









GOLD RUSH PRESS KIT

A fun fair by ebb.global Created with the vocational sections at the lycée Alfred Nobel (Clichy-sous-Bois)

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GOLD RUSH

A fun fair by ebb.global

With the vocational sections at the lycée Alfred Nobel (Clichy-sous-Bois)

Lafayette Anticipations: 22 June-1 September

Ateliers Médicis: 1 June-27 July

For the 2024 Olympic and Paralympic Games, Lafayette Anticipations and Ateliers Médicis are teaming up with ebb.global to produce an extraordinary project with 60 students from Clichy-sous-Bois. Their visions, sensations of a disrupted or ideal world, unfold in the form of a theme park.

An immersive, interactive experience, *Gold Rush* delves into the dreams and obsessions of young people who are imagining – and creating – new forms of sport, drawing inspiration from unique sports experiences or proposing new rules for games.

After several years' development work by ebb.global, teachers and students, this theme park is experimenting with new ways of creating and playing.



For all ages!

Using the codes of the entertainment industry as a backdrop, the park offers new perspectives on society, its codes and its values. *Gold Rush* reclaims the "dream machines" of theme parks and invites visitors to be entertained by today's great myths.

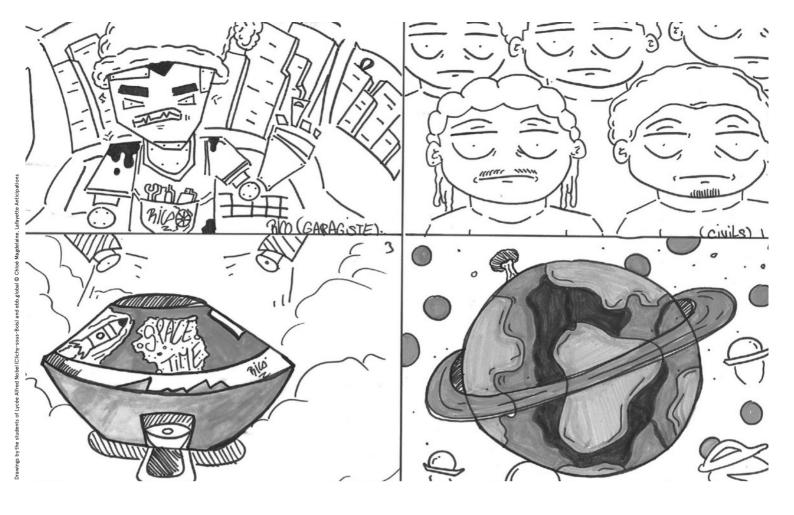
With 60 students from the lycée Alfred Nobel in:

- > 1MELECC (Electricity and Connected Environments)
- > TMCV (Commerce and Sales)
- > TAGORA (Organisational and Business Management Assistance)

Curators: Neïl Beloufa, Rebecca Lamarche-Vadel and Clément Postec

All the latest news from the fun fair on Gold Rush's Instagram!





THE PROJECT

The lycée, Ateliers Médicis and studio ebb.global

In 2018, at the invitation of Ateliers Médicis, Neïl Beloufa and studio ebb.global began a series of workshops with the teaching staff (Abel Vagba, Nathan Issaad, Olympe Routis and Mourad Kachibal) and the principal of the Lycée polyvalent Alfred Nobel, Laurence Portier.

As the sessions progressed, several classes took part in the workshops and the desire to create a business model that would develop the students' skills and offer them new career opportunities was born. They designed models, notably of football stadiums, which gave them the idea of imagining a huge fun fair aimed at a wide public.

In 2023, Lafayette Anticipations is teaming up with ebb.global and Ateliers Médicis to support students from the MCV (Commerce and Sales), MELEC (Electricity and Connected Environments) and TAGORA (Organisational and Business Management Assistance) programmes in the design and implementation of an extraordinary project: a fun fair combining sport and technology, on the scale of an immersive experience on both sites.

