



Festival of the Digital City

May 29th to June 7th, 2009
in the Greater Paris Region



AMBITIONS

Showcase for Parisian Digital Excellence

GOAL

To strengthen the region's reputation for innovation and creativity in the digital content and services industry by creating a "live showcase" for the technologies of Parisian companies and research labs who are building a Digital City of the Future

Showcase for International Digital Excellence

GOAL

To create the international event of reference for the Digital City of the Future, allowing the top creative European Cities to showcase their best and most innovative prototypes

Innovation for everyone

AMBITION

To generate playful and inclusive reflection, involving everyone regardless of their experience or knowledge of digital technology, through a collective experience of a possible future scenario for the city.

Innovation

For everyone

Because digital technology is part of our everyday lives, because it is forging a new society, because it is changing our relationship to the world, Futur en Seine intends to offer Parisian citizens and visitors a **major public festival of digital technology.**

By involving the general public, Futur en Seine is taking a significant pioneering step in creating a truly inclusive and interactive “grass-roots”, popular festival.

At the same time, the professional sector is not forgotten: Cap Digital has also organized a concurrent program of demos and conferences.





FOUNDATIONS

The six pillars of the event

1 **LIVE SHOWCASE**

A stage for displaying the content and services developed by Parisian and International companies and research labs.

2 **OUTREACH**

The festive and popular dimension of the event.

3 **NATIONAL AND INTERNATIONAL IMPACT**

High quality conferences for professionals and the general public, certified by Cap Digital

The six pillars of the event

4 PARTNERSHIPS

Establishing ties with other, independently organized events which are happening within the same time-frame.

5 COLLECTIVE MOTIVATION

Mobilization of the digital community to organise parallel events.

6 FUTURE GENERATIONS

Building youth awareness (with the CFA, French national education, recreational centers, and other partnerships)



