



Hello, Ici Meme

Role-play by mobile phone

Interactive performance

Alternate Reality Game - ARG
powered for iPhones

About Hello Ici Meme Why is it more hygienic to talk through screens? What's the point of the real world? How do you live with just one hand? A story of the information and communication society, *Hello, Ici-Même* questions the function of communications tools and changes in behaviour.

Hello, Ici Meme is an interactive urban game for 21 players guided by audio and video via mobile phone.



HOW DOES IT WORK?

EACH PLAYER IS EQUIPPED WITH A MOBILE PHONE AND A BLUETOOTH EARBUD.

IN HIS OR HER EAR, AN ACTOR MAKES THE PLAYER SPEAK LIVE, LIKE A PROMPT.

ON THE PHONE SCREEN, A VIDEO DIRECTS THE PLAYER'S MOVES AND GESTURES. THE RULE IS TO BE GUIDED BY THE IMAGE. THE VIDEO MATCHES THE PLAYER'S PERSPECTIVE EXACTLY, AS IF HE OR SHE WERE FILMING. THE PLAYER CAN RECOGNIZE HIS OR HER SURROUNDINGS, IDENTIFY THE RIGHT HAND, FEET AND EVEN SOMETIMES THE BODY OF HIS CHARACTER...



IN FIGURES

21 IPHONES
21 SYNCHRONISED VIDEOS
21 BLUETOOTH EARBUDS

21 PLAYERS LED
BY 7 ACTORS
FROM 1 CALL CENTRE
5 PARALLEL SCENES
2 LEVELS PER SHOW
8 SPACES
2 HOURS OF PLAY IN 2 PARTS

The pitch A start-up that makes smartphone games is asking people to test 'iM'. The famous augmented reality game that allows you to change identity as you like. A woman can become a man, a man can be transformed into a robot... try the beta version, discover your character and unravel an episodic story about the marvellous world of telecommunications.



At the frontier of the real and virtual,

Once briefed, equipped and accessorised, the audience explores places and takes part in various parallel scenes:

- ▼ THE FICTIONAL STARTUP WELCOMES THE 21 PARTICIPANTS AND OUTLINES THE RULES OF THE GAME



- ▼ START. VIDEO-GUIDED EXPLORATION OF PLACES, STALKING, TRANSACTIONS, FIRST ENCOUNTERS



- ▼ COMMUNICATION EXPERIMENTS IN THE LAB OF NIKOLA TESLA | "IM LAB" SCENE WITH 7 PARTICIPANTS



▼ CORPORATE MEETING BETWEEN THE GAME'S INVENTERS AND PR TEAM, CALL CENTRE VISIT | "THINK TANK" 5 PARTICIPANTS



▼ CHORAL DEMONSTRATION AGAINST RADIO FREQUENCIES AND GAMES | "THINK DIFFERENT" SCENE 4 PARTICIPANTS



▼ GROUP THERAPY SESSION TO BREAK DEPENDENCE ON TECHNOLOGY | "THERAPY" SCENE WITH 5 PARTICIPANTS



▼ HIDEOUT IN AN UNMARKED POLICE CAR AND INTERROGATION IN A LUXURY HOTEL | 4 PARTICIPANTS



▼ RETURN TO THE START: QUESTIONNAIRE FROM THE START-UP AND MEETING WITH THE ACTORS OVER A DRINK



Scenes & themes

- ▼ "IM LAB" SCENE | A 200m² empty space.



In which communication tests are carried out on volunteers, you easily learn a Serbian folk dance guided by smartphone waves, test free will and make reference to the Turing and Milgram experiments, where it seems that basic research clearly diverges from industrial interests.

Synopsis : Nikola Tesla, a respected Serbian scientist, tries to regulate emotion in communication by his guinea pigs by using radio waves. His research is funded by a mobile gaming start-up that wants to procure strong emotion for its players.

- ▼ 'THINK-TANK MEETING' SCENE | A CORPORATE MEETING ROOM NEXT TO THE CALL CENTRE



Which concerns product placement for games, Coca Cola and relational ecology. In which you sing Pink Floyd's 'The wall' with protesters.

Synopsis: 3 representatives of a smartphone gaming start-up meet with 1 elected representative and 1 advertising executive, present a gaming platform and transform a demo outside into a choir from the call centre.

▼ "THINK DIFFERENT DEMO" SCENE | FORECOURT, OUTSIDE THE CALL CENTRE.



In which people protest against the millenium bug, GPS and Google that gives 'gogol'. People oppose mindless mobile gaming, learn that being revolutionary means tuning out and doing nothing with freedom.

