Technical Specifications / IFdigital

LA FONDATION DU RIEN

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For international distribution, there are two possibilities:

• IN THE PRESENCE OF THE COMPANY'S TEAM

The team (4 people) comes on site with their own equipment and can:

> perform activations of the installation-stand in different places chosen together (public spaces, cultural centers, universities, etc.) to meet passers-by and offer them the opportunity to register for a canceled activity – allowing them to get into the game.

> present the conference-performance by the artist Nicolas Heredia.

>> *Technical specifications on the following pages:*
Page 2: The stand installation
Page 3: the performance-show

• DEMATERIALIZED DISTRIBUTION

– in this case, the company does not travel: it provides a "digital toolbox" (advertising spot to be broadcasted on a screen in the hall or in an exhibition, series of publications for social medias, etc.) to promote and spread The Foundation, in order to invite the public to visit the website and register for a canceled activity.

In this case, there are no transport costs (neither people nor materials): we're just sending of files, accompanied by instructions on how to deploy a campaign, according to your possibilities – which we can define together.

• THE INSTALLATION / PROMOTIONAL STAND

<u>+ WHERE ?</u>

The installation / promotional stand of La Fondation du Rien is designed to be presented in different types of spaces: public spaces (squares, streets, parks, etc.), theater halls, cultural centers, universities, etc.)
It can be installed for a day or half a day during a one-off event, or be part of an exhibition for several weeks.

• THE PERFORMANCE

Duration : 75 MINUTES

The performance is technically very simple, and can take place in theatres, as well as exhibition spaces, or different types of spaces :

>> More details on the french version of the technical specifications.