



NOIRE

COLORED



centre national
du cinéma et de
l'image animée



“Colored”, the untold story
of Claudette Colvin
Written by Tania de Montaigne
directed by Stéphane Foenkinos
& Pierre-Alain Giraud

length : 35 minutes
language : French / English /Mandarin
form : Immersive installation
with augmented reality
development stage : production
budget : 200.000 US Dollars

*Video presentation: <https://bit.ly/NoireARTrailer>

Colored, the untold story
of Claudette Colvin
is the adaptation of the biographical essay
“Noire” written by Tania de Montaigne in 2015 and
published by Grasset.
It has already been the subject of a theatrical adaptation
by Stéphane Foenkinos,
in a one-woman-show interpreted by Tania de
Montaigne herself and accompanied by video
projections directed by Pierre-Alain Giraud.

SYNOPSIS

Take a deep breath, exhale, you are now in Montgomery, Alabama in the 1950s. Look at yourself, your body is changing, you are in the skin and soul of Claudette Colvin, a 15-year-old black girl with a quiet life.

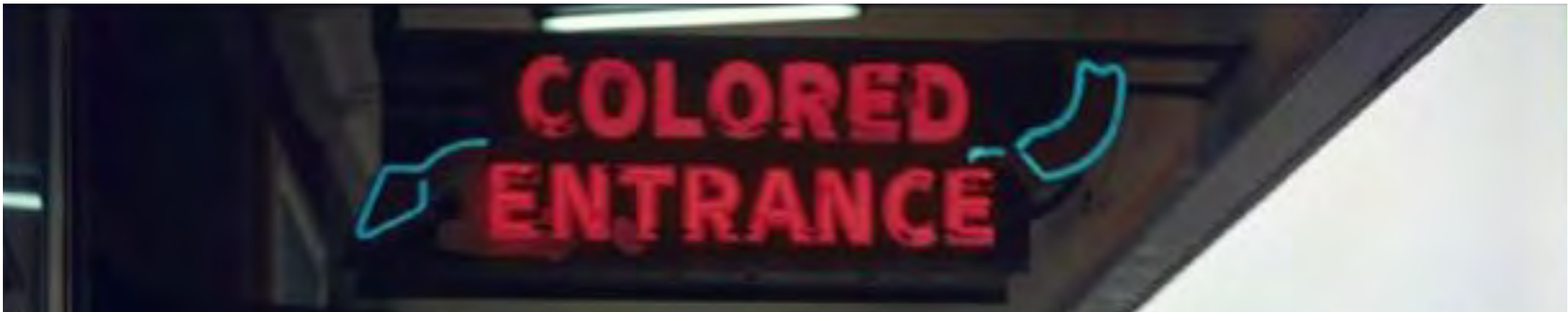
You walk out of school, wait for the bus, grab your ticket. You've always known that being black doesn't give you any rights, but it does give you a lot of duties. You know that there are white people on one side and you on the other. Once you have your ticket, you go in and out the back door. Once you are settled, you also know that if a white person doesn't have a seat, you will have to give up yours. It has always been that way in Montgomery.

But on March 2, 1955, Claudette Colvin refused to get up. Despite threats from the driver, who was armed, despite threats from other white passengers and some black passengers, she remained seated. After being arrested and thrown in jail, she decided to attack the city and plead not guilty. No one had ever dared to do this before. And yet, no one will remember her name.

It was the beginning of a journey that would take Claudette Colvin from struggle to abandonment.

When, nine months later, Rosa Parks, a lighter-skinned seamstress, took the same stand as Claudette, everything changed. Soon supported by a young minister who had recently arrived in Montgomery, Martin Luther King, Rosa Parks became a hero, the spark that launched the civil rights movement. History is in the making.

Claudette Colvin made it all possible, but she was the one who was forgotten. She still lives in the United States today. She is 81 years old.



AN IMMERSIVE EXPERIENCE

The experience is done in groups of five to fifteen people. We are equipped with a Hololens 2 headset, headphones and a small backpack.

We enter a space plunged in the half-light. A large stage, almost naked, is lighting up before us. We walk into a place where the objects, the furniture and the traces on the ground suggest a street, a cinema, houses: a time that is both foreign and strangely familiar. The voice of Tania de Montaigne whispers in our ears.