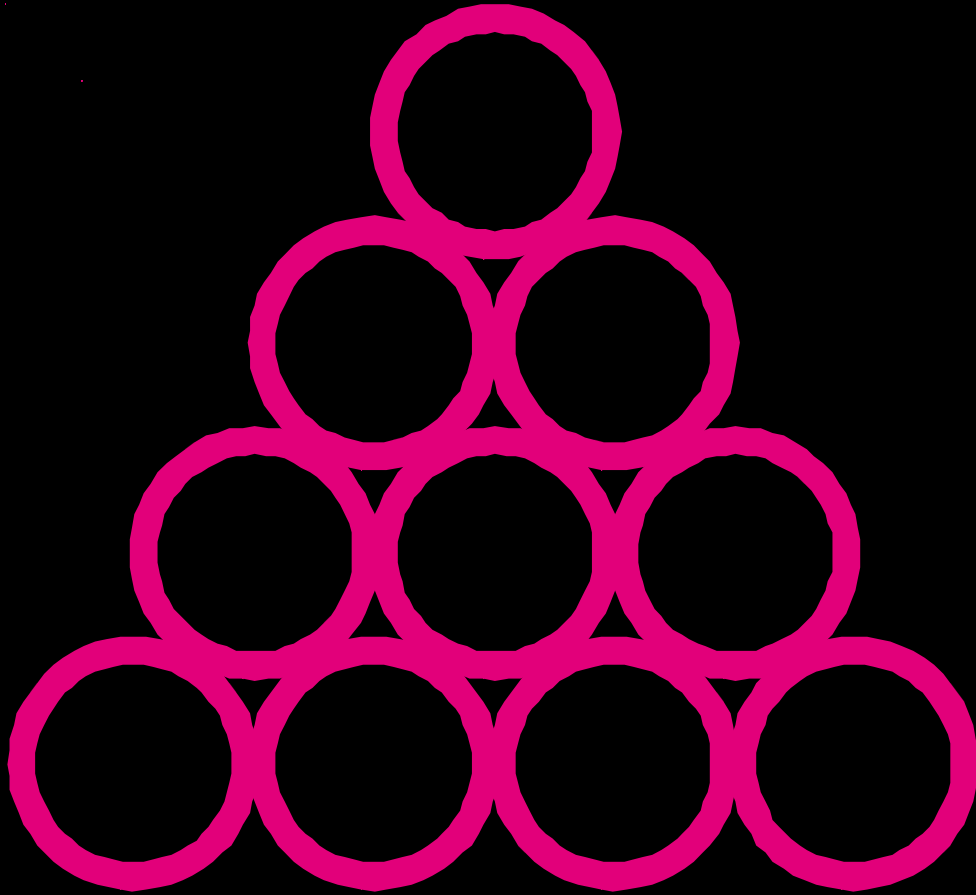
Futur en Seine 2009

“Pilot” Event

Cap Digital’s aim is for Futur en Seine to become a point of reference on the international scene: **a universal exhibition of digital technology.**

2009 will see the Futur en Seine Pilot Event: In a challenging economic climate, the event will focus on the Digital Creative Industries as a key area of “investment in the future” for the city and its people

The core of Futur en Seine



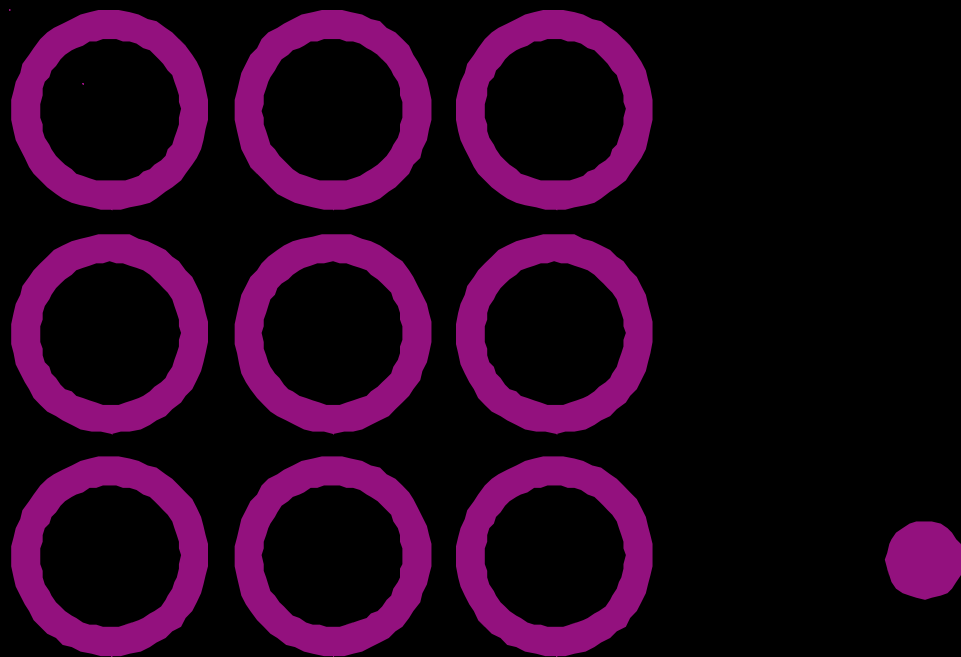
TARGET AUDIENCE

Who is Futur en Seine for?

- Politicians, urban planners and policy makers
- Heads of strategy and innovation
- Media creative professionals
- Entrepreneurs and investors
- Artists and scientists
- Co-creative consumers
- Curious citizens
- All those who love Paris and want to explore and experience the city from an innovative future digital perspective!

Why should YOU come?

- Create, experience and share the vision of the future digital city
- See the reaction and interaction from the “grass-roots” general public
- Gain new inspiration and insight for your creative ideas
- Participate - your opportunity to influence and innovate
- Try out your new “digital city” applications with the general public
- Find new business, collaboration and investment opportunities
- Meet people from diverse creative and cultural backgrounds
- Experience a unique popular festival in one of the world’s most beautiful cities!

