

# In Memory of Me

—  
THE WORLD'S FIRST AND ONLY WORK OF ART  
OFFERING 6 LEVELS OF INTERACTION TARGETING  
ALL AUDIENCES

BY STÉPHANE SIMON



# 1/ AN IMMEDIATE IMITATIVE ACTION

The work *In Memory of Me* is firstly defined as a sculpture whose objective is to highlight a catalogue of original gestures born from the practice of the new universal ritual which has taken hold in our digital societies, the Selfie. This practice has created a new aesthetic on a planetary level, which, by glorifying posture, the body, heroic expressiveness and the desire to capture an immediate action, reconnects with the Greek and Roman traditions of representing gods and honorary figures during the classical period. Some 2500 years later, the messages conveyed and sought are unchanged: a quest for sacredness, exemplarity, a need for identification, admiration, hero worship, offerings and veneration.

The first level of interaction of the work *In Memory of Me* is a phenomenon of immediate imitation which is triggered on sight and on contact with the sculptures.

This takes us back to one of the primary functions of antique Greek statuary art which generally adopted an expression in movement intended to serve as an example and be imitated by citizens whilst associating it with the positive values - **strength, beauty, courage, harmony, balance, democracy** - conveyed by each sculpture.



Botanical Garden Jean-Marie Pelt and International Digital Art Biennale Bains Numériques oct. 2019 - june 2018



## 2/ AN INTERACTIVE AND ENHANCED REALITY APPLICATION

The second part of the work is an interactive, enhanced reality application for tablets and cell phones which, thanks to **Artificial Intelligence** technology, enables visitors to discover an original graphic creation composed of daffodil flower motifs which are superimposed on sculptures until they are almost totally covered. The drawing, realized with reference and as an allegory to the legend of Ovid, takes inspiration from stylistic codes of another planetary phenomenon which, as well as being another form of non-verbal language, is just as powerful as the selfie: the tattoo.

The application reintroduces the smartphone, previously voluntarily disregarded in order to focus attention on the beauty of the gesture, as an essential reading tool in order to enable the work to be discovered in its entirety. **It transforms what is simply useful into something sensational.** The interactive principle intuitively encourages each user to circulate around the sculpture, to see this medium and its relation to space in a different light. It is also a poetic way but definitely deeply engaged **to sensitize all publics to the beauty of Nature, its fragility and the necessity to protect biodiversity** necessary for the insure the survival of Humanity. All tattoo drawings since made and to come for other sculptures are done by women artists to **promote talent equality and women of culture.**

# 3/

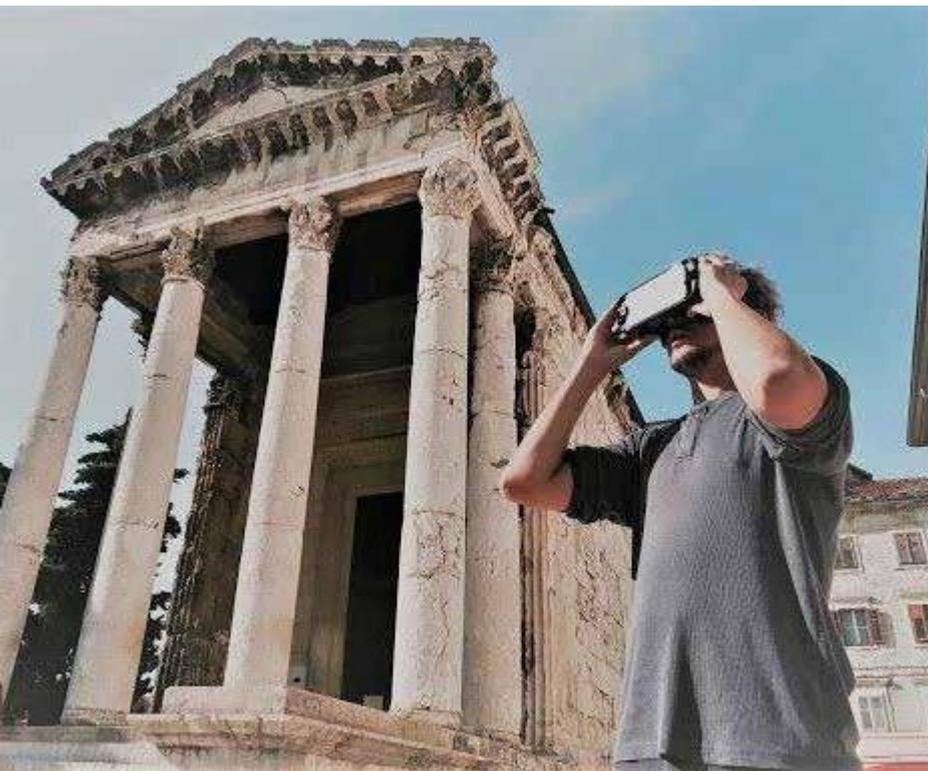
## AN IMMERSIVE DIALOGUE COMBINING MUSIC, SCULPTURE AND CONTEMPORARY DANCE



The dancer of the Opera de Paris Mickaël Lafon performing the original choreography he imagined centered on the hand and the selfie gestures setting a dialogue with the statuaries In Memory of Me International Headquarter of Unesco - European Heritage Days - Paris - September 2019.

