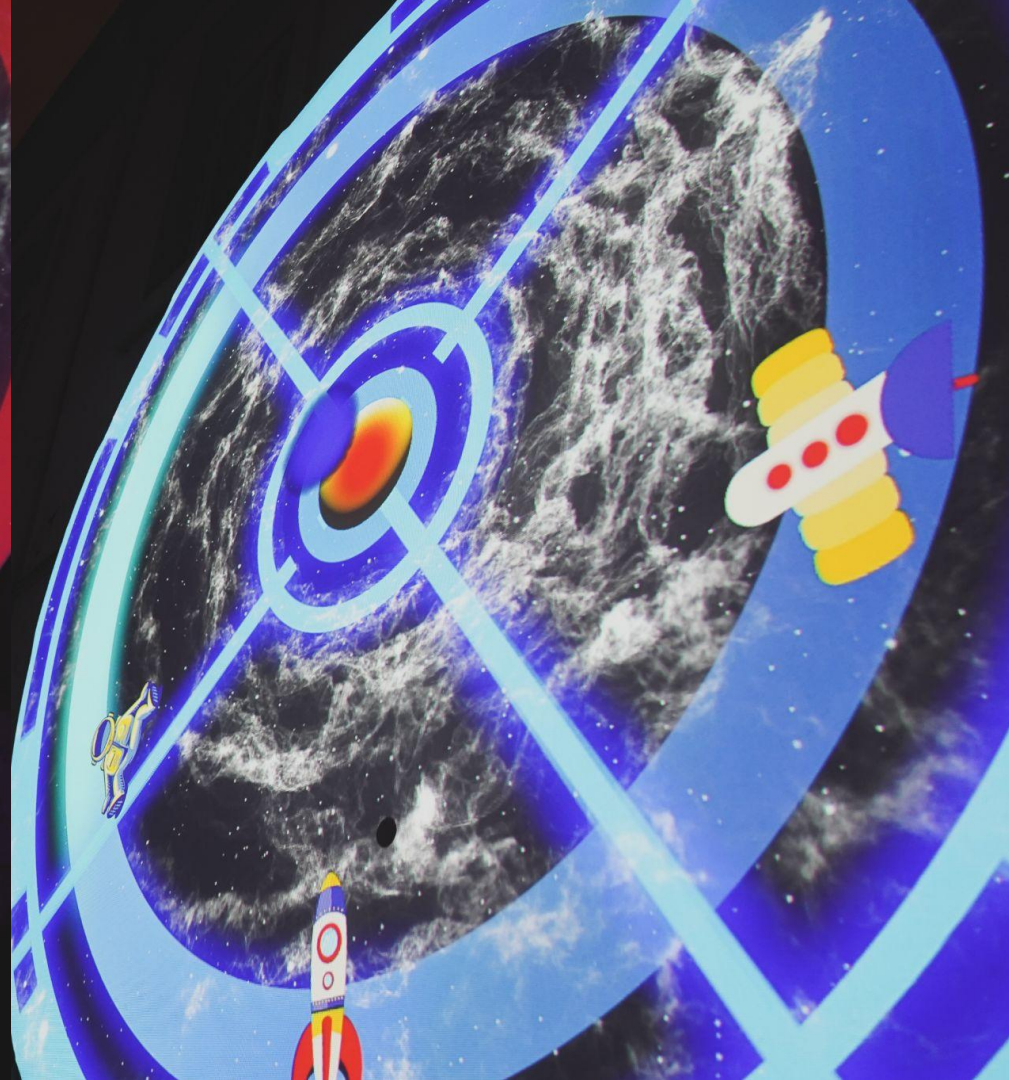
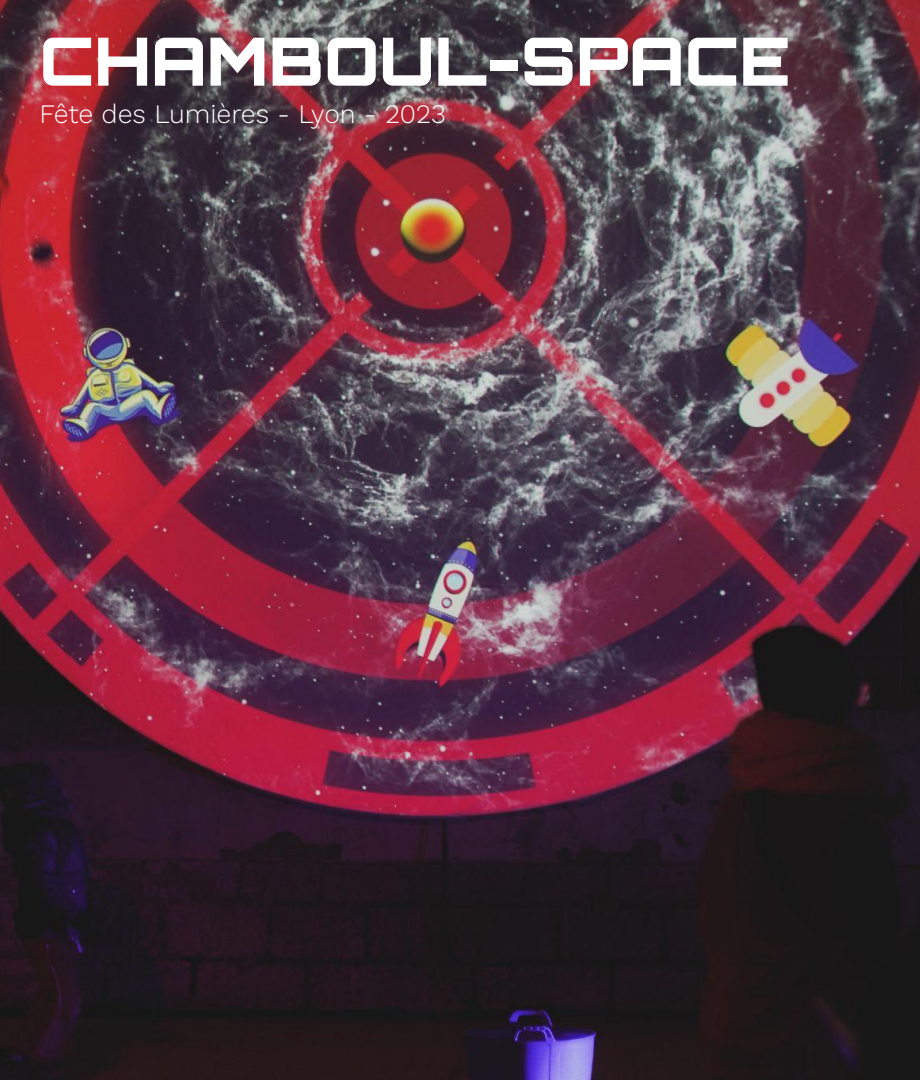
CHAMBOUL-SPACE

Fête des Lumières - Lyon - 2023



CHAMBOUL-SPACE

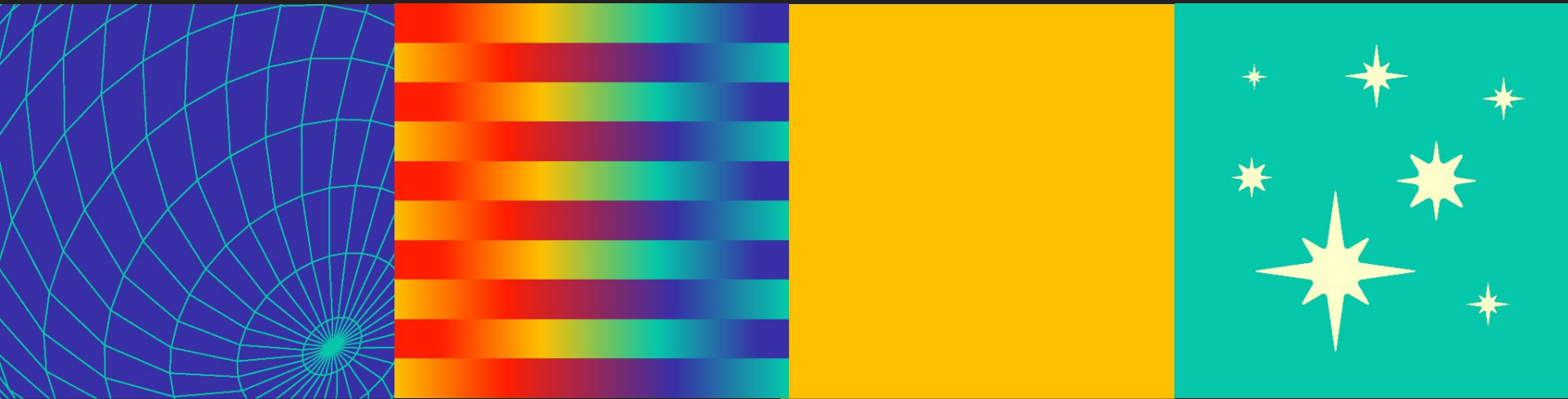
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#6.

ASTRO BILLE



ASTRO BILLE

picture

Get on board for a trip to the edges of the galaxy !

Astrobille is an imposing cubic structure composed of around **2500 LED balls** that can be programmed independently of each other.

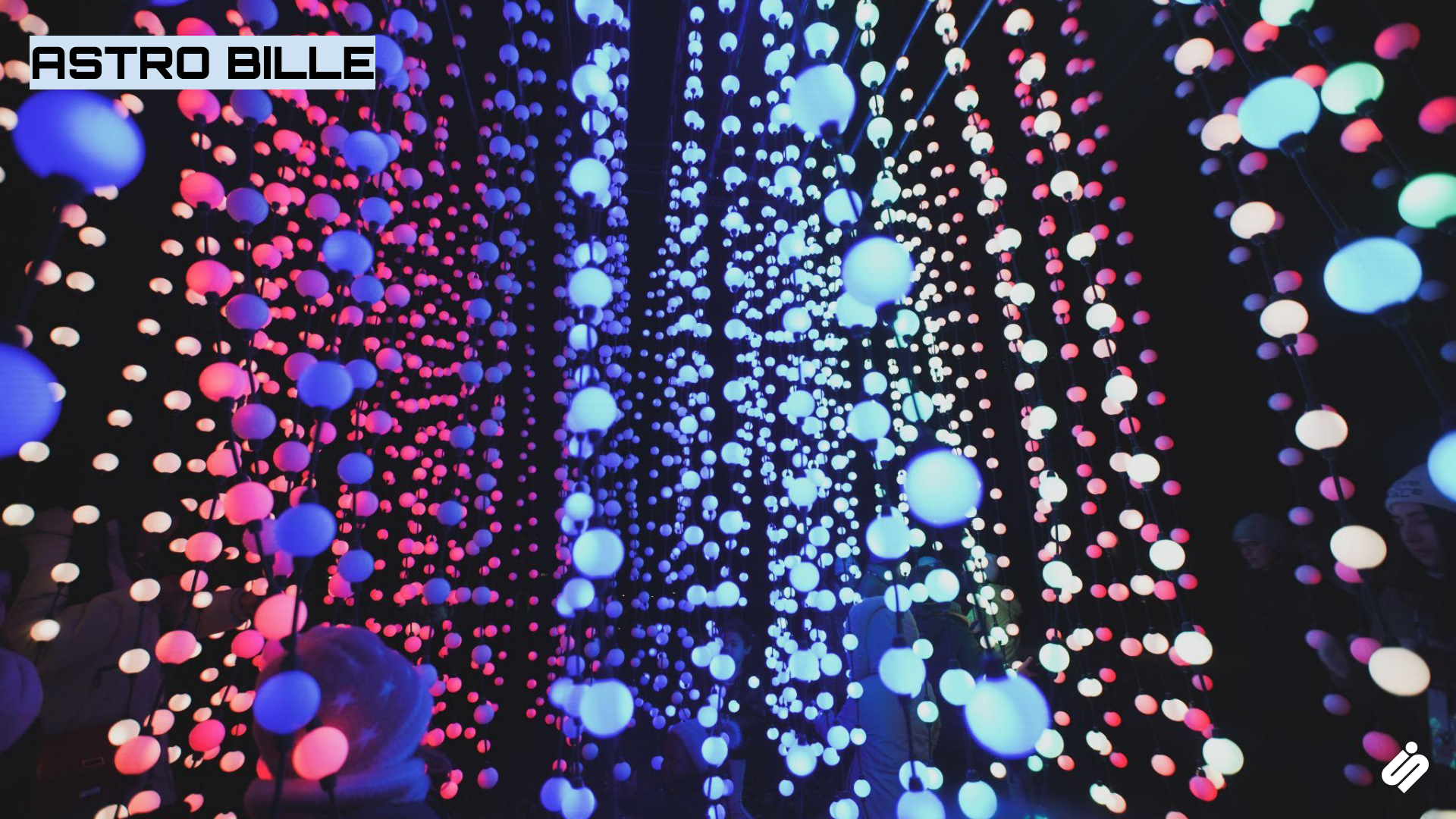
Inspired by the famous marbles, this artwork enables the creation of **luminous and personalized sequences**, making the audience travel to space.

