PHOTOGRAPHY

GUILLAUME FAURE
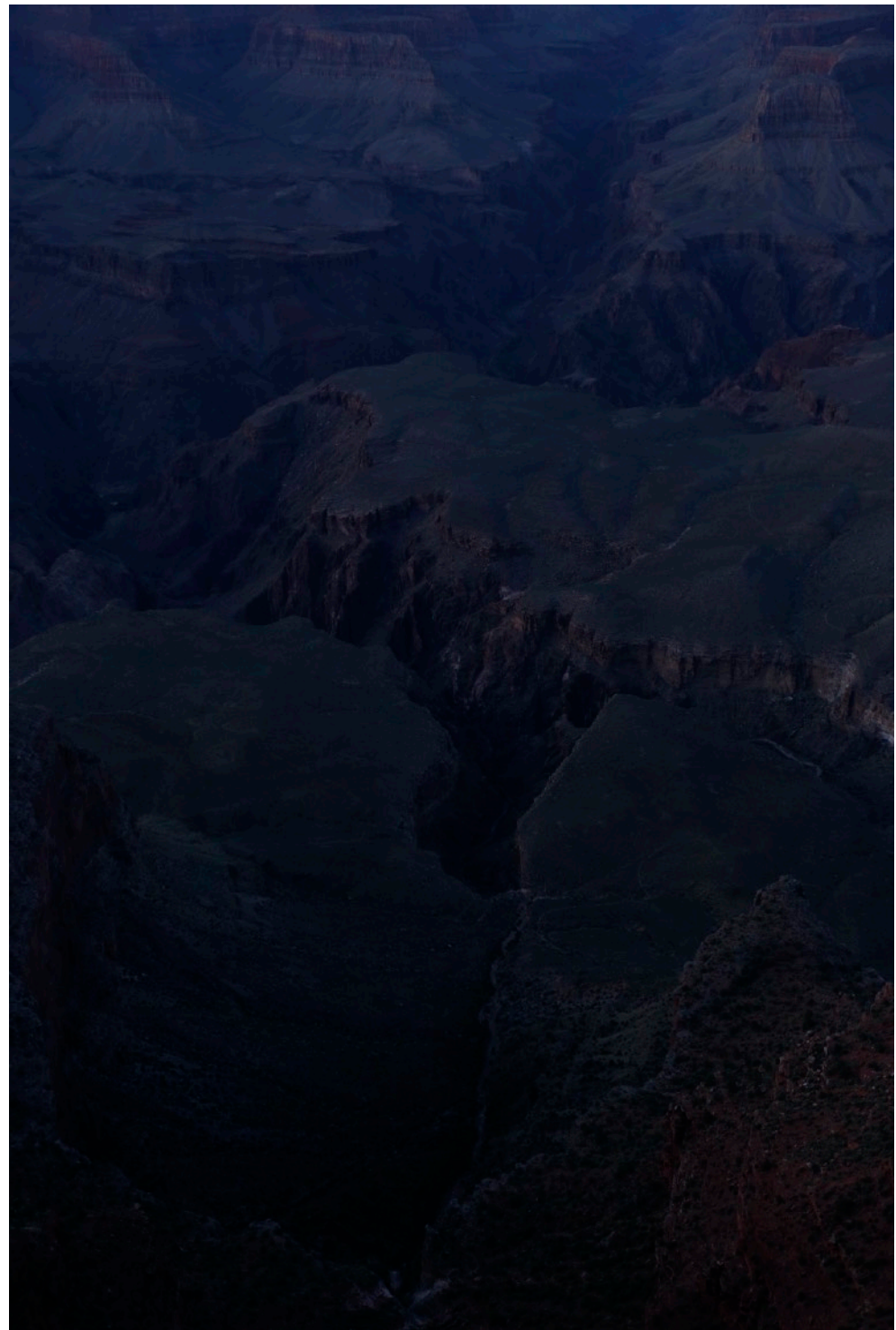
Pyrenees - Spain

Pyrenees - Spain

Normandy - France

Grand Canyon - Arizona

Grand Canyon - Arizona

Grand Canyon - Arizona

Grand Canyon - Arizona

Grand Canyon - Arizona

Near Hoover Dam - Arizona

Death Valley - California

Death Valley - California

Death Valley - California

Death Valley - California

Yosemite - California

NordKapp - Norway

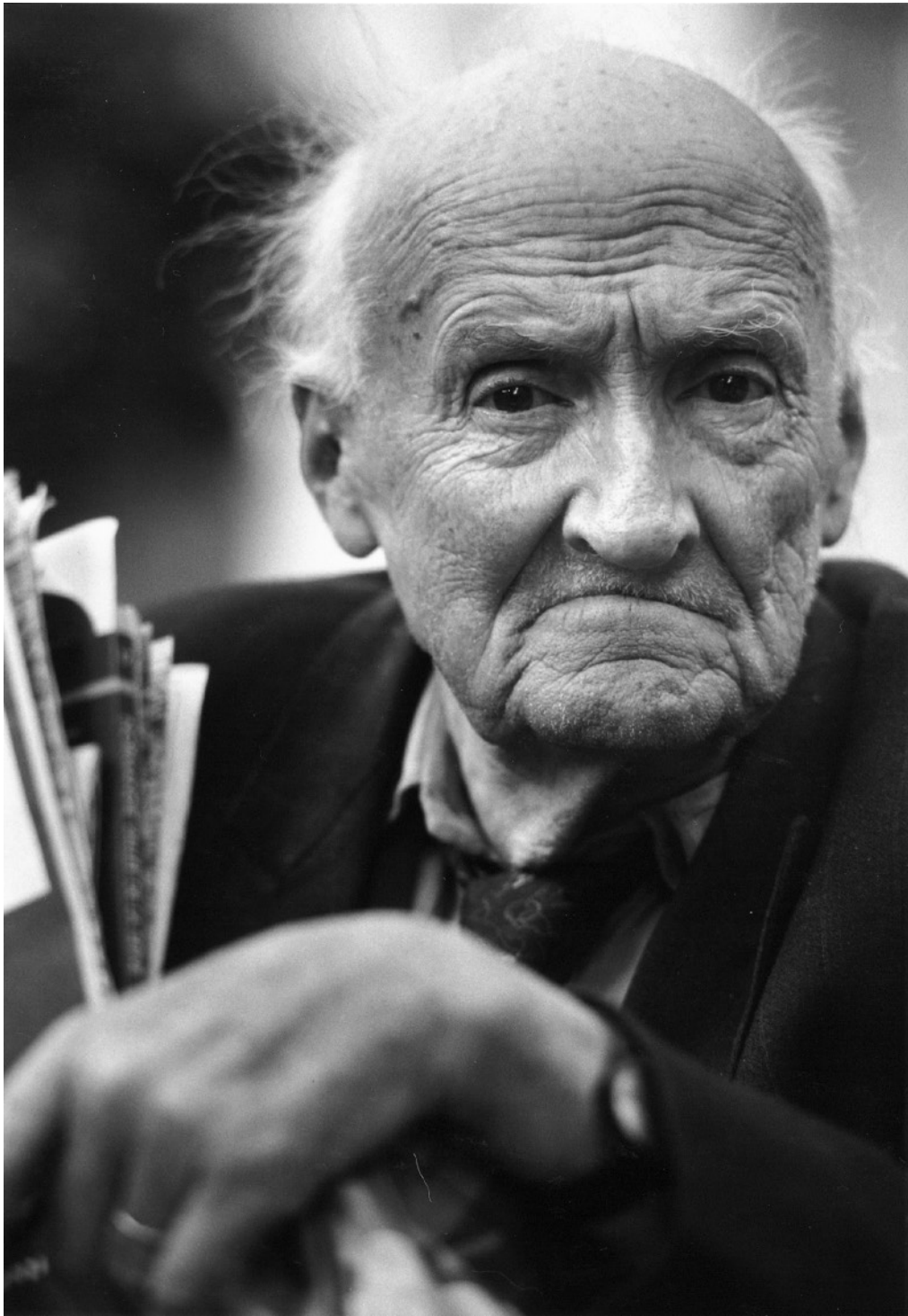NordKapp - Norway

NordKapp - Norway

NordKapp - Norway

Kjerag - Norway

Sapa - Vietnam

Sapa - Vietnam

Paris - France

Paris - France

DIGITAL ART

SOMA 2010 - 2015

SOMA takes the form of a single viewer interactive movie theatre controlled by the viewer's emotions. Physiological sensors monitor sweat and heartbeats and an infrared camera detects facial expressions. Those signals allow to modify the editing of the audio-visual content in real time, which then arouses other emotions, which in turn interact.

Demo Video : https://vimeo.com/soma

This installation was exhibited in its first form, Mange-rêve, in 2010, at Galerie 59Rivoli, curated by Gaspard Delanoë. Then in a new version at the FAD (Foment de les Arts i del Disseny) in Barcelona in 2013, as part of the international ACM Multimedia meetings (Commissioner Marc Cavazza). Finally, under the direction of Charles Carcopino, two booths of the third version of the device were co-produced and exhibited in 2015 in France at :
- the VIA festival in Maubeuge
- the EXIT festival in Créteil
- the RENAISSANCE festival at the Gare Saint Sauveur in Lille.

