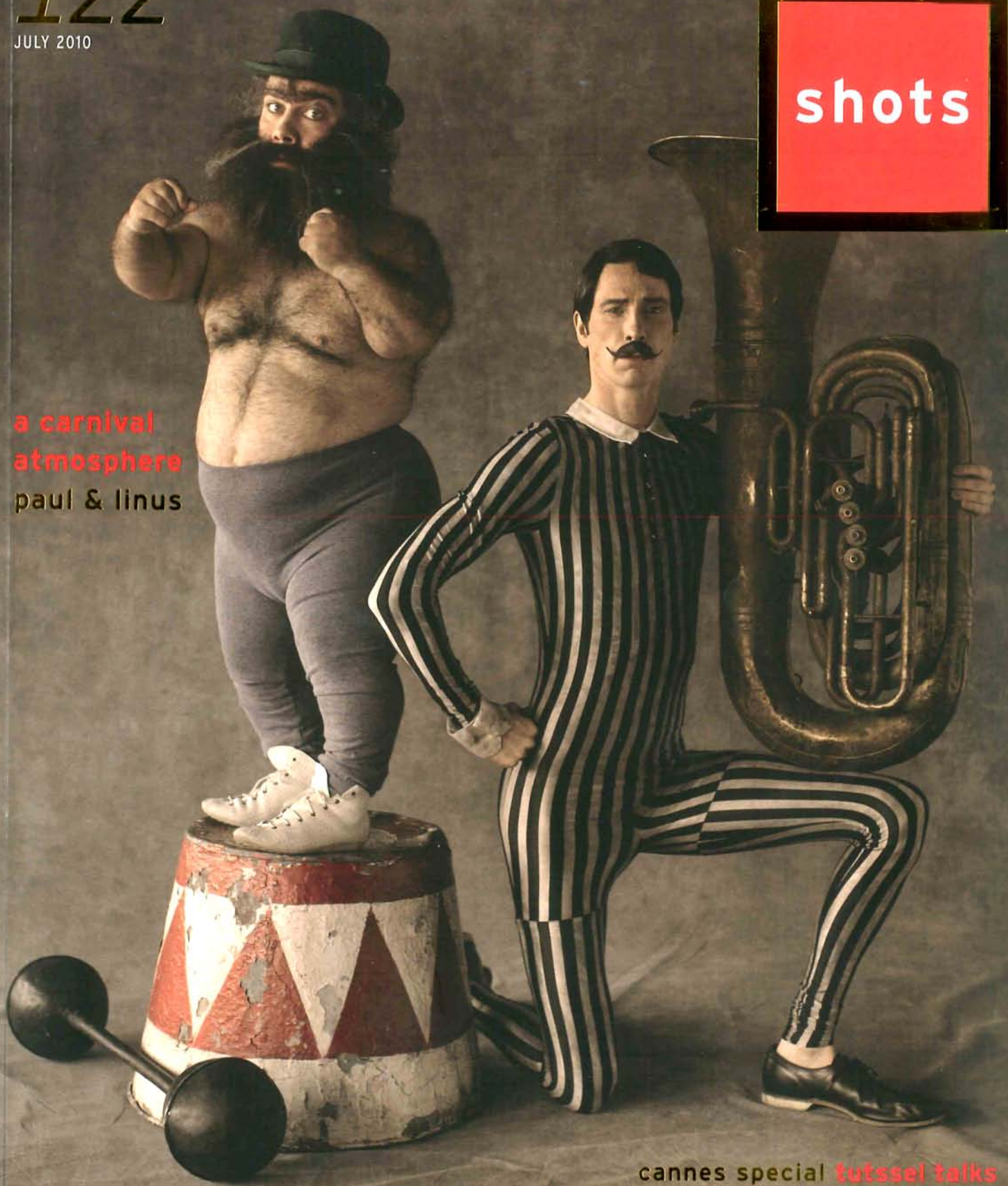


122

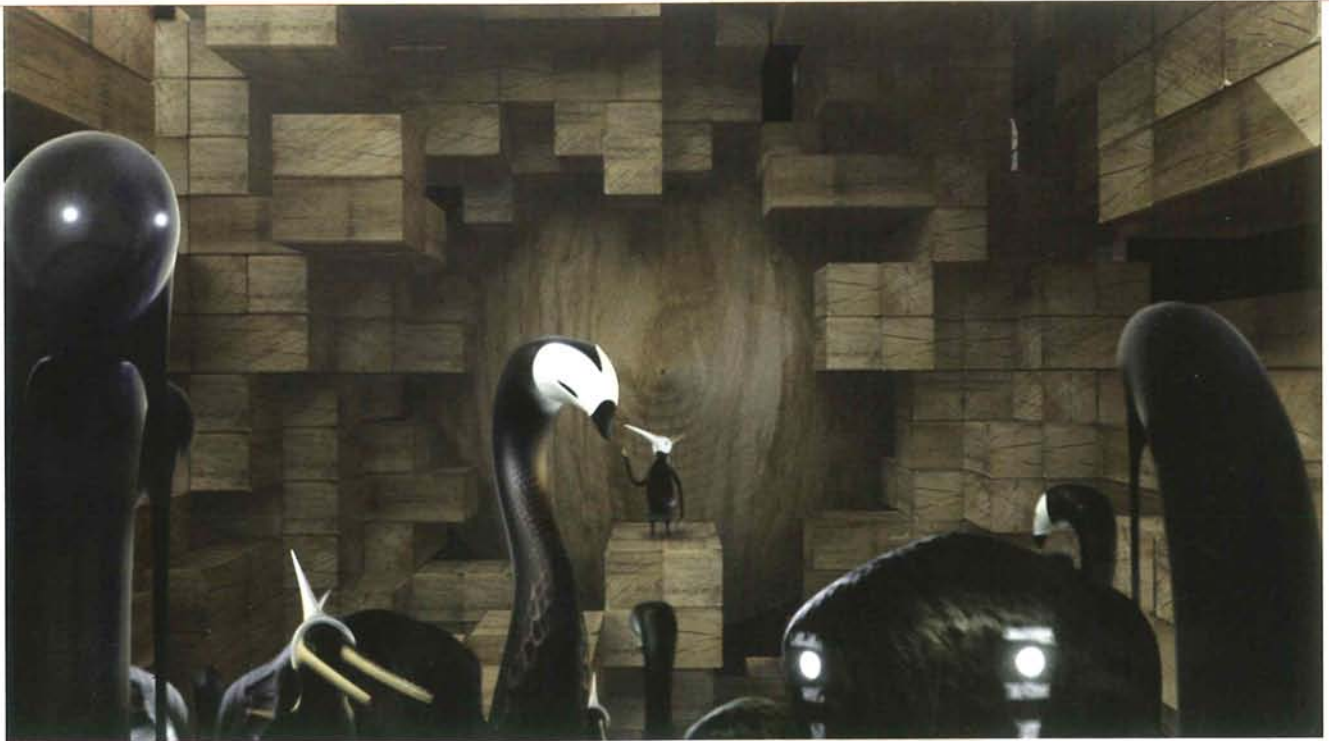
JULY 2010

shots

a carnival
atmosphere
paul & linus



cannes special **tutssel talks**
jonas åkerlund **going gaga**



digital

THEATRICAL REVAMP

Passion Paris director Yves Geleyn has injected interactive life into La Gaité Lyrique, an abandoned 19th-century Parisian theatre, in the build-up to its revival as an en vogue digital arts centre in December.

Geleyn joined forces with the building's artistic team to create a 3D animation experience to give potential visitors an artistic taste of what the transformed building will have to offer as a revamped venue.

"La Gaité Lyrique carries an enormous amount of history," explains Geleyn. "But, sadly, it has remained unoccupied and ignored for the past 14 years. So this feels like a complete rebirth and rather than feel overawed by its history, it inspired me to insert various visual references from the building's past into the project as a subtle tribute to turn it towards the future."

The theatre was built 150 years ago but Geleyn says its heritage was slaughtered in the 80s when it was turned into an urban amusement park called Magic Planet. It soon became Tragic Planet

after the venture failed after a couple of months, leaving La Gaité empty. Geleyn's animation is the first digital project for the theatre's new look and its artistic director Jérôme Delormas wanted to make it a creative statement - and gave Geleyn free creative rein to be abstract and imaginative.

"Even though the volumes you see in the film are a visual interpretation of the actual space, the main layout and proportions are faithful to the building's true form," says Geleyn.

The result has been more than a year in the making. The slightly dark yet dreamlike film shows many of Geleyn's trademark styles and draws from influences such as baroque theatre and Japanese Kabuki. The film is accompanied by an interactive element on the website where users can visit each room of the venue - and by clicking on various parts of the room or its characters they can change the space in an assortment of ways.

And for Geleyn, the project's long deadline proved a delight. "The good



"The good thing was that I had time to develop the characters, design, spaces and so on properly, which is not usually the case in advertising."

thing was that I had time to develop the characters, design, spaces and so on properly, which is not usually the case in advertising. For La Gaité, just developing the project and ideas - it was great."

In its new form La Gaité Lyrique will be a venue dedicated to digital arts and contemporary music and is a Ville de Paris cultural establishment. It will also produce, host and broadcast concerts, live shows, conferences, screenings, performances and exhibitions, and is set to open in December 2010.

For the 3D animated film, Passion Paris teamed up with One More Production while for the interactive website, Geleyn worked with Studio Groupek. cm.gaite-lyrique.net