



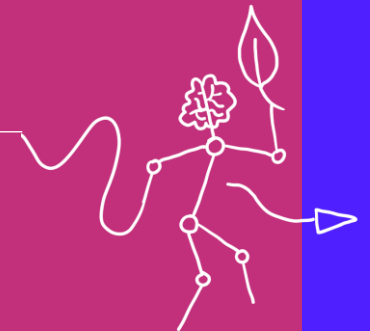
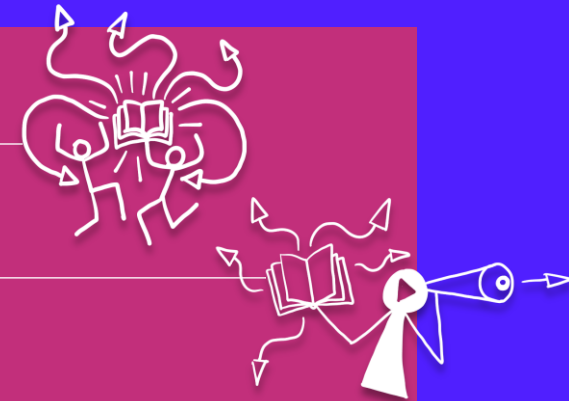
WE BUILD FUTURE WITH CULTURE



At **ELYX**, we believe that **Culture** plays a crucial role in the creation of links between human beings and, in their representations and imaginations about the **Future**. Culture calls upon both the intellect and the emotion, the cultural object speaks to the brain and sensitizes the heart. Culture is a canopy under which yesterday heritage and art interact with tomorrow narratives.

At ELYX, we are optimist for the world to get **regenerative**. Our plan to a common success is simple: taking up the **17 Sustainable Development Goals** (SDGs) and shaping people **mitigation and adaptation**.

At ELYX, we are persuaded that **emerging techs** - AI, metaverse, blockchain tools - are such a revolution like the one happened 25 years ago with the Internet. This innovative wind brings many opportunities to optimize and develop business, skills and people, with less pressure on the Planet.





MEET OUR **KEY** MEMBER!

THAT OPENS **EVERY DOOR**



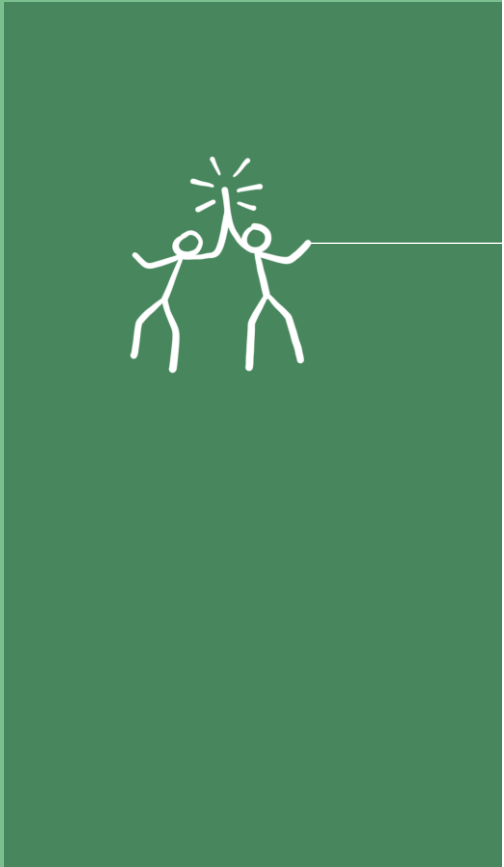
- SMILING
- ESSENTIAL
- **UNIVERSAL**
- **POSITIVE**
- OPEN HANDS
- OPEN ARMS
- **INCLUSIVE**
- **OPTIMISTIC**



ELYX is a fictional character born in Paris in 2011. It has enthralled people imagination with its joyful and impish lifestyle.

In 2015, he was named the first and unique **United Nations digital Ambassador**. Since then, it epitomizes UN key values and projects such as the **2030 Agenda**.





Behind **ELYX**, there is Yacine AIT KACI.

ياسين آيت كاسي

He is its father but not only.