THE SET

Simple set elements are placed on the stage and marks on the floor delimit the spaces that will become in turn a street, a bus, a living room, a court, etc.

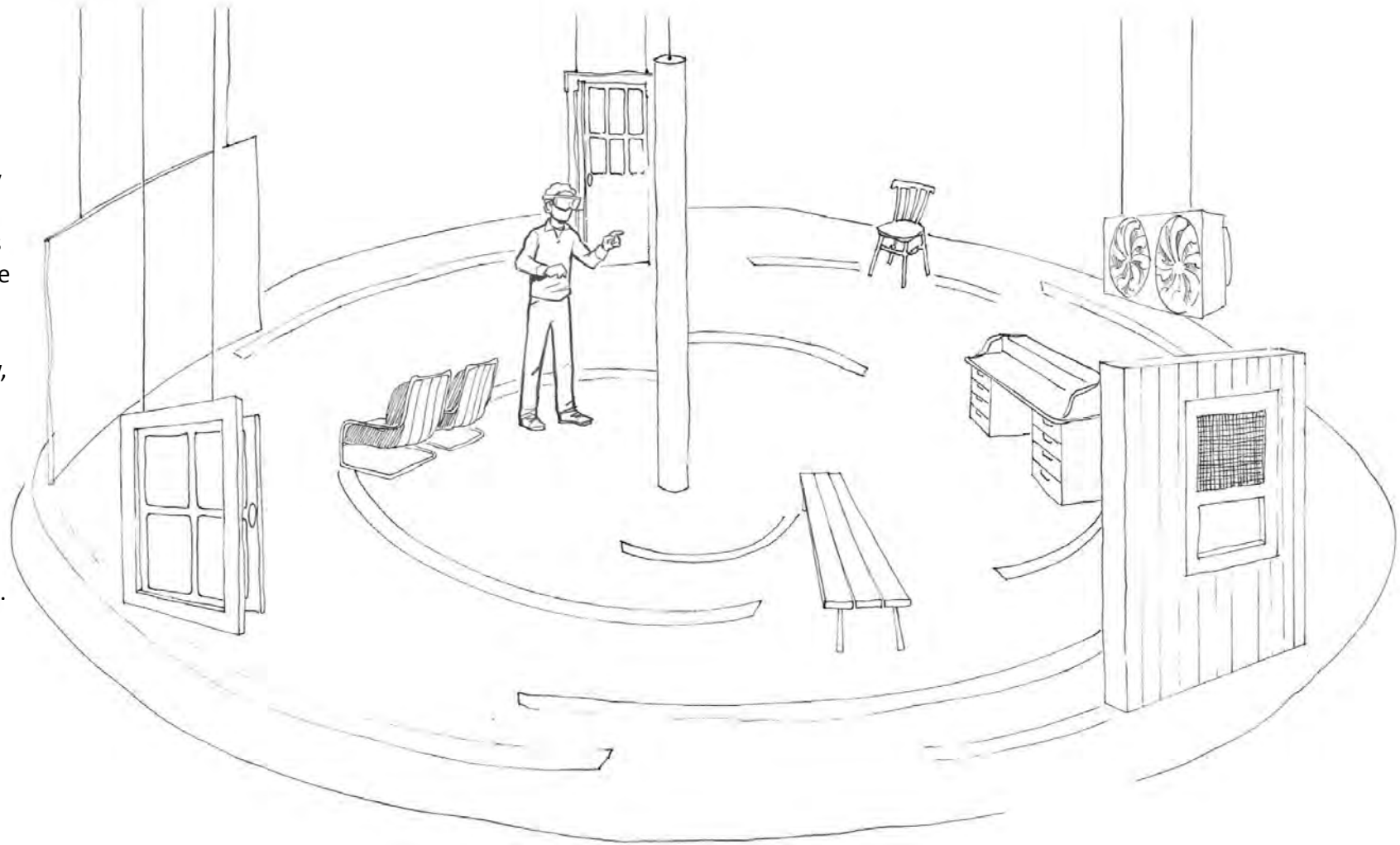
In addition to the augmented reality on HoloLens 2, which will make holograms of objects and characters appear in space, direct effects will be activated according to the scenes: a real projector will broadcast images on the cinema screen, fans will blow, a light creation will transform the atmosphere of the set.

