

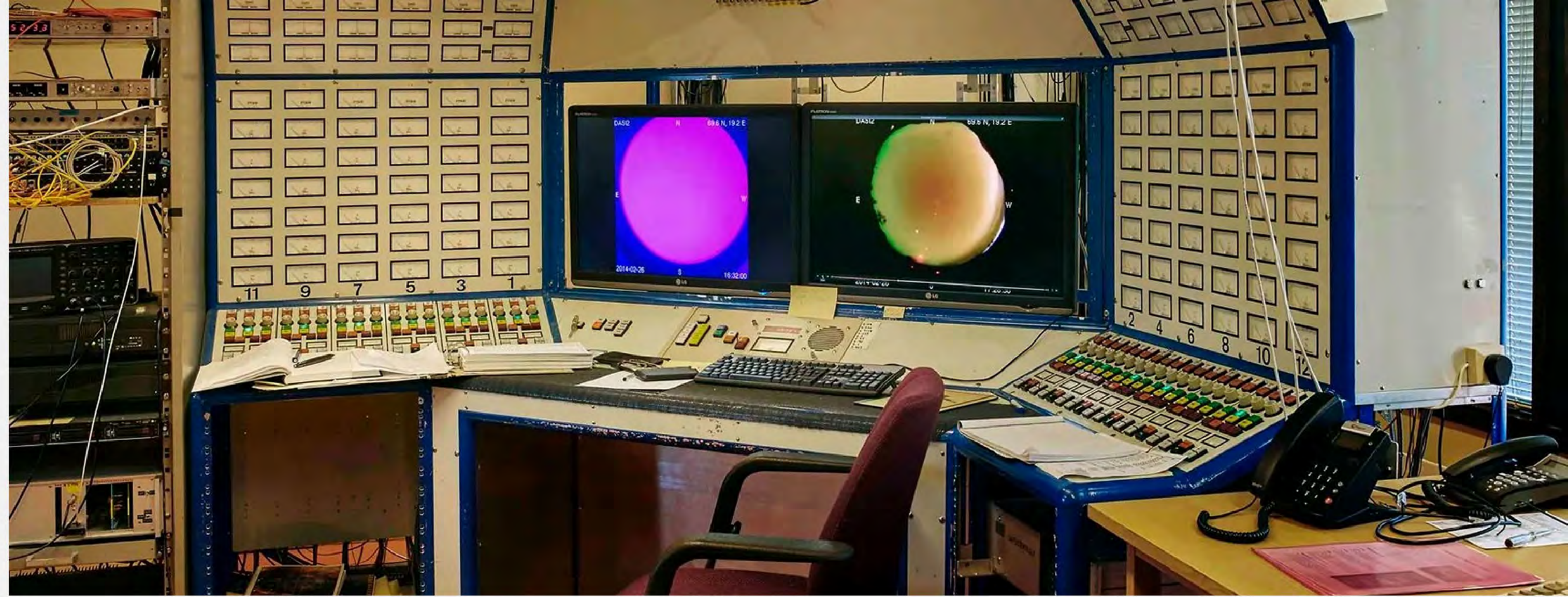
Sonographie Urbaine

Design d'affichage interactif en temps réel

Océane Valcke

DN MADe Graphisme - supports connectés
ÉSAAT 2025 - 2026





Sónar Calling GJ273b - 2018

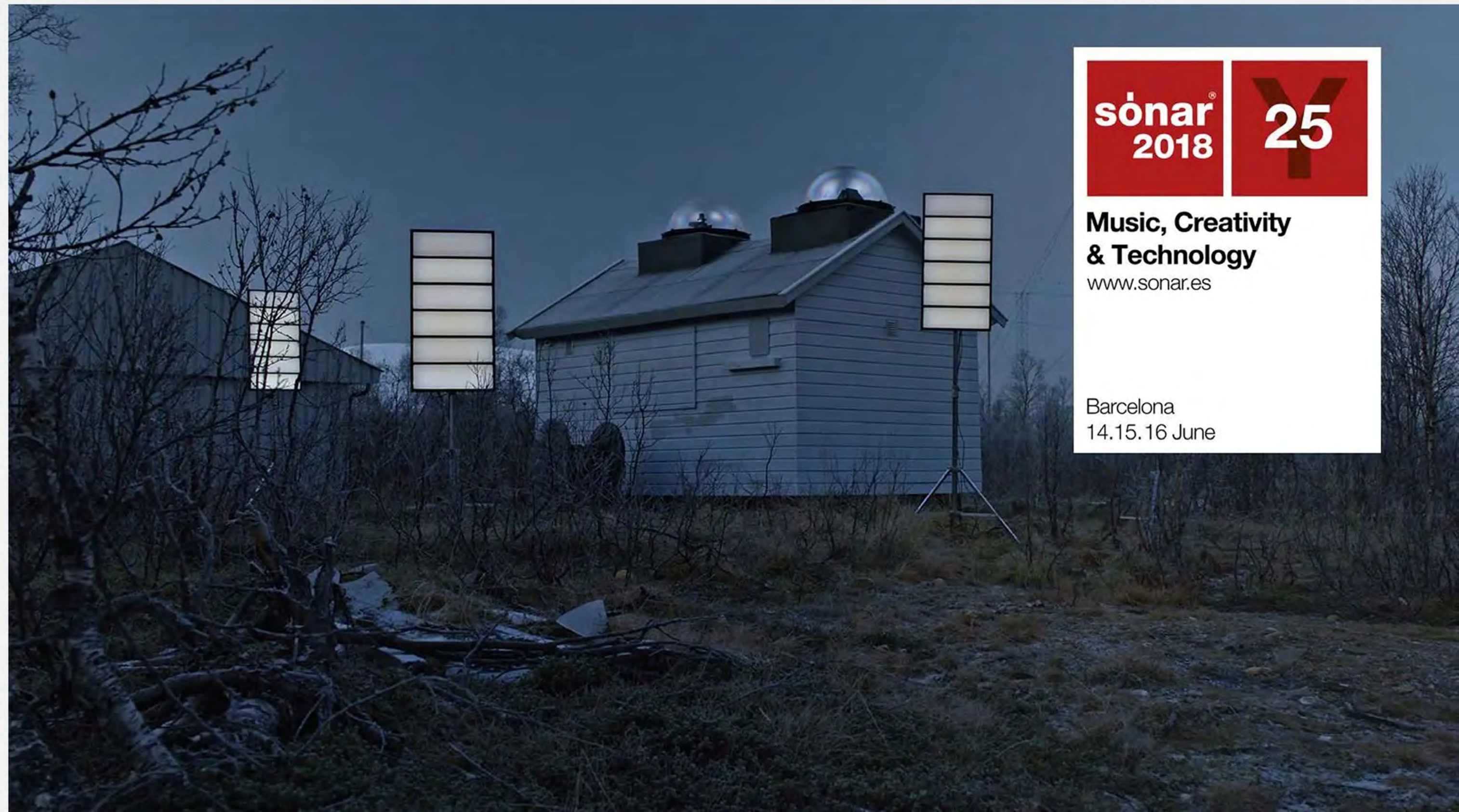
Direction : *Sergio Caballero*

Graphic design : *Lluís Campos*

Photography : *Biel Capllonch*

Video direction : *Takuro Takeuchi*

02/23



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25

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AI processing 30 years - 2023