Yacine is a digital artist since 1998, with +30 art immersive installations and shows produced over the world. He is an innovator and a futurist - he patented projection mapping in 2003. Yacine is also a highly committed person, recognized as a GoalKeeper by the Gates Foundation in 2022.



In 2018, Yacine teamed up with Adeline PILON.

أديلين بيلون

Adeline is a passionate expert about Art and Culture. She has developed a +10-year experience in Culture with a combined approach from business and finance, media, technologies, researches and sustainability. Adeline has been named among the 100 women embodying Culture in France, in 2023.



Together, they have created



CULTURE FUTURE ▶

ثقافة
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based in UAE and France where Culture and Future are to Play

1



ADVISING FOR REGENERATION

Strategic and operational consultancy, from an inspiring approach to shape models and operations, with a bold and sustainable vision framed by the 17 SDGs and a strong knowledge on the Heritage, Culture and Art Industry.

CONSULTANCY

2



EMPOWERING & ENGAGING COMMUNITIES

ELYX and its family members embody projects and make the audiences play, feel and learn the brand values and purposes.

ACTIVATION

3



ART & IMPACT

Writing, conceiving and producing immersive art installations, where publics are at the center of the experience. In every experience, guests understand, feel and concretely contribute to today's stakes. Many worldwide awarded experiences.



EXPERTISES

Designing institution's purposes based on a strong knowledge in philosophy and history of the art and culture industry // Developing concept with curators and managers and translating into an operational program with all functions // Economic cases development based on skills to convert artistic vision and project into a P&L approach, including organisation developments (org. chart, cost structure, operational roadmap optimization) // strategy to achieve the 2030 Agenda // Strategy to build sustainable and regenerative institutions // ...



1 ADVISING FOR REGENERATION

THE CULTURE INDUSTRY FROM STRATEGY TO ORGANISATION

A myriad of players and practices evolve in a challenging environment, that's why we develop and implement strategies to get and stay in the map while facing environmental and communities' challenges !

We shape cultural strategies : we create tailored strategy planning across all functions for up-coming and existing cultural and educational players. We build organizational and operational plannings, we conceive innovative solutions to answer different audiences' expectations. Our consultancy seizes the complexity of the holistic approach of organizations based on Culture, Heritage and Art with a need to answer to different publics.

EVERY INDUSTRIES BEYOND SUSTAINABILITY, LIES CULTURE

>Being sustainable is much more than adopting a green policy, it is all about creating regenerative models. **Our consultancy relies on a universal framework** that embraces the 17 Sustainable Development Goals through tool we have developed, **SDG meter®**.

>ESG standards and CSR approach are extending to Culture. A Corporate Cultural Responsibility goes from partnering to the cultural industry to fully value tangible and intangible heritage and creations.

We craft strategies that bridge company heritage with a visionary future, grounded in a sustainable global compass and dynamic cultural ethos.



ADVISING FOR REGENERATION
REFERENCES | SELECTION



Domaine de Villarceaux 2023-24
Strategy consultancy about the digital scenography that will inhabit the renovated castle and its gardens.

Royal Commission for AIUla (RCU) 2023-24
Cultural expertise and consultancy to convert the strategic plans of 12 cultural sites into business plans and operational plannings.

French Ministry of Culture 2021-22
100 actions to take for the Cultural sector to get more sustainable in the few years ahead. Creation of the self-diagnostic tool for each of the 85 assets.

French Parliament 2020-21
Collaborative work to integrate SDGs into the legislative approach and designing and realizing strategy for a global commitment of the Parliament for the 2030 Agenda.

Energy industry 2018-24
The energy industry is greening with new market structures, driven not only by technology but also by changing stakeholder mindsets and cultural shifts.

AXA and HAPPENING's report 2017
A study elucidating the transformative impact of big data and AI on the art industry and in impacts into the Insurance industry.

HAPPENING 2015-18
The very first start-up to explain the role that artists play both in the art world and the art market thanks to data visualisation and to foresee artworks liquidity and pricing 3 months ahead. The AI was built though a 2-year R&D program with LIST. This Bloomberg of art was acquired by a private fund.