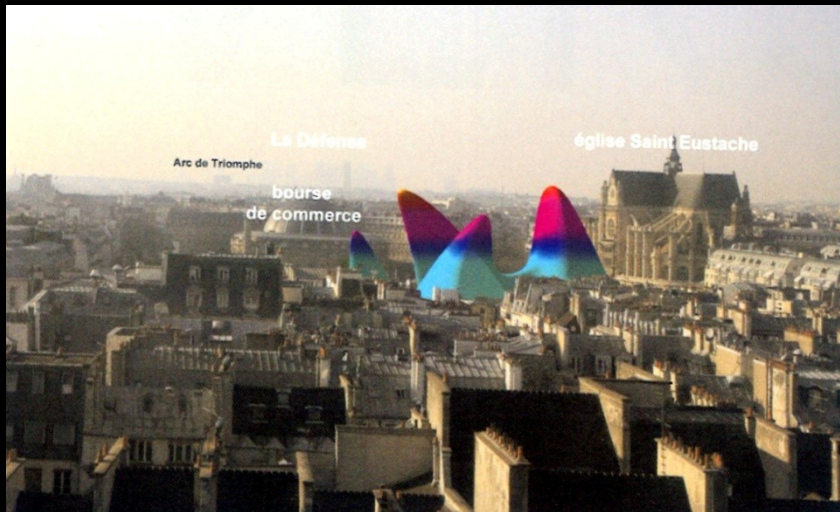


SHOWCASE OF INNOVATION

16 technological prototypes

16 selected technological prototypes from the Paris Region:

- result of a call for projects by Cap Digital.
- financed by the Greater Paris Region.



- < T lescope panoramique
Ludigo
R alit  augment e mobile
Frida V
Urbadeus
H ritage 3D
Meet your Heartbeat twins
City pulse / montre verte

16 technological prototypes



- < Nuage vert
- Théâtre de guignol numérique
- Voxtrumental
- Le robot touriste
- AWDIO Software
- Sur-impression
- MeTaCarte
- Transport amoureux

Presentation of innovative applications:

Adding value through public participation

An opportunity to present projects certified for quality by Cap Digital

Innovative applications and systems from SMEs and research labs, selected from an open call.

Set up and presented by the project owners themselves

Aiming to stimulate the public's interest, interaction and full participation!

Presentation of innovative applications:

Participation of leading European Cities

Leading creative European cities invited to submit their most innovative Future Digital City applications, demos or prototypes

Shared “International village” space in one of Paris’ most prestigious cultural or artistic

Opportunity to explore new business & exchange opportunities

Opportunity to interact with public and professionals

Opportunity to attend international, targeted conferences





NATIONAL AND INTERNATIONAL REFLECTION

Certified conferences

Preliminary

World Future TV (conference organized by ITEMS)

Eurodigimeet (European conference organized by Cap Digital and the Paris Chamber of Commerce and Industry)

Ville numérique Future (co-organized with Advancity)

Tech 2009 (CGPME's Technology Day): Paris and possibly other cities from the region

Infomagic conference and demos, including the demonstrators developed in the project

World Information City (organized by La Maison des Métallos)

– *To be confirmed*



Certified conferences

Preliminary

Ecology and computers (organized by La Maison des Métallos)

– *To be confirmed*

Dimension3 expo (organized by Avance Rapide at the Centre National de la Danse)

Forum « Marketing visuel et nouveaux usages dans la ville numérique de demain » (Visual marketing and new usages in the digital city of the future) by L'Ecole des Gobelins