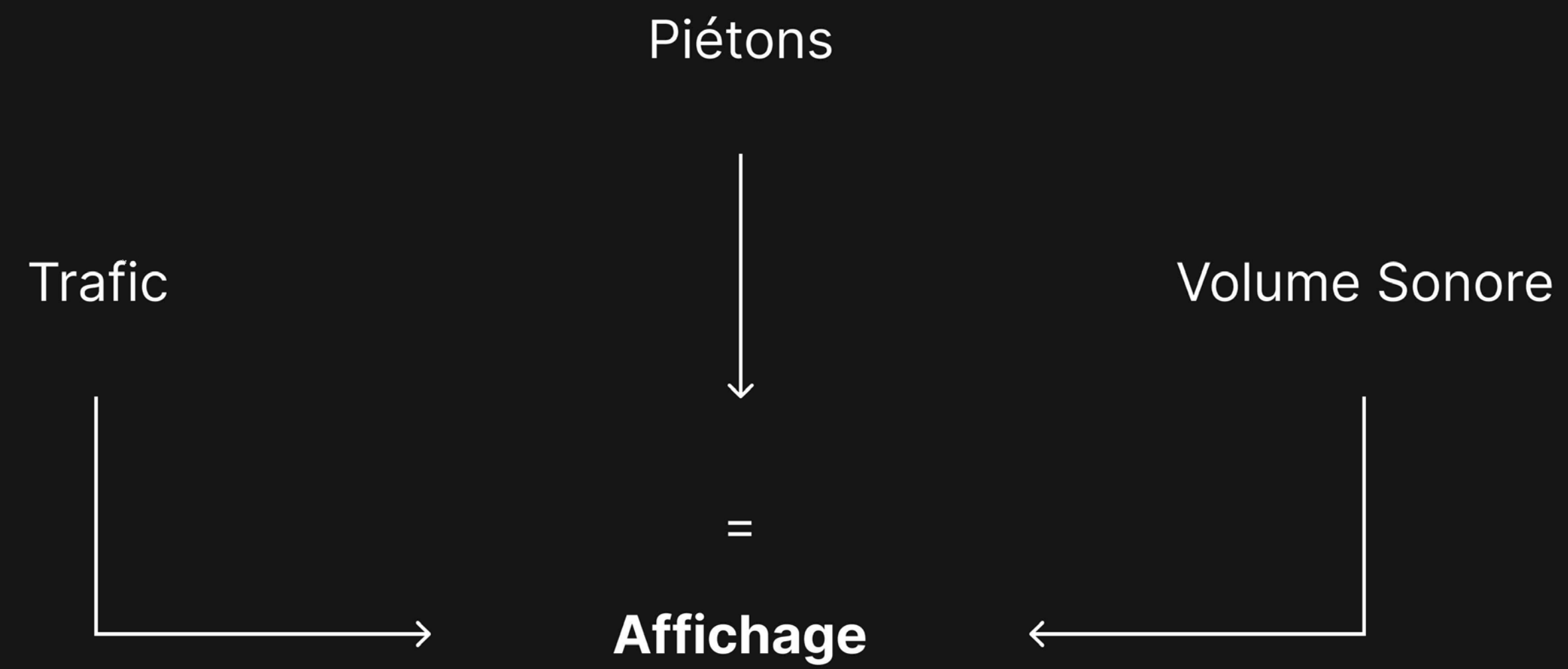
Direction : *Sergio Caballero*

IA : *Franc Aleu*

Graphic design : *Júlia López*

03/23

