

AYAHUASCA

THE SHAMANIC EXHIBITION



View of the Virtual Reality installation of *Ayahuasca - The Shamanic Exhibition* at Eye Filmmuseum - Amsterdam in November 2019 ©Janneke Van Der Linden

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PRESENTATION

AYAHUASCA - THE SHAMANIC EXHIBITION

When a thousand-year tradition meets a cutting-edge technology

Modern living is incorporating more and more ancient rituals and wisdom: simply by practicing yoga in your living room or meditating with the help of an app. We are looking for new ways to experience a better state of mind and expand our worlds.

Ayahuasca - The Shamanic Exhibition is the perfect example of combining these two worlds which have one great thing in common: it is all about The Experience.

In *Ayahuasca – Kosmik Journey*, acclaimed film director Jan Kounen explores the potential of using Virtual Reality to represent the psychedelic experience of Ayahuasca, a brew used in rituals by the Shipibo tribe of the Amazon. *Ayahuasca - The Shamanic Exhibition* features different elements - artworks, documentary extracts, sound installation with shaman chants - to learn about this ceremony with the VR experience by Jan Kounen as centerpiece.

Can immersive technology approach experiences like Ayahuasca and alter our sense of reality?

Ayahuasca - The Shamanic Exhibition is a traveling exhibition about the ayahuasca ritual, and premiered at Eye Filmmuseum as part of IDFA DocLab Festival 2019.

about the experience

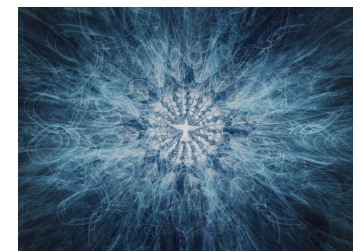
AYAHUASCA - KOSMIK JOURNEY

Through the VR headset, step into the world of visions opened up by Ayahuasca, the brew used in rituals by the Shipibo tribe of the Amazon. Thanks to advanced interactive technology, the VR experience generates a unique construction for every user, ensuring that each individual has its own personal immersive experience that closely resembles that of the Ayahuasca.

20 min - France, Luxembourg - 2019

Premiered at Tribeca Film Festival, Selected at Annecy Animation Film Festival, Awarded at Guanajuato International Film Festival

"The design was striking. The experience unfolded effortlessly. It felt intuitively right, like all great art." - Forbes



Excerpts from the exhibition, artworks and stills out of Jan Kounen's works about ayahuasca.

PRODUCTION TEAM

The Exhibition - was created & produced by Diversion cinema, With the participation of Shaman Films, Asomashk - Asociación Medicos Ancestrales Shipibo Conibo. Distribution The Netherlands: Cassette

Diversion cinema - Virtual Reality spaces creators & immersive experiences distributors



Diversion cinema has been experimenting with Virtual Reality (VR) since 2016 while welcoming visitors into its VR theater every Saturday.

As a partner to the world's most prestigious festivals, Diversion cinema has developed an expertise in content reception, technical support, complex installation set-up, scenography, logistics, on-site operation, mediation, ticketing and more.

In 2018, Diversion cinema opened a distribution department in order to promote immersive experiences internationally and reach a wider audience.

In 2019, the company moved into the creative hub of the Centquatre-Paris, where it continues to explore ways to spread this new art form.

The Virtual Reality Experience - was created by Jan Kounen, produced by Atlas V, a_Bahn, Small, and supported by Luxembourg Film Fund, CNC, Pictanovo, Mairie de Paris



Jan Kounen - Creator

Director, screenwriter and producer of Dutch origin, Jan Kounen graduated from the French School of Decorative Arts. He directed in 1997 his first feature film, "Dobermann" with Vincent Cassel and Monica Bellucci. Followed "Blueberry" (2004) and documentaries inspired by his travels in South America and learning of shamanism. In 2007 he directed the film "99 francs", adapted from the novel by Frédéric Beigbeder, with Jean Dujardin and Jocelyn Quivrin (Raimu Award for best director). In 2009, he directed "Coco Chanel & Igor Stravinsky" which made the closing of the Cannes Film Festival that same year. In 2019 he has developed three films in Virtual Reality: Ayahuasca - Kosmik Journey, -22.7C and 7 Lives.