From **pre-created** visual and sound sequences, we will plunge the public into a meteor shower, a constellation, an astronomic vortex, a black hole, a free-fall, a weightlessness.

An authentic experiential and contemplative artwork, a journey to the very edges of the universe.



ASTRO BILLE



ASTROBILLE

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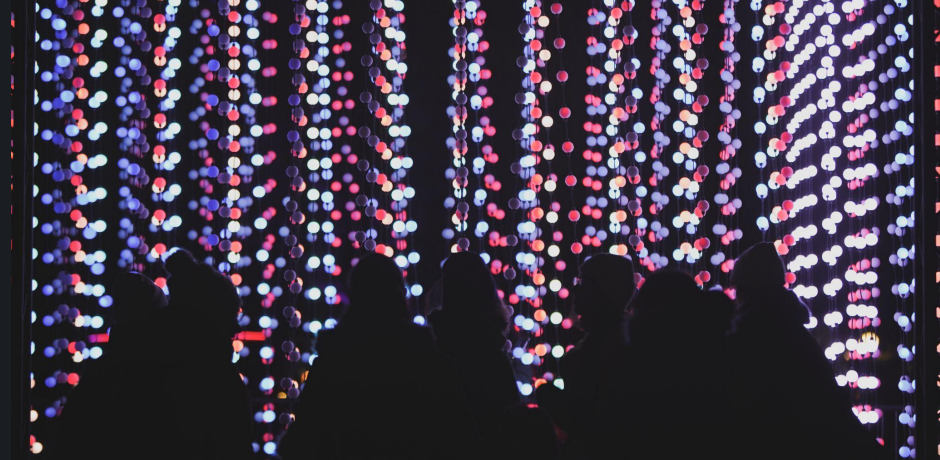


ASTROBILLE

Fête des Lumières - Lyon - 2023



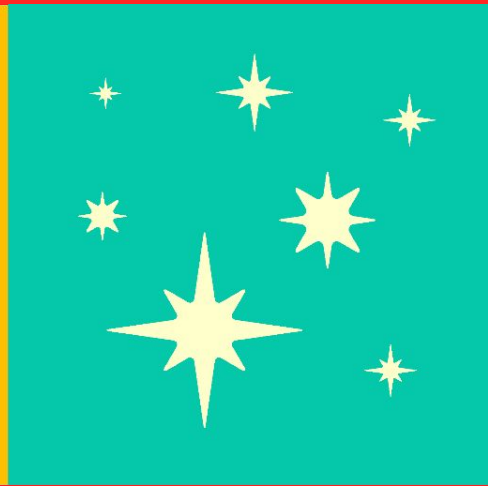
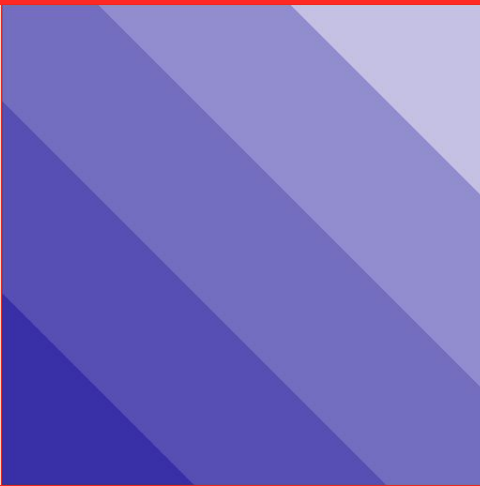
Astro Bille stands for
**microgravity, interstellar
space, and the speed of light**





#7.

FROG STAR





FROG STAR

presentation picture



Frogstar raises awareness about the discover of **water** within our Solar System

Is there any water on Mars ?

In 1985, Toys in Space mission astronauts brought a little mechanical frog with them, in orbit. Our exhibition visitors have the tough task of going to look for this little frog!

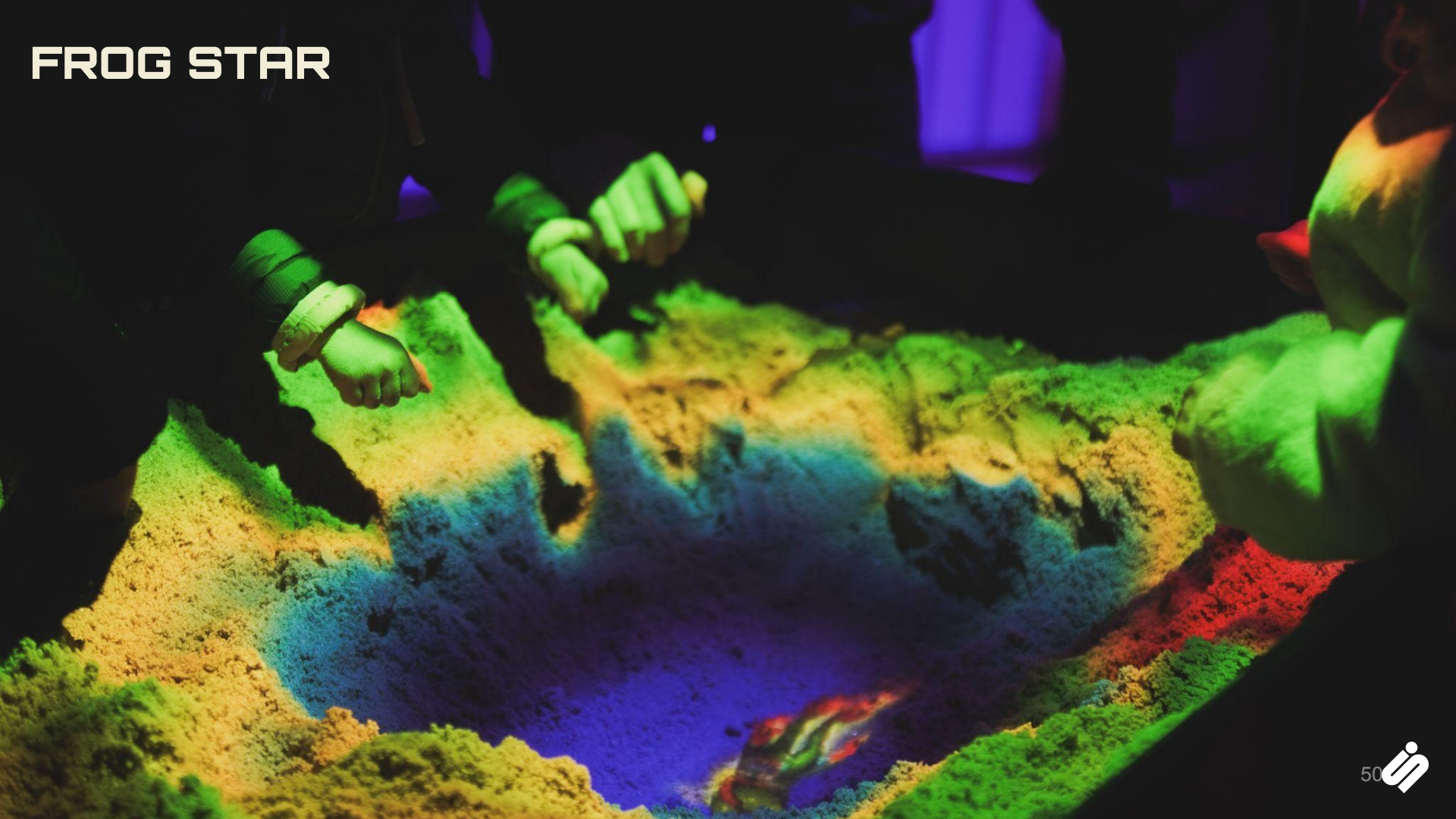
Frogstar is a digital installation composed of a red sand box, in which children and families **dig into** with their hands.

A projector stands above the box, adjusting the projected images according to the sand thickness, thanks to a **video-tracking technology**.

Frogstar, a participatory and collaborative artwork for the whole family. Dig until the water shows up, and find the frog !



