

Ateliers Médicis:
1 June-27 July

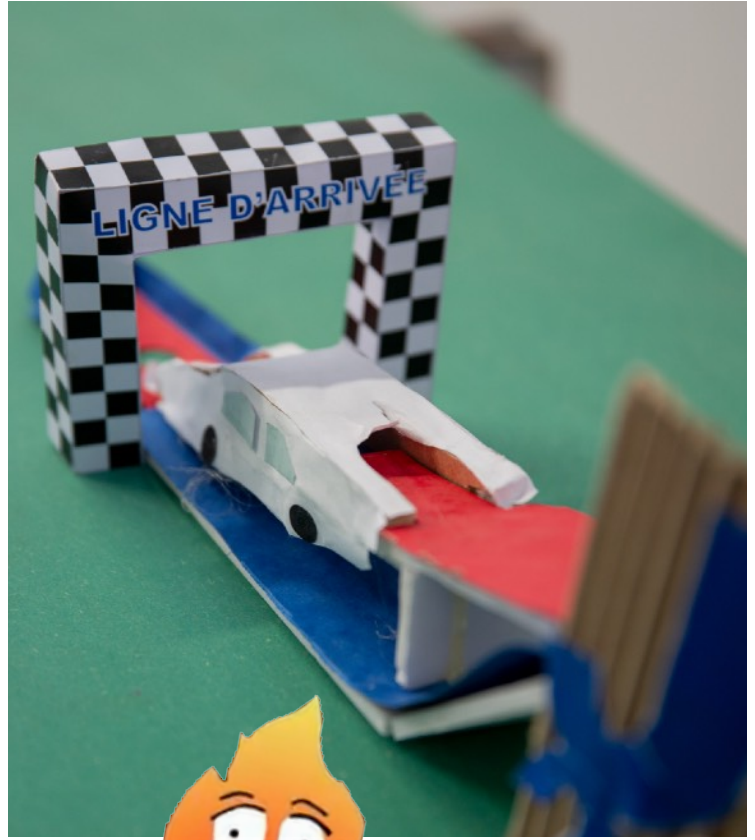
Lafayette Anticipations:
22 June-1 September

La Fête Verte LOR

Parc de loisirs
produit par ebb.global
avec les filières professionnelles
du lycée Alfred Nobel de
Clichy-sous-Bois

GOLD RUSH PRESS KIT

A fun fair by ebb.global Created with the vocational sections
at the lycée Alfred Nobel (Clichy-sous-Bois)



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For the 2024 Olympic and Paralympic Games, Lafayette Anticipations and Ateliers Médicis are teaming up with ebb.global to produce an extraordinary project with 60 students from Clichy-sous-Bois. Their visions, sensations of a disrupted or ideal world, unfold in the form of a theme park.

An immersive, interactive experience, *Gold Rush* delves into the dreams and obsessions of young people who are imagining - and creating - new forms of sport, drawing inspiration from unique sports experiences or proposing new rules for games.

After several years' development work by ebb.global, teachers and students, this theme park is experimenting with new ways of creating and playing.

Using the codes of the entertainment industry as a backdrop, the park offers new perspectives on society, its codes and its values. *Gold Rush* reclaims the "dream machines" of theme parks and invites visitors to be entertained by today's great myths.