Community Conference (by Bearstech) – *to be confirmed*

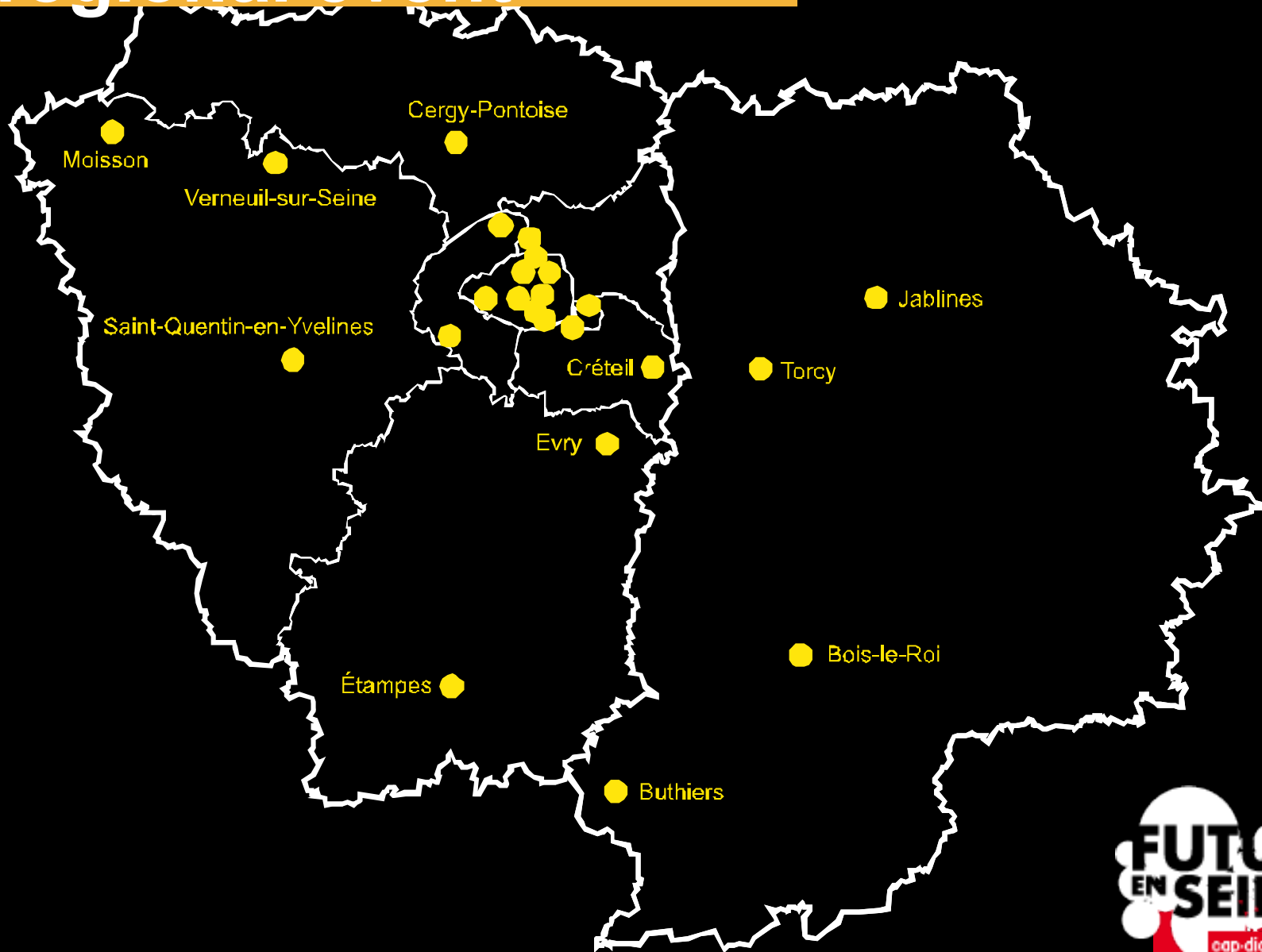
