

NAZIHA MESTAOUI & YACINE AÏT KACI  
ELECTRONIC SHADOW

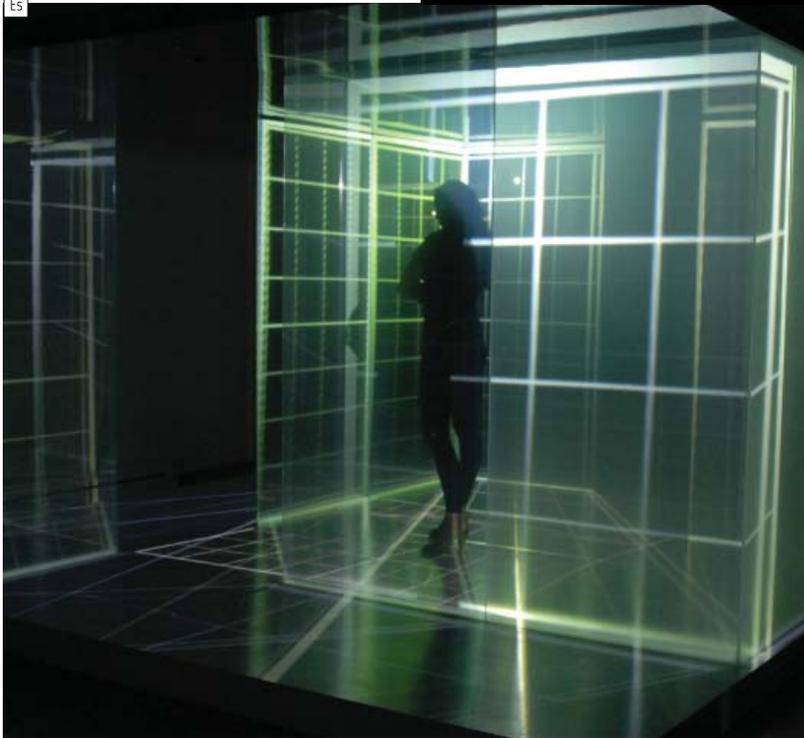
Es

# PRESS RELEASE

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Le Pavillon des Métamorphoses (2010) Privalite  
glass installation (St Gobain)

H2o (2004)

Boffi interactive installation

Milan Furniture Fair 2005

Prix Laval Virtual Art and Culture 2005

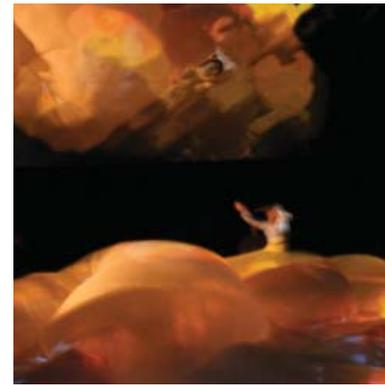
Japan Media Art Festival, excellence prize 2006



**Naziha Mestaoui started out as an architect, Yacine Aït Kaci, as a multimedia director and producer.**

In 2000 they created "Electronic Shadow" inventing a new cross-disciplinary and converging career for themselves, with an artistic territory that is both a laboratory and a nonstop generator of new possibilities. They move from one new venture to the next at a breathtaking pace: exhibitions, architectural projects, innovations and even live performances, all of which bear the imprint of their inimitable approach and style.

**By merging space, images and the innovations of the digital world, they have created a new hybrid discipline in tune with a modern world bent on breaking down boundaries.** The couple has marked its journey with numerous exhibitions across the globe; MOMA in New York, Centre Georges Pompidou in Paris, the Museum of Photography in Tokyo, the Contempo-



rary Art Biennale in Sevilla, Sao Paulo's SESI, Shanghai's MOCA...

**Grand Prix at the 2005 Japan Media Art Festival with 3minutes<sup>2</sup>,** an installation-manifesto on the housing of the future in where the material fuses with the immaterial, Electronic Shadow perfected its hybrid spaces by developing an innovative methodology and procedures at the crossroads between art., science and technology.