L'Atelier en résidence at Lafayette Anticipations

Each year, Lafayette Anticipations invites an artist to develop a project in which students (secondary school classes) contribute to the process of researching, creating and producing a work. The Atelier en résidence at Lafayette Anticipations is a unique opportunity for a class and an artist to work together to develop research and ideas. For the 2023-2024 season, ebb.global is the guest of the Atelier en résidence at Lafayette Anticipations.

PUBLISHING A MANGA

To mark the opening of the first fun fair designed by ebb.global and the high school students, Lafayette Anticipations and the Ateliers Médicis are publishing a manga. It tells the story of a computer hacker who stole an imaginary Olympic flame. The book is produced as part of a workshop held with the high school students, during which illustrators, scriptwriters, artificial intelligences and a graphic designer were invited to create in a collaborative and collective manner.





THE ATTRACTIONS

The Enigma

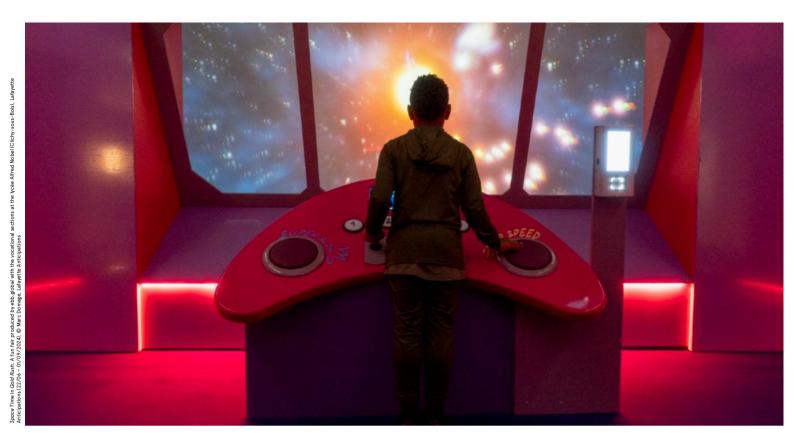
In 2024, a flame was stolen during its tour of France, on its way to Clichy-sous-Bois. Gold Rush amusement park opens with a TV news programme sharing this burning news, before being interrupted live by the Hacker, a mysterious being who stole the flame after hacking into the games surveillance systems, who is challenging the public to find the flame. We are now tasked with searching for the flame and retracing its steps, using the attractions of the Gold Rush, the clues we find, and the people we encounter. This immersive, interactive experience invites you to discover and try out new sporting disciplines, in a landscape evolving between the postapocalyptic future and references to today's world. All the clues collected can be used to find the password to pass on to the Hacker so that he finally agrees to return the flame and explain the reasons for his actions.

HOW TO PLAY?

1/ Pick up your QR code at reception on the ground floor!

2/ Scan your QR code at the terminals and take the quiz to collect clues to get to the flame!3/ Write down the first letter of the clue word on your play sheet!

4/ Have you got all the letters? Then head up to the 3rd floor to face the Hacker! All you need is 9 clues for this final battle.