Synopsis : The current protest targets a smartphone gaming start-up and its mobile phone mast. The protesters slam abuse of radio waves and oppose the use of the urban environment for gaming. A sought-after hacker, Dark Dante, organises the demo and secretly negotiates his surrender, before being arrested by undercover police.

▼ "GROUP THERAPY" SCENE | A COMMUNAL ROOM, 1 table, 5 chairs.



When you never hold a helping hand, because of the telephone, when progress complicates life.

Synopsis : 5 anonymous geeks share their stories to break their addiction to technology.

▼ SALOON HIDE-OUT | HOTEL ROOM SEARCH



In which you discover the compulsive and subversive world of hackers and really start to wonder about your own character

Synopsis : A wire-tapped hotel room hides Dark Dante, a formidable iPhone game hacker. Everything about him suggests that he's a victim of exposure to radio waves. Unless he's a clever fake. To confuse him, a top-notch team hides in an unmarked car and carries out a search.

▼ RECEPTION AREA WHERE THE FICTIONAL START-UP EQUIPS AND BRIEFS THE AUDIENCE BEFORE THE SHOW. AND WHERE THERE'S HEATED DISCUSSION AFTERWARDS.



Audience First performances. Martres-Tolosanne, Capdenac, Toulouse business district, people start to talk after the performance...



REACTIONS

'IT'S BRILLIANT, THIS PLAY WITHIN A PLAY ABOUT MANIPULATION'

'I WAS WORRIED ABOUT MY STUFF, THAT A MICROPHONE MIGHT HAVE BEEN HIDDEN IN THE PIZZA BOX, I THOUGHT IT WOULD BE OPENED TO REVEAL INDUSTRIAL ESPIONAGE'

'THE PIZZA AND THE HAT ANNOYED ME ON THE TABLE, THEY WERE HIDING DOCUMENTS THAT I HAD TO LOOK AT LATER'

'I'D HAVE LIKED TO SAY MORE – REACT!'

'DO YOU SEE US WHEN WE'RE PLAYING? YOU SHOULD MAKE A FILM OF IT!'

'THE MOST IMPORTANT THING AT STAKE...

THE QUESTION OF FREE WILL'

'NOT INTERESTING AT ALL. PLAYING ALONE FOR A LONG TIME, I DON'T SEE THE POINT... YES: AFTER I SAW THAT MY CHARACTER WAS UNDER SURVEILLANCE. SO WHAT I WAS DOING WAS BEING USED FOR SOMETHING, SOMEWHERE'

'TOO SLOW, I WALK MUCH FASTER'

'I WAS PROTESTING AGAINST GEOGRAPHICAL LOCATION AND FOR THE RELOCATION OF RADIO WAVES. BUT AS USUAL, WE DIDN'T SEE THE ENEMY. I SHOUTED: LEAVE YOUR OFFICES, BOFFINS! AND THEY CAME OUT AND SANG WITH US'

'TOO FAST, ESPECIALLY FOR GETTING DRESSED'

'AT THE START, WHEN I WAS BEGINNING TO SPEAK AT THE SAME TIME AS MY NEIGHBOUR, I THOUGHT THERE WAS A BUG. BUT THEN IT WAS REALLY FUN. WE STILL DON'T KNOW WHICH OF US WAS THE OTHER'S AVATAR'

'TREMENDOUS. WHEN'S THE NEXT EPISODE?'

Beyond the performance

Past masters of sophisticated urban mystifications, Ici-Même manipulate the fake to penetrate the everyday.

In 2000, to question the double meanings of street furniture, Ici-Même installed pieces both prospective and coercive and organised a fake city marketing operation on urban comfort.

In 2004, to ask people about economic insecurity and social mobility, the group did not hesitate to make and install in central Paris a complete development of houses the size of parking spaces, with a cast of 20 tenants, estate agents and support staff!

In 2007, Ici-Même started an apocryphal movement of urban happenings: streetbooming, an artistic response to the financial crisis using the body and a way of considering the reasons and means to take action as artistic activism is transformed into photogenic flash mobbing. All Ici-Même's work traces the doublespeak of towns. Stories of the urban future, Ici-Même's productions have strong audience involvement and leave a lasting impression.

In 2010, Ici-Même looks at the massive phenomenon of mobile phones and has devised a play in the form of role-play by smartphone. ALLO ICI-MEME is an immersive performance with the audience as hero. It's also the name of the pilot episode of iM (pronounced 'i'm'), the latest iPhone game designed by a start-up to change identity in real life. The start-up is fictional, the experience in reality disturbing. At the heart of an episodic story, ALLO ICI-MEME offers players the chance to explore places, discover characters, experience augmented reality and join the debate on NICT (new information and communication technology). Beyond the gadgets, Ici-même sees the need to confront theatrical writing with mobile communications technology. On the pretext of a game, ALLO ICI-MEME helps people consider the evolution of communication, the influence and impact of new technologies, their way of reorganising space, subverting time and affecting social interaction. A discursive polyphony, ALLO ICI-MEME also questions the representation and place of the audience.