FROG STAR



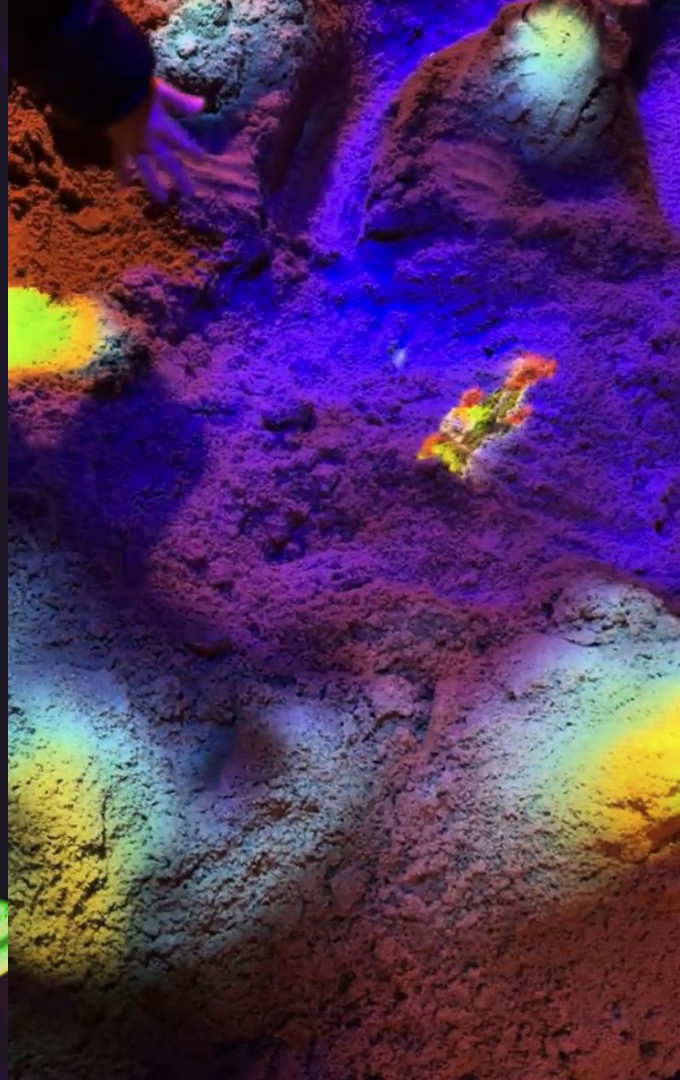
FROGSTAR

Fête des Lumières - Lyon - 2023



FROGSTAR

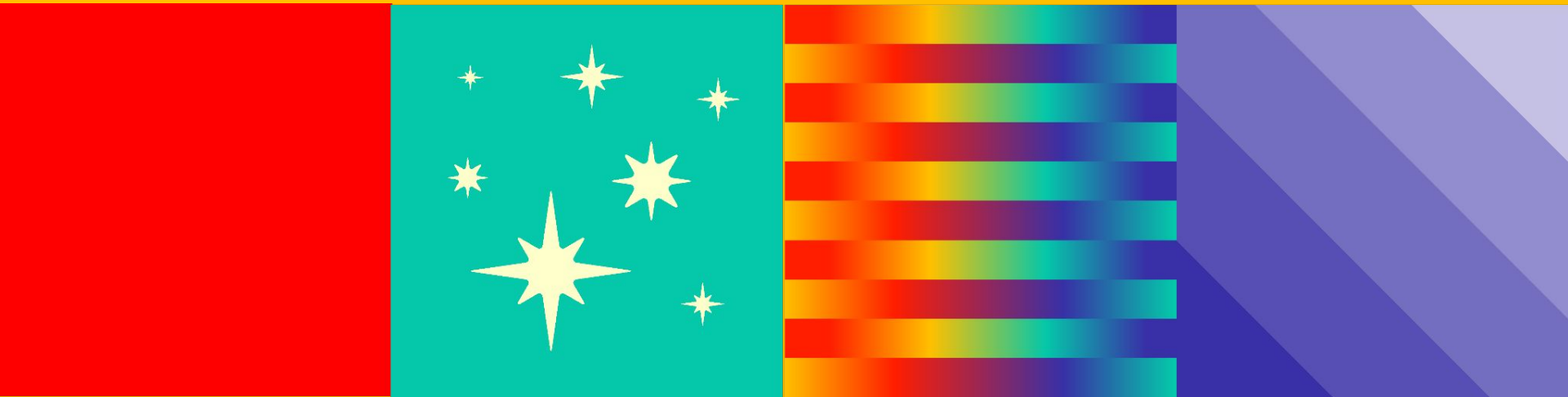
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#8.

GRAVITY GROOVE



GRAVITY GROOVE



This artwork helps to understand **microgravity** concept

Create your own spatial dance !

Gravity Groove is a floor-based installation, featuring dozens of luminous, interactive discs. As the public comes into contact with the discs, colored lights appear.

Thanks to the real-time reaction of these tiles, **each gesture triggers a visual symphony**, giving free rein to everyone's imagination.

Together, the luminous flashes form a carpet of colorful constellations and shooting stars, turning Gravity Groove into an **interactive, spatial dance floor**.

An immersive structure where the boundary between spectator and artist blurs.







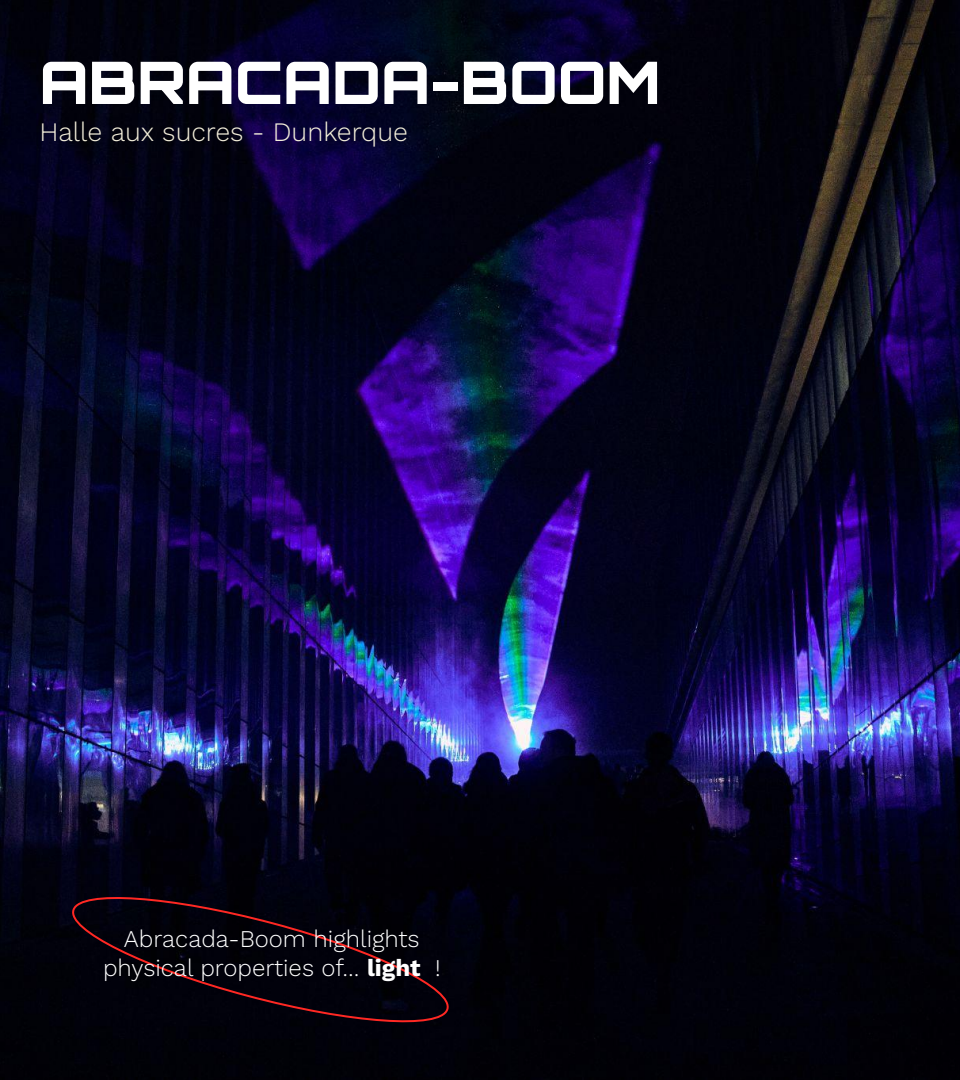
#9.

ABRACADA-BOOM



ABRACADA-BOOM

Halle aux sucres - Dunkerque



Abracada-Boom highlights
physical properties of... **light** !

Is there any light on space ?

Did you know? Space is full of light.

And yet, it's dark. Because space is above all an infinite void. An infinite void, and an expanding one at that. And in the middle of this dark void, there's light. This element with fascinating physical properties, which travels in a straight line and is, in the vacuum of the universe, what propagates most rapidly at the inconceivable speed of **300,000 km/second**.

This light is also paradoxically invisible. Only when it shines on an object does it itself become visible.

It is light, in all it encompasses, that we wish to illustrate and honor with Abracada-Boom.

Abracada-Boom is a digital, interactive work that plays with the physical properties of light. The work is made up of a number of **luminous, colored laser beams** that viewers can **control via a digital interface**.

Abracada-Boom is a digital, interactive, immersive and playful work of art that **puts the spotlight on... light!**

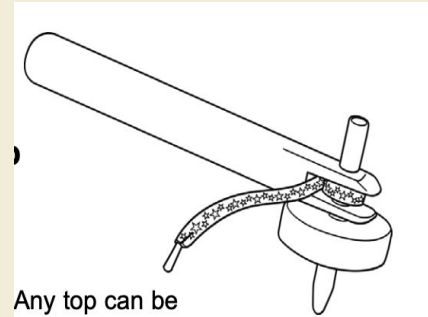
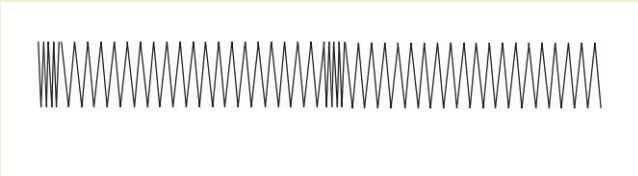
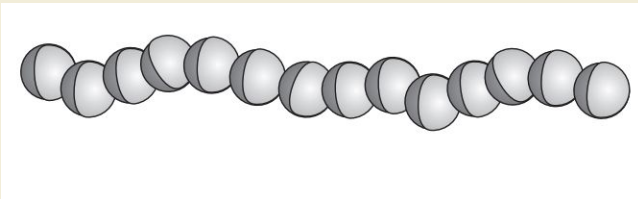
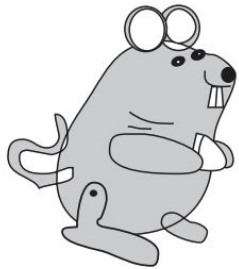
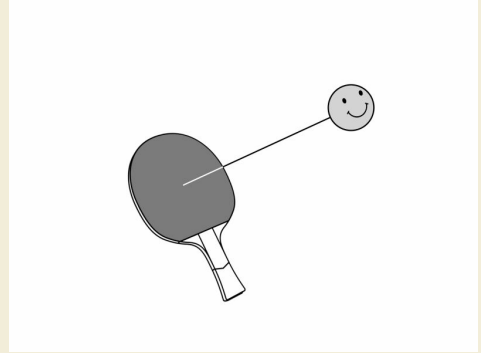
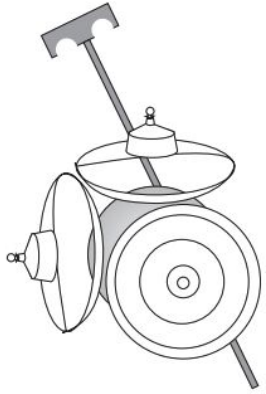