Neuflyze OBC – ABN AMRO Group 2014-15
Managing a portfolio of +40 French art players from famous museums to leading galleries and major auctions houses.



EXPERTISES

Strong narrative skills // Non-verbal language skills to foster universality // Developing brands and key messages // Strong capacities to address complexity and make it easy for everyone // Edutainment skills to learn by playing // Capacities to design gamification models and scenarios // Developing custom 3D content // Technical skills to implement the gamification systems (blockchain and Web3 tools, NFTs, AR and VR creations, animations and developments // Efficient project management // ...

2

EMPOWERING & ENGAGING COMMUNITIES

DESIGNING CHARACTERS TO ADDRESS SPECIFIC COMMUNITIES

The ELYX FAMILY brings together all characters created from ELYX's DNA and from brands' values. The characters combine both ELYX's joyful language and values as well as the specificities of the associated brands.

Following one or several characters' adventures generates empathy and gets people closer to the topics. It offers a physical and psychological representation to the publics. Avatars are also a projection to better understand complexity: people gradually learn by discovering their narrations. Social dynamics are created around the brands' values.

BRINGING THEM TO LIFE

Every avatar tells its story in the real world, digital world and in the metaverse. In the phygital world, they evolve in augmented books or exhibitions to indoor/outdoor treasure hunts...In the metaverse, they live in custom and fantasy immersive spaces, play in immersive games... **There are many combined phygital and digital experiences that generate fun and memorable moments to invite the public to take part to the story.**

HISTORY RELIES ON PEOPLE STORIES.

CULTURE

ثقافة

FUTURE

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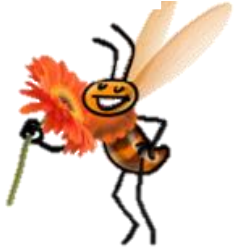
(ELYX)



EMPOWERING & ENGAGING COMMUNITIES

REFERENCES | SELECTION

BEE SCHOOL
GUERLAIN



Bee School by GUERLAIN
2018-2024...

Creating a nomad school for the protection of bees and biodiversity



HERMÈS
PARIS



HERMÈS
2014-2016
Events and flagships' animations

Undisclosed projects in progress for luxury, fintech, and sustainable brands



UNESCO's mangrove experience

2022

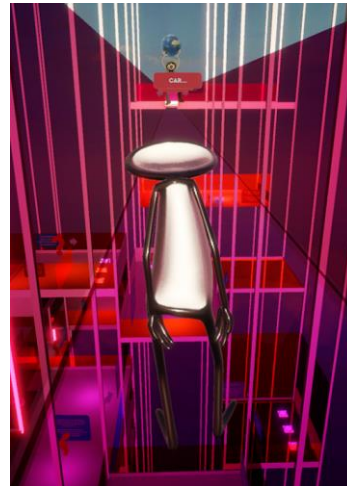
A VR experience presented at COP15 biodiversity to feel and learn about mangrove regeneration



French Ministry of Education

2023

Immersive escape games in the metaverse to learn about SDG-related stakes



ELYX THE CITY

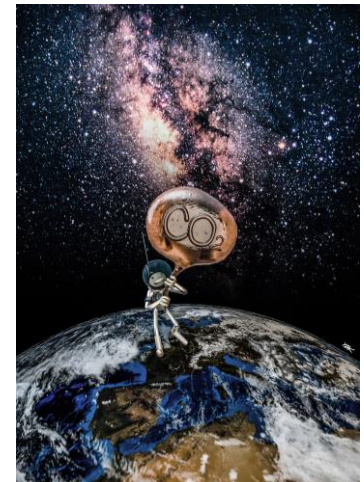
2022-2024

A treasure hunt in cities to (re)discover their histories and projections. This is augmented reality street art with a present to earn !

