

# **Adrien M & Claire B**

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## Technical instructions

# FAUNA

**Augmented posters for the public space**

**Collaboration**

**Adrien M & Claire B x Brest Brest Brest**

### **Contact**

Margaux Fritsch and Delphine Teypez  
[production@am-cb.net](mailto:production@am-cb.net)

## **Presentation**

**Fauna** is a series of 10 large format posters to be viewed in augmented reality, with the free app Fauna.

### Technical characteristics

Format : 118,9cm x 84,1cm (A0)

Paper : blue back, thickness 115 gsm

Printing : black screen print

Number of posters : 10 poster designs make up one trail. Each poster unfolds in augmented reality when viewed with a smartphone or tablet, for a duration of approx. 1 minute each. There is no particular order in which to discover the posters.

The posters are available in French or bilingual French-English. A banner at the bottom of each poster mentions the artist names and the link to download the application Fauna.

### Packaging

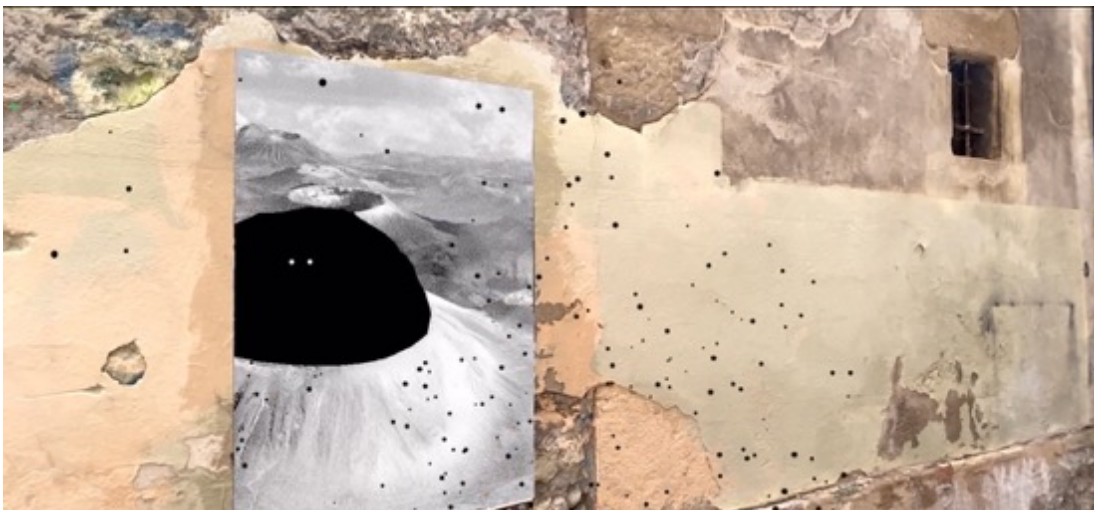
The posters will be sent by the company via postal services, in a cardboard tube type packaging.

## **Example of a poster in the public space**





## Screenshots from the augmented reality app



## **Implementation**

Identifying walls and places to hang the posters, requesting permission from local authorities and/or residents, gluing the posters in advance and maintaining throughout the presentation, as well as taking-off at the end of the run are all tasks to be carried out by the presenter, following recommendations below.

The company will not be held responsible for permission requests that are unsuccessful or if these are requested too late in time.

### **Display recommendations**

We advise you to pick:

- Walls that are not too porous, without too many reliefs or holes, no slope.
- Walls placed in a « pedestrian » environment, at a human scale, in a small area. For example, 2 or 3 posters can be placed in the same street, at a few dozen meters apart.
- A zone without « visual/commercial pollution » for the eye to be mindful of the posters.
- There is no particular order in which to discover the posters.
- For information : all posters need to be positioned about 1 meter above the ground (not too high nor too low), for the centre of the poster to be at eye-level.
- Provide for 1,5 to 2 meters of step back for the public to view the posters. Beware of traffic.
- The company provides the printed posters. The initial kit comprises of 40 posters in total, i.e. 4 series of 10. With this kit comes the possibility to set up 3 trails of 10 posters in one city. The extra series of 10 is considered as a spare copy in case of damage or disappearance over the course of the presentation.
- To ensure the project's coherence, please ensure that the **Fauna** posters are not put up close to any other type of poster campaign.

### **Identification and permission requests**

- Do not hesitate to communicate extensively with the neighbourhood, to include local shops, residents, community groups and organisations in helping to spread the word about the project, to distribute a flyer in all letterboxes and display an information sheet in buildings with the name of streets in which **Fauna** will be presented, to publish upstream information in the local newspaper (see below template for information on p8).

To ensure the project's coherence, no cartels should be displayed beside **Fauna** posters.

- When identifying the hanging places for posters, write down address information (number/street/square) for the desired location. This will help in following up on the permission requests to be made.
- Prepare a summary document that shows simultaneously a photo of the exact location and the address information for hanging places that have obtained permission, as well as the name of the poster selected for this specific spot.
- Allow for a few extra hanging locations in case – on gluing day – one or two places cannot be used (roadworks, scaffolding, etc.)
- Obtaining hanging permission from local authorities in the first instance helps support requests made to local residents.
- Ask local authorities to inform local police of the project, with a special mention of the day chosen for gluing the posters.

