

SCHEDULE OF THE WEEK

MONDAY 08 JULY

■ 9:00-10:00 : Welcome Breakfast and introduction to the Summer School

Presentation of the week agenda, objectives and results.

■ 10:00-13:00: Immersion

Academic introduction to the fundamentals of branding in fashion

The brand expression and communication tools (brand content)

Illustration through retail case studies and brands: Printemps, Baume & Mercier, etc.

■ 14:00-18:00 : Retail Tour

« An immersive and comparative retail tour of Parisian department stores, between tradition and innovation: Printemps & Galeries Lafayette of Champs Elysées »

Visit of Printemps de l'Homme and Printemps Beauté

Visit of the New Galeries Lafayette-Champs Elysées

TUESDAY 09 JULY

■ 09:00-19:00 : Workshop on immersive spaces and mapping – Philippe Martin

Philippe will explain the different techniques of 3D imagery: Holograms, mapping, laser, Vjing. How to use these techniques to create immersive spaces and how the new technologies can be used to change the immersive experience of customers.

He will then teach how to create 3D images (using After effect software) and how to diffuse them with holographic fans or Hologauze technologies.

Presentation of the different creations made by the students.

WEDNESDAY 10 JULY

9:00-12:00 : Workshop

A fashion / luxury case study: brief & questions

Brand communication disposal: focus upon social networks & events

Preparation 1h + presentation by groups of 4, around 15 mn per group with feedback

13:00-16:00 Visit to the Atelier des Lumières

This digital museum located in Paris is a unique place that mixes art and technology, it provides the visitors with an innovative and immersive experience.

THURSDAY 11 JULY

09:00-12:00 : Teamwork on students specific projects

14:00-17:00 Teamwork or Coaching sessions

15:00-18:00 : Visit to the Institut du Monde Arabe: « Les cités millénaires »

An immersive exhibition presenting millennial cities destroyed by the war in Syria. The visitor travels through time, using gaming technology, to visit how these cities were before being destroyed.

FRIDAY 12 JULY

09:00 -12:00 Review of all the teams

13:00-17:30 : Final presentations and debrief with the whole group.

FURTHER INFORMATION:

Breakfasts and day visits included.

Cultural and leisure activities will be proposed during the evenings of the week: Restaurants, shows, discovery of oenology... (Optional, at the expense of the participant).