Atlas V - producer

Atlas V is behind some of the most awarded pieces in the field of New Media, with projects shown at A-List festivals such as Sundance, Tribeca, SXSW, Venice, Sheffield, Telluride, Cannes, Busan and Sitges.



a_Bahn - producer

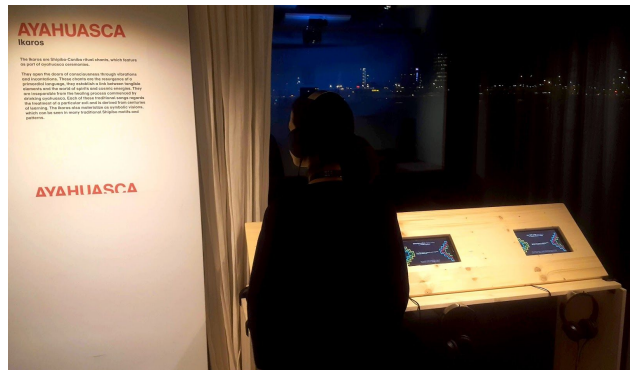
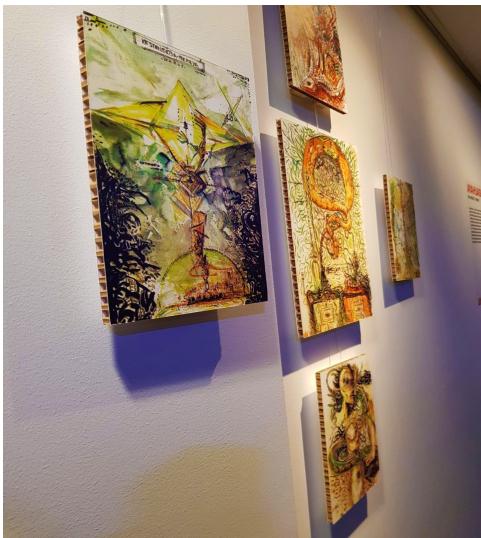
a_BAHN is a distinctive and awarded Luxembourg-based production company specializes in two areas: social impact cinema and original creations.



Small Studio - producer

Created in 2015 as a label of Mac Guff Ligne, Small is a Paris-based creative studio, that builds on 30 years of experience in VFX for fiction, documentary, and animation features. Its team leverages this knowledge with the technology from the games industry to create new immersive experiences.

EXHIBITION VIEWS



TECHNICAL INFORMATION

AYAHUASCA - THE SHAMANIC EXHIBITION

LANGUAGE

English, French - exhibition elements are translatable

SPACE REQUIRED

Floor space required : Minimum: 80 m² / 753 ft² (adjustable)

Wall space needed (perimeter x height) : minimum 45 m² / 540 ft² (adjustable)

TOTAL EXPERIENCE TIME

45 minutes - inside VR : 20 minutes ,outside VR : 25 minutes

CHAPTERS

Welcome to the unknown - *text*

Ikaros - *sound installation*

Other Worlds - *videos*

The VR experience - *VR installation*

Representing the Invisible - *artworks*

An Artist's vision - *artworks & interview*

An endangered heritage - *text*

ELEMENTS

VR Experience - From 4 to 10 headsets	HTC Vive VR Kit
Video doc/interview - 2 or 6	Projectors/TVs
Shaman songs recordings - 3	Tablet + Headphones
Artworks - From 15 to 30	To be printed
Exhibition Texts - 7	To be printed
Tent structure - 1	N/A
Jungle soundscape - 1	Audio speakers
Lightings - N/A	to be decided

DELIVERABLES

From digital delivery to on-site operation

CONTACT



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VR acquisitions & Distribution

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Stay updated about the exhibition



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www.theshamanicexhibition.com

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