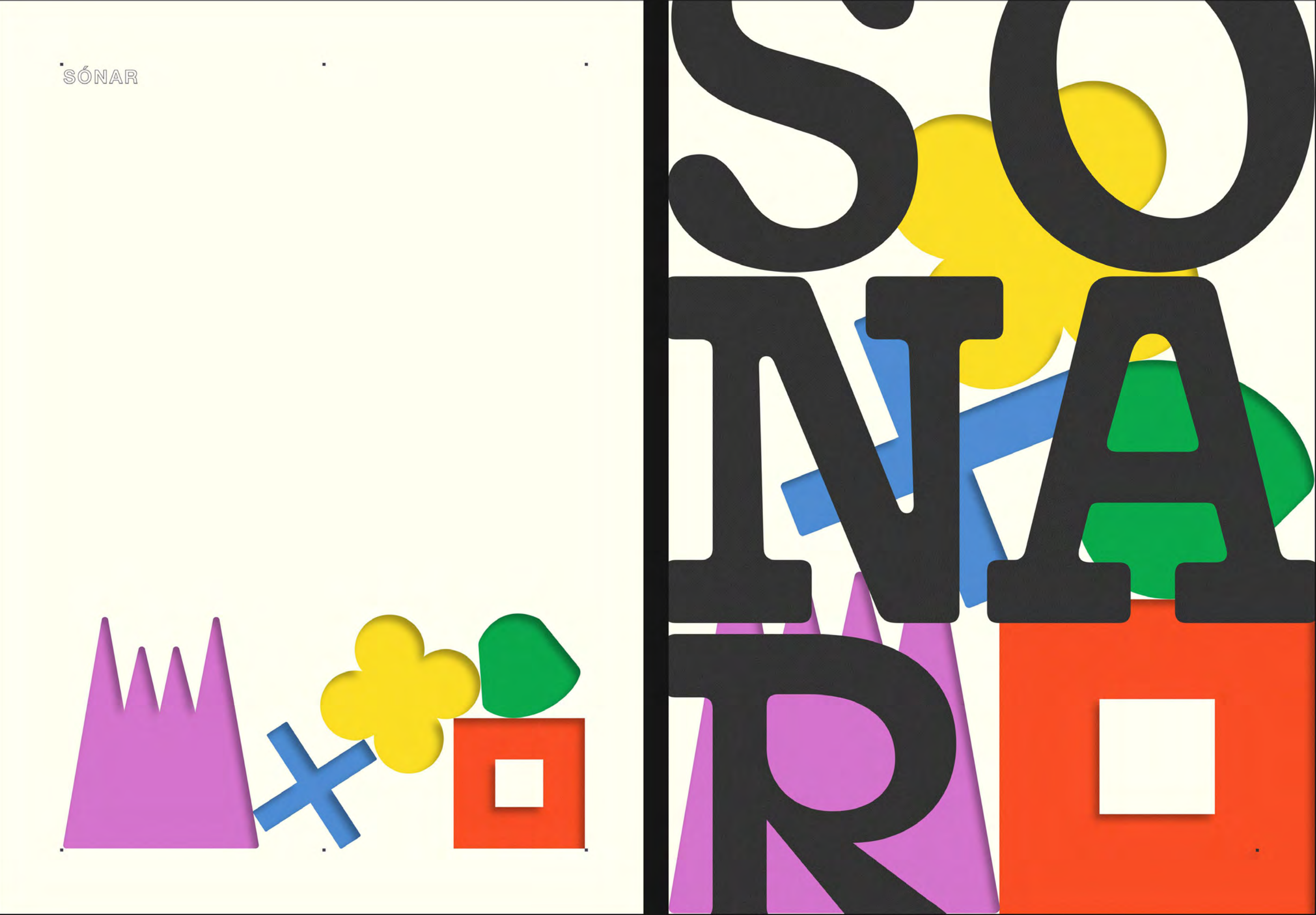


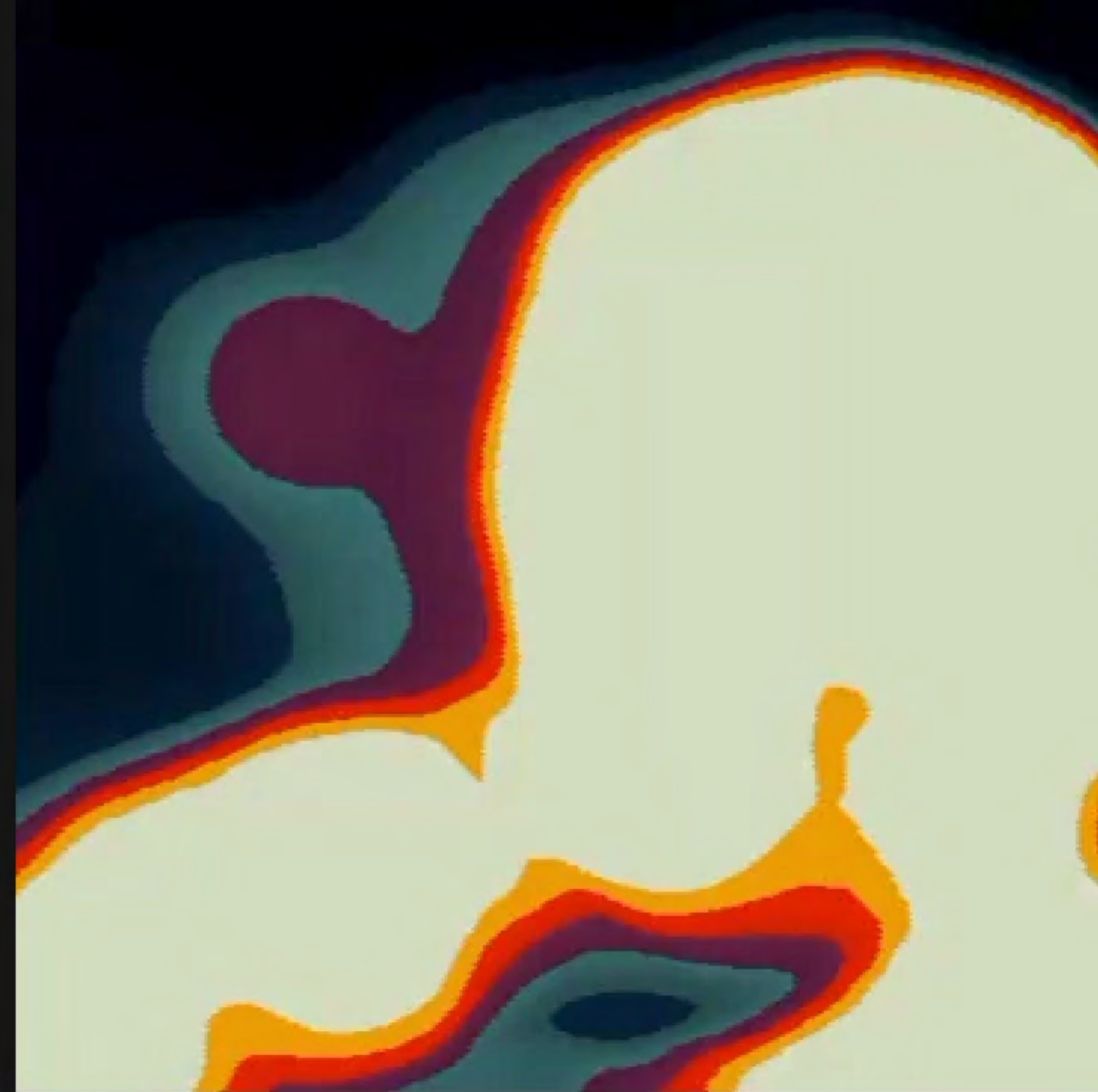
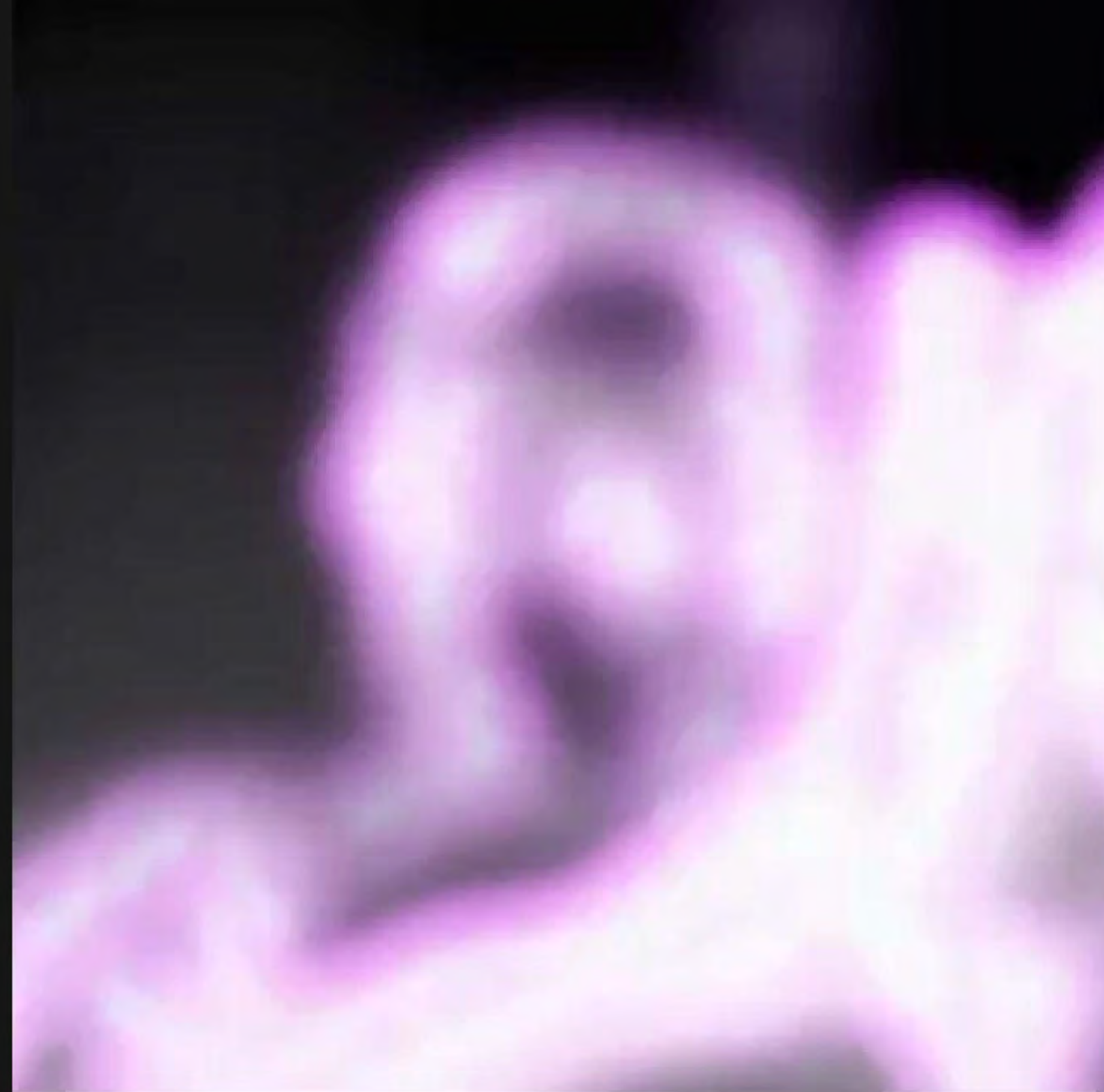