GRDF

2018-2024

Strategic and CSR policies' communication to switch to greener models



The French National Centre for Space (CNES)

2022-24

ELYX becomes a spaceman to epitomize CNES's contribution to 17 SDGs



LOUIS VUITTON FOUNDATION

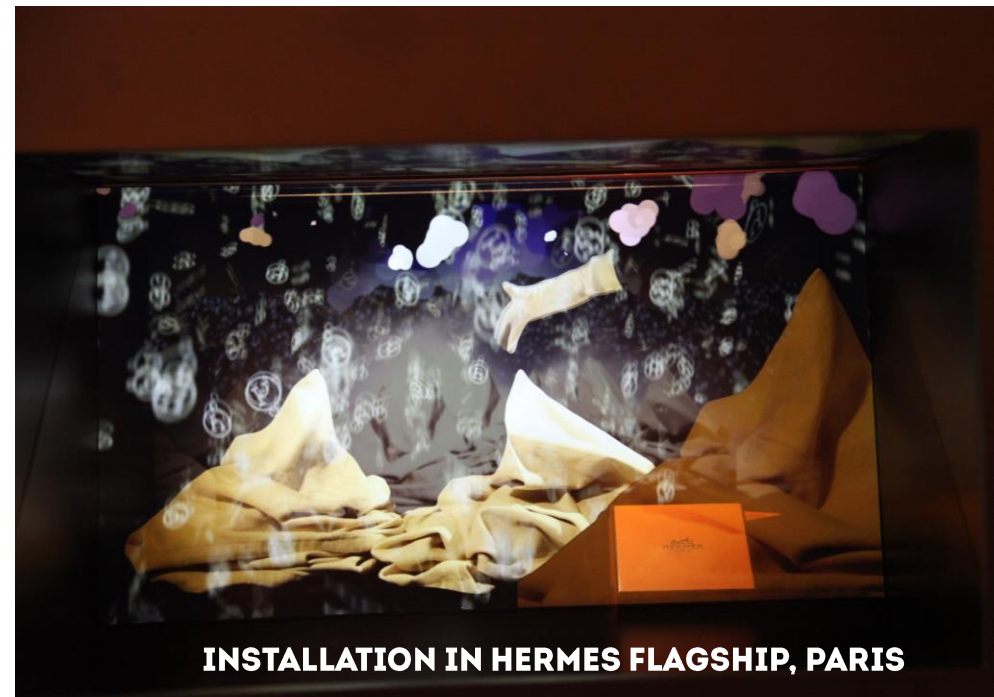
2016
Discovering the Foundation LV with ELYX as a friendly docent



PARCOURS IN NATURAL OVRSEAS FRENCH TERRITORIES



XR TOOLS TO EXPLORE HOW SPATIAL STRATEGIES CAN MITIGATE AND ALLEVIATE CLIMATE CHANGE IMPACTS



INSTALLATION IN HERMES FLAGSHIP, PARIS

CULTURE

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EXPERTISES

Artistic purposes and views based on an optimistic and upcoming future // Art direction // Art show ideation, creation and production // Video direction & FX // Video Mapping // Technologic and technic direction // Physical and Digital scenography skills (3D projection mapping, AR and Web3 tools) // Metaverse Architecture // AI generative creations // ...



+15 CULTURAL AWARDS WORLDWIDE

3

ART AND IMPACT

ART INSTALLATIONS & LIVE SHOWS

We write, conceive and immersive digital art installations, where publics are at the center of the experience: **technologies and technics becomes invisible and seamless, they simply feel the magic.** We have a large diversity of experiences, from immersive contemplative installations to more interactive ones and live performances, merging physical performers, like dancers or musicians, with virtual characters and sets.

We have been strongly taking part in these new aesthetics for 25 years.

IMMERSIVE EXPERIENCES & SCENOGRAPHIES

Conception and realization of hybrid spaces, bridging real scenography and digital metaverse spaces. The mixed-reality experiences can come to life in phygital experiences. These experiences are conceived for events as well as daily uses.

Different platforms and technologies are used by our team, that has produced immersive experiences in Europe, the US and Asia, as well as in the Middle East.

BEAUTY IS A FANTASTIC VEHICLE TO CONVEY MESSAGES AND TO GATHER PEOPLE.