HALLES AUX SUCRES
DUNKERQUE

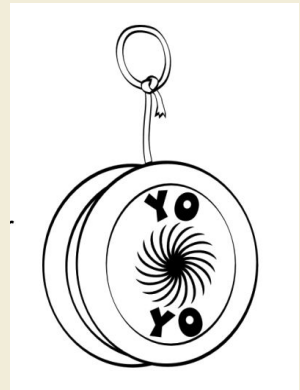


TIS I - 1985

STS-51D

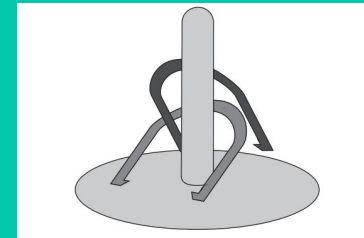
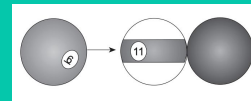
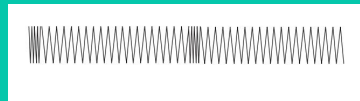
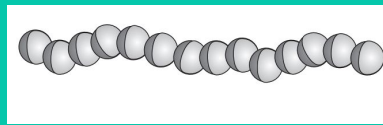
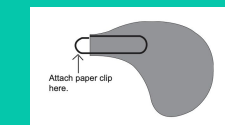
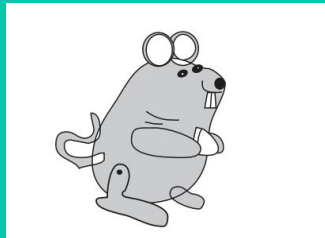
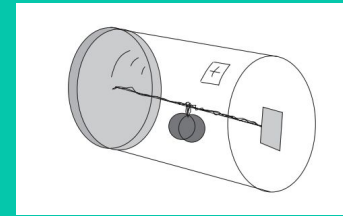
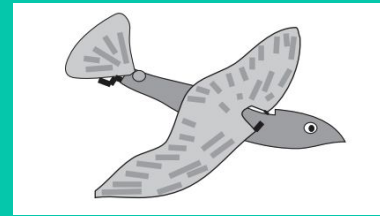
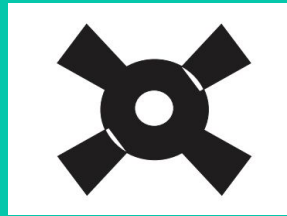
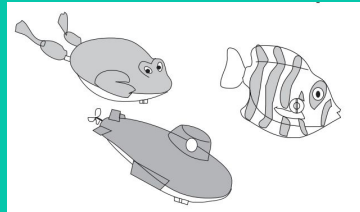
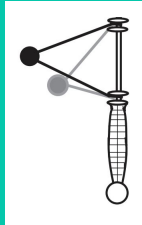
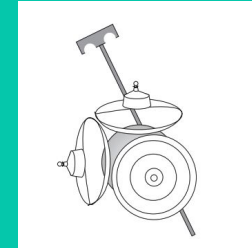
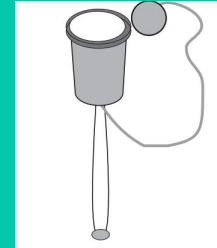
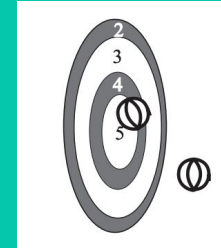
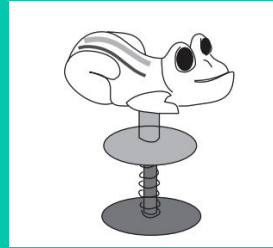
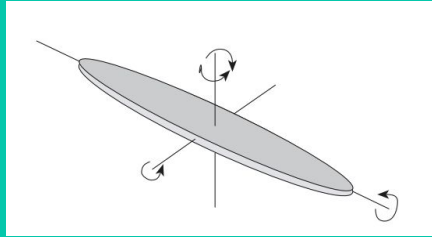
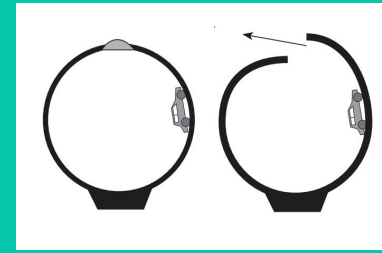
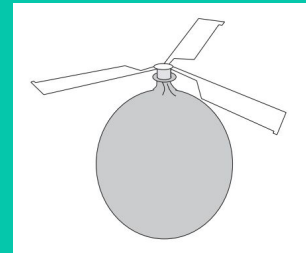
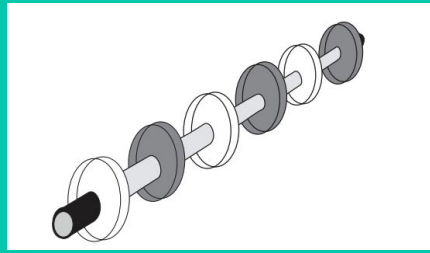


Any top can be



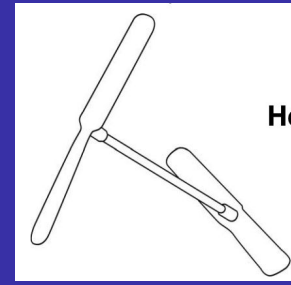
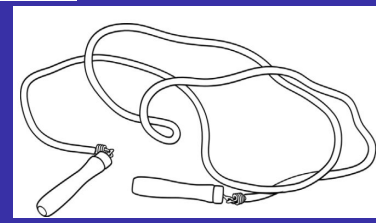
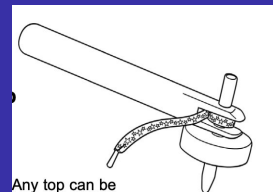
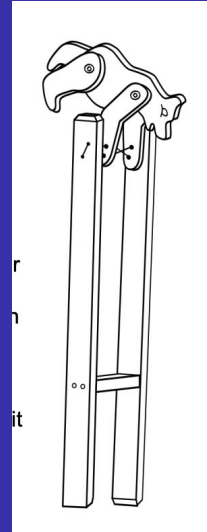
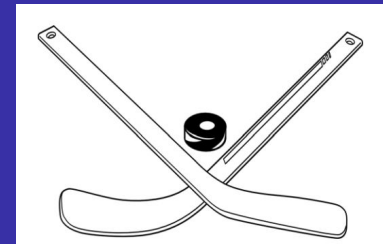
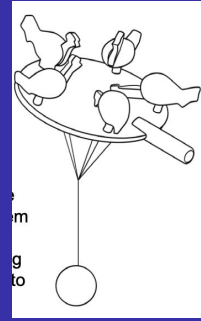
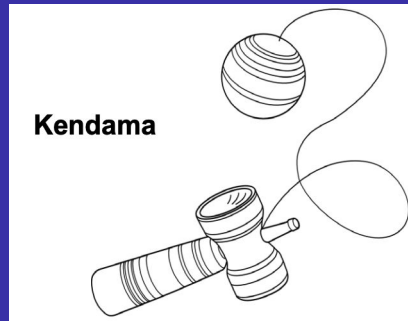
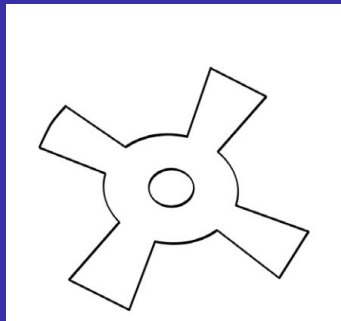
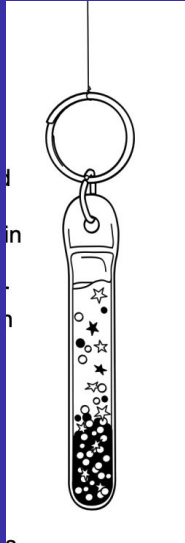
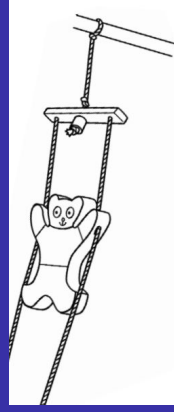
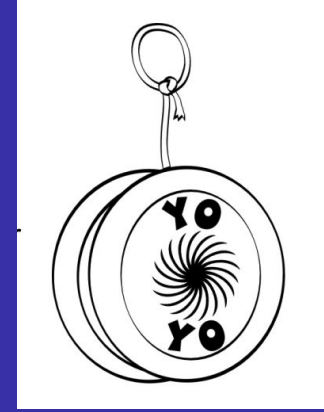
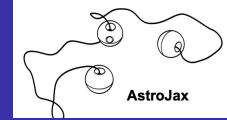
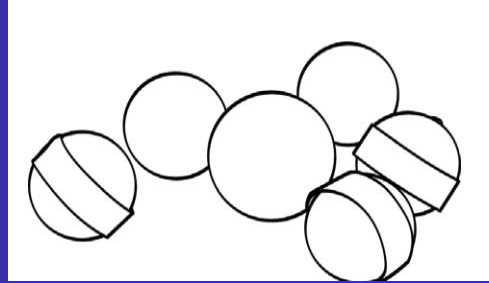
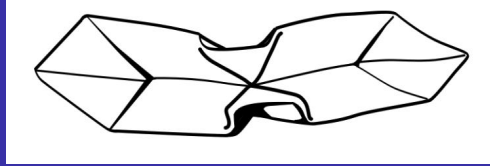
TIS II - 1993

STS-54



TIS III - 2002

STS-111





TRAVELLING EXHIBITION



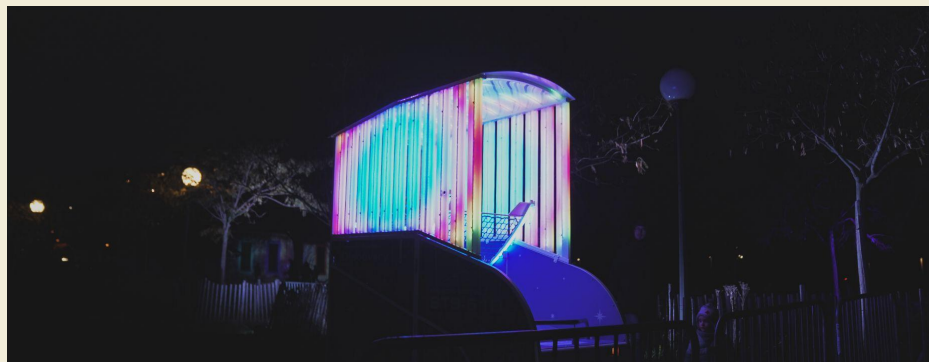
SUPER IDÉE

LYON

For the Premiere of our exhibition, our Toys in Space funfair performed at the Lyon 2023 **Fête des Lumières**.

From December 7 to 10, 2023, over **20,000 visitors** turned out to discover the 7 digital works of Toys in Space.

This preview marked the start of a great adventure for Toys in Space, as a **travelling** funfair.



DUNKERQUE

This winter, Pixel Planet, Hélicoled and Bouncing Lights had been deployed in Dunkirk, at the **Halle aux Sucres**.

On December 16 and 17, Toys in Space put on a colorful show as part of the "**Parcours aux Merveilles**".

Four installations that delighted our North neighbors!

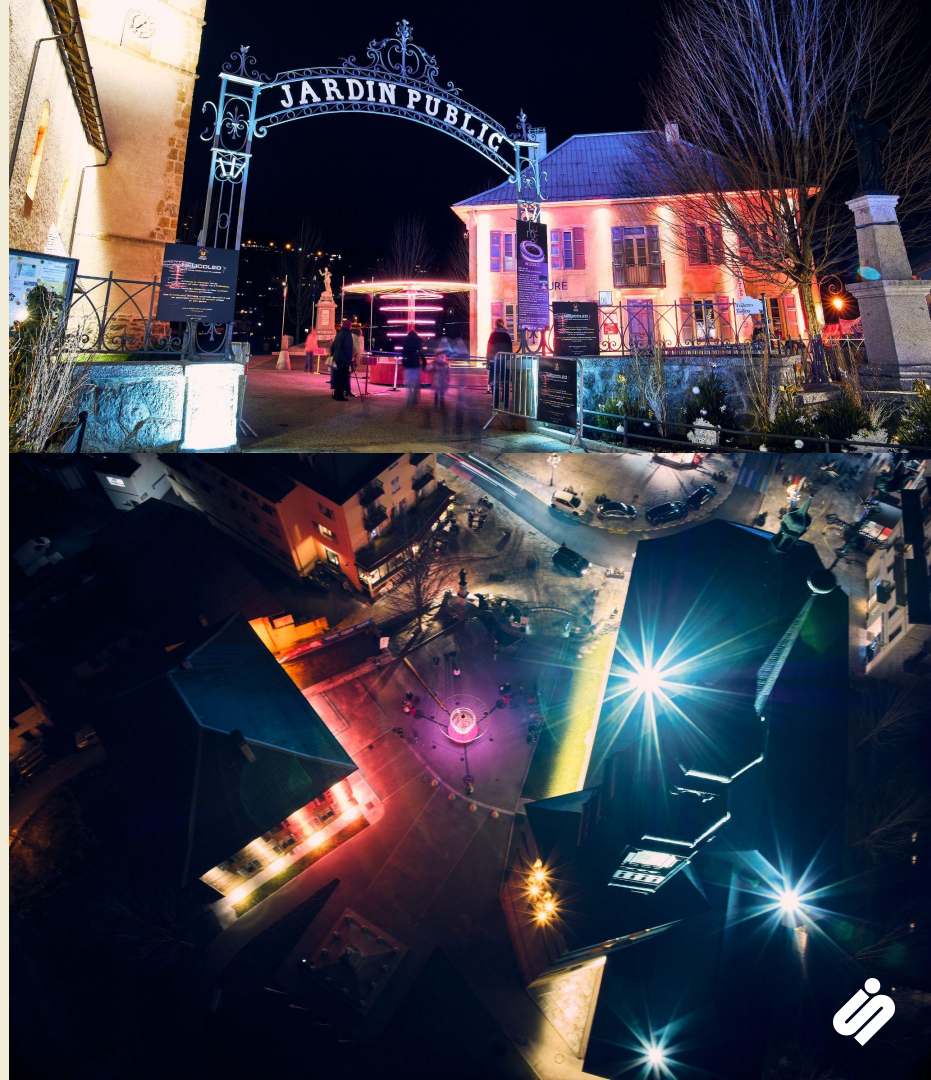


SAINT-GERVAIS

Toys in Space takes to the skies!