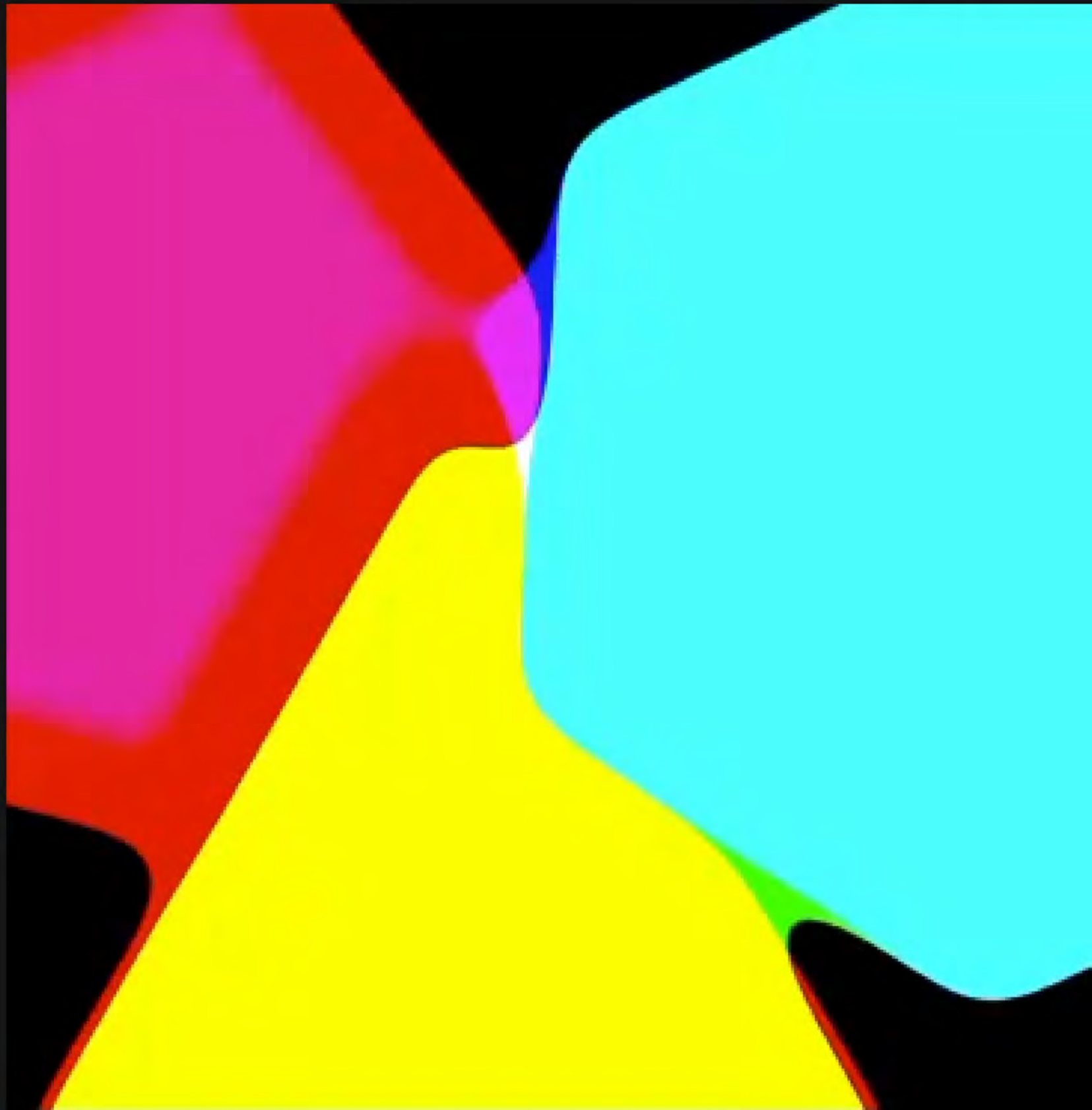
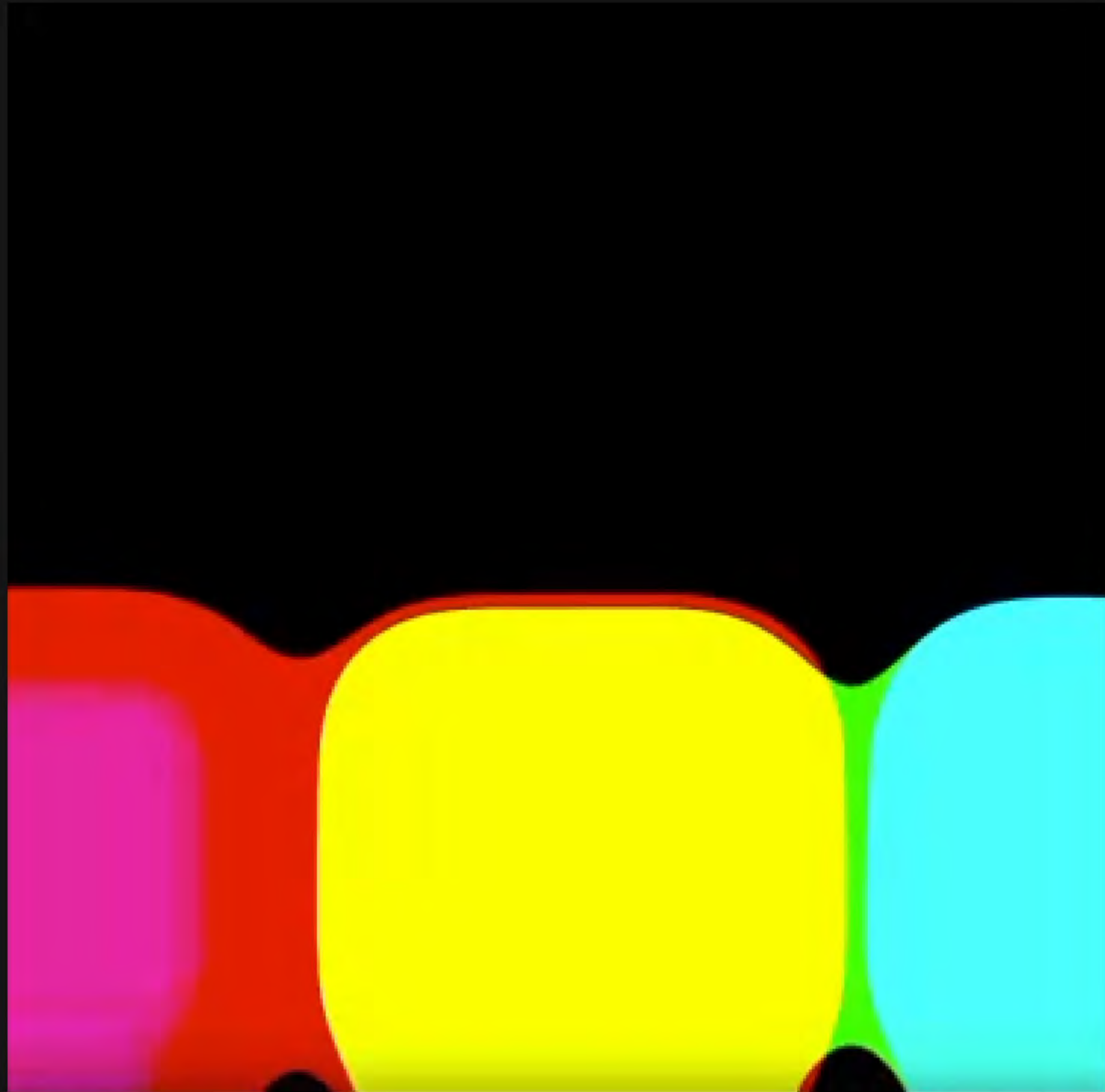