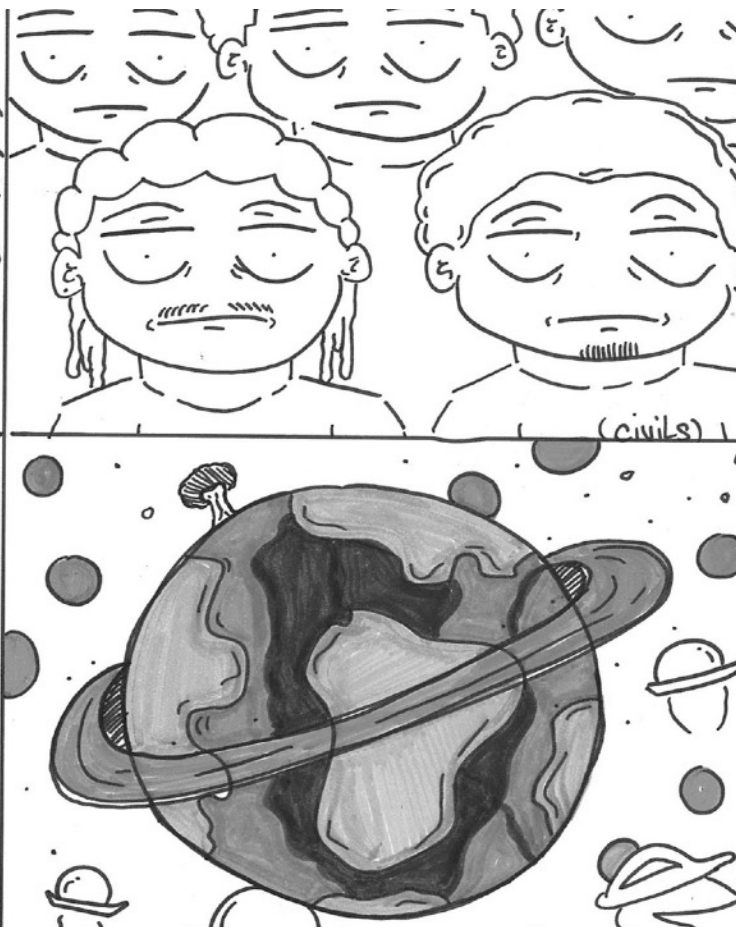
With 60 students from the lycée Alfred Nobel in:

- > 1MELECC (Electricity and Connected Environments)
- > TMCV (Commerce and Sales)
- > TAGORA (Organisational and Business Management Assistance)

Curators: Neïl Beloufa, Rebecca Lamarche-Vadel and Clément Postec

All the latest news from the fun fair on *Gold Rush's* Instagram !





THE PROJECT

The lycée, Ateliers Médicis and studio ebb.global

In 2018, at the invitation of Ateliers Médicis, Neïl Beloufa and studio ebb.global began a series of workshops with the teaching staff (Abel Vagba, Nathan Issaad, Olympe Routis and Mourad Kachibal) and the principal of the Lycée polyvalent Alfred Nobel, Laurence Portier.

As the sessions progressed, several classes took part in the workshops and the desire to create a business model that would develop the students' skills and offer them new career opportunities was born. They designed models, notably of football stadiums, which gave them the idea of imagining a huge fun fair aimed at a wide public.

In 2023, Lafayette Anticipations is teaming up with ebb.global and Ateliers Médicis to support students from the MCV (Commerce and Sales), MELEC (Electricity and Connected Environments) and TAGORA (Organisational and Business Management Assistance) programmes in the design and

implementation of an extraordinary project: a fun fair combining sport and technology, on the scale of an immersive experience on both sites.

L'Atelier en résidence at Lafayette Anticipations

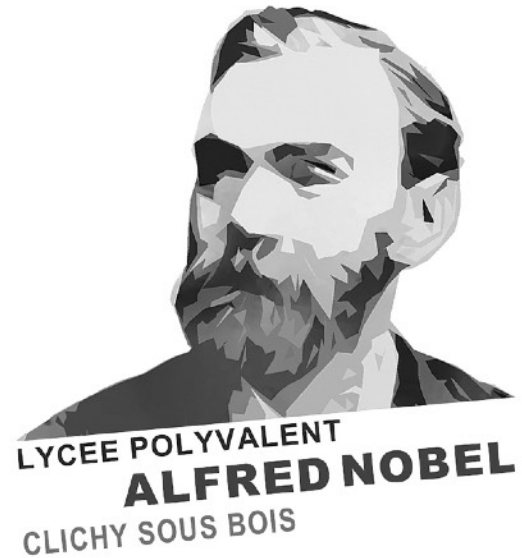
Each year, Lafayette Anticipations invites an artist to develop a project in which students (secondary school classes) contribute to the process of researching, creating and producing a work. The Atelier en résidence at Lafayette Anticipations is a unique opportunity for a class and an artist to work together to develop research and ideas. For the 2023-2024 season, ebb.global is the guest of the Atelier en résidence at Lafayette Anticipations.

PUBLISHING

To mark the opening of the first fun fair designed by ebb.global and the high school students, Lafayette Anticipations and the Ateliers Médicis are publishing a manga. It tells the story of a computer hacker who stole an imaginary Olympic flame. The book is produced as part of a workshop held with the high school students, during which illustrators, scriptwriters, artificial intelligences and a graphic designer were invited to create in a collaborative and collective manner.