## **Gluing**

### Equipment

- Strong glue for wallpaper. Estimated amount: 1 packet of 300gr = 10 posters hung.
- One bucket for the glue + one stick to mix + 1 paintbrush + two pieces of cloth (one for gluing and one for hands).
- One stepladder with 2-3 steps.
- Water to make extra glue on the road if needs be.
- A letter for local authorities that grants hanging of the installation (in case of impromptu police check for instance).

### Extras+

- To transport the posters, a cart can be very useful. Or a cardboard box bigger than the posters themselves.

### Duration for gluing and required staff

- Allow for 1h to 2h for one trail of 10 posters. Duration varies with each trail and types of walls.
- It is possible to hang even on a rainy day. Please ensure that the posters are protected from the rain on the way (protective tarp, cardboard)
- Number of staff : minimum 2 people. 3 people ideally.

### Tutorial for gluing the posters

Preparing the glue:

Read carefully and follow instructions on the packet, respect the waiting time on adding water and mixing (approx. 15 mins).



Link to video tutorial (in French): <https://vimeo.com/563262590/d8d584074e>

1. Apply glue on the wall to pre-paste. Smear with a dollop of glue to fill all holes on selected wall/spot, and bleed over the edges. It needs to feel slippery on the brush.

For information : all posters need to be positioned about 1 meter above the ground (not too high nor too low), for the centre of the poster to be at eye-level.

2. Place the poster on the wall. From a few steps back, a second person gives direction to adjust/straighten the poster. Apply on the wall by hand.

3. Wipe the poster with the cloth to remove air bubbles (from the centre outwards) and flatten.

4. Apply glue on the poster with the paintbrush, overflowing on the wall.

5. Complete by hand to remove remaining air bubbles with dynamic movements. Leave some glue on the poster. It acts as a varnish.

6. The poster is now glued. Wipe hands with cloth and head on to the next spot.

#### Nota bene :

- It doesn't matter if there are a few creases on gluing the poster, it will slightly « shift » on drying.
- It doesn't matter if the poster is slightly torn or tears up slightly, just be more careful on gluing.

#### Tutorial to take down the posters:

- Wet the posters from top to bottom.
- Take off by pulling on the poster.
- Brush the wall and rinse with water.

#### **Application / Tablets**

For the application to work smoothly, the public must have a smartphone or tablet released **after** 2017.

The free **Fauna** app must be installed to discover animation in augmented reality.

It can be downloaded on [www.faune.app](http://www.faune.app) or via direct links :

- **iPhone/iPad**: you must have a device with iOS 11 or higher installed. The app is available on the Apple Store:

<https://apps.apple.com/fr/app/faune/id1566379063>

- **Android**: you must have version 9.0 Pie or higher installed. The app is available on the Play Store:

<https://play.google.com/store/apps/details?id=net.amcb.faune>

Once installed, the Fauna application does not require an internet connection to work.

- open the application and click on « Start » ;
- point the poster through your screen ;
- allow the virtual universe to unfurl in superposition with the poster.



## **Editorial content for local residents**

This editorial content is given as an example for information on the **Fauna** project.

As a reminder: to ensure the project's coherence, no cartels should be displayed beside **Fauna** posters.

### **Fauna**

A series of augmented posters for the public space by Adrien M & Claire B x Brest Brest Brest

**Fauna** is a series of 10 large format posters to be discovered with a custom-built augmented reality application. Hung in the public space, the posters encourage people to undertake a sort of treasure trail, following the tracks of imaginary animals, revealing the wildlife hiding on their city walls. Held outdoors, the installation is suitable for all audiences. It is an introduction to a poetic and Dadaist form of orienteering which gives viewers an opportunity to observe with increased attention their daily urban surroundings and invites wonder back into everyday life.

**Fauna** is the result of a collaboration between Adrien M & Claire B and the graphic designers collective Brest Brest Brest.

[adrienm-claireb.net](http://adrienm-claireb.net)  
[brestbrestbrest.fr](http://brestbrestbrest.fr)

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- allow the virtual universe to unfurl in superposition with the poster.

### **Fauna**

Adrien M & Claire B x Brest Brest Brest

Creation 2021

### **Team**

Concept and artistic direction: Claire Bardainne, Adrien Mondot, Arnaud Jarsaillon, Loris Pernoux

Computer design and development : Adrien Mondot, Rémi Engel

Sound design : Brest Brest Brest

Administration : Marek Vuiton

Technical direction : Alexis Bergeron

Production and booking : Joanna Rieussec

Production : Delphine Teypaz, Margaux Fritsch

Mediation : Aurélia Deniot, Claire Engel, Johanna Guerreiro

Typefaces : Garaje © 205TF, Flutter © Jangs Müller Type Foundry

## **Production**

Adrien M & Claire B

## **Co-production and support**

LUX, scène nationale de Valence (FR)

Fonds [SCAN] - Préfet de la région Auvergne-Rhône-Alpes et Région Auvergne-Rhône-Alpes (FR)

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If any images used, please credit :

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