From December 27 to January 3, Hélicoled lit up the streets of **Saint-Gervais**.

The event was part of the Saint-Gervais **Mont Blanc Festival**.



LILLE

VIDÉO MAPPING FESTIVAL

On April 5 and 6, 2024, Cosmic Color lit up the streets of Lille for the 7th edition of the **Video Mapping Festival**.

The Video Mapping Festival aims to showcase mapping in all its facets.

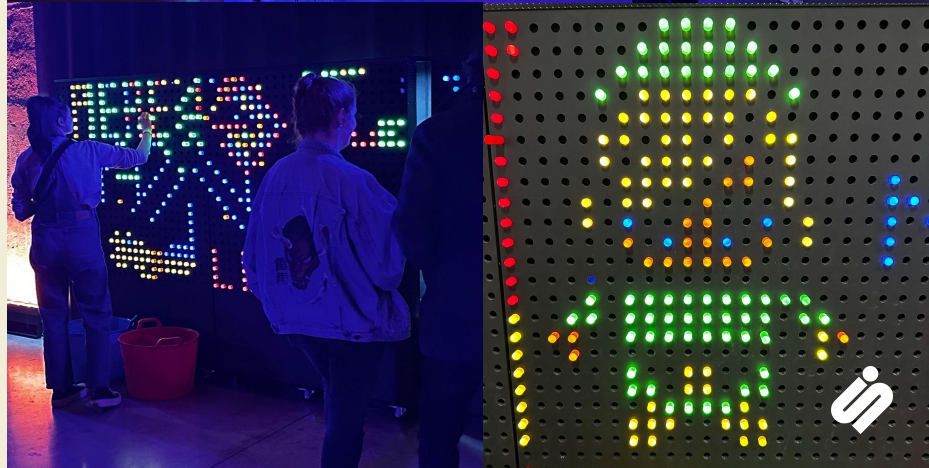
For the occasion, Cosmic Color's **customizable** mapping design was rethought in a stellar, artistic universe, **adapted to the fresco's design**.



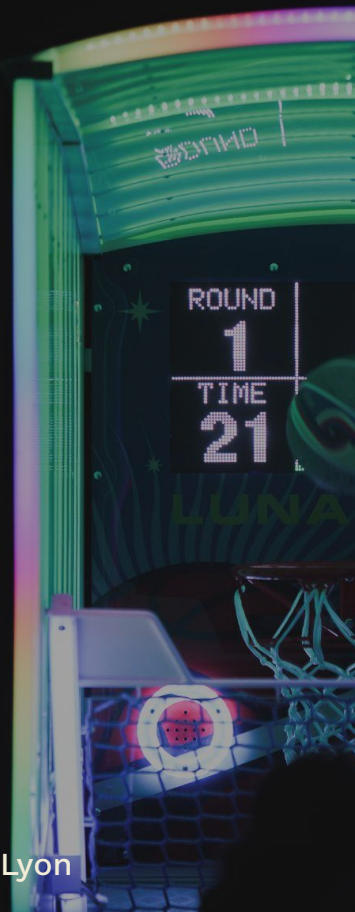
LILLE THE PIX

On March 27, 28 and 29, Pixel Planet visited our Nordic neighbors for **The PIX trade fair**.

A festival bringing professionals from the cultural and creative industries together.



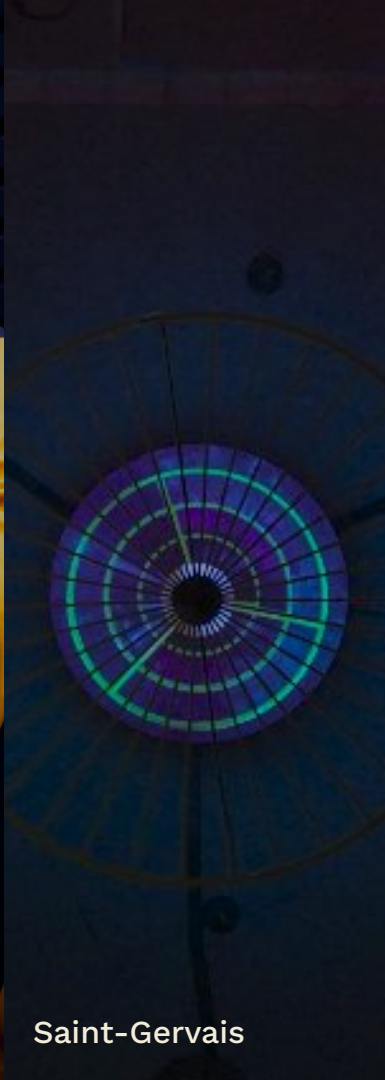
TIMELINE



Lyon



Dunkerque



Saint-Gervais



Lille



Lille



THE STORY
GOES ON...



TOYS
SPACE^{IN}



SUPER IDÉE



Toys in Space is an ambitious project. It's a large-scale exhibition that we've **designed to travel** and **evolve**.

Indeed, we previewed the first 7 pieces of our incredible Toys in Space digital funfair at the Fête des Lumières in Lyon.

Since the first mission, almost 50 toys have been sent into space as part of the Toys in Space program. They're all a source of inspiration for creating new works and completing our exhibition.

That's what we're suggesting here. The creation of an additional work for our Toys in Space exhibition.







DISCLAIMER

The projects presented in the following slides are **confidential**.

They are also **sketches** and **drafts**, projects in the process of being designed, for which the concept and operation need to be clarified. This will be the subject of a potential exchange between your teams and ours.

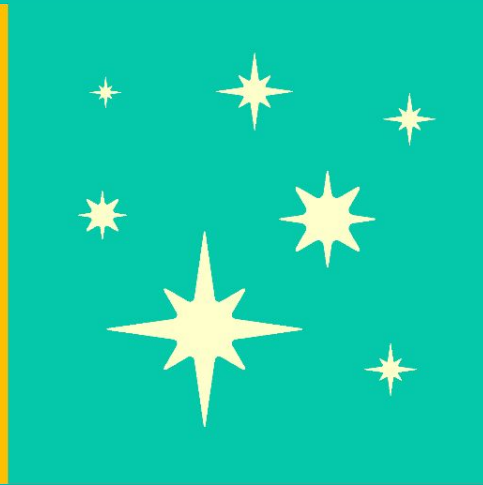
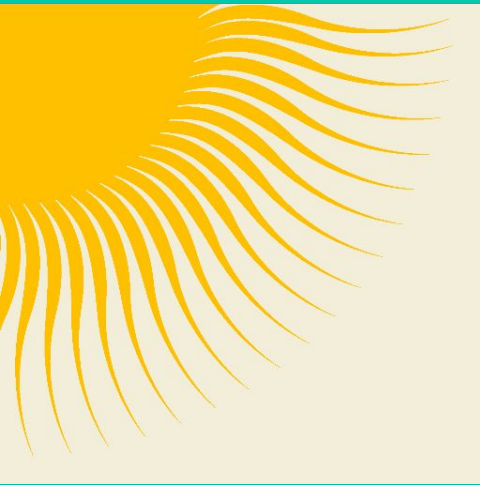
The concepts presented in the following slides are **non-contractual**, the idea being for the moment only to **schematize our ideas**.





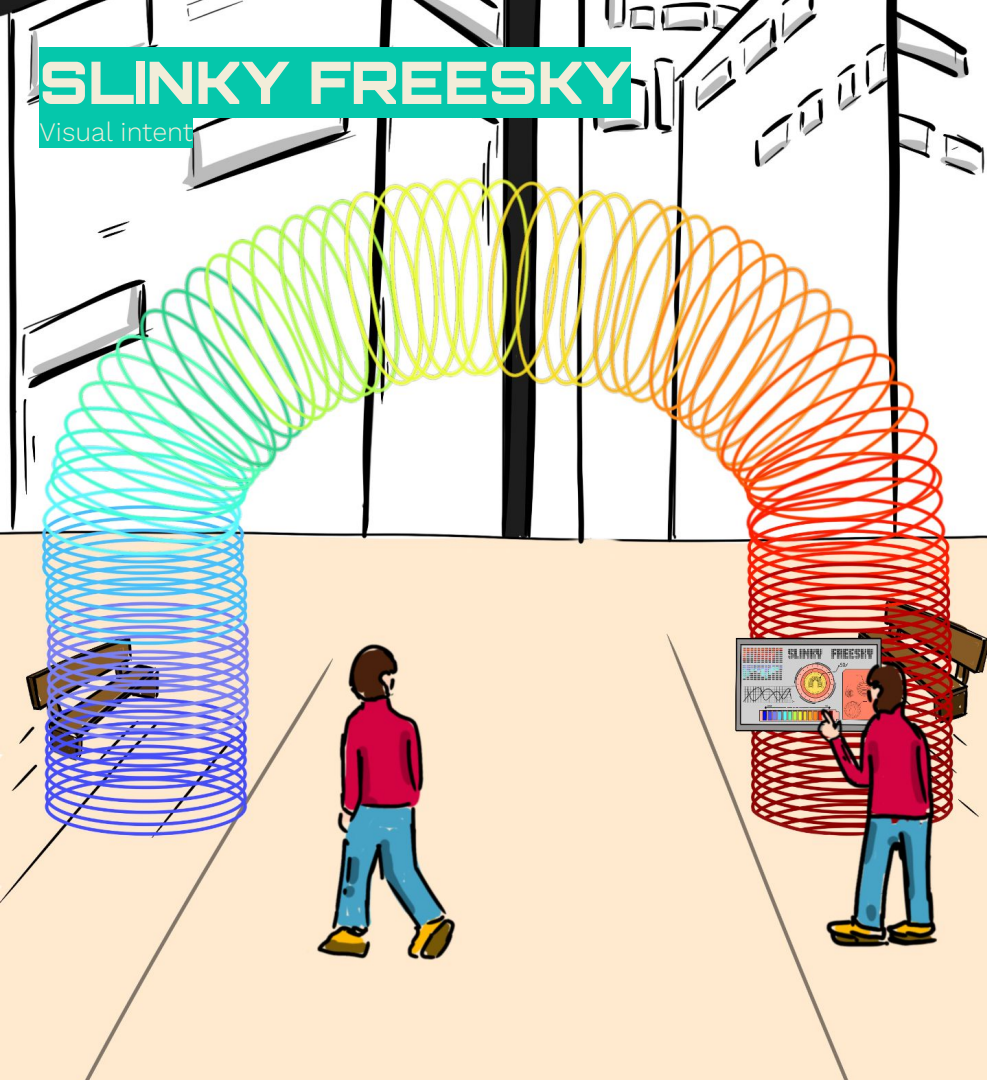
#10.