« Au lieu de dessiner
une forme, l'artiste/
designer écrit un
processus qui génère
la forme. »

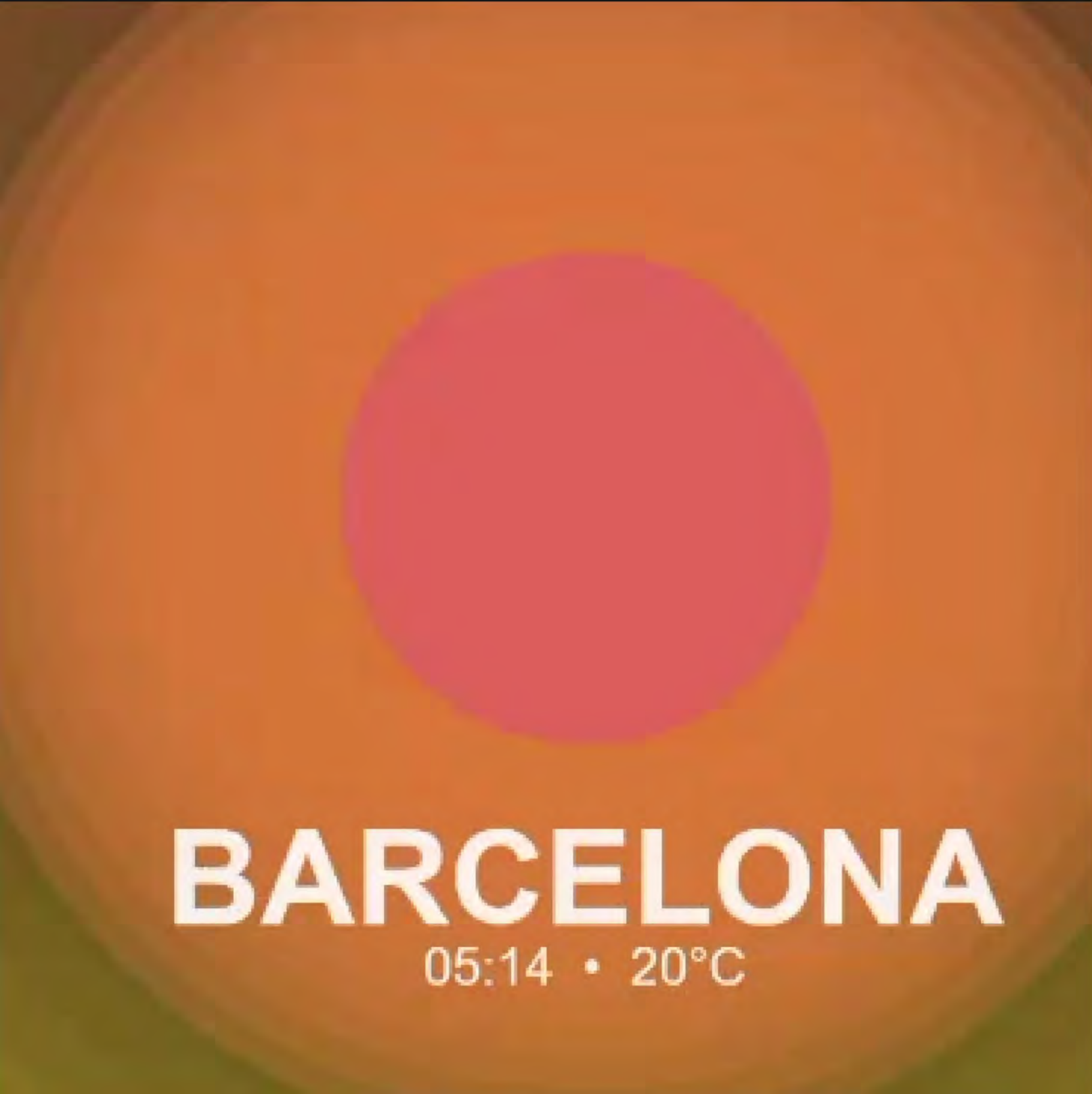