ART INSTALLATIONS & LIVE SHOWS
REFERENCES | SELECTION



MINUTES²
2003
 First installation with video-mapping
 Machine patented video mapping with
 his work



EX-ILES
2003
 Immersive and dynamic
 installation. Worldwide
 awards



DOUBLE VISION
2006
 First video mapping
 dance show world tour
 with C. Carlson



RINÔCÉRÔSE
2008
 show conception and
 video mapping of the
 world tour concert



FRAC CENTRE
2009
 first museum with an AI
 led skin



METASIA
2022-25
 Hybrid performance with
 live Music and VR Creation



SOUL SQUARE
2013
 Projection mapping



SEEDS
2016
 C. Carlson's troop
 dancing
 with ELYX.
 World Tour



THE MANGROVE EXPERIENCE
2023
 Art installation realized
 for COP28, Dubai

**IMMERSIVE EXPERIENCES & SCENOGRAPHY
 REFERENCES | SELECTION**



- This is not a STORE, this is a STORY

ST Dupont
2006
 Parisian flagship scenography



Microsoft
2010
 EMEA HQ lobby interactive scenography



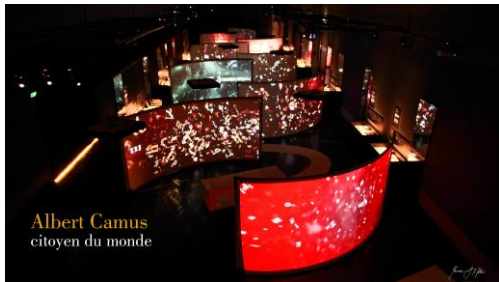
Institut Français
2001
 Conception and design of the French Institute of Palermo and Sicily



ELYX MUSEUM



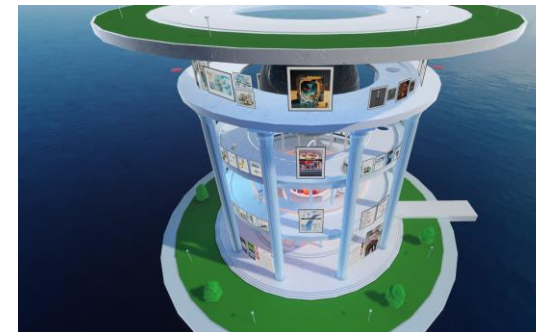
ELYX MUSEUM
2021
 The very first immersive customized space in the Metaverse spatial.io



Exhibition Albert Camus
2013
 Museography and physical scenography of the exhibition about the 100th anniversary of the author.



ELECTRO NIGHT GRAND PALAIS
2010
 Stage design
 Massive light+ mapping installation



ELYX TOWER
2023
 Metaverse architecture.

Exhibition Paul Cezanne
2006
 Museography and physical scenography of the exhibition about the 100th anniversary of the impressionist painter's death.



FIAC LUX
2006
 Conception and design of exhibition for Comité Colbert (organization gathering all french luxury brands' interests)

