



# 7 PRISME /

## Press release

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## The Centre Pompidou launches its first video game

On 24 April 2020, the Centre Pompidou is launching **Prisme7**, its first video game, which invites the public to discover some major works from the collection of the Musée national d'art moderne, and interact with them. Designed in association with Olivier Mauco of Game in Society and Abdel Bounane of Bright, Prisme7 immerses players aged 12 and over in a world of art and poetry.

Prisme7 is a fun yet educational platform game, freely available on mobiles (iOS/Android) and computers (PC/Mac), and has been designed for teenagers and adults seeking an insight into modern and contemporary creation. As they make their way between colour and light, players explore an organism that is constructed gradually as they discover the physical and sensory properties of the works of art. As they interact with *Le Rhinocéros* by Xavier Veilhan, *New York City* by Piet Mondrian, Andy Warhol's *Big Electric Chair* or the famous "pipes" of the Centre Pompidou building imagined by Renzo Piano and Richard Rogers, players progress on their way through the game. After an initial introductory level (to familiarise themselves with the gameplay<sup>1</sup>), there are six game worlds where they can explore a selection of 40 iconic works from the Centre Pompidou collection, through the relationships between colour and function, colour and emotion or light and immersion. Prisme7 also immerses players in sound designed by Ircam Amplify, thus highlighting contemporary sound design creation. The character in Prisme7 is represented by an entity made up of molecules of light. This avatar was chosen out of a wish for neutrality and to move away from the traditional representations in the video-game industry (human, animal or hybrid figures), so that each player can identify themselves with it.

Prisme7 was designed thanks to funding from the "Éduthèque Innovative Digital Services" (SINÉ) call for projects of the Ministry for national education and youth, aiming to support innovative projects targeting teachers and pupils with the support of digital-sector start-ups and SMEs.



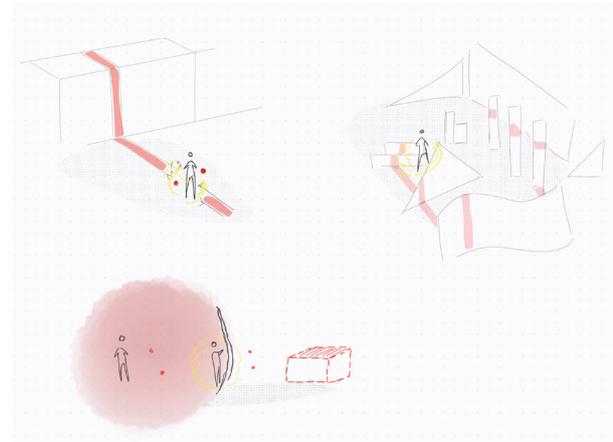
“And what if video games were also capable of playing with the rules of art and challenging their traditional values ? As game designers, we have sought to produce a contemporary work that fits into the history of art. After all, who plays around with reality more than an artist does ? ”

**Olivier Mauco**, Game Director of Prisme 7, CEO of Game in Society and Co-Producer.

## Gameplay

The player progresses around a number of different virtual worlds, collecting red orbs (that work like reservoirs of points) along their way. Various actions are proposed in relation to the salient features of the works (cast shadows, mirror image composition, etc.) to make the player more sensitive to artistic creation and allow a better understanding of the works.

As they progress through the different worlds, players also collect some works to compile their own personal virtual gallery. With the emphasis on learning by doing, the game mechanisms follow a progressive approach :



Drawn preliminary work - Prisme7  
© Bright & Game in Society

### OBSERVE

- Where am I ?
- What do I see ? →
- What should I do ?

### UNDERSTAND

- How can I progress, in what direction ?
- What are the interactive features ?
- What do they mean to me ?
- What actions are possible ?

### DECONSTRUCT / HACK

- What are the obstacles ?
- How can I get around or over them ? →
- What have I learned from this ?
- What happens if I fail ?