EBB



EBB.GLOBAL

ebb.global is a decentralised creative studio that explores new narrative approaches and the integration of new technologies applied to the fields of culture.

The studio designs and produces digital experiences, strategies and tools, focusing on interactivity, blockchain, artificial intelligence, immersive spaces and gamification.

Led by a multidisciplinary team of artists, curators, researchers and developers, ebb.global is actively contributing to the creation of new distribution models in line with the emerging values of our society.



THE LYCÉE ALFRED NOBEL

Every year, the Lycée Alfred Nobel in Clichy-sous-Bois, under the direction of Laurence Portier, welcomes secondary school students from vocational, general and technological courses and BTS students, as well as other groups (MLDS and GRETA). Located at the heart of the dynamic town of Clichy-sous-Bois, the school has around 1,300 students.

The school's culture is firmly rooted in its strong educational focus: partnerships with companies, universities and grandes écoles enabling young people to join ambitious training courses every year. One of the school's strengths is the wide range of educational projects, such as *Gold Rush*.





Vue de l'entrée du Piltre © Jean Picon - Lafayette Anticipations

LAFAYETTE ANTICIPATIONS

Created on the initiative of the Galeries Lafayette group, the Fondation is a place of exhibition and sharing dedicated to the visual and performing arts. Located in the heart of Paris in the Marais district, Lafayette Anticipations invites visitors to discover other ways of seeing, feeling, and listening to today's world in order to better imagine, thanks to artists, the world of tomorrow.

The program is free of charge and can be viewed alone, in groups, or accompanied by mediators who encourage sharing, for a lively and accessible visit. The Fondation provides events and workshops for young and old alike. The Closer Music and Échelle Humaine festivals are major annual events that bring together the most inspiring trends in music and dance.



Ateliers Médicis © Natacha Gonzalez

ATELIERS MÉDICIS

Les Ateliers Médicis strives to encourage the emergence of new and diverse artistic voices, and to support artists with unique and contemporary approaches.

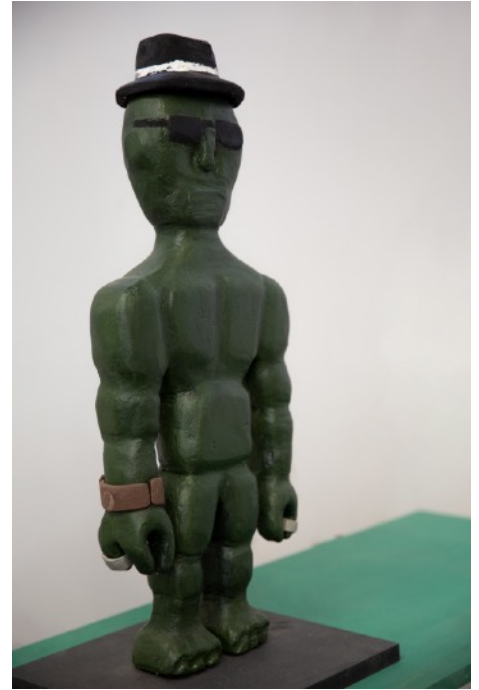
They welcome artists from all disciplines for residencies and support the creation of works that are developed in connection with the local area. They encourage or organise encounters between artists and local residents.

Located in Clichy-sous-Bois and Montfermeil in the department of Seine-Saint-Denis, they occupy a prefiguration building. A large-scale facility with national ambitions will be built by 2026, reaffirming the place of artistic creation in the suburbs.