By turning space into a media and images into an architecture that can be lived in, Electronic Shadow found an ideal playground for endless invention. An encounter with the star-choreographer Carolyn Carlson led to a long collaboration and the ensuing "Double Vision" a video-choreographic show that has been touring the world since 2006. In 2010, after a second show on the electro scene, Es created the stage design for the Nuit Electro at the Grand Palais, with a set midway between a show and a monumental installation.

Electronic Shadow has also worked as a light-artist on architectural pro-

Yacine AIT KACI and Naziha MESTAOUI  
in their Paris studio

Double Vision (2006)

In collaboration with Carolyn Carlson

jects such as the Frac Center, designed in partnership with Jakob MacFarlane (opening in 2011).

This Frac was the first to acquire one of Electronic Shadow's star installations, Ex-iles, which has been awarded numerous prizes and been displayed throughout France and abroad.

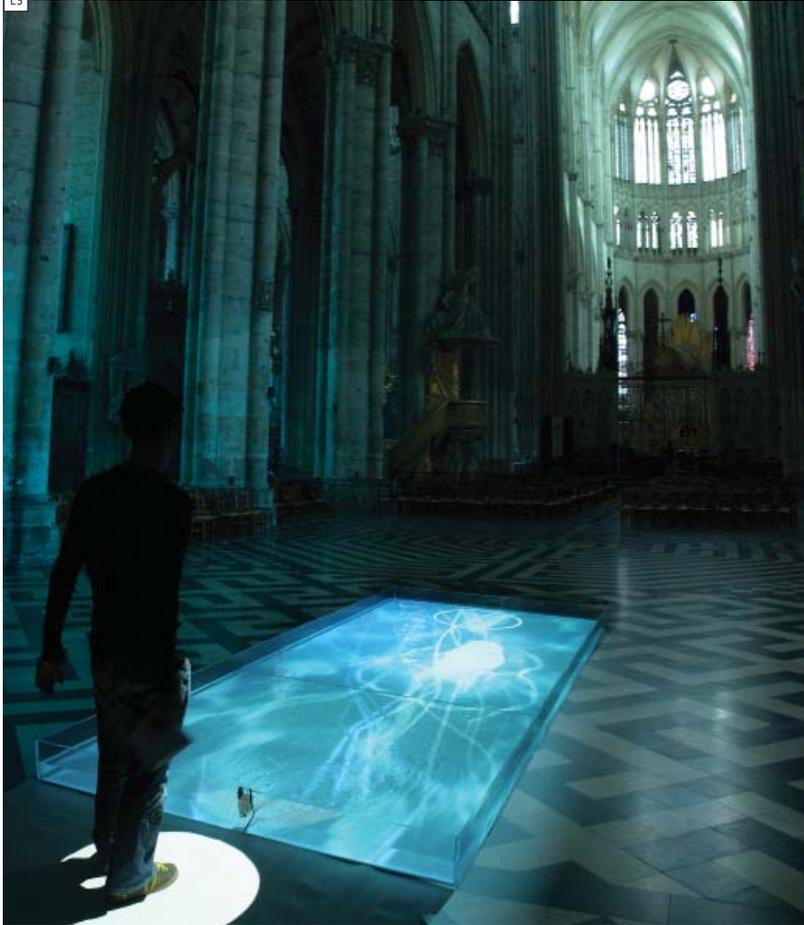
**Although they don't fit into any recognizable slot, leading companies regularly ask the duo** to step in on projects that resonate with Electronic Shadow's creative explorations (Comité Colbert, ST Dupont, Boffi, Cassina, Microsoft, Sfr, St Gobain ...)

In 2003, Electronic Shadow created ES studio, its own production unit, to turn its innovative concepts into real projects.

**For its 10th anniversary** Electronic Shadow is getting ready for a winter 2010 exhibition-show at the Musée Granet in Aix-en-Provence. Called Futuréalismes, this large-scale exhibition will look at the past 10 years of creation and project audiences into the 10 to come...