21 characters, 9 artists

Hello, Ici Meme

CAST

CATHERINE BLATTER
SYLVAIN BORSATTI,
MARK ETC
NICOLAS LAVERGNE
HÉLÈNE LAXENAIRE
CÉLINE NAJI
JACQUES NORGEVILLE
ERIC MÉNARD

AUTHORS / DIRECTION

MARK ETC
ERIC MÉNARD

VIDÉO

ERIC MÉNARD
ASSISTED BY HÉLÈNE LAXENAIRE

TECHNICIAN

CHRISTIAN GESCHVINDERMANN

PRODUCTION

PAMÉLA DE BONI

PHOTOS :

ANTOINE BACHELET
DR/ICI-MEME





Creators 'iM' is a show devised by Ici-Même. Since 1993, Ici-Même's notable productions include:

**HELLO, ICI-MÊME
BETA VERSION 1993**

**PIE IN THE SKY
1995**

**KIDNAPPING REQUESTED
1996**

**DO NOT THROW
YOURSELF ONTO THE
TRACKS 1997**

**GRAVITY IS ELSEWHERE,
1997**

STANDING IN MUD, 1998

**RETURN TO THE
LANDSCAPE
1999-2009**

IN WHICH PEOPLE REDISCOVER THEIR NATURAL GRANDEUR ACROSS LARGE-SCALE IMAGES IN URBAN SPACES. AN ENLIVENING LOOK AT PLACES, PEOPLE, THE STAKES.

[REPLAY >](#)

**HIGHLIGHTING THE CITY
OF TOMORROW
2001**

ESSENTIAL STREET FURNITURE DESIGNS, IMPLACABLE SALESPEOPLE. A PILOT PROJECT TO INTRODUCE FUTURE MOVES, PRODUCED BY THE MOST SERIOUS COMPETITOR OF JCDECAUX.

[REPLAY >](#)

CHRONOCLUB, 2004

DO YOU KNOW CHRONOLOCATION? TOWN HOUSES NO BIGGER THAN A PARKING SPACE, RESIDENTS WITH TIME SLOTS, A REVOLUTIONARY PROPERTY FORMULA, A FANTASTIC COMMUNITY. CHOOSE YOUR NEIGHBOURS AT CHRONOLOC.COM

[REPLAY >](#)

**SHOW-ROOM,
2005**

SOLO, VOTED HOME OF THE YEAR.

[REPLAY >](#)

**STREETBOOMING, THE
BIG BOOM FORWARD
2007**

IF YOU'VE TRIED EVERYTHING, MACROBIOTICS, WIFE SWAPPING, TERRORISM... DON'T GIVE UP ON URBAN LIVING. A MOVEMENT IS GROWING, EVERYWHERE, TO CHANGE EVERYTHING WITHOUT CHANGING ANYTHING, BECAUSE TOGETHER I AM GREATER. MEETINGS AND SECRET INSTRUCTIONS AT WWW.STREETBOOMING.COM.

[REPLAY >](#)

**DROWNING PROHIBITED
2007**

THE YEAR 2.0, 2008

HAPPY SARAN, 2009

**RETURN TO THE
ABNORMAL, 2009**

**A LITTLE SEED GROWS
BIG, 2009**

AIR POST 1 2009

[REPLAY >](#)

HUT-EVER, 2010

THE PLACE OF NATURE IN MAN OR VICE VERSA. INSTALLATIONS AND ENVIRONMENTAL STORIES IN BALCONIES.

[REPLAY >](#)

DAY, DAY, DAY,

I DON'T LOVE YOU, YOU DON'T LOVE ME, AHA, AHA, AHA, 2010

**TRACK AND STEAM,
2010**

IF YOU THINK THAT THE COUNTRYSIDE IS A TOWN LIKE ANY OTHER, LET OFF STEAM! MIXED MEDIA JOURNEY. PISTERBOUILLER.NET.

NOUS DREUX, 2010

1 OR 2 SUGARS ? 2010

iM, 2010

[PLAY >](#)

HAPPY END, 2012

[RESERVE >](#)

WWW.BLOG.ICIMEME.INFO

Thanks

Produced by Ici-Même (Paris), artistic direction Mark Etc.
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regional culture department. www.icimeme.info





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