In addition to the headphones that each visitor wears, speakers will be placed at the four corners of the stage and behind the cinema screen.

Chairs will be positioned around the space, so that visitors can sit during the experience.

The experience is designed to be easily adapted to various venues, making it possible to set up in just one day on a theater stage, a museum hall, or any other space from 200 m² to 500 m².

The size of the audience depends on the available space.



Furniture, objects and woodwork are scattered around a pole in concentric circles. The round carpet will be dark in color and will have white paint markings evoking an asphalt floor.

Some objects will be attached by cables to the ceiling and then held in place by a rod/platen system hidden under the carpet.

CREATOR'S NOTE

It seems crucial to us today to use new formats of immersive and interactive experiences to produce works that echo the issues of our time, particularly political and social.

With “Colored”, we set ourselves a double objective:

- to create an innovative artistic and educational experience
- to develop a new model of experience that combines travelling art installations with a unique way of accessing culture and history.

WHY AUGMENTED REALITY ?

Augmented reality, and in particular our know-how with Hololens 2 technology, offers us a particularly relevant immersion opportunity. It allows us to bring the past to life while remaining anchored in the present, without ever shying away from reality.

We can thus embody multiple roles, exchange our life with that of the characters who make up history, whether they are victims or executioners, spectators or accomplices... to see to what extent each of these roles could be our own.

Augmented reality unites our surroundings with the ghosts of the past like no other technology can.

WHAT WAS IT LIKE TO BE A BLACK WOMAN IN 1950S ALABAMA? COULD WE EVER UNDERSTAND IT?

This is an important topic. Today, when the essentialization of gender and color is at the center of debates, it seems more than crucial to share the story of Claudette Colvin, a true metonymy of the history of Black people in the United States. *Colored* tells the heroic act of Claudette, to make people understand why she has been forgotten and to pay tribute to the other struggles that went along with the battle for civil rights.

Published sixty years after the facts, the biography written by Tania de Montaigne, winner of the 2015 Simone Veil Prize, immerses us in a moment in American civil rights history that keeps resurfacing in our current times. That feeling that to be Black is to be an inferior race, all the more so if you are a woman.

Following the theatrical adaptation by Stéphane Foenkinos for which Pierre-Alain Giraud, the writing of an immersive version in augmented reality was a necessary and complementary extension in order to show the story of Claudette Colvin and continue the work of rehabilitation initiated by Tania de Montaigne.

After Solastalgia, an immersive installation in augmented reality by Pierre-Alain Giraud and Antoine Viviani, presented at Sundance in 2020 and at the National Gallery of Iceland, *Colored* allows us to perpetuate a work on hidden stories, ghosts that inhabit our unconscious and leave a lasting impression.

With our scenographer, Laurence Fontaine, we designed a minimal set to be mounted on a bare stage, where objects are suspended in the air, suggesting the fragility of a story to be reconstructed.

Tania de Montaigne and Stéphane Foenkinos having visited the very scene of Claudette's story in Montgomery, Alabama, we are using the documents collected there as a foundation for the real and virtual worlds, to further appreciate the proximity of such events.

Music is also essential in *Colored*, acting as the soundtrack of this troubled time. Billie Holiday, Nina Simone, Mahalia Jackson or Etta James are with us. Their melodies will go along with Claudette's story as it went along with the civil rights movement.

Valgeir Sigurdsson, composer and sound designer, producer of the music of *Dancer in the Dark* and the most acclaimed Björk's albums, will compose sound textures, mixing archives, original music, voices and sounds of urban and natural environments. The richness of his work will allow us a total organic immersion in the story.

The whole experience leads us to the identification that underlies the story of *Colored*, to find oneself in the position of a person victim of racism. And who better than Tania, the author of the biography of Claudette, daughter of an African-American man, who grew up in the suburbs of Paris, to whisper in our ears: "From now on, you are “Colored”...”?

TECHNICAL NOTE

Our production company Novaya has brought together a team of engineers and developers, sound designers, set designers, developing a creative studio, both artistic and technical.