### CREATE

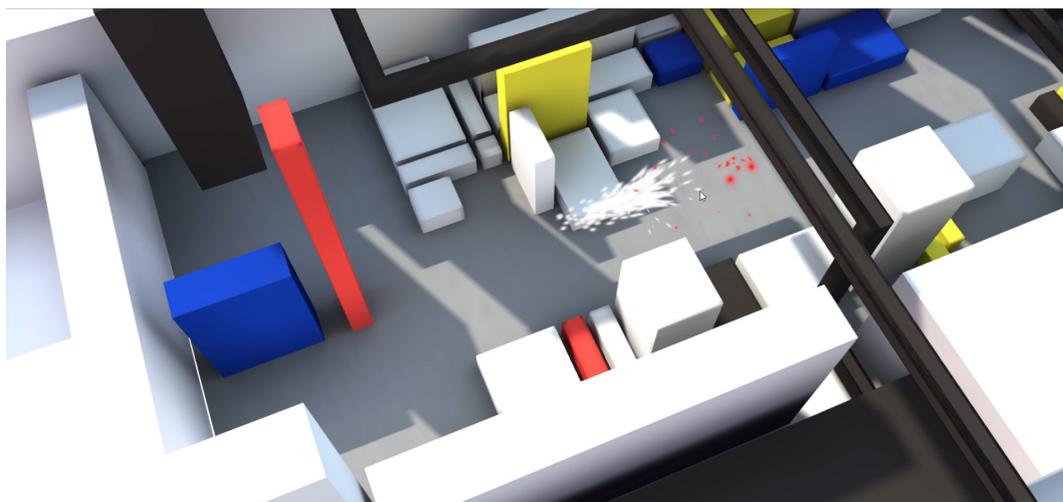
- In what ways can I deform or interact with the environment ?
- What reasoning should I apply to achieve my purpose ?
- What should I memorise from the experience to progress further through the level ?



“ The video game is one of the most recent art forms in our culture, and yet paradoxically, no video game until now has ever succeeded in offering an artistic experience that immerses the player in the world of modern and contemporary art.”

**Abdel Bounane**, Creative Director of Prisme7, CEO of Bright and Co-Producer

## Description of the levels



Prisme7 - level 3 © Bright & Game in Society

### Colour and Function

In a work, a colour may have its own function, its own reference. On this level, each colour represents a specific function. The player must thus assign a colour to the objects that don't have one in order to continue.

### Colour and Systems

In this level, which is divided into two visual systems, the player must group the colours together across the mirror, according to a principle of symmetry.

### Colour and Activism

In this level resembling a large, dehumanised city, the inhabitants are a resource that allows the player to discover certain passages, and the city becomes a large mechanical system to be manipulated.

### Colour and Emotion

A world without colour is a world that cannot exist. The player must colour every corner of this level to reveal its structure and reconstitute the environment.

### Colour and Spirituality

The player walks through this colourful space where each zone must be activated using the correct object and colour. The player must match them in a way that goes beyond the symbolism of shapes and colour codes.

### Light and Physics

Light can become a physical marker in space. The player uses their light to forge a path and access zones that were previously out of reach. The light casts shadows, and also creates paths that turn out to be very real !

### Light and Immersion

Light can become one body with space. In this level, the player uses their light and their shadow. The movement of the player in the space will create unexpected forms that will eventually reveal, in a perfect layout, a shadow that turns out to be...  
Your own work !

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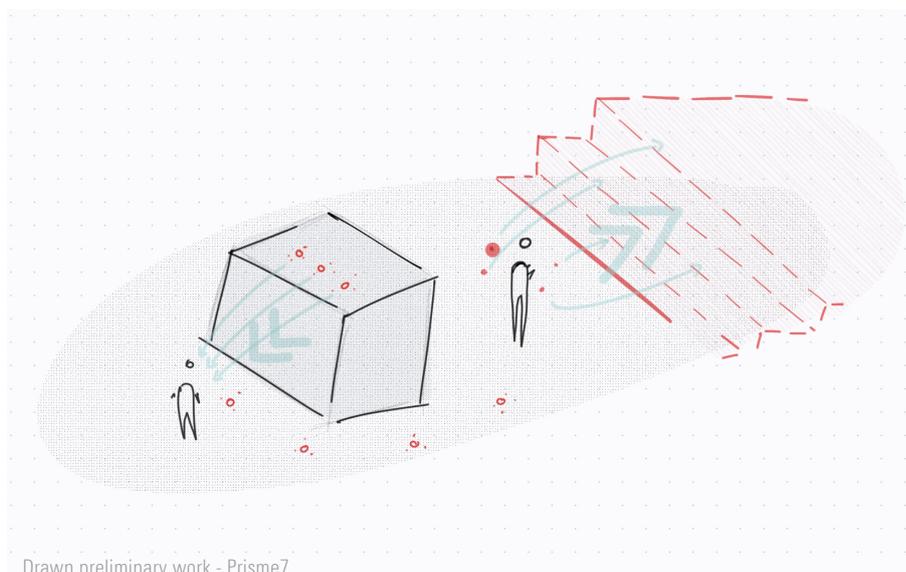
## Resources for all...