SLINKY FREESKY



SLINKY FREESKY

Visual intent



It's freezing in space !

The notion of temperature is far more complex in space than on Earth, and reaches extreme levels. For example, temperatures on the outskirts of the International Space Station can vary by almost 300° from one extreme to another, depending on whether you're on the sunny side (121°) or in the shade (-150°).

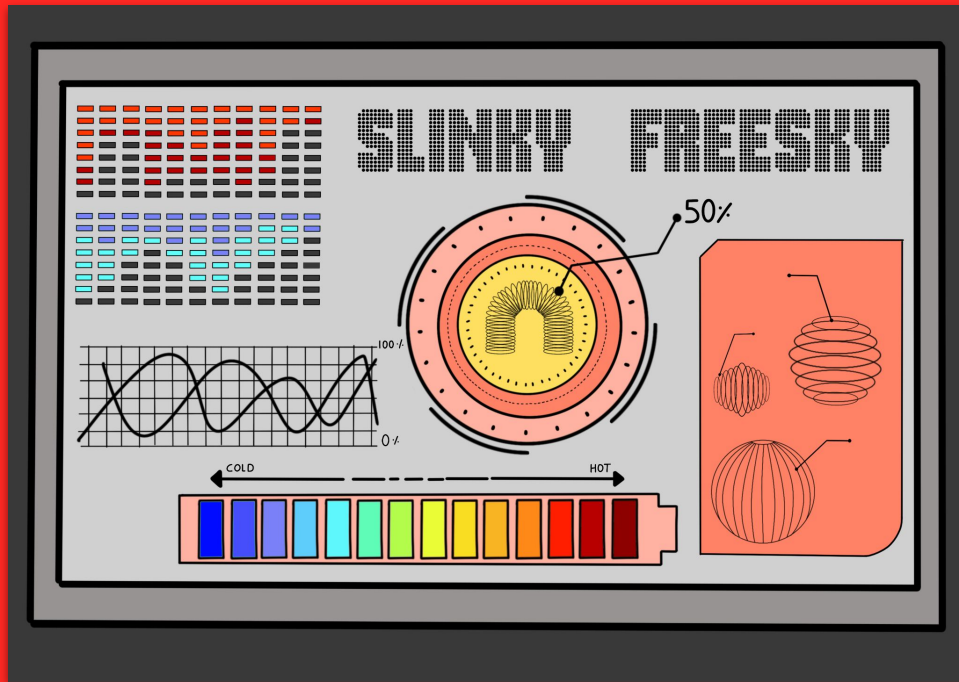
With the **Slinky Freesky**, we aim to explore this wide variation and the complexity of **temperature in space**, using a monumental structure reminiscent of the Slinky, the little accordion-shaped toy that astronauts sent into orbit with them as part of the Toys in Space program, to which we are paying tribute with our eponymous digital exhibition.

The Slinky Freesky consists of an arch with matching LED bars.



SLINKY FREESKY

Visual intent



Next to the ark, a **control interface** will be available to the public.

On this interface, the public can artificially adjust the arch's temperature.

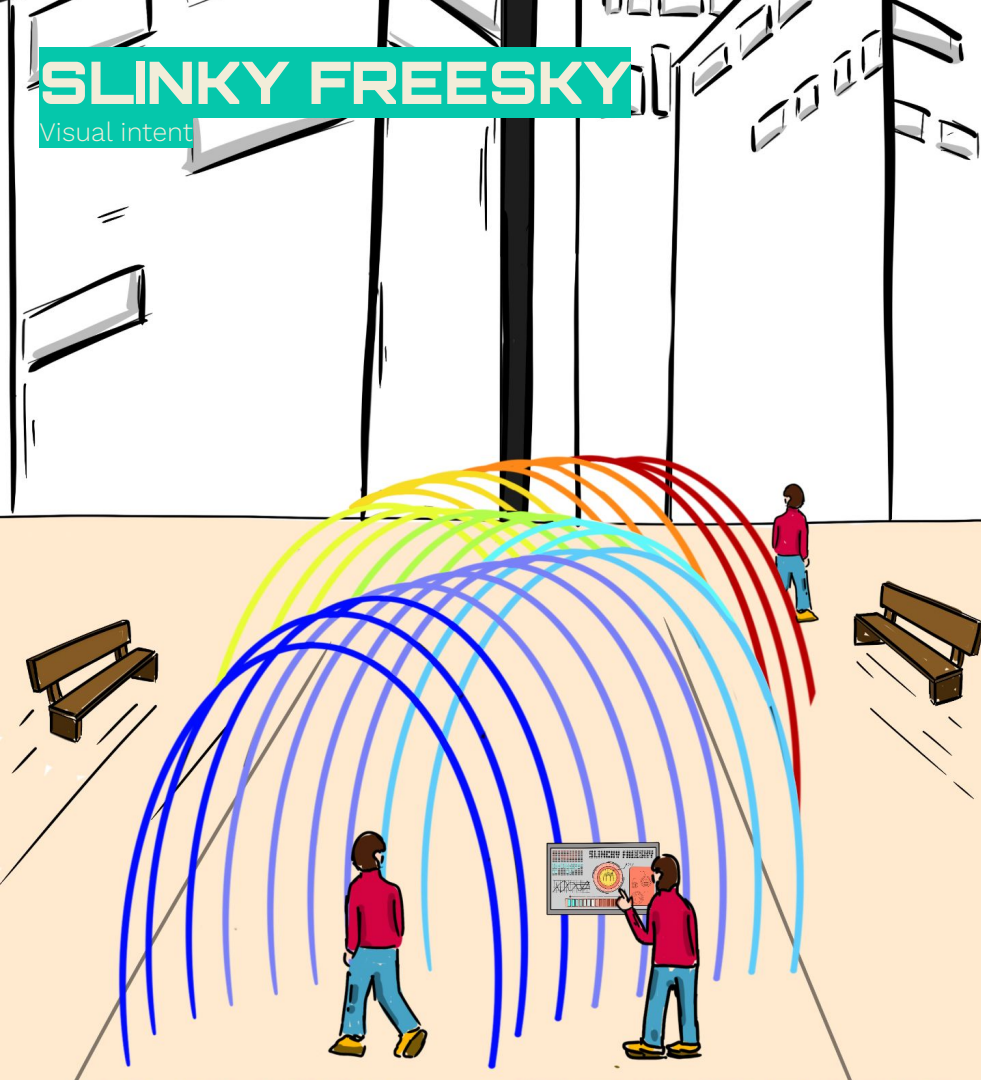
The colors illuminating the arch will change according to the manipulations made by the public.

This interactive digital work, inspired by a toy sent into space by NASA (like our Toys in Space exhibition), aims to make the public full players in our Slinky Freesky work.



SLINKY FREESKY

Visual intent



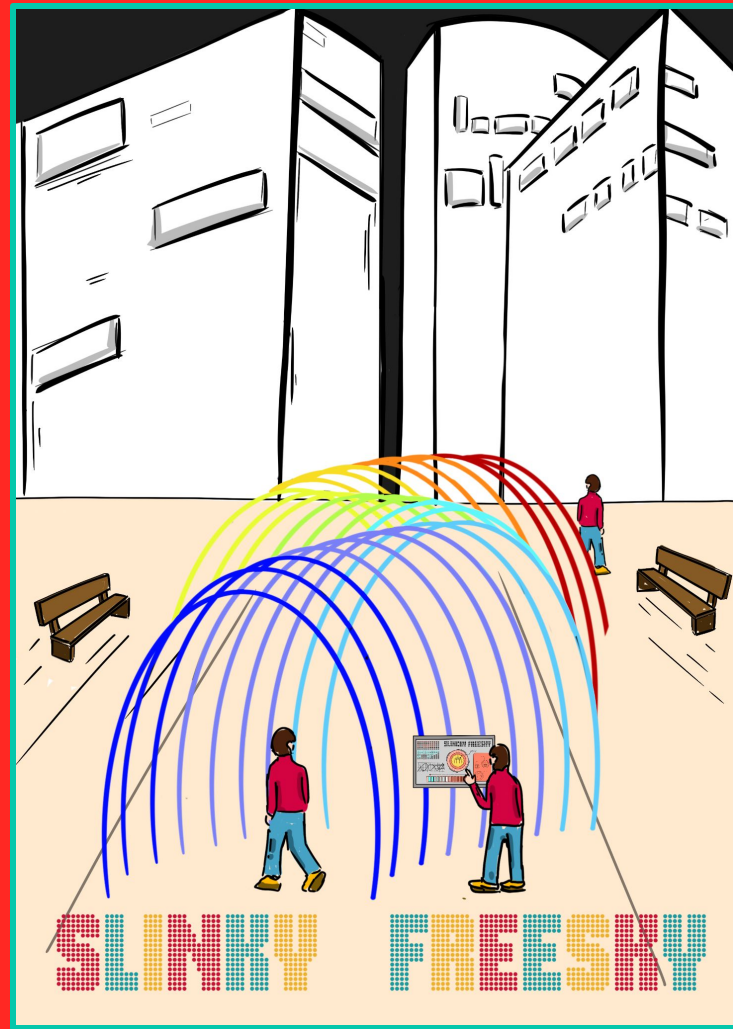
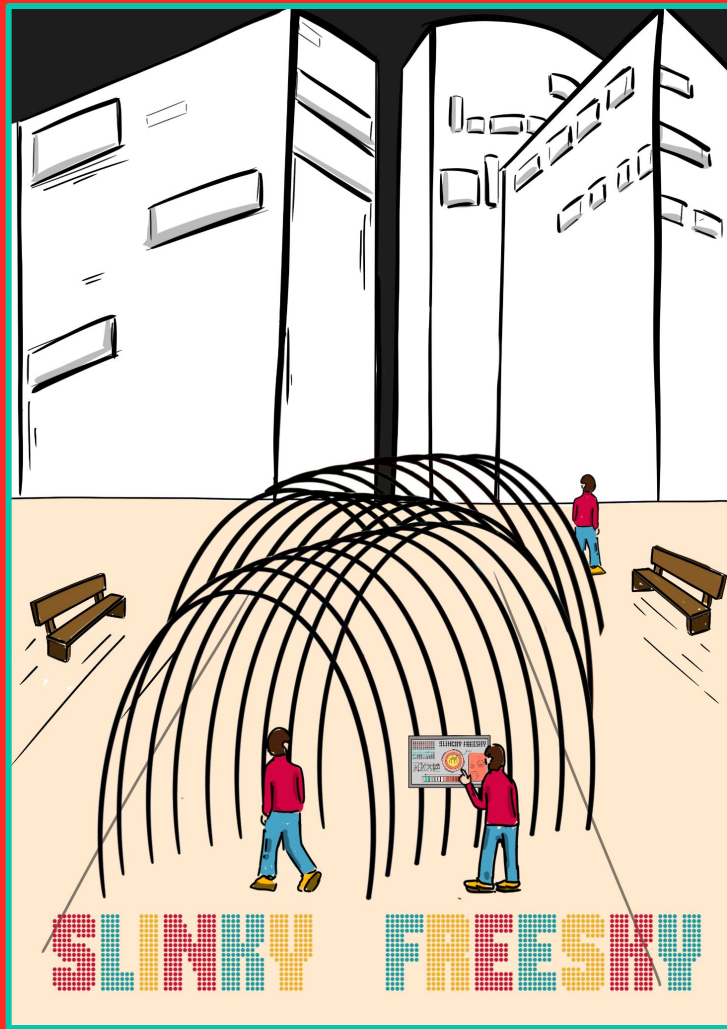
A variable configuration