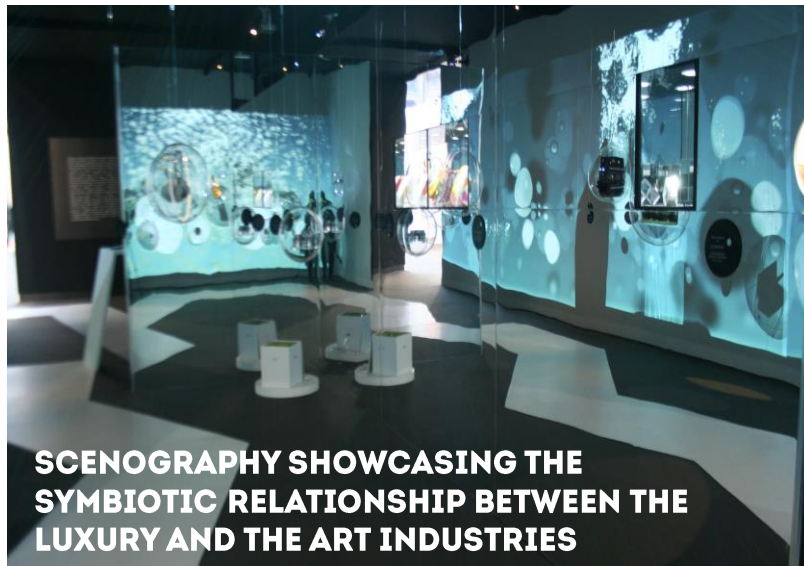




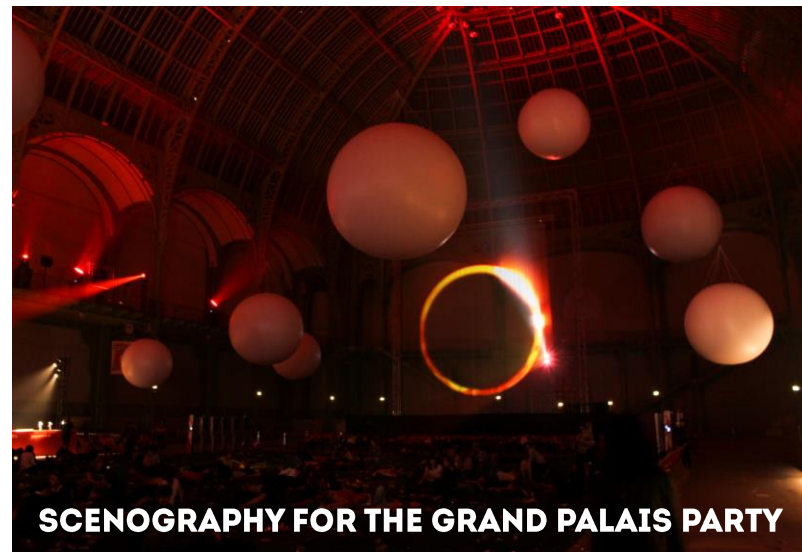
RETROSPECTIVE WORK ON IMMERSIVE ART, HAPPENING JAN 2025



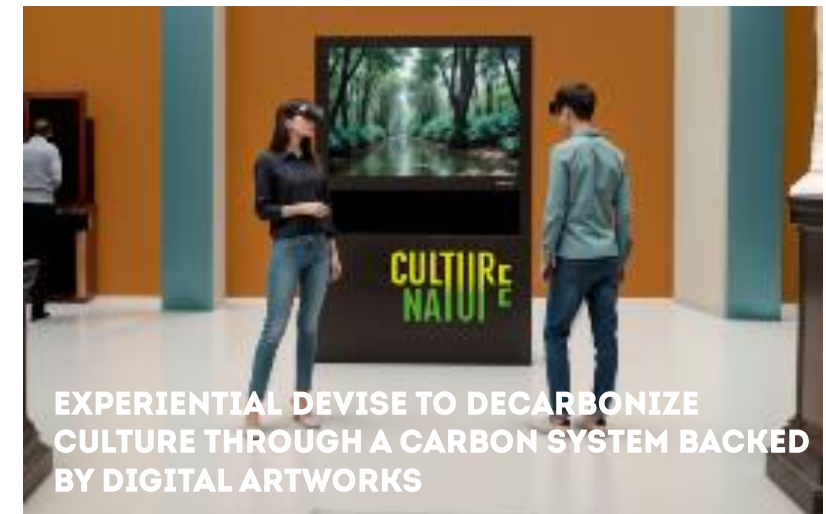
MICROSOFT OPENING ITS EMEA HQ



SCENOGRAPHY SHOWCASING THE SYMBIOTIC RELATIONSHIP BETWEEN THE LUXURY AND THE ART INDUSTRIES



SCENOGRAPHY FOR THE GRAND PALAIS PARTY



EXPERIENTIAL DEVICE TO DECARBONIZE CULTURE THROUGH A CARBON SYSTEM BACKED BY DIGITAL ARTWORKS



WORK IN PROGRESS - ARTIFICIAL INTELLIGENCE CREATIONS TO EXPLORE TODAY'S HORIZONS IN NEW ARTISTIC NARRATIVES



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ANNEXES



THE AMBASSADOR OF SMILE

THE UN AMBASSADOR

THE WEB3 TEEN

ELYX is a fictional character, created by Yacine AIT KACI, in 2011. He comes to life in real life, in France and in the world.

ELYX resonates in each of us, because we have all drawn, all kept a part of the child we were. This universal language makes ELYX a star on social networks since 2014.