This last exhibit gave us the opportunity to study anonymous datas from 10k experiences. A 25 pages file in French explains our observations.

The installation had nice press reviews, including in Télérama and Makery.

''Through the creation process, what excites me is the research phase, and the doubts I have about finding out if this weird machine could have an effect on humans. For each machine, the original idea seems absurd, but what motivates me is to give people an opportunity to create a relationship with themselves.''

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SCENOGRAPHY: ANDRES GLEIXNER - MUSIC: AALDERICK DE VRIES & THOMAS SPITZ

ALEA 2018 - 2020

ALEA is a small space in which 1 to 4 people can enter in and talk with each other. The machine continuously records the audio and will use words collected to surprise the participants and disturb their interactions. The scenography places the visitor in a space which aims to be comforting and warm. This circular room, free of distractions, allows the participant to fully experience the performance and accept the emotions and unexpected thoughts generated by the situation.

ALEA is a prototype of artificial intelligence that aims to understand how to influence and disturb social relationship codes, and challenges us in our interactions with others. It's a predictive system creating the unexpected.

Demo Video : https://vimeo.com/alea

"The common point between my different machines is that each one of them are tools which plays with consciousness. SOMA and MANGE REVE are made to listen to the body, to see how we react to fundamental fears. ALEA and ECHO put emphases on our style, our manners. They are tools of self-knowledge which pass by an experiment a little bit disturbing, provocative."
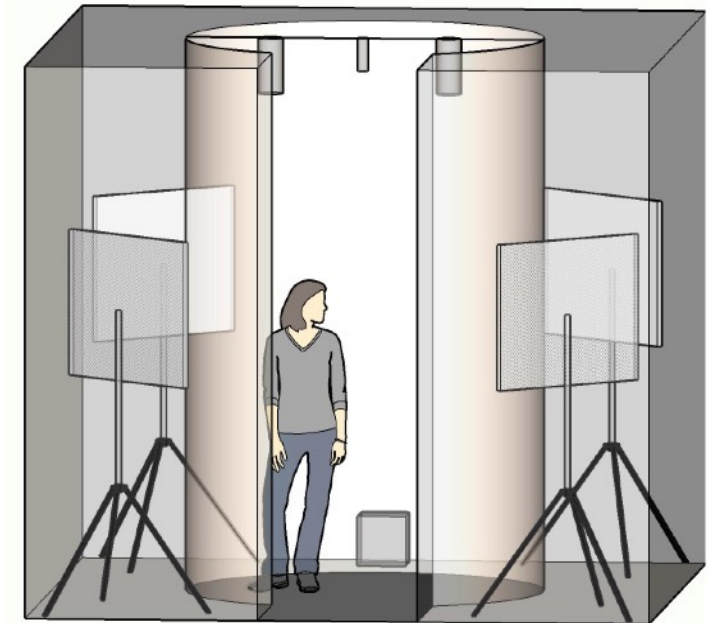
COPYRIGHT: GUILLAUME FAURE
RESEARCH AND DEVELOPMENT: JOAN SANDOVAL & CYRIL LAURIER

ECHO 2022

ECHO is a smart mirror, which share the same artificial intelligence with ALEA, based on prosody and which put us in front of ourself. You sit in a booth and see your reflection. When you talk to the other you, it will answer by repeating sentences and words you said before. The device's AI ensures that the tone is harmonious within the conversation. From the intimate to the self-derision, this experience is all about you. This installation was presented in 2022 at :

IRCAM FORUM in Paris in March 2022
RectoVRso during LAVAL VIRTUAL in April 2022
New York University with IRCAM in September 2022
EXPERIMENTA, the Art and Science biennial of Grenoble, in October 2022
INTANGIBLE festival in Lerida in November 2022
Santa Monica museum in Barcelona in Februrary 2024