## 1. Story of an Encounter



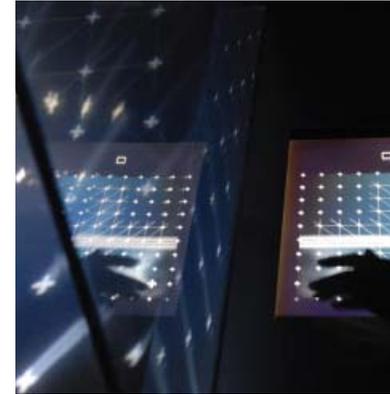
Ci dessus

**Ex-iles** (2003) exposé dans la Cathédrale d'Amiens pour la nuit blanche (2006)

A gauche

**Futurinô** (2009)

En collaboration avec «rinôçérôse»



### Between 1996 and 2000,

Naziha Mestaoui, founder of an architecture and urbanism research group in Brussels, began to examine the transformations in architecture in the digital age.

At the same time, Yacine Ait Kaci, a multimedia pioneer, was creating a DVD-Rom for the Grand Louvre, among others, while directing and producing a series of animated films on science for Arte.

Naziha Mestaoui and Yacine Ait Kaci were already aware of each other's work and exchanged e-mails for several months before finally meeting up at the Internet Film Festival in Lille, halfway between Paris and Brussels.

### The creative spark that led to the creation of Electronic Shadow

In founding Electronic Shadow, Naziha and Yacine used their respective areas of expertise, architecture and multimedia, as the building blocks of a unique artistic

production in which the body-interface is confronted with new hybrid environments that combine the real and the virtual. This intuition of an evolving world was to become the focus of their attention and innovation, key to their considerations. Even before they took on any projects, Electronic Shadow had already defined its mission and the direction it would take as a pure producer of creative ideas.

When Naziha and Yacine first met, social networks had not yet seen the light of day. The idea behind Electronic shadow was inventive and farsighted: "In just a short time, the world has forged itself an electronic reflection, a sort of digital double," explains Yacine. "And each one of us also has a double made up of numbers, descriptive codes, and a huge amount of personal data, over which we have but limited control. This is how the name Electronic Shadow came about. This shadow exists as a reflection of our real body but in its virtual extension, in the end, the two are meant to merge."



**Bissextiles** (2007)

Animated interactive fountain

**Superfluidity** (2009)

Interactive musical installation on network and on mobile

**"A good part of our work consists of proposing a new type of space that integrates a digital extension from the very start. In short, in creating an entity that combines the virtual and the real."**

The perception of reality is key to the couple's research; they are constantly seeking to make the image escape from the screen by having it merge with the physical space around it. This idea led to an invention patented in 2003, video mapping, which the duo has continued to perfect by creating a platform that synchronizes images with just about everything: lighting, motors, telephony...

Electronic Shadow's references are eclectic; the two creators are fascinated by the advances in science and technology that tally with their creations in the triangle art, science, and technology and that are always based on an approach that has more to do with poetry than pure technicality.



## 2. Highlights

Es



Show-Room S.T.Suport (2007)

Overall design of the space

Creation of animated displays and virtual windows

### Shows around the world

Naziha and Yacine have had their work on display in leading museums across the world: MOMA in New York, Centre Georges Pompidou in Paris, the Museum of Photography in Tokyo, the International Contemporary Art Biennial of Sevilla, the SESI in Sao Paulo, MOCA in Shanghai, etc.

In all, close to 70 shows in the space of 10 years...

### - FIAC Luxe !

In 2006 the Comité Colbert asked Electronic Shadow to direct and produce its show "Espoirs de la création" for the FIAC. A "garden of ideas", nurturing the seeds of a constantly changing creation, was set up in a 130 sq. m space; 31 projects by 31 luxury goods firms coexisted in pool of images situated midway between the imaginary and the real.

### - L'appart SFR

Permanent set up - 7 rue Tronchet in PARIS - Private space for special events, meetings, etc.

ES studio inserted a self-supporting contemporary "skin" in a historic 19th century apartment with remarkable decorative woodwork and chandeliers. Light and images reveal the premise's different spaces, a co-habiting of the past and the present, the old and the new, in the digital era.

### Major collaborations

The duo became known to the general public with "double vision," a magnificent production co-authored with dancer and choreographer Carolyn Carlson.

Electronic Shadow also staged the tour of the group Rinôçérôse based on the Futurinô concept, and operated as its visual art director.