GRADUALLY, IT COMES OUT OF THE NOTEBOOK!



most liked image on Instagram for 6 months - 2015

THE AMBASSADOR OF SMILE

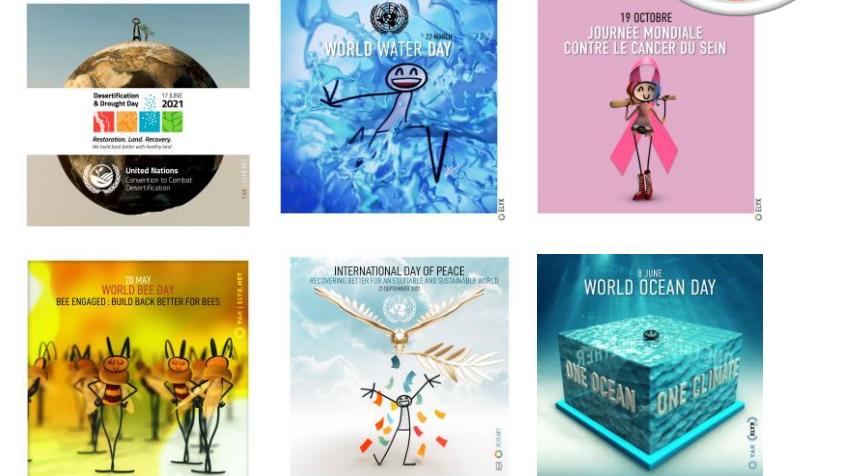
THE UN AMBASSADOR

THE WEB3 TEEN

8 YEARS OF COLLABORATION

In 2015, ELYX became the first and only Digital Ambassador of the United Nations, after a 70-day world tour, in 70 countries for the 70th anniversary of the UN. That same year, Yacine AIT KACI was the guest artist at COP21 and ELYX accompanied the official release of the Sustainable Development Goals (SDGs).

Since then, ELYX has participated in events, anniversaries and international days of the UN and its satellites (UNESCO, UNITAID, UNICEF, UNCCD...).



THE AMBASSADOR OF SMILE

THE UN AMBASSADOR

THE WEB3 TEEN

ELYX IS 12 YEARS OLD !

ELYX enters its 2nd decade as the world enters the metaverse. The digital and the real are merging, and this is the very purpose of ELYX's existence: to be a digital character that has an impact on our real lives!

The new digital generation is the Web3 generation, with its metaverse, NFT and DAO. ELYX is therefore by nature an ambassador of the virtual.



ELYX, ambassadeur des Nations Unies, ouvre son musée virtuel



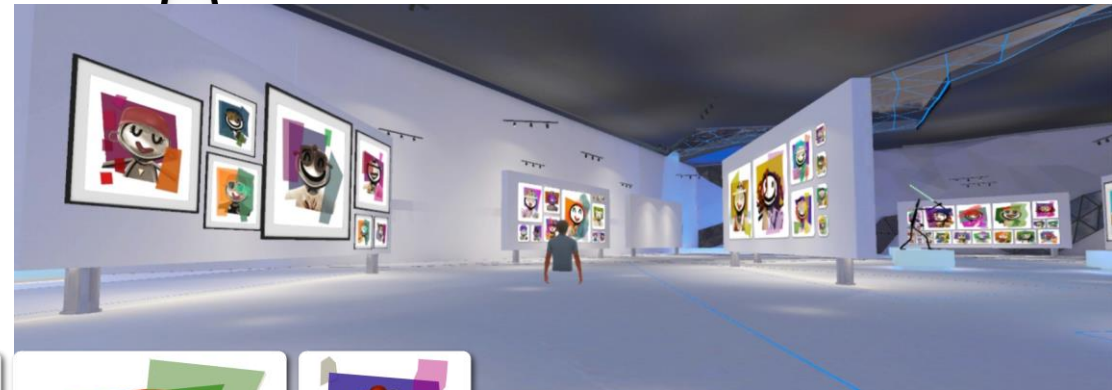
20 avril, 2021

A l'occasion de la Journée mondiale de la créativité et de l'innovation, ELYX MUSEUM, musée virtuel, ouvre exceptionnellement ses portes aux visiteurs pour 48 heures avant son inauguration officielle dans quelques semaines à l'occasion des dix ans de l'ambassadeur virtuel des Nations Unies.