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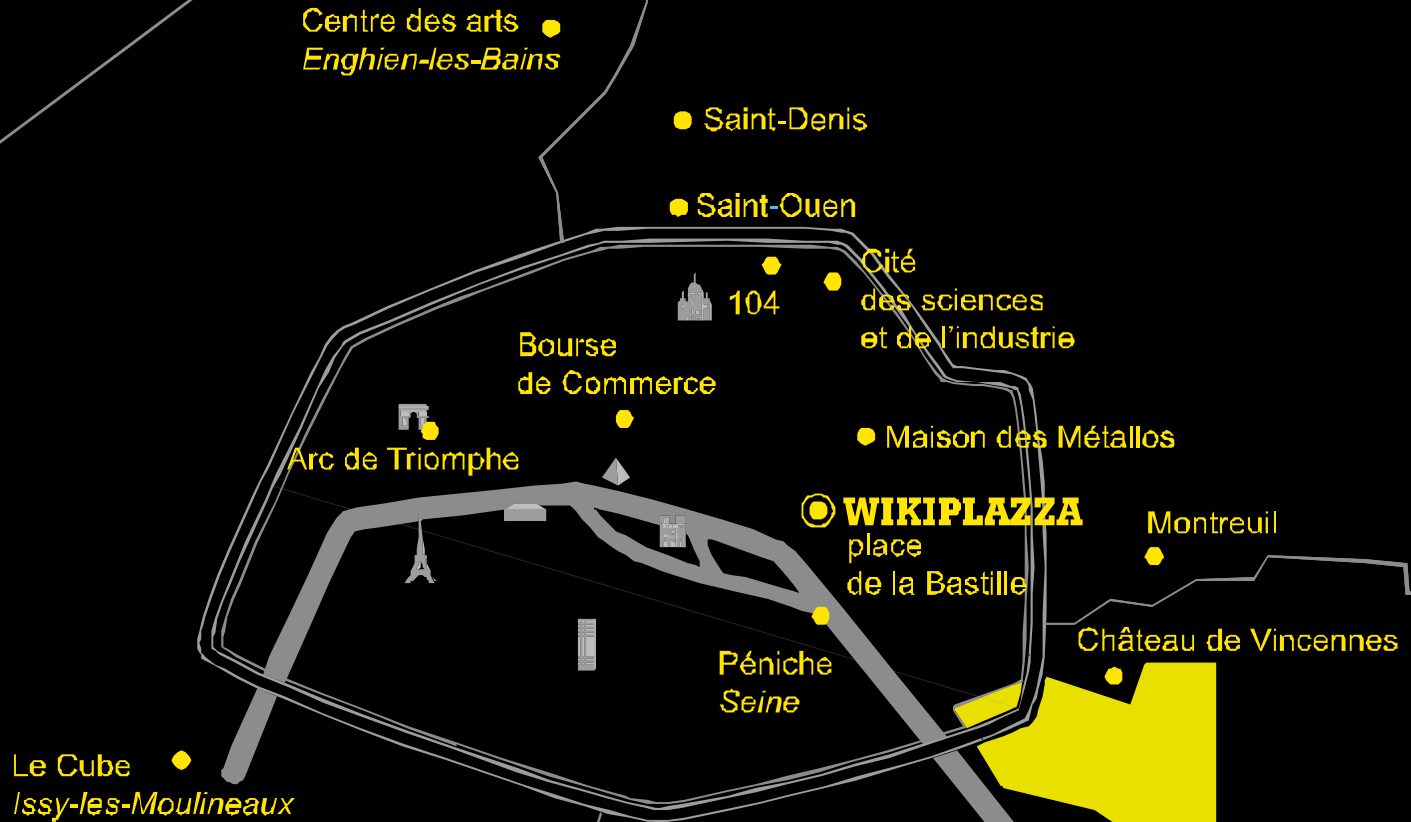
FUTUR EN SEINE