We created our own streaming and IOT system, allowing us to stream high quality visual content to HoloLens 2, without being limited by the native power of HoloLens.

We've also partnered with Nvidia, as part of their Inception program, working with them on exploring their latest GPUs and acceleration software, for the best possible visual quality.

For *Colored*, we want the holograms to look very realistic. For this purpose, we will use volumetric capture in 4Dviews' studio (either in Taiwan or in France). As Taiwan's IP LAB can provide 4Dviews service equivalent with the lab in France, we plan to work with Taiwan co-producer to apply for the services and do most of the filming in Taiwan.

We have already tried 4Dviews characters on our HoloLens streaming system with great success. We will mix the 4Dviews characters with objects captured with photogrammetry.



PRODUCTION PLANNING & DISTRIBUTION

Until the end of February 2022, we will work on the development and start the pre-production, with the aim of finishing the production in September 2022.

November 2021 - February 2022

- Storyboarding of the experience, final model of the set.
- Graphic research for the AR experience with 4Dviews technology and photogrammetry.
- Preparation of the AR sound experience: creation of assets, sound recording, editing, programming, integration in Unity, user testing

March – September 2022

Production of the AR experience to finish in Taiwan and France (this will be evolving with the structure of the production, and addition of co-producers):

- Potential works to be done in France : post-processing, editing, 3D modeling, 3D / 2D animation, asset integration, RGB captures, development of interactivity mechanism, multiplayer network optimization, light optimization in Unity, sound integration, user testing, etc.
- Potential works to be done in Taiwan : Work with IP Lab to provide 4Dviews technique, parts of 3D / 2D animation, Foley and parts of Audio post-production and finding potential venues in chinese-speaking territories.

DISTRIBUTION STRATEGY

International premiere in one of the leading film and immersive experience festivals (Sundance, SXSW, Tribeca).

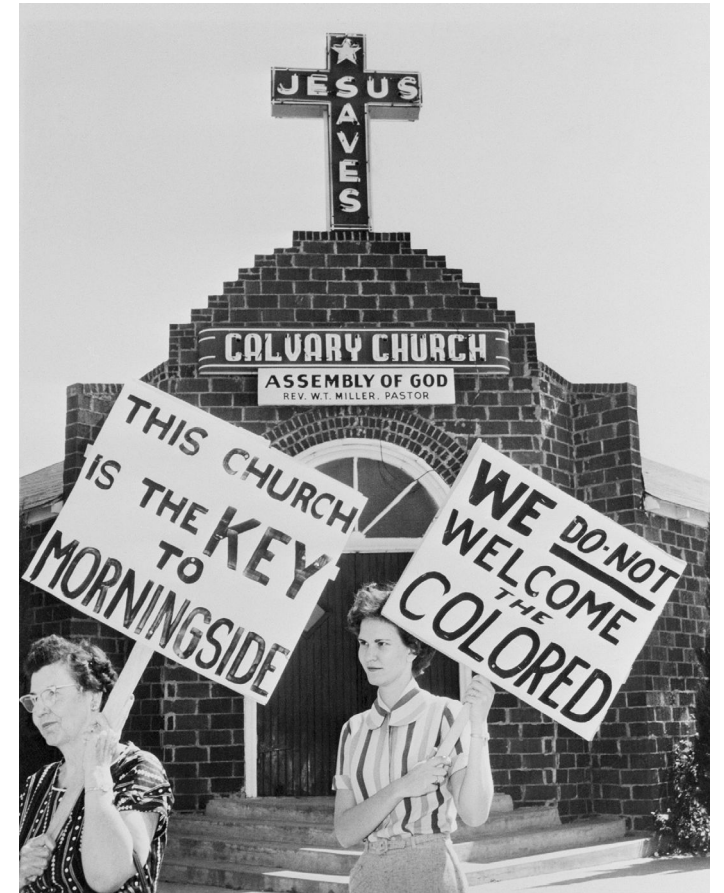
Traveling immersive installation in France from September 2022 to June 2023 with our partner the National Theatre of Brittany.

Traveling immersive installation in Taiwan with Taiwanese co-producer. The potential venues includes Taiwan Contemporary Culture Lab, Taiwan Digital Center etc.