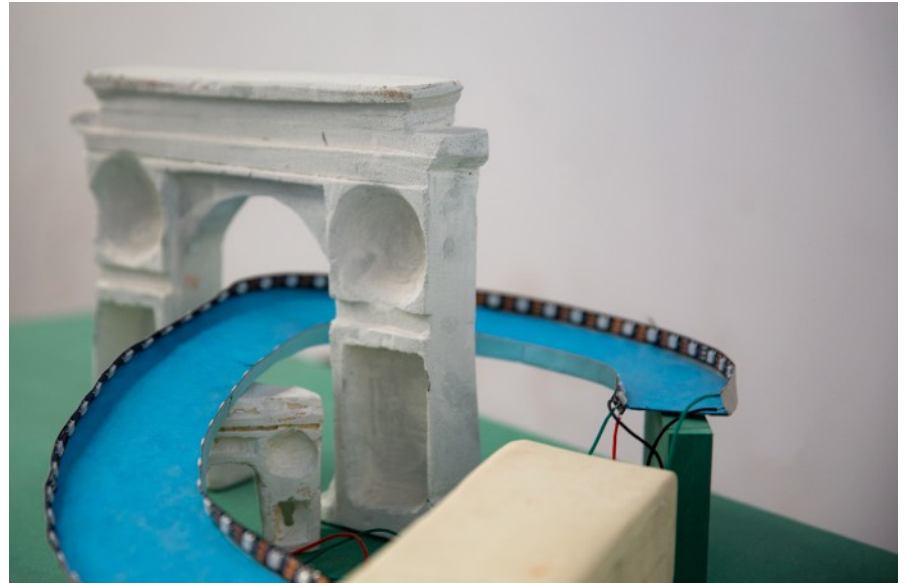
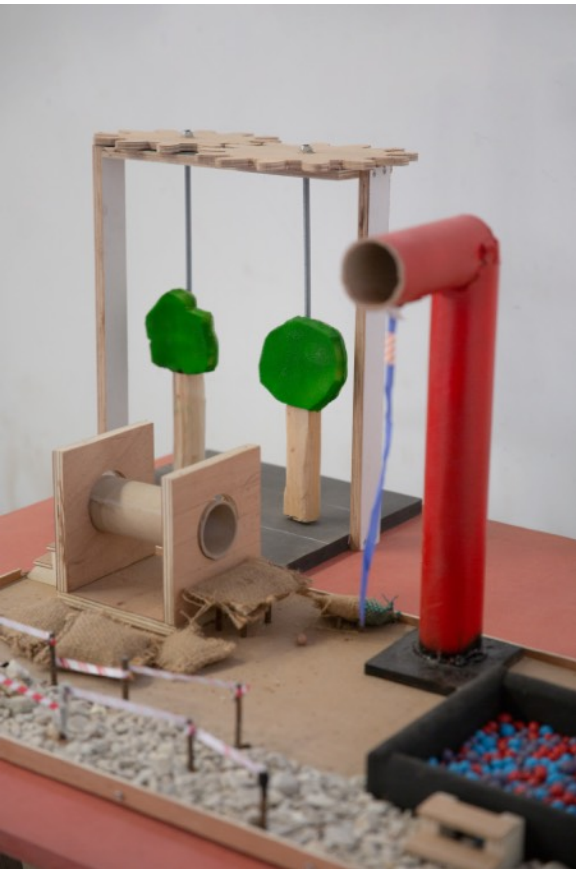
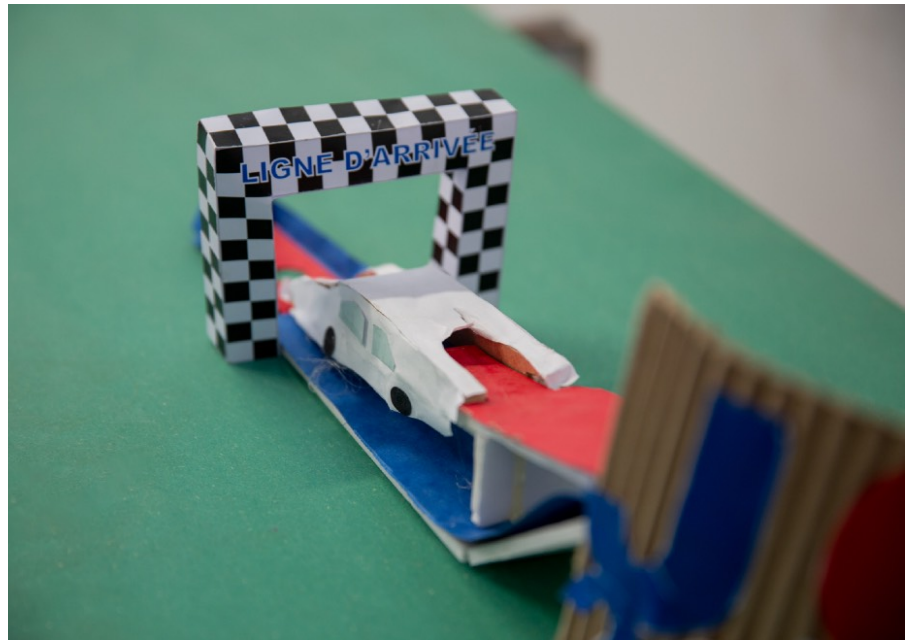