Form+Code in Design, Casey Reas,
New-York, Princeton Architectural,
2010, p.15



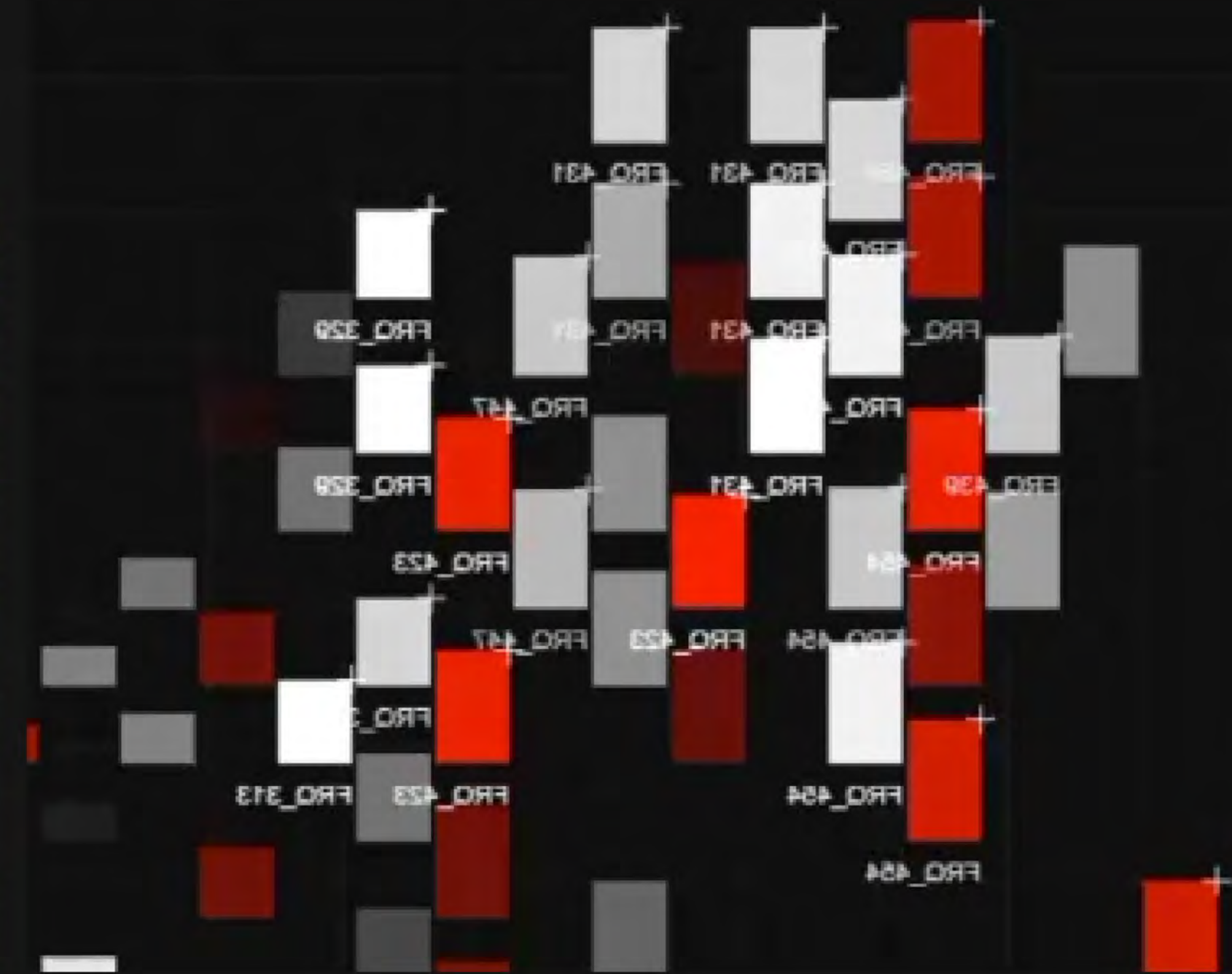
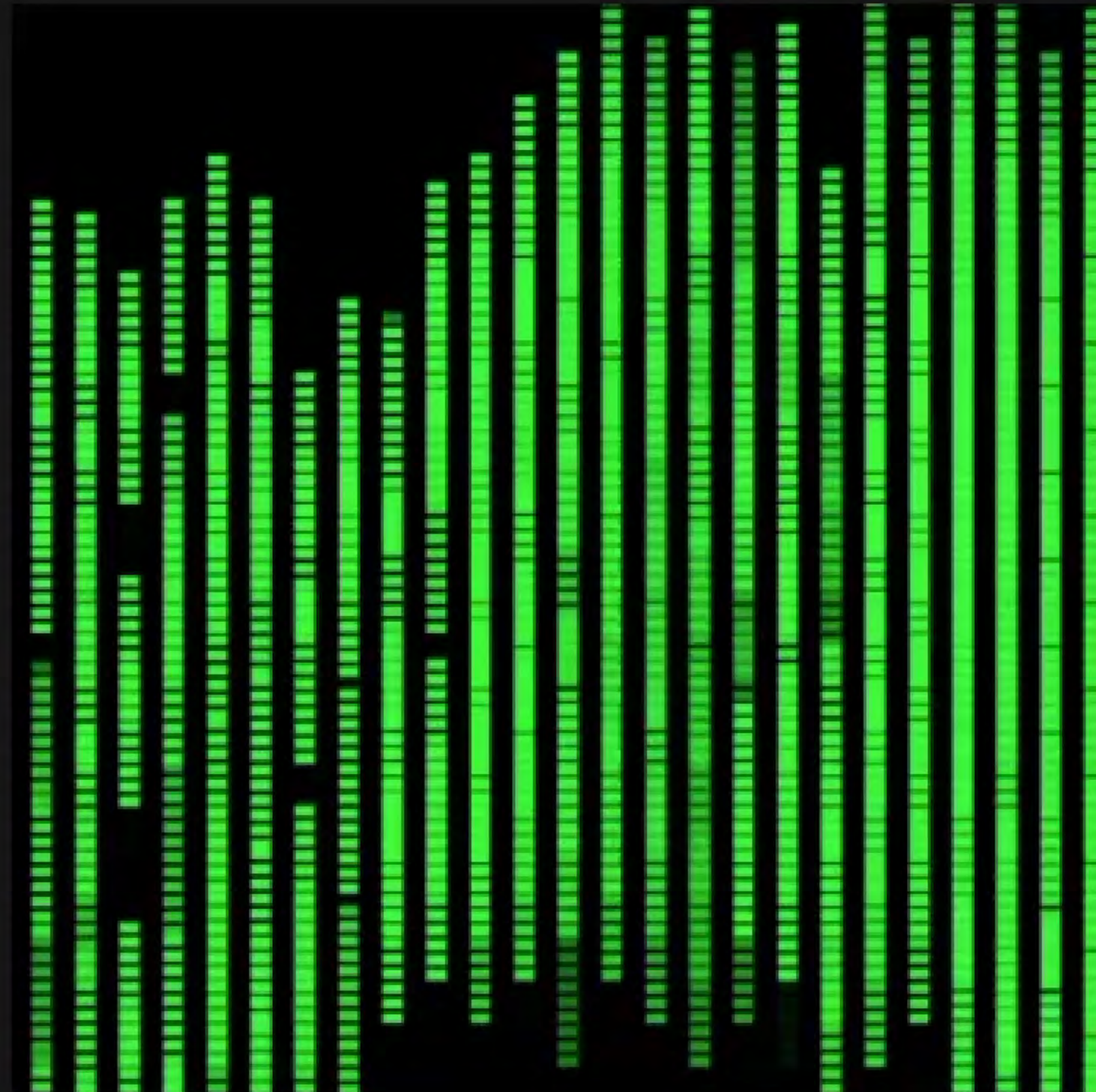