Traveling immersive installation in Scandinavia with our Swedish co-producer Le Bal Productions, creators of the mbrane festival www.mbrane.se.

We aim to build at least 3 sets of the experience in the next two year, to tour simultaneously in different regions of the world. The experience is designed to be easily toured in museums as well as in theaters.

REFERENCES



"From now on, you are... Colored. Contrary to what you might imagine, it is not only a matter of skin, it is more how you are seen rather than how you see things. Like an invisible flood, it penetrates your armor one drop at a time. You're not necessarily a human being, but you're not an animal either."



Girl, 15, Guilty In Bus Seat Case

MONTGOMERY, Ala. — A 15-year-old girl who refused to move to the rear of a city bus was found guilty in juvenile court here last Friday on charges of assault and battery, disorderly conduct and with violating a city ordinance which makes it "unlawful for any passenger to refuse or fail to take those seats assigned to the race which it belongs."

The girl, Claudette Colvin, was declared a ward of the state and placed on probation pending good behavior.

Robert W. Cleere, driver of the bus, told the court that the girl was seated near the front of his

bus with a Negro woman when a group of white persons boarded the bus. Cleere said he asked both the girl and the woman to move to the rear. He said the woman moved but that Miss Colvin remained in her seat. Cleere said he then called police.



"Claudette feels very alone in the police car, but in the city, people talk about her. The news of her arrest spreads. Two women know that this case is important: Jo Ann Gibson Robinson and... Rosa Parks.

Rosa Parks is not yet Rosa Parks, she is the secretary of the National Association for the Advancement of Colored People. For her, Claudette's arrest is the spark that will set everyone in motion."



"Today, you are eighty-one years old. Martin Luther King and Rosa Parks are gone. Here and abroad, boulevards, streets, avenues, squares, schools, and libraries are named after Rosa Parks. She is in every dictionary, every encyclopedia. She is the one Nelson Mandela wanted to visit as soon as he got out of prison. And just like a head of state, her body lay in honor for two days in the rotunda of the Capitol in Washington for a public and national tribute.

Today, you are eighty-one years old and a Black woman is vice-president of the United States.

Today, you are eighty-one years old and in Montgomery, Alabama, there is finally a street named after you.

It is not downtown, it is not a street where people stroll on a summer evening, no, it is a street where poverty and boredom exist side by side, a street where it is always winter.

Today, you are eighty-one years old and when I look at you, I tell myself you really had to be somebody to be the one who was not Rosa Parks."



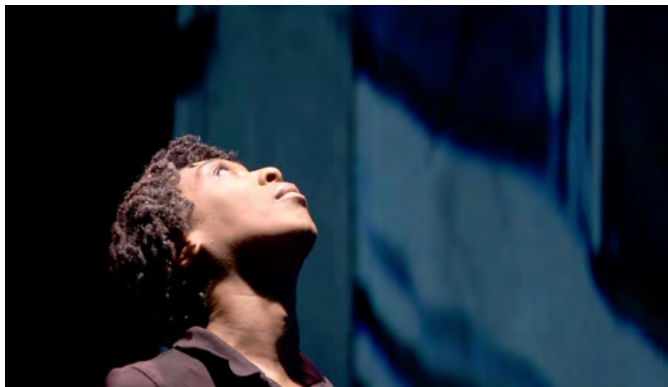
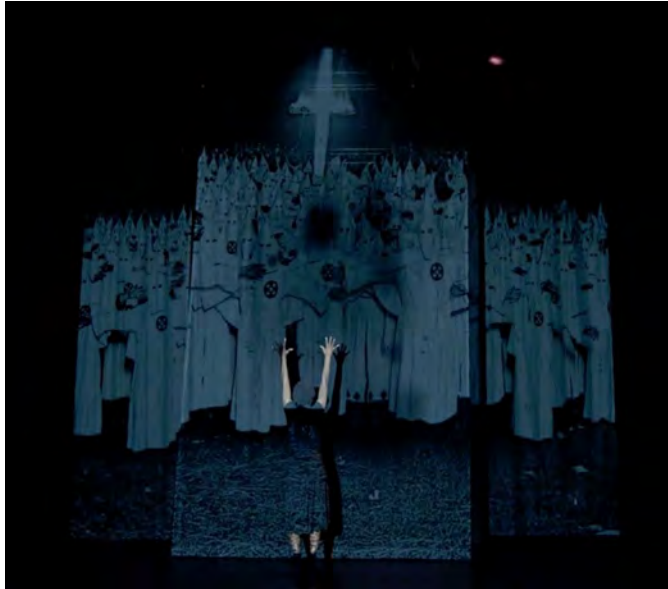
REFERENCES / TRANSPARENCES