In parallel with their strictly personal creations, Naziha and Yacine participate in various projects, allowing them to shape and enrich their avant-garde vision.

### - Windows Experience

Inaugurated by Steve Ballmer and Christine Lagarde, Windows Experience has been installed since 6 October

2009 in Microsoft's French headquarters, deploying ambiances made up of images, lights and reflections. Visitors can change the various aspects of the environment using a Microsoft Surface table. Designed as a dynamic and real time content platform, Windows Experience is regularly updated, and the space converted into media...

### Headline news for 2010: a special show at the Musée Granet in Aix-en-Provence

The Musée Granet in Aix-en-Provence is organizing a major exhibition for December 2010, opening its doors to digital art for the first time. The show will propose an imaginary and poetic tour that explores the changing relationship between the material and the immaterial and more directly, the history of art and the change in its relationship to images, reality and fiction.

Top left

L'appart SFR (2010)

A contemporary architectural matrix in a historic

19th century Paris apartment

Above

Double Vision (2006)

In collaboration with Carolyn Carlson

Right

Windows Experience (2009)

Permanent interactive installation



## 2000-2010: 10 years of creation



The Bride (2004)

In partnership with Cristof

3 minutes² (2003)

### 2001, experimenting

Creation of the French Cultural Center in Palermo, Sicily. Naziha and Yacine laid the foundations for their artistic creations in formulating the overall design of the French Cultural Center in Palermo: they integrated the virtual networks into the physical architecture of the premises.

"We wanted a transversal structure so that the online resources of the cultural center could be used by other cultural centers across the world. It made sense to share the efforts, the programs, access to the artists".

### 2003, perfecting

Manifesto work and the development of video mapping: "3 minutes²".

2003 was a key year for Naziha and Yacine: they created 3 minutes², a work awarded the Grand Prix at the Japan Media Art Festival in 2005.

3 minutes² is a 3,5 x 3 meter space that comes to life through the images projected on it. The space is reconfigured according to the

activities of the people who live in it. A couple silhouetted in white live in the small apartment, continually transforming it with gestures as the sole interface.

The space is like an empty shell that comes to life when exposed to the images. Images here do not serve as a medium for illustration but as an essential condition of the space which it delineates in terms of space as well as in content. It is a futuristic vision of a world to come in which spaces are transformed at will, objects are printed on demand and housing becomes a totally hybrid mix of the physical and the digital.

### 2006, achieving

In 2006, the Comité Colbert asked Naziha and Yacine to stage FIAC Luxe! In 2009, Microsoft requested one of their installations for the lobby of its new headquarters.

Also in 2006, Naziha and Yacine put their special stamp on an exceptional joint work with the star choreographer Carolyn Carlson, creating



Echo et Narcisse (2009)

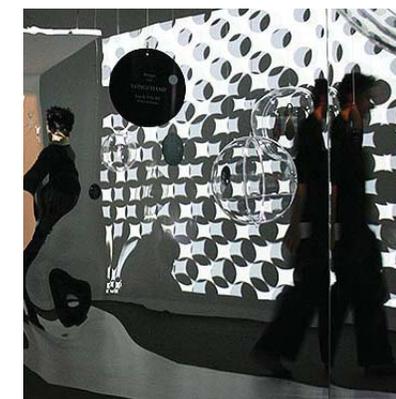
Interactive installation

Presented at l'Eclaireur from Oct.09 to May 10

"double vision", a show in which the space-image becomes the narrative decor of a world in which the dancer's body is the storyteller. The show was a huge popular success and is still touring the world. After Japan, Korea, Italy Finland, as well as many other countries, it will be presented in the U.S. in October 2010.

### 2010, 10 years already

To celebrate their 10th anniversary and to launch the next 10, Naziha Mestaoui and Yacine Aït Kaci will present their show "Futuréalismes" at the Musée Granet in Aix-en-Provence from 9 December 2010 to 30 April 2011. The exhibition will bring together some 20 works by the duo; visitors will be invited to travel through it as if it were a journey through modern utopias, utopias that are viable, and not just a dream.