EVENT SITES

A regional event



A regional event



The WikiPlaza



The **WikiPlaza** is a light architectural structure which will be erected temporarily on the Place de la Bastille.

It will be **composed of advanced technological systems** designed to be used by the public in a participative and open manner : connect at will, share knowledge and experience, access local and remote resources.

Several prototypes will be presented at the WikiPlaza.

Screens will ensure **real-time projection** of activities elsewhere in the city and will relay Futur en Seine community communication: blogs, forums, etc.

La Bourse de Commerce



The Paris Chamber of Commerce and Industry has made available **La Bourse de Commerce** for use by Futur en Seine throughout the whole event.

This is where the Cap Digital-certified **conferences and professional forums** will be held.

La Bourse de Commerce will also host presentations of cluster projects and innovative technologies developed by Cap Digital members.

La Cité des Sciences



La Cité des Sciences et de l'Industrie will host a selection of the 16 Futur en Seine prototypes, within the framework of its regular exhibition.

It will also present a “*making of*” including all 16 prototypes, in the form of a **Gallery of Technologies**.

Exhibits of innovative applications will be placed temporarily in the main reception area, which will also host conferences.

Le 104



Le 104, which will be partially dedicated to the event, will be the key meeting place for **digital communities**: presentations of innovative technological solutions, meetings, information exchange.

Cap Digital is counting on the support of its various domain communities and on the organizations involved in the cluster to organize the program and make full use of building's potential.

A regional event



Le Centre des Arts
(Enghien-les-Bains)

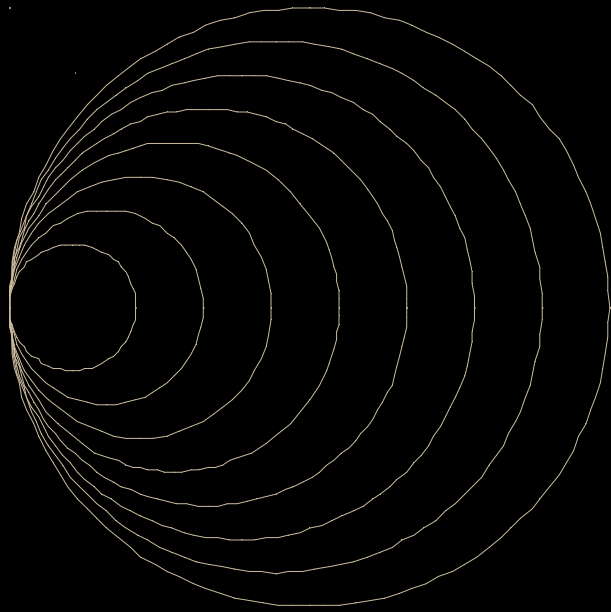


Le château
de Vincennes

La Maison
des Métallos
(Paris)



Le Cube (Issy-les-Moulineaux)



**MAKING THE EVENT
HAPPEN!**

Targeted and effective communication

As the newcomer on the Parisian event landscape, Futur en Seine will need to have a strong, visible, and highly accessible image to reach the widest possible audience.

Futur en Seine has therefore designed a visual identity that is unique, meaningful and flexible, creating an instantly recognizable graphics system.

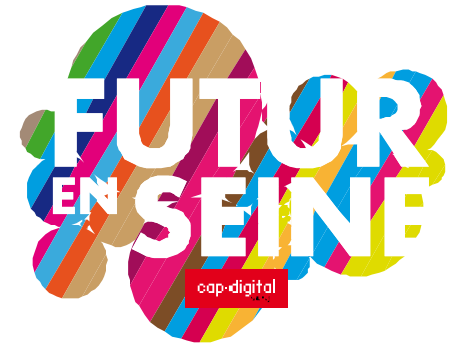
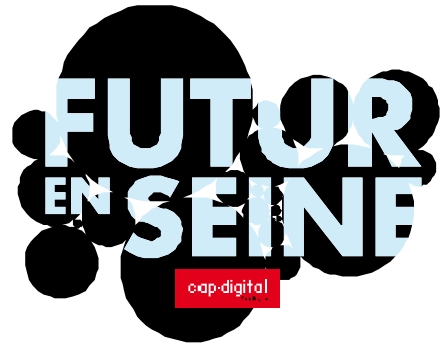
This visual identity evokes:

- Outreach, “making waves”
- Ebullience and abundance
- Perpetual motion

FUTUR EN SEINE

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www.cap-digital.com





LA VILLE NUM *f*RIQUE

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EN SEINE**

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29 MAI / 07 JUIN 19

WIKIPLAZA

(PLACE DE LA BASTILLE)

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Futur en Seine

The international partner offer

Participation in the Future en Seine International event (provisionally ca. 29 - 31 May)

Demonstration and promotional space in Le 104, the newest and most exciting Centre for Urban Culture in Paris

Entrance to all official festival events (inauguration, reception etc.)

Entrance to targeted networking events with leading French and international creatives and business from the Media Creative Industries

Access to all public events

Marketing and promotion of your organisation and its event through the Futur en Seine marketing channels and partner networks