These images are from the recording of the play *Noire (Colored)* with Tania de Montaigne on stage, directed by Stéphane Foenkinos and broadcast by France Télévision.

Here already, the choice to project Pierre-Alain Giraud's images on transparent fabrics allowed us to explore the intimate relationship between the ghosts of a place and an era, Claudette's story and Tania's presence.

The augmented reality experience will allow the spectators to plunge inside this intimate story and to physically explore its depth and ramifications in our present.



OUR PAST WORK / SOLASTALGIA



Björk in the Solastalgia experience at the National Gallery of Iceland, 11/2020



Solastalgia, a 45 minutes immersive experience by Pierre-Alain Giraud and Antoine Viviani selected at Sundance in 2020, was the first large-scale exhibition to use Hololens 2 headsets coupled with our internally developed streaming technology, which allows us to be entirely technologically autonomous.

This pioneering experience allowed us to build up unprecedented expertise in the artistic use of augmented reality, at the crossroads between cinema and art installation.

Our streaming technology allows us to make objects and characters appear in very high definition with the Hololens 2, and also allows visitors to interact with the holograms. In Solastalgia, visitors' hands generated millions of evanescent particles, as if they were disintegrating in the virtual world they were visiting.

TEAM

TANIA DE MONTAIGNE WRITER, ACTRESS

Tania de Montaigne is a writer, playwright and actress. She is the author of novels and essays including *Noire*, *la vie méconnue de Claudette Colvin* éditions Grasset, *Simone Veil* Prize 2015 and finalist of the *Grand Prix des Lectrices de ELLE* 2016. His latest essay *L'Assignation, les Noirs n'existent pas* éditions Grasset, published in April 2018, received the *Botul Prize* and the *Secularism Prize*.

His first play *Le Plus Beau Jour* was created at the *Avignon Festival* in 2013, directed by *Anne Suarez* and *Rémi Bichet*, and sponsored by *Jacques Weber* with *Xavier Thiam* in the lead role. There his second play was created in May 2017 at *Ciné 13* as part of the festival "*Mise en capsules*", directed by *Léa Moussy* with *Xavier Thiam* and *Fabrice Moussy*.

In 2019, the author participates in the new edition of the *Paris of women* entitled "*Noces*", along with *Anne Berest*, *Adélaïde Bon*, *Isabelle Carré*, *Noëlle Châtelet*, *Catherine Cusset*, *Carole Fives*, *Anna Mouglalis*, and *Rebecca Zlotowski*. She is also on stage at the *Théâtre du Rond-Point* with the play *Noire*, adapted from her novel and directed by *Stéphane Foenkinos*.

STÉPHANE FOENKINOS DIRECTOR

Stéphane Foenkinos is a director, writer and casting director. Since 1997, he has worked as a casting director in more than sixty feature films with, among others, *Jean-Luc Godard*, *Jacques Doillon*, *François Ozon*, *André Téchiné*, *Claude Chabrol*, *Coline Serreau*, *Valérie Lemercier*, *Danièle Thompson*, *Catherine Corsini*, *Florent Siri*, *Peter Greenaway*, *Robert Zemeckis*, *Terrence Malick*, *Woody Allen*, the *Harry Potter* and *James Bond* franchises.

Encouraged by *Jacques Doillon* to work together, the Foenkinos brothers wrote and directed the award-winning short film *Une histoire de pieds* (2005). In 2011, they adapted *David Foenkinos'* best-selling novel, *La Délicatesse*, for the feature film of the same name starring *Audrey Tautou* and *François Damiens*. The film will be nominated twice at the *César Awards* and released in more than 35 countries. In 2017, they released *Jalousie*, starring *Karin Viard* in the title role, winning the *Crystal Globe* for *Best Actress* and a *Cesar* and *Lumiere* nomination in the same category. They have just completed their third feature film: *Les Fantômes* (with *Monica Bellucci*, *Karin Viard*, *Carole Bouquet*) which is scheduled for release on the 21st of August 2021.

