

Theory M

TheorieM is a project mixing Internet, mobile phone, movie, cartography and urban spaces.

2D codes have been tagged in the town of Paris. Each tag is linked to a movie that can be seen on the mobile phone. On the web site www.theoriem.net, a personalized Google Map localized the tags painted on the Paris' pavement.

The TheorieM project deals with the appropriation on several levels. Appropriation via a new definition of the M theory : The M theory is the name of a recent and accurate scientific theory still in progress. It is based on the assumption of very high number of physical dimensions and introduces the potentiality of multiple universes. Appropriation of the contents collected on Internet : Buildt movies are numerical collage of images, sounds and movies. Among the selected fragments which compose the movies, the reappropriation of classical, like Metropolis of Fritz Lang or the radio show of Orson Welles, bring another layer. The re actualization of these classical succeed to scramble the linear vision of the time.



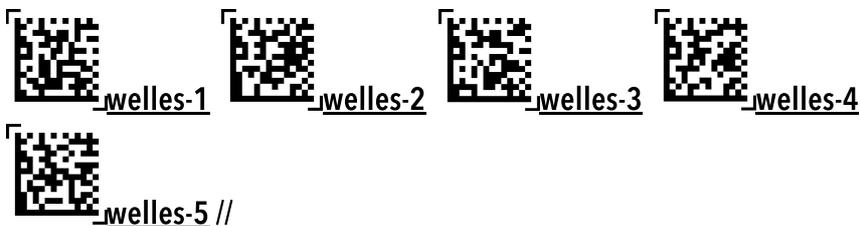
Appropriation of the urban space :2D codes tagged in the city mark the town with real and virtual points.

This project has various dimensions. The tag, the code 2D, the superposition of the real and virtual universes, the revisited scientific theory and the movies seen on several terminals compose the various layers of the TheorieM project.

(1) a 2D code is a two-dimensional matrix barcode consisting of black and white square modules arranged in either a square. With a mobile phone equipped with a camera phone, a barcode reader and connected to Internet, you can download contents, from text, images to movies.

(2) Google Maps is a free web map server application and technology provided by Google that powers many map-based services including mashup, embedded maps on third-party websites via the Google Maps API.

the videos :



2006 - Albertine Meunier et Caroline Delieutraz



Exhibitions

2008 The Biennale of Sydney venue online, Australia

2006 Festival Traverse vidéo - Abattoirs de Toulouse - Toulouse, France



a 2D code



The phone capture the 2D code



A 2D code at a street corner