The third level of interaction is an Overlap Reality process developed by the French start-up Skyboy which enables users to discover, via a 360° panoramic view, **a contemporary music and dance performance, put together by a leading choreographer, on the theme of the universality of gestures linked to the practice of the selfie**, forming a new communication code understood by all.

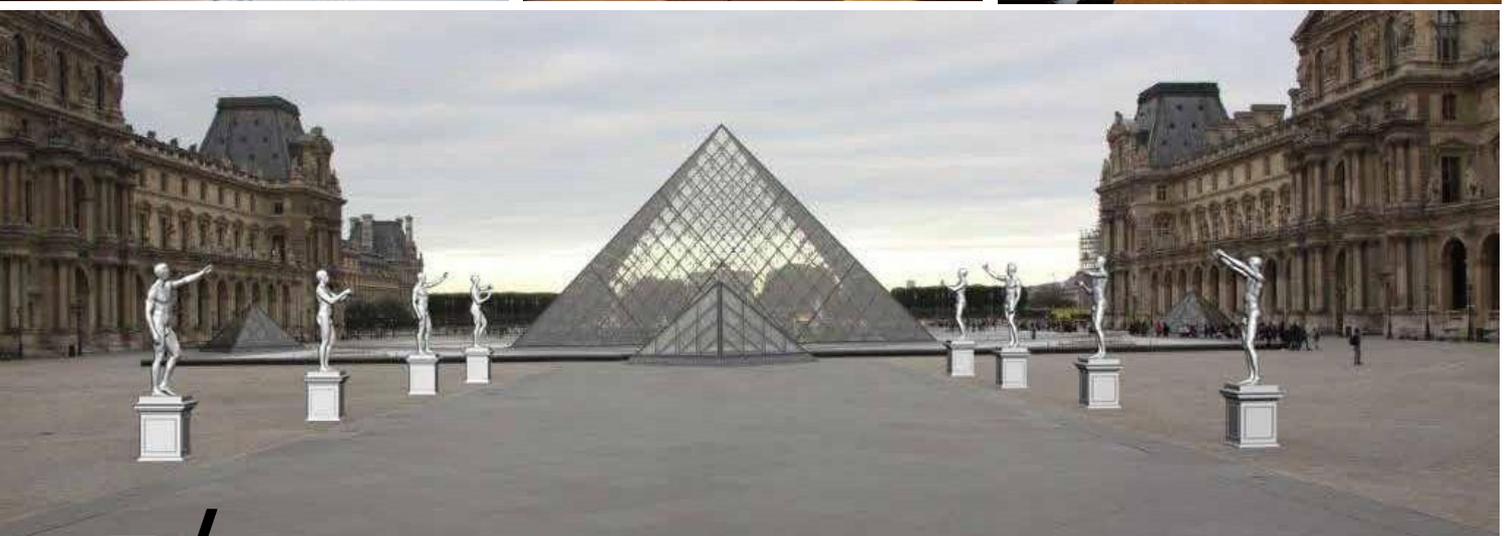
The selfie is not solely focused on the self-portrait however. Instead, the muscle tension and movement of the whole body come into play, bringing a sense of fun and theatrics which is perfectly expressed in the dance. Various programmed, live performances can be watched as many times as the user wishes thanks to this truly innovative digital process.



## 4 / RE-ESTABLISHING HISTORICAL TRUTH THANKS TO VIRTUAL REALITY

The fourth level of interaction constitutes a dive into the past at several emblematic sites in Ancient Greece (Parthenon, Olympia, Agora...) thanks to a virtual reality headset enabling the original architecture of buildings and temples to be discovered but also, and namely, a little-known truth to be re-established thanks to the research works of prestigious architects and the most sophisticated spectral analysis technologies: **antique sculptures and bas reliefs were polychrome or completely gilded.**

This part of the project offers an educational dimension which allows visitors to experience a trip back in time with the addition of informative comments which can be inserted into the image. The content of this interaction is developed with the support of the most famous international archeologists researchers and experts of the polychromy in art during the Antiquity period of time.



## 5/ COMING TOGETHER AROUND TEN UNIVERSAL AND HUMANIST VALUES

The fifth level of interaction introduces written communication into the global proposal via touch screens.

This interaction concerns monument-related projects which bring together a set of 10 human-sized sculptures in reference to the Monument of the Eponymous Heroes which dominated the centre of the Agora in Athens, a symbol of the birth of democracy.

Each statue is associated with a universal value engraved at its base which refers to the aspirations sought by those who take selfies: **freedom, trust, equality, hope, beauty, victory, memory...**

Visitors are invited to write down the value with which they most identify or most recognize in themselves and can leave with this printed word which can be translated into several languages, including Ancient Greek.

# 6 / A VOYAGE IN THE ART OF BEING: THE INVENTION OF AN OLFACTORY LEGEND



The sixth level of interaction is olfactory and aims at amplifying the overall experience by soliciting the sense of smell.

The work is not solely there to be admired, it needs to be lived, breathed in.

In Memory of Me proposes a total immersion with the creation of a unique, unisex perfume which single-handedly expresses what the practice of the self-portrait incarnates on a global scale; the strive for **heroism, admiration, proximity, seduction, beauty**, to preserve the **memory of a unique instant, to be loved...** whilst evoking fragrances reminiscent of Ancient Greece or which might have existed at that time, to enable

visitors to travel and offer a moment of escape which is not solely visual. The olfactory diffusion device can be installed alongside and in addition to the virtual reality device.

(interaction n°4).



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