Having at heart transmission, he regularly intervenes in schools, universities, companies, and does workshops with inmates in prison.

PIERRE-ALAIN GIRAUD DIRECTOR

Residing between France and Iceland, Pierre-Alain Giraud is a writer, director and producer, graduated from the *London Film School*. He has directed immersive works, documentaries, short fiction films and animated films.

In 2021, he was chosen to be part of a new program by the *CNC* (French national film fund) called "*author's journey*", supporting and following emerging authors.

In 2020, he directed with *Antoine Viviani* *Solastalgia*, an immersive experience selected at the *Sundance Film Festival*, then presented for 6 months at the *Icelandic National Gallery*. In 2018, he directed a film for the *Iceland Dance Company* with *Sigur Rós* composing the original soundtrack.

In 2020, he directed the film *Mes Frères*, currently being edited, with *Marie-Sophie Ferdane*, *Pascal Greggory* and *Frédéric Pierrot*, based on a play by *Pascal Rambert*.

2 animated films made with *Gabriela Friðriksdóttir* were presented at the *Lyon Biennale of Contemporary Art* (2013) and the *Venice Biennale of Contemporary Art* (2015). From 2012 to 2016, he directed a documentary and several clips for *Björk's* producer, *Valgeir Sigurdsson*. He co-directs and co-produces with *Anne Brochet* a feature film, *L'actrice et le chien*, which is scheduled to premiere in February 2022.



VALGEIR SIGURÐSSON
COMPOSITION / SOUND DESIGN

Legendary Icelandic composer and producer, Valgeir Sigurðsson has worked closely with fellow Icelandic Björk, an Oscar-nominated collaboration for Lars Von Trier's *Dancer In The Dark*.

Valgeir is the founder of Greenhouse Studios, Iceland's largest recording facility established in 1997, where, in addition to Björk, he has collaborated with artists such as Bonnie 'Prince' Billy, Feist, Damon Albarn, Camille, CocoRosie, Ben Frost, Sam Amidon, múm, Hilary Hahn and Hauschka, Brian Eno, Sigur Rós, and many others, as producer, recording engineer, and arranger. Valgeir has composed orchestral and chamber music, music for stage, dance and screen. He lives in Reykjavík, Iceland.

www.valgeir.net

LAURENCE FONTAINE
SET DESIGNER

Laurence Fontaine designed the set for the play "Noire" and also collaborated on the immersive experience "Solastagia". Trained as an architect, she has been a regular visitor to the Centre Pompidou in Paris for the past 30 years (including exhibitions of Louise Bourgeois, Robert Rauschenberg, Mondrian De Stijl, Edvard Munch, Matisse, Roy Lichtenstein, Henri Cartier Bresson, Mona Hatoum, Paul Klee, Pierre Paulin, David Hockney, Bacon...).

She also collaborates with prestigious institutions, such as the Quai Branly Museum, the Palais de Tokyo, the Grand Palais National Museum, the Picasso Museum, and currently, the National Museum of the History of Immigration. In addition, she has been chosen to create the opening exhibition of the Fondation Louis Vuitton in Paris and the Louvre Abu Dhabi.

She is currently collaborating with the Maison Hermès for the creation of the scenographies of a cycle of exhibitions around the world: Shanghai, Jakarta, Los Angeles, Busan, Singapore, Bangkok, Hanoi, New Delhi, Seoul...

EMANUELA RIGHI
PRODUCER

After studying literature at the University of Genoa, Emanuela Righi left Italy and moved to Paris to study Visual Anthropology and documentary film with Jean Rouch. From 1999 to 2001 she worked for the documentary channel Planète, then from 2001 to 2008 she joined the post-production company TVS-TITRA FILMS where she was in charge of coordinating post-production and dubbing of documentaries for France5, Arte, Planète...

In 2009, in collaboration with the Centre Pompidou and the Ducal Palace Foundation of the city of Genoa, she produced and organized the event "Vidéodanse 2009 hors les murs", a retrospective of dance films and a meeting with the dancer and choreographer Alain Buffard.