Fiac Luxe! (2006)

"Espoirs de la creation" for the Comité Colbert

### Contacts and practical information

#### represented by:

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Please do not hesitate to contact us for any further information you may need (detailed biography, request for visuals, etc)

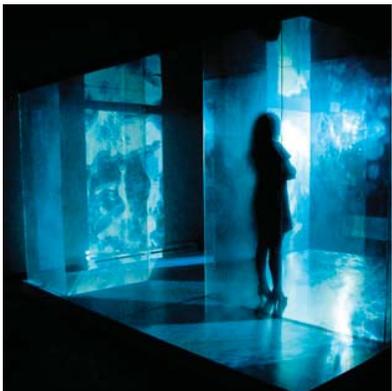
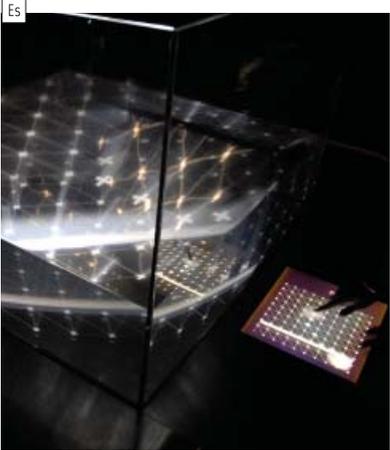
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## Mark your calendars!

### The fall will be Electronic Shadow!

**Electronic Shadow is celebrating its 10th anniversary this year and there are many new projects coming up this September!**

Created in 2000 by architect Nazih Mestaoui and multimedia producer Yacine Ait Kaci, Electronic Shadow has been multiplying its experimentation and achievements in a wide variety of domains over the last 10 years, including art, architecture, design, and live performances.

#### The RENDEZ VOUS

##### BIENNALE PANORAMAS

**September 2010** | Roaming narrative device and installation set ups in the brand new Parc des Coteaux, Bordeaux Rive-droite.

##### NUIT BLANCHE 2010

**2 Octobre** | Superfluidity at the church St Médard de Clichy After its show at l'Eclaireur in Paris - still underway - and at the Festival FILE in Sao Paulo, Brazil, this summer Superfluidity will be setting up for a night's stay in a mysterious

and ethereal place.

This multi-user interactive installation will take the form of a virtual interactive real time 3D environment that can be viewed online or via one or several physical installation(s), all of it working as a network. This visual environment will create a sort of sound bite that will be superimposed on others in a collective space continually under construction.

[www.electronicshadow.com/sf](http://www.electronicshadow.com/sf)

#### LA NUIT ELECTRO at the Grand Palais

**9 octobre** | Monumental installation at the Grand Palais.

On stage, Laurent Garnier, Yuksek, Simian Mobile Disco

Vibration, sound, light, matter... a universal vibration that makes us resonate with the elements of the universe... a vibration greater than we are, greater than everything yet on the scale of the Grand Palais. For one night, the Grand Palais will welcome musicians' and their audiences' vibrations in a staging of the space and a monumental art installation to make it resound;

Visuals:

- Superfluidity
  - Simulation of the Grand Palais
  - Le Pavillon des métamorphoses
- HD visuals on request

the echoes of a single night for sharing a collective sensory experience whose "grands tableaux" will be unveiled throughout the night... Patience, you have to be there to see, hear, sense, feel... vibratel

#### SHOW AT THE MUSEE GRANET IN AIX-EN-PROVENCE FUTUREALISMES December 2010 - May 2011

The show FUTUREALISMES, will present a series of installations and projects, some of them never displayed before, in a Fine Arts museum for the very first time. They are designed to project audiences into a totally captivating and interactive world of the senses, an invitation to reflect as well as to dream, an ode to the imaginary!

Futuréalisme is the tangible expression of a future and a dream that can become reality. It's driven by the idea that Electronic Shadow multiplying for the last 10 years in installations, prototypes and applications, oscillating between reality and fiction, drawing up scenarios for the new societies of the 21st

century, ranging from the largest and potentially infinite scale, the network-world, to the closest and most familiar, housing. By merging space, images and networks, Es creates what it call hybrid realities, half real, half virtual in which the body is the interface and the environment, a constantly changing element, alive, vibrant and poetic.

#### Contacts and practical information

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