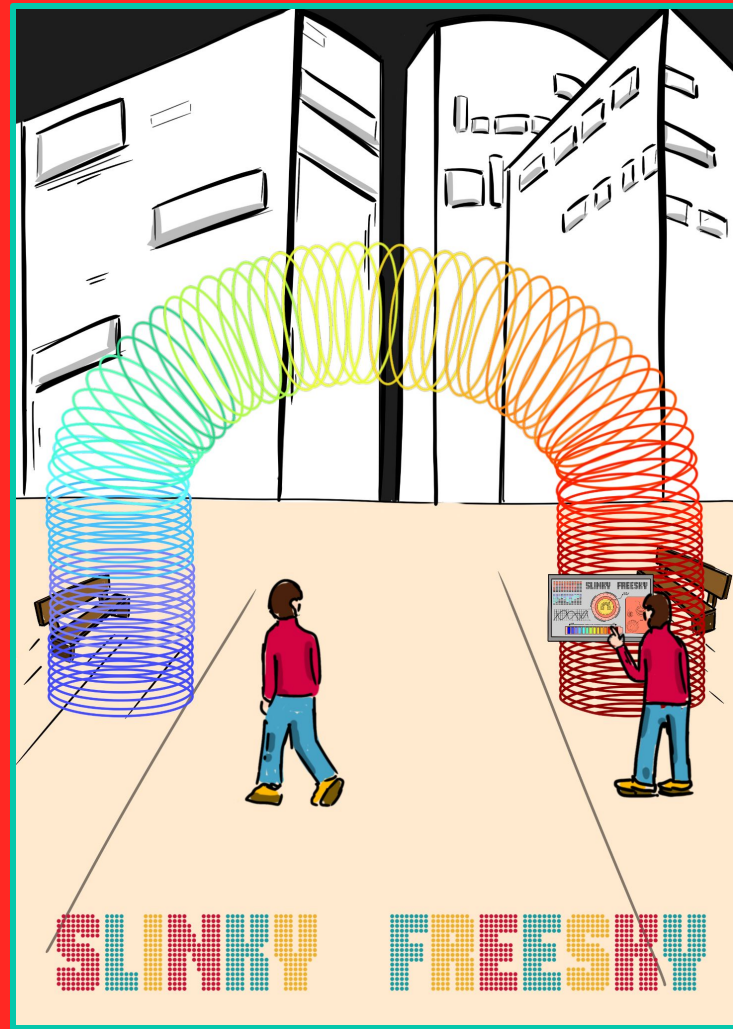
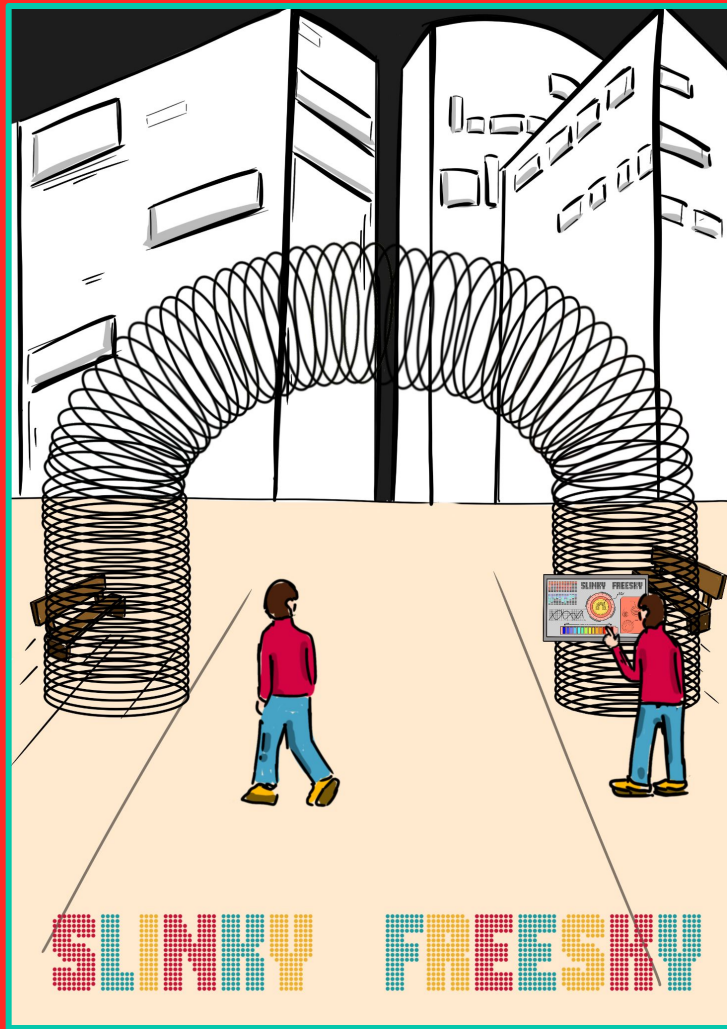
We've designed the Slinky Freesky in **two potential configurations**. After discussion with you, we'll define the configuration you feel best suits your event.

This second configuration is designed as a tunnel, not an arch. The degree of immersion is therefore greater.

The principle of interactivity remains the same.







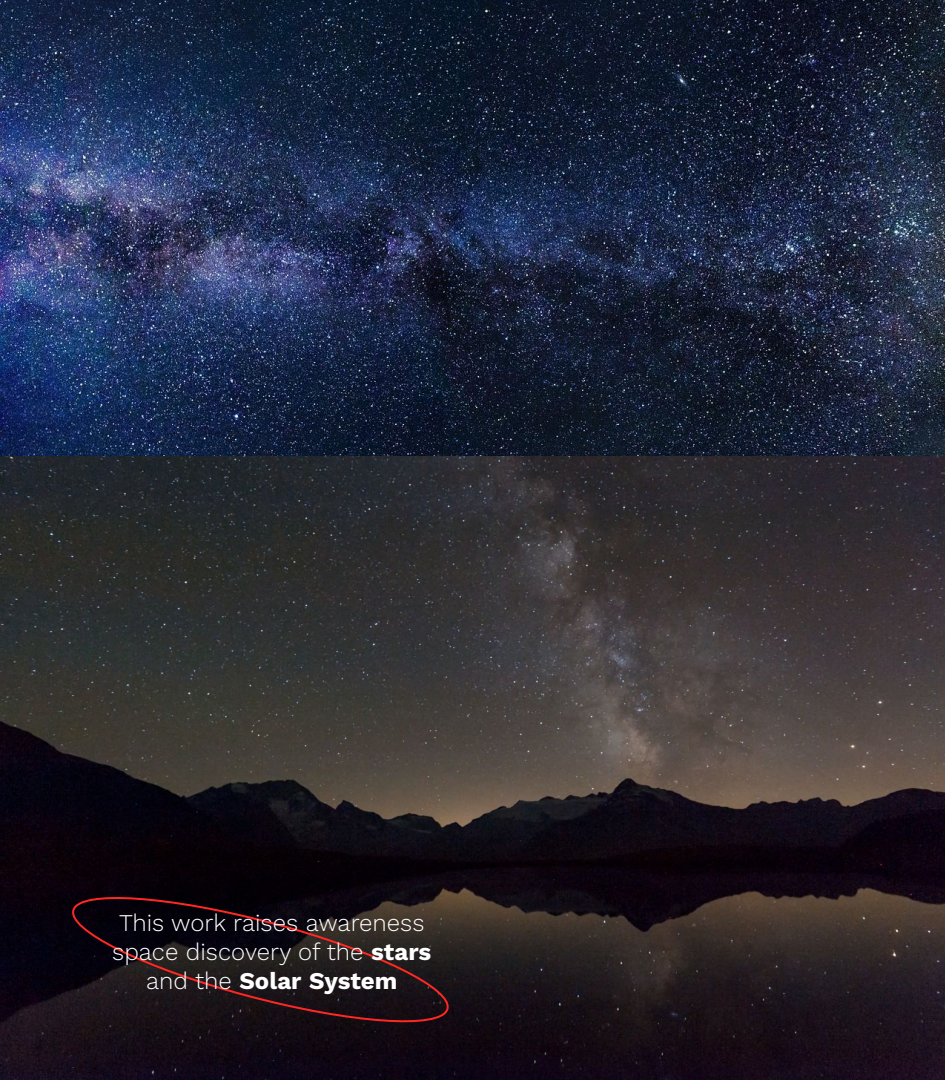


#11.

WHAT IF MICE WERE ABLE
TO LIVE IN SPACE ?







INTENTION NOTE

What if mice were able to live in space? is a project we came up with after learning of the discovery of mouse mummies at the top of Chilean volcanoes, where the environment is as inhospitable and similar to that of the red planet Mars.

The project is not only **innovative**, but also **entertaining** and **educational**. It consists of a digital device offering spectators the chance to observe, in an autonomous and privileged way, **shots of the sky taken by astrophotographers**. We plan to work on these various shots in **post-production**, to enhance the spectator's immersion through the use of digital tools.

Our partners already include the Cité des Paysages (54) and the Société Lorraine d'Astronomie, and we would be delighted to count the Région Grand Est among our supporters. We're convinced that our project can be a major asset in raising the profile of our region.

This work raises awareness
space discovery of the **stars**
and the **Solar System**





OBJECTIF MARS

In 2023, scientists found **mummies** of mice atop the **volcanoes of the Atacama Puna** in Chile and Argentina.

This is the environment on Earth that most **closely looks like** the inhospitable surface of space.

From space, there's still so much to discover. Especially when you consider that our observable universe accounts for an estimated 2% of the total universe, which is itself expanding. The infinitely large, the infinitely small, the expanding universe, the light-years... the universe that surrounds us is ultimately a very obscure notion, difficult to represent because it is not palpable. And yet it's a fascinating one.

Inspired by these scientific discoveries, we came up with the project Et si les souris étaient capables de vivre dans l'espace?

A digital project, of course, but also a **science popularization** project aimed at a family audience, with the ambition of making the general public more **aware of astronomy** and space exploration, and enabling them to observe, apprehend and **understand the sky**.





A LARGE-SCALE WORK

Et si les souris étaient capables de vivre dans l'espace? is a **large-scale project**.

First and foremost, it's a **luminous, monumental** work of art, which aims to illuminate the environment in which it will be placed, attracting the attention and arousing the interest and curiosity of the public.

The aesthetics of our work, as well as its entire concept, which we'll be detailing in the next few slides, are designed to be accessible to the general public, **young and old alike**.

We want it to be an **immersive, playful** and above all **family-friendly** experience. A moment of wonder and sharing.





ET SI NOUS COMMENCIONS PAR NOTRE SYSTÈME SOLAIRE ?

To enable spectators to find their bearings in the infinity of space, and to identify our place in relation to the other planets in our solar system, we want to equip our structure with two **laser beams** that will point to one of the 7 other planets that make up our solar system.

We also intend to customize the structure itself according to the planet pointed at. Each planet will be **associated with a color** and a **sound**. The mouse will be colored in the color associated with the planet pointed to, and will play the associated sound. This makes our structure a **personalized**, evolving work of art, to be rediscovered over and over again!

The sun is the center of our solar system. Each planet revolves around the sun in a movement called revolution. To sum it up drastically and easily, this means that we can't observe any planet at any time.

That's why our work *What if mice were able to live in space?* is **evolutionary**. Because it won't point at the same planet depending on the location, or the time of year. Depending on the time of year, some planets won't be visible, while others will be particularly easy to observe.



NEWS ROUNDUP



TOYS IN SPACE



SUPER IDÉE

NEWS ROUNDUP

They are talking about us...

