

WHAT IS THE FRENCH HERITAGE INCUBATOR ?

For more than 10 years, the National monuments center (Centre des monuments nationaux CMN) has been experimenting and promoting innovative projects. With the Heritage Incubator, the establishment is extending its desire to be as close as possible to innovation and new practices in the cultural field.

Launched in June 2018, the Heritage Incubator aims to design the heritage of tomorrow, alongside passionate entrepreneurs, in the digital age.

WHY THE HERITAGE INCUBATOR ?



The Heritage Incubator's goal is to facilitate access to monuments to everyone by reinventing visit and offering expert management tools and development of cultural places.

During one year, entrepreneurs can benefit for free from a personalized support with:

- ▲ A hundred monuments and sites throughout France in which they can test their projects in contact with visitors, teams and experts;
- ▲ Training sessions on heritage and public service issues;
- ▲ Expertise on heritage and innovation;
- ▲ Many opportunities to expand their professional network, in particular with the alumni of the past editions;

THE PROJECTS

The Heritage Incubator has already hosted three promotions since its launch which means a lot of project to promote innovation in culture.

Let's discover the first three promotions :

#FIRSTPROMOTION

2018



Ask Mona develops «chatbots» which advise publics about cultural facts during their visit.



Akken designs and delivers immersive sound experiences that rely on connected objects, like an umbrella, to reveal the invisible part of the place and territories.



Be my Space develops a digital platform that lists exceptional places like monuments in which employees can go occasionally for work.



The «Eye is the Voice» is a free online art library that gives access to artworks to visually impaired people, and to anyone who enjoys visual arts, thanks to volunteer readers.



Akatimi performs 3D reconstructions of heritage places in ruins, thanks to drone and 3D scanner.



STUDIO SHERLOCK
Le Patrimoine En Mouvement

Studio Sherlock is a specialized transmedia agency working on documenting architectural heritage and restoration of historical monuments.

THE PROJECTS



2019

#SECONDPROMOTION



Bryanthings presents photo booth that allows each visitor to become an actor and ambassador of heritage preservation by a micro donation.



Explorama promotes heritage through games and offers a mobile application to discover nature that surrounds it.



Foxye creates immersive and geolocated games on smartphones, in cities and tourist sites with connected objects and augmented reality.

intens**CITY**

IntensCity revolutionizes the heritage's nighttime through digital light, with dynamic aesthetic changes, energy savings and respect for buildings.

OhZ®

OhZ is a podcast and masterclass studio, which allows you to learn at your own pace without having to be behind a screen, as if you had an expert teacher in your ear.

PHYGI'TALES
lessorciersducontenu.fr

PhygiTales develops new content formats giving life to paper works by combining the best of print and digital thanks to augmented reality.



PICNIC offers innovative kiosks and Pop-Up stores, mobile, modular and autonomous in renewable energies. Turnkey solutions, designed and manufactured in France, dedicated to services, events and commerce.

R La Réserve des arts
Matériaux de réemploi pour la création

La réserve des arts prevents and reduces waste while supporting the cultural and artistic sector, by giving a second life to rubbish and exhibition materials.

THE PROJECTS



2020

#THIRDPROMOTION



blumenlab

Blumenlab produces interactive web and transmedia projects specializing in immersion through VR and AR formats. The studio wants to test a new editing platform for immersive experiences.


Lumeen

Lumeen develops a virtual reality solution adapted for animation and therapy for elderly people in retirement houses.


mercurio

Mercurio develops innovative scanners to massively digitize heritage collections and display details of works that are transparent or with complex reflections.



TIPSmeee

TIPSmeee allows to collect donations by QR codes, readable without any mobile app and available on every smartphone. Visitors become 2.0 sponsors.

WINTUAL

Wintual is an expert in virtual reality, Wintual develops software for ultra realistic virtual windows and advertising screens that interact with body movements.

PARTNERSHIPS

The Heritage Incubator enhances a partnership approach to enrich its field of experimentation and forge synergies with new collaborators.



For the 2019-2020 third promotion, the Heritage Incubator has joined forces with SNCF (the leading railway company in France) . The Heritage Incubator has opened up to new horizons and offered endless possibilities for experimenting projects: historical heritage, tangible and intangible railway heritage ...



The Africa2020 Season has been initiated by the French Institute. In partnership with Africa in Colors, the Heritage Incubator opened up to African entrepreneurs. This partnership is an opportunity to support the African creative sector, create synergies between France and Africa and bring together African and French expertise to promote heritage all over the world.

Soutenu
par



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