08/23



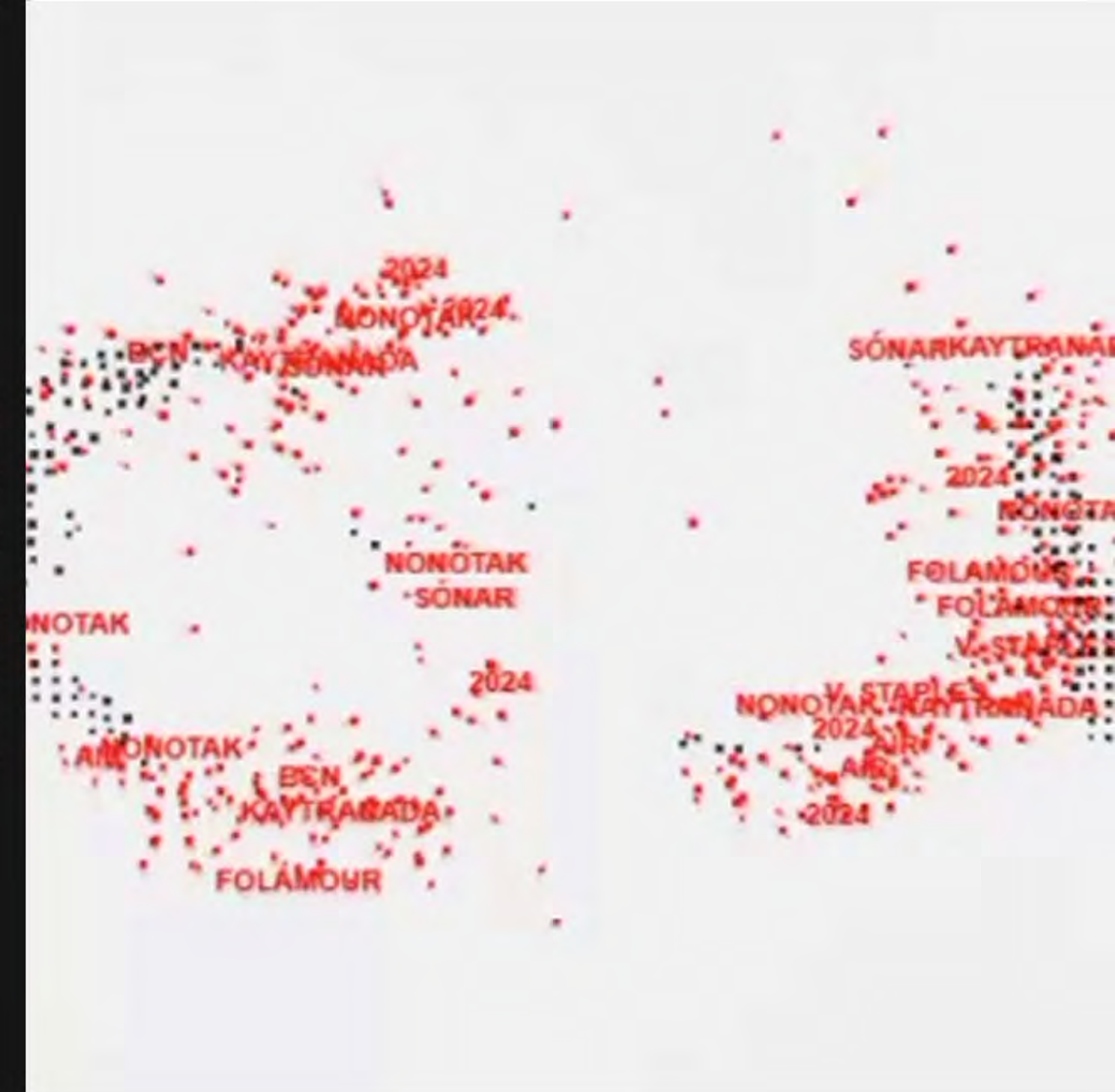
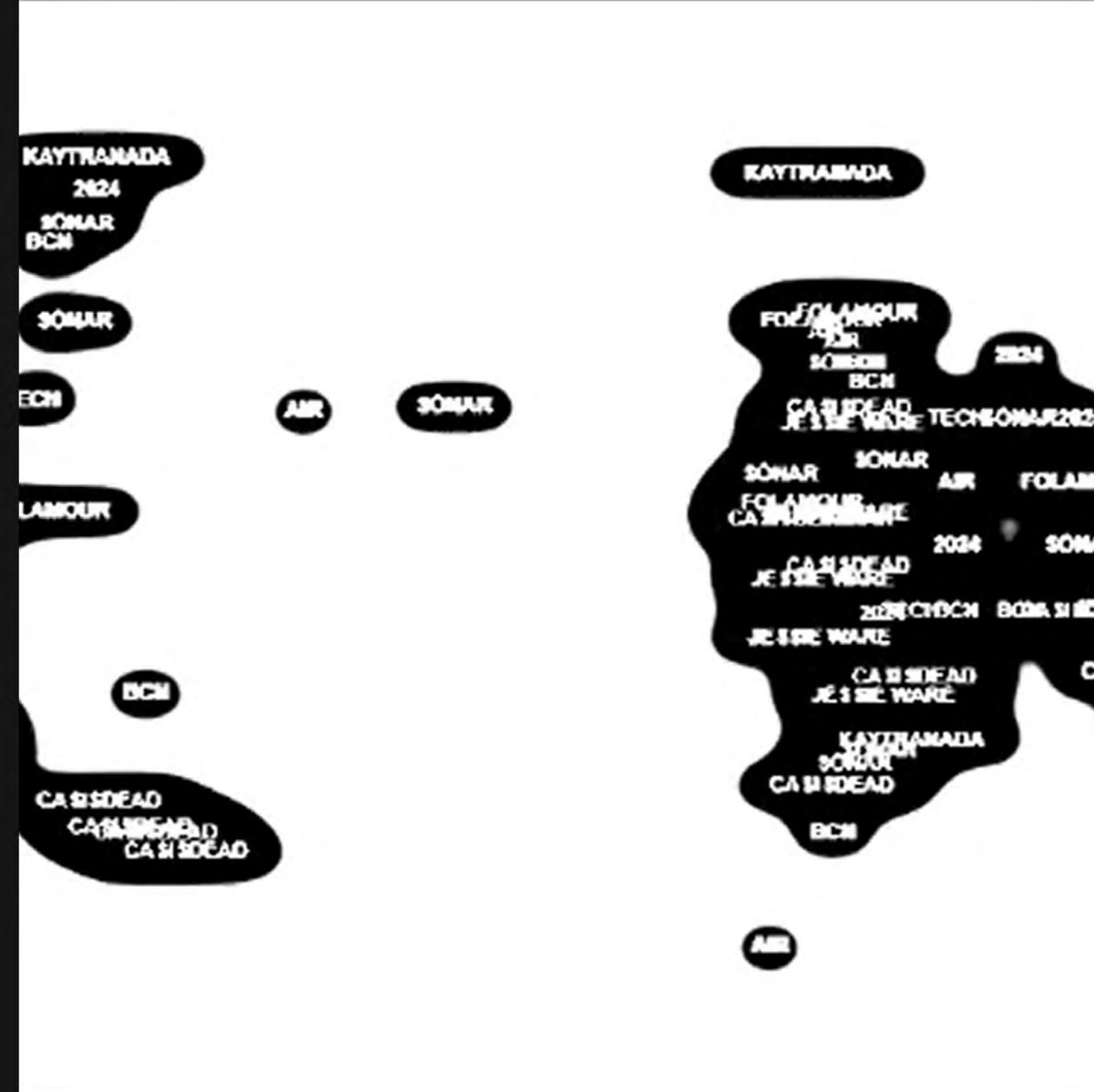
Age Group	Don't know	No	Yes	Probably yes	Probably no
18-24	10%	10%	45%	25%	10%
25-34	10%	10%	55%	20%	5%
35-44	10%	10%	45%	25%	10%
45-54	10%	10%	40%	30%	10%
55-64	10%	10%	35%	35%	10%



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2026

KELIS

CHARLOTTE DE WITTE

SKEPTA

2026

THE PRODIGY



SÓNAR 2026

CENTRAL WORD

SÓNAR

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A

R

PARTICLES

✂ IceMorph 📁, Maz, Perra Inmunda, PETERBLUE, Reinier Zonneveld, R2, ROLROLROL, RONI SALOME, Sammy Virji, Undo live, Wata Igarashi live, WhoMadeWho live

POWER OF IMPACT



STYLE

SQUARE

FULL

ORIENTATION & THEME

HORIZONTAL

VERTICAL

BLACK

COLORS



SAVE

VIDEO

IMAGE



Systeme cross device

=

Menu



Cloud



Affiche

Frame Differencing

=

Image de
référence



Image en direct



Détection de
mouvement



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/sònar

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Amor Glamour

AMELIE LENS

BARCELONA 2026

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Postes de Production & Expertise

Montant HT

Direction Expérientielle & UI/UX	4 500 €
Coding & Algorithmes	14 000 €
Infrastructure Cloud	9 500 €
Intégration JCDecaux	6 000 €
Maintenance Opérationnelle	8 500 €
Cession de Droits d'Auteur	12 000 €

Total Prestation
54 500 € HT