Guides to the works have been designed specially for Prisme7, with two levels of information (highlighting simple points first, followed by a detailed presentation) to provide users with information about the works of art. These guides are backed up by a variety of Centre Pompidou resources: podcasts, educational files and videos, etc.

### **Some of these resources have been created specifically for teachers.**

The aim of providing complementary resources is to contribute to training and supporting teachers so that they can make good use of the game. Additional content is therefore available on the Eduthèque platform of the Ministry for national education and youth :

- Ideas for workshops and uses of the game in class have been devised to fit in with the curriculum for middle and high-schools, placing the emphasis on trans-disciplinary uses and opening up possibilities for innovative teaching practices, such as the “flipped classroom”<sup>1</sup>.
- Access is provided to the preparatory storyboards for the video game, with the idea of showing the process of devising and designing the game.
- Tips are also provided to unlock certain levels of the game and go directly to a given sequence for a session of teaching.



Drawn preliminary work - Prisme7  
© Bright & Game in Society

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<sup>1</sup> Students receive lessons in the form of online resources that they watch at home instead of homework; what was previously done at home is now done in the classroom, hence the idea of the «reverse» class.



## Practical information

### Prisme7

Game launch : April 24, 2020  
 Support : free and open access on mobile (IOS/Android)  
 and computer (PC/Mac)  
 Available in English and French in 149 countries  
 Developers : Bright and Game In Society  
 Genre : Platform - Puzzle  
 Hashtag : #Prism7  
 More info on <https://www.centrepompidou.fr/>

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Ircam Amplify is a subsidiary of the Ircam and draws on 40 years of multi-disciplinary research, experimental sound creation and technological innovation conducted at the Ircam - Centre Pompidou - Paris. Since 2019, it has been offering companies a range of services combining emotion, sound and artificial intelligence : sound design, products and technologies in human-machine interfaces, immersive sound experiences and smart recommendation (data indexing).

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### Centre Pompidou



Since 1977, the Centre Pompidou has presented a rich programme at the crossroads between different art forms and audiences. Its iconic building is home to one of the world's largest collections of modern and contemporary art, in addition to exhibitions, symposiums, festivals, shows, projections, and workshops for young people, making it an unrivalled institution deeply rooted in the city and open to the world and to innovation.

For further information : <https://www.centrepompidou.fr/>



Game in Society is a video game design and production agency specialising in high-impact games for the worlds of culture, art, science and education. It is headed by Olivier Mauco, who has been the game director of many serious games over the past 10 years, as well as teaching game design at Sciences Po. He has a PhD in political science and has published a number of books on video games. The company designs and produces games and applications for cultural, artistic, scientific and technical outreach to the general public. Prisme7 is the very first cultural video game developed by Game in Society for the Centre Georges Pompidou.

For further information : <http://www.gameinsociety.com/>



Bright was founded by Abdel Bounane and specialises in generative and interactive creations. Based on data flows (from a brand, visitors to an event, social media, connected objects or user interactions), the creations generated by Bright are constantly changing and customised to tell dynamic, connected and living new stories on all kinds of screens. Bright has produced generative creations for EDF, Altarea Cogedim, Société Générale, Allianz, LCL, Nike, Chanel and Enedis, etc.

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