France Explore



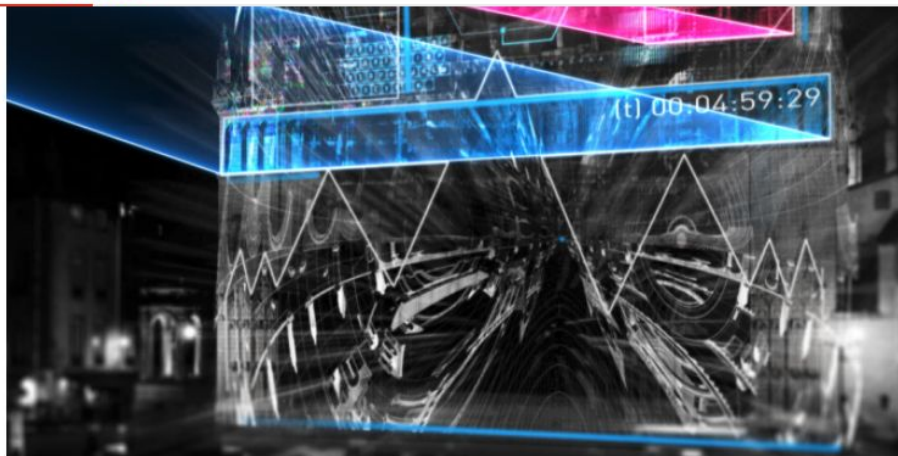
Explore
France™

VOYAGER DURABLE

NOS ÉVÈNEMENTS

OÙ ALLER

QUE F



© Kernel - Cathédrale Saint-Jean — L'œuvre Kernel est à découvrir sur la façade de la cathédrale Saint-Jean, dans le Vieux-Lyon.

Cette année, les artistes dévoilent une trentaine d'œuvres éclectiques pour toujours mieux surprendre et éblouir les quelques 2 millions de visiteurs attendus à Lyon. Avec comme nouveautés :

- l'installation très graphique *Row* qui aura pour écrin le classique Théâtre des Célestins. Un jeu sur les contrastes, qui présentera la particularité d'être visible aussi de jour.
- une création des plus animée, réalisée dans l'écoquartier de La Duchère, avec la complicité de 400 de ses habitants, donnera lieu à la projection d'un spectacle hors-norme orchestré par le studio Les Fantômes sur deux façades du quartier.
- Et pour les plus jeunes, l'animation *Toys in Space* dans le parc Blandan - véritable poumon vert de 17 hectares au cœur de la ville - relatera une incroyable mission qui a conduit à envoyer des jouets dans l'espace à des fins d'observation.

NEWS ROUNDUP

They are talking about us...

Le Républicain
Lorrain



Moselle

Fête des Lumières de Lyon: «Super Idée», envoyé spatial pour les enfants

Faire rentrer des carrés dans des ronds. C'est la mission spéciale que remplit, depuis 2020, l'agence de communication créative «Super Idée». Pour la Fête des Lumières, jusqu'à ce dimanche à Lyon, les Messins ont mis des jouets sur orbite pour les enfants.

Ron Howard en avait fait, en 1995, un film avec Tom Hanks. Les Messins Nicolas D'Ascenzio et Nicolas Tochet, un quart de siècle plus tard, une agence de communication. Les astronautes de la mission Apollo 13 avaient littéralement réussi à faire entrer des carrés dans des ronds. À leur image, «Super Idée» combine, depuis trois ans, «technique et collaboration pour résoudre l'impossible avec créativité». Voilà pour le plan de vol de l'équipage qui a notamment réalisé le mapping de la place Stanislas à Nancy et accompagné plusieurs performances des Francofolies d'Esch-sur-Alzette.

«J'ai toujours été passionné par la conquête spatiale», raconte le premier, créateur du tiers-lieu Bliiida. «Le jeu vidéo



«On n'hésite pas à aller vers l'inconnu», confient les Messins de «Super Idée». Photo Super Idée

a été fondateur dans la construction d'une forme d'émotion artistique chez moi». Sur la même longueur d'onde, le second, qui a notamment dirigé les Trinitaires, insiste sur l'écoute pour comprendre leurs clients.

L'oreille musicale, mais pas que, pour faire entendre leurs différences. «On se documente beaucoup en amont, on passe énormément de temps, suivant les projets, avec les représentants de l'entreprise ou de la collectivité. Et surtout, on n'hé-

sité pas à aller vers l'originalité et l'inconnu : on s'adresse à nous pour une proposition décalée et innovante.»

Une fête foraine numérique

Deux cents candidats étaient sur le pas de tir pour la Fête des Lumières à Lyon : c'est le duo qui pilote «Super Idée», qui a remporté l'appel d'offres. Et c'est le jour de leur fête, le 6 décembre, que les deux Nicolas ont pu enfin décrocher la lune

avec la générale devant des scolaires. «On voulait, depuis très longtemps, créer une exposition dédiée aux enfants», témoignent-ils. Forcément, avec une approche originale.

En 1985, la très sérieuse Nasa a envoyé des dizaines de jouets dans l'espace. Objectif : les tester et les observer dans le but de fournir aux écoles américaines des ressources pédagogiques et ludiques. Plus de trente ans plus tard, la Fête des Lumières a voulu rendre hommage à cette drôle de mission en ouvrant le parc Blandan à l'exploration spatiale.

Les sept œuvres immersives de «Toys in space» – construites par des artisans du Grand Est – vont ainsi transporter les familles dans une fête foraine numérique et lumineuse.

Les enfants pourront, par exemple, traverser des billes magnétiques, défier les lois de la gravité, chercher l'eau et la vie sur Mars ou jouer avec les planètes... «Se passionner pour l'espace, on en est convaincus, c'est pour les jeunes générations s'intéresser à la nature et son environnement». La bande-annonce du futur de l'écologie.

● Paul-Marie Pernet

NEWS ROUNDUP

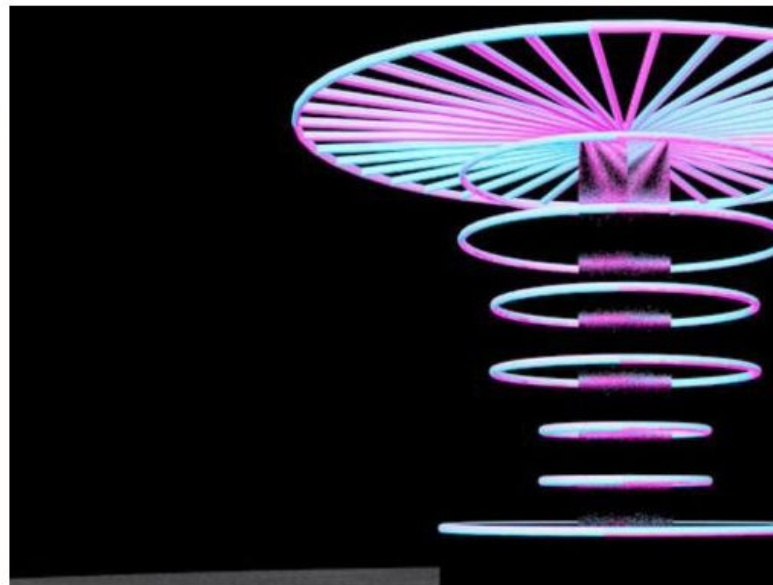
They are talking about us...

Lyon City Crunch

CityCrunch



Toys in Space, Parc Blandan



Comme chaque année, le Parc Blandan, accueillera les oeuvres (qui ont gardé une âme d'enfant). Le collectif Super Idée s'est inspiré de 1985 qui avait embarqué à son bord des jouets.

[Plus d'infos](#)

NEWS ROUNDUP

They are talking about us...

BFM Lyon



NEWS ROUNDUP

And also

Ville de Lyon

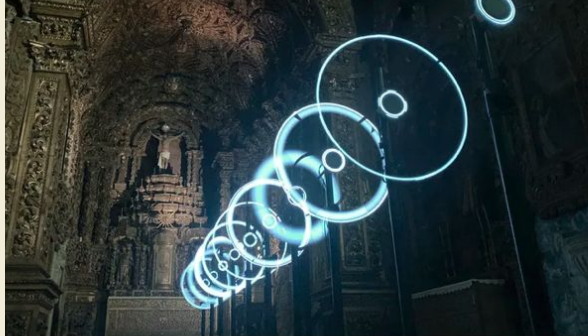
France 3 Région

Actu Lyon

Grains de sel

Valentin dans l'espace

Only Lyon



l'œuvre ROW de l'artiste Tundra. • © Ville de Lyon

e 20 000 personnes se sont rendues au parc Blandan, où l'installation "in Space" était dédiée aux enfants avec des horaires aménagés. L'illumination Gazouillis? restera d'ailleurs visible jusqu'au 3 is.



on de handicap ont pu profiter
proposés, soit une augmentation

dans la rubrique Services en bas de cette page.

actuLyon

Consulter

Les Lumignons du Cœur seront de retour, comme en 2022, au parc de la Tête d'Or. Cette fois, le bénéficiaire sera le Centre de lutte contre le cancer Léon Berard.

Parc Blandan

Le Parc Blandan aura droit cette année à des illuminations « à hauteur d'enfants ». Dès 17h30 afin de permettre aux enfants d'en profiter davantage, « Toys In Space » proposera sept œuvres immersives transformant le lieu en « fête foraine numérique et lumineuse » sur le thème de l'espace.

Un service de restauration sera proposé sur place.



BFM LYON
07.03 DIRECT

FETE DES LUMIERES 2023

QUELS SONT LES COUPS DE CŒUR DES VISITEURS ?

BFM
LYON



06 25 18 34 22
VIA WHATSAPP

SPACE TEAM

PRODUCER : SUPER IDÉE

CREATIVE DIRECTOR : **D'ASCENZIO NICOLAS**

PROJECT MANAGER : **LAURINE RICHARDIN**

TECHNICAL DIRECTOR : **SYLVAIN DELBARD**

STAGE MANAGEMENT : **TECH MATTERS**

SOUND DESIGN : **ARTEMUS GORDON**

VISUAL IDENTITY : **PHILIPPE TYTGAT**

MECHANICAL DESIGN : **FAB SERVICE**

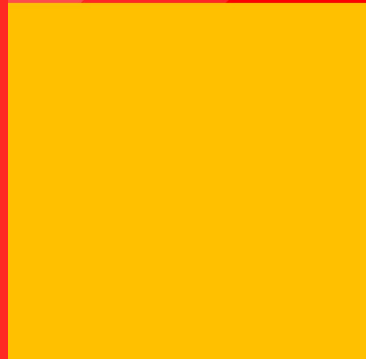
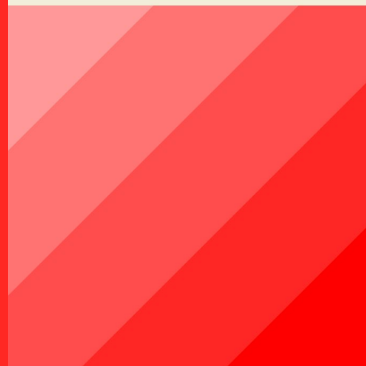
DESIGN OFFICE : **ORA**

CO-PRODUCERS : **FÊTE DES LUMIÈRES DE LYON / CITÉ DES PAYSAGES / AV EXTENDED**

TECHNICAL PARTNERS : **AV EXTENDED / BLIIDA / LES ATELIERS ÉCLAIRÉS / REALI**

FINANCIAL PARTNERS : **RÉGION GRAND EST**

THANKS FOR BEING IN !





SUPER IDÉE

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