"Humans naturally seek for meaning and belief. ECHO's unpredictable reactions initially disturb the visitor, who will gradually end up finding a sense in it, and project a little of himself into this semi-hazards generated by the device.
The impact I would like to create would be for the visitor to make an experience of awareness, to arouse curiosity."
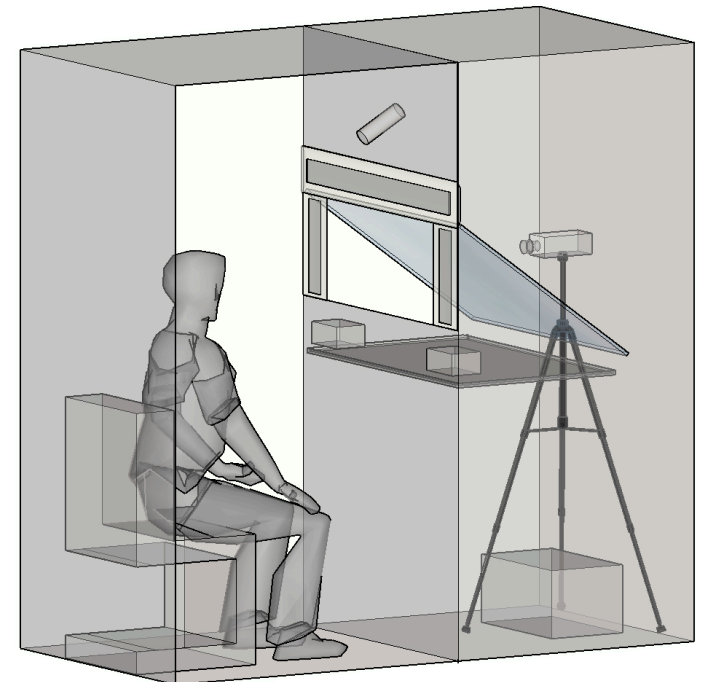
BIOGRAPHY
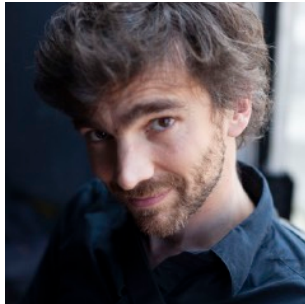
Guillaume Faure, has been directing and photographing for video, cinema and art for over 20 years www.guillaumefaure.eu. He has worked with Marc Caro, David Lynch, Lou Yé, the special effects studio Buf or the artist Agnes Guillaume (exhibited at the Petit Palais in Paris, at the Musée des Beaux-arts in Brussels).
He also participated in the development of two companies, an internet start-up, and a film laboratory with Buf and Mac-Guff.
He currently directs and films commercials, music videos and art videos www.easy.barcelona, and build smart devices.

Since 2010, he has been inventing interactive systems connected to emotions.
His previous project, SOMA, brings together his expertise in narrative imagery as well as his observations on individuals: a one-person cinema connected to the body that questions the free will of the spectator-actor through a "massage" of his subconscious (see explanations below).

His last creation, ALEA and ECHO, are two devices that generate unexpected breaks in discussions to promote openness in the perception of others and of oneself.

A short interview made in EXPERIMENTA in 2022.

EXPERIENCE HIGHLIGHTS

DIGITAL ARTIST — 2010-PRESENT

Artificial intelligence:
ECHO, exhibit in Paris' IRCAM, RectoVRso in Laval, New York University, EXPERIMENTA in Grenoble,
INTANGIBLE in Lerida, SANTA MONICA museum in Barcelona
Interactive installation:
SOMA, exhibit in Barcelona's FAD, Creteil's MAC, Maubeuge's VIA, Lille's Gare Saint-Sauveur
MANGE REVE, exhibit in Paris's 59 Rivoli gallery

DIRECTOR — 2001-PRESENT

Digital ads: Ruinart, Wookids
Music video: Sinosi, for Tom Agad, 2018 - Fuga, for Mr Shwill, 2020
Short film: Le bocal, Le fil de soi, La couleur à laquelle je pense, N'être

DIRECTOR OF PHOTOGRAPHY — 2004-PRESENT

Art video: For Agnès Guillaume, Petit-Palais (Paris), Musée des Beaux Arts (Bruxelles)
Feature film: Casa Nostra, de Nathan Nicholovitch, ACID, 2013
Music video: Sinosi, for Tom Agad, 2018 - Fuga, for Mr Shwill, 2020
Digital ads: Ruinart, Chrysaly, Wookids

PHOTOGRAPHER — 1997-PRESENT

Yves-Saint-Laurent de Jalil Lespert - photos for promotions of the film, WY production
Set pictures for YSL with Aline Bonneteau, WY production
Press photographer, CFPJ - Hachette Filipachi médias

COLORIST — 2007-PRESENT

Feature film: Zaytoun, from Eran Riklis, Bedlam, Buf
Spring Fever, from Lou Yé, Best Script Award - Cannes 2009, Rosem
TV show: Salvados, from Jordi Evole, Produccio del Barrio, Netflix
Music video: Mika, from Kinga Burza, Partizan - Goose, from Megaforce, El Niño
Advertising: Gucci from David Lynch, Buf, La Pac