Plusieurs façons d'accéder à ce monde fascinant : un casque de réalité virtuelle, un smartphone ou simplement un ordinateur. Trente personnes peuvent se rejoindre au même moment dans le musée, et échanger pendant la visite.



In 2021, ELYX opened its [museum](#) - the very first customized place in Spatial.



In 2022, ELYX launched its NFT collection, [ELYX genesis para11e1](#), which can be seen in the dedicated metaverse gallery.

العمل المناخي
من أجل الناس والكوكب

#COP27

الأمم
المتحدة



Born 7th August 1973, Paris

Countries of residency
AUE, France, Algeria, Italy

Nationality
French



Yacine is a digital artist, SDG specialist and ambassador. He has been working on culture and innovation for 25 years.

Yacine is recognized as an international pioneer in digital art and as a standards settler. After realizing the very first digital content (CD-ROM/DVD-ROM) for Centre Pompidou (1997), Yves-Saint-Laurent (1998) and Le Louvre (1999), he created the Art-and-Innovation Collective Electronic Shadow (2000). They invented and patented the Video mapping (2003), were the first European to receive the prestigious Ars Electronica (2005), among other prizes (Laval Virtual 2004 et 2005, FILE ...) One major installation was realized in RIO+20 (2012).

Yacine developed in 2011, a new artistic project that met a worldwide success beyond the cultural scene with ELYX. ELYX was the proof that a fictional character could have impact in real life thanks to the hybridation of real and virtual life. ELYX became very famous worldwide thanks to his joyful, universal and non-verbal language, and consequently became the first and unique digital ambassador of the United Nations. In 2015, ELYX both epitomized the Paris Agreement and of the Sustainable Development Goals.

In addition to Culture and innovation, Yacine became a specialist of societal transitions and change management.

He then co-created the ELYX Foundation in 2018, which aim is to promote the UN instruments and values to organizations and the general public and to policy makers, but also to place Culture at the center of the common good. In 2020, next to the Foundation, ELYX, La Société was created to help companies to embrace the SDGs in their strategies (HR, CSR, Marketing...) and to design and operate inclusive and impactful communication strategies.

Yacine's approach to strategy and communication is about bringing cultures together: world cultures but also cultural forms, putting also non-verbal communication at the heart of his approach. Recently, Yacine has been nominated as GoalKeeper by the Gates Foundation and as Spatian guide, with 20 other bold metaverse artists in the world. These recent nominations fully epitomize Yacine's amazing story and skills.

Born: 27th September
 1988, Reims

Countries of residency:
 UAE, France, Australia,
 Spain, China

Nationality: French



Adeline has been working on valuing what seems to be unvaluable in two concrete fields: Art and Agenda 2030. She has developed strong skills to bridge and create concrete value between emotionally-driven environments and corporate and financial environments.

She starts working in market and corporate finance in several leading European financial institutions (CA-CIB, Eurazo, ABN-AMRO). Then, Adeline raised funds, created HAPPENING Technologies, a company which aim is to bring more transparency to the Art market, based on data-visualisation and AI technologies. The company forecasted the value of 100 000 artists representing 80% of the Art market in value. Adeline carried out a 2-year R&D program to create an IA that can price out artwork 3 months ahead. Adeline carried out the exit.

In 2018, Adeline joined Yacine Aït Kaci to create and manage the ELYX Foundation as well as ELYX, La Société. The Foundation is a key vehicle to host the exclusive relationship ELYX has with the UN family as its digital Ambassador.

The company is a at the crossroad of sustainability, innovation and Art. The company duplicates the skills for brands and organisations' purposes. She teams up with organisations that act now for a more sustainable world with a strong will to develop cultural projects, works with companies and ministries to align their own strategies with the Agenda 2030.

Adeline is bold and creative with a strong result-oriented approach. She has experience in building and managing strategies, teams, and partnerships. She is agile, with strong adaptation skills. Adeline is today the youngest woman president of a Foundation recognized as being of public utility in France and belong to the 2023 edition promoting the 100 women of influence in French Culture.



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ADELINE@ELYX.NET