PRESS VISUALS

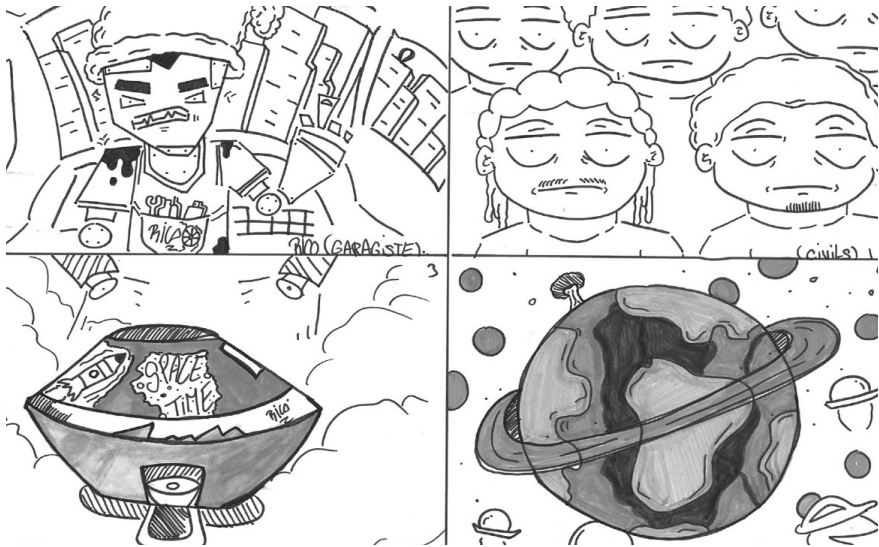
The press visuals are free of rights for the promotion of the exhibition. For any request of high definition visuals, you can contact the Claudine Colin Agency +33 (0)1 42 72 60 01 / claudinecolin.com: Harry Ancely / harry@claudinecolin.com



Models made by the students of Lycée Alfred Nobel (Clichy-sous-Bois) and ebb.global
© Chloé Magdelaine, Lafayette Anticipations



Models made by the students of Lycée Alfred Nobel (Clichy-sous-Bois) and ebb.global © Chloé Magdelaine, Lafayette Anticipations



Maquettes réalisées par les lycéen·nes Alfred Nobel (Clichy-sous-Bois) et ebb.global © Chloé Magdelaine, Lafayette Anticipations

PRACTICAL INFO

MEDIA PARTNERS - LAFAYETTE ANTICIPATIONS

Libération
M le Magazine du Monde
So Foot Club
Le Bonbon
Paris Mômes
y'en a marre du square !
Okapi

PARTNERS - ATELIERS MÉDICIS

The *Gold Rush* project at Ateliers Médicis is being made possible thanks to the support of the Greater Paris metropolitan area as part of La Métropolitaine. La Métropolitaine is a free international contemporary art event run in collaboration with TRAM, the Paris/Ile-de-France contemporary art network, from 4 May to 15 September 2024.

Les Ateliers Médicis receives support from the Ministry of Culture, the Île-de-France region, the Seine-Saint-Denis département, the City of Paris, the Grand Paris Grand Est region, the City of Clichy-sous-Bois and the City of Montfermeil. Translated with DeepL.com (free version)

All the latest news from the fun fair on *Gold Rush's* Instagram !



More info on

<https://www.lafayetteanticipations.com/en>

<https://www.ateliersmedicis.fr/>

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Press kits can be downloaded on our [website](#).

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LAFAYETTE ANTICIPATIONS

Access

9, rue du Plâtre - 75004 Paris
44, rue Sainte-Croix-de-la-Bretonnerie
75004 Paris

Opening hours

Everyday: 11.00am - 7.00pm
Late on Thursdays: 11.00am - 9.00pm
Closed on Tuesdays

More infos

<https://www.lafayetteanticipations.com/en>

ATELIERS MÉDICIS

Access

4, allée Françoise Nguyen
93390 Clichy-sous-Bois

Opening hours

From Wednesday to Sunday: 2:00pm - 8:00pm

More infos <https://www.ateliersmedicis.en/>