From 2010 she works for various Parisian film production companies (Méroé films, Banshee films, Bachibouzouk, Slot machine...) as a production manager/director/administrator. In 2016 she joined Providences first as a director, then to participate in the restructuring of the company and the development of various projects. In 2021 she co-founded Novaya with 4 other partners.





PATRICK MAO HUANG
PRODUCER

Patrick Mao HUANG studied Creative Film Producing in Columbia University Graduate Film School. He founded production/distribution/sales company Flash Forward Entertainment in 2002. Being praised for his distinguished eyes to spot new talents, HUANG's films were selected by renowned film festivals worldwide and released globally. HUANG specializes in international co-production between east and west. Huang is often invited to be the mentor in various international labs and project markets.

2021 MONEYBOYS – Cannes Un Certain Regard
2018 A FIRST FAREWELL - Berlinale Generation Kplus – Grand Prix of International Jury
2018 SUBURBAN BIRDS - Locarno Film Festival – Filmmakers of the present Competition
2018 AN IMPOSSIBLY SMALL OBJECT - IFFR – Big Screen Competition
2016 THE ROAD TO MANDALAY - Venice Film Festival - FEDEORA Award for Best Film
2005 A FISH WITH A SMILE - Berlinale Generation Kplus – Best Short Film Awards

IRENE CHEN
Post-Production Supervisor



Irene Design Studio. 2018-2021 Post Producer/ Compositing Artist/ Concept Art Setting/ Vfx Director/ VJ
Digital Domain Holding. 2016-2017 VR Producer/ Post Producer
Dots Studio. 2013-2015 PM /Compositing Artist/ Graphic Design
Grass Jelly Studio. 2010-2011 Designer

Exhibition

2019 <Moscow VBCC Exhibition> Video Producer
2019 <tainan Branch Of National Museum Of Prehistory - Animation Projection> Producer
2019 <sprite Annual General Meeting Video> Video Producer

Concert

2017 <jigsaw Music Festival Macau> Vj / Opening Video Production
2015 <show Lo Crazy World Concert Teaser > Art Setting / Color Correction/ Compositing 2015 <sandee Chan Concert - Dear U And The Boy> Video Director

Television Drama Series

2020 <tavern By The Lethe> Post Producer
2016 <maruko Idols Drama> Post Producer/ Opening Sequence Director / Art Setting

Film

2019 <Endless Love Short film> Executive producer



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NOVAYA PRODUCTION COMPANY

Novaya is a young company creating artistic immersive experiences with augmented reality. Our strength is to gather artists, engineers and film producers to ensure the writing of projects, the creation of the virtual universes as well as the construction of in venue installations, and the development of AR technologies. Our technical team has created Solastalgia, a first big scale AR installation selected at Sundance in 2020.

[Novaya.io](https://www.novaya.io)

FLASH FORWARD ENTERTAINMENT PRODUCTION COMPANY

An award-winning production/distribution/sales company based in Taipei Taiwan, founded by veteran producer Patrick Mao HUANG in 2002. Flash Forward Entertainment produces Taiwanese and international co-production films, and is also active in Beijing producing Mainland Chinese films. FFE is an official funding partner company with TAICCA (Taiwan Creative Content Agency), one of the very few eligible partners for TAICCA's international co-production funding .

Being praised for its diversity and distinguished eyes to spot new talents, FFE's films span from narrative feature, documentaries, animation, short to drama series, which were selected by renowned film festivals worldwide and released globally. FFE also specializes in structuring film finance combining soft money and private funds. Its recent production credits include MONEYBOYS (2021 Cannes Un Certain Regard), PIERCE, . Several co-productions with different partners from France, India, Bangladesh, Mainland China, and Czech Republic are in the advanced development stage and scheduled to go into production in 2022.

As to the sales side, the 2nd highest grossing Taiwanese film in 2020 YOUR NAME ENGRAVED HEREIN, was licensed to Netflix worldwide, while the Mainland Chinese film A FIRST FAREWELL has been sold to more than ten territories and screened in nearly a hundred film festivals worldwide.

<https://www.ffe.com.tw/international>