THE ATTRACTIONS AT LAFAYETTE ANTICIPATIONS

22 June - 1st September 2024

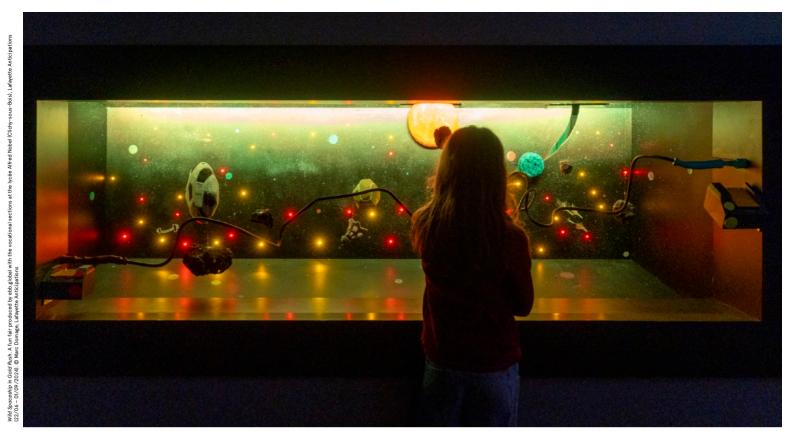
FIRST FLOOR

TV News

This news video announces that while the games are about to begin, a hacker has stolen the flame! The event seems to be in jeopardy, and panic is gradually spreading around the world. The mysterious hacker interrupts the news programme and makes his demands known. To stand against excessive concrete development and its devastating social and ecological effects, he is calling for the running events to be held on conveyor belts to prevent any new construction. As for stadiums, he is calling for a new technological solution: the buildings should be able to rotate to ensure fair distribution of public seating and to transform the way sporting moments are shared. As for medal ceremonies, from now on they will be able to reward the slowest possible execution of an event. With his proposals that question and subvert the values of contemporary society and widespread competition, the Hacker immediately becomes the target of a worldwide investigation.

Space Time

The intergalactic spaceship which belonged to the Hacker who disappeared from the ship after a crash in 2098, on his way to the planet Nexus. In 2098, the Earth was thrown into unprecedented chaos, after devastating conflicts affected ecosystems and air quality. However, a glimmer of hope emerged through the games: much more than a sporting competition, they became a universal symbol of peace and fraternity, a beacon of hope. The gold medallists, over and above the sporting recognition, now have the crucial mission of regenerating nature. However, the spaceship accident propelled them to Terra Nova in 3098, the Paris of the future. It no longer resembles the Paris we know, as we discover the traces of a millennium of destruction, clashes, and ecological crises. Players can now take control of the abandoned ship and discover the hidden facets of the city.



SPACE-TIME TRAVEL ROOM

Wild Spaceship

A game of skill, this attraction allows you to practise driving the Hacker's spaceship while avoiding various obstacles: planets, aliens, and even sporting elements such as balloons. Players have to drive the spacecraft, which is positioned on a hook, along a metal rod to reach its destination without touching the rod. The course is a repeat of the journey made by the spaceship before it was sucked into a black hole and fell into our time, and the players win when the ship reaches the end of the course. This training allows them to familiarise themselves with the experience of searching for other realities, worlds, and temporalities, of which the spaceship is one of the symbols.

The Tube

Imagined as a passageway to another world, this luminous and poetic installation gives the impression to be "abducted". On a human scale, equipped with LEDs and sound effects, the visitors can experience a sense of the infinite thanks to the mirrors on the floor and ceiling, as well as a feeling of "ascension". A symbolic passageway, a portal to the beyond, the Tube lets you project yourself into another dimension.

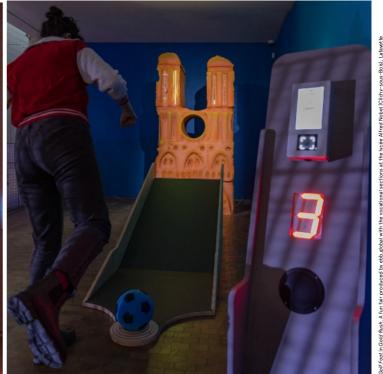
Holographic Library

The 3D Library is a box into which "connected" books are inserted and projected onto a hologram screen. Six books are available to the visitors, forming an inventory of humanity with scrolling characters, like portraits of the era and the individuals who make it up, and an archive of all human beings.

Delta 2

Every 100 years, debris from a meteorite hits the town of Ariyuma. The town is surrounded by a gradually deteriorating force field. To remedy the situation, Dr Granola has built an automaton capable of destroying the debris and replacing the force field. This robot is a character from the *Gold Rush*, who tells the visitors about his experience of fighting against forces of enormous power, equivalent to twice that of the atomic bomb, and how he regularly withstands the onslaught of the meteorite. This robot automaton, who also lives in the universe, shares its point of view and its way of resisting forces far more powerful than itself.





YEAR 3098 ROOM

The All-Seeing Eye and the World Tree

The All-Seeing Eye and the World Tree wait for the visitors in 3098. The Omniscient Eye has a beginning but has no end. It has existed for a long time, no one knows where it came from or why it exists, but it holds all the knowledge in the world. One day, the Eye came across the World Tree, just as it was about to die. It saved him and asked him to become its representative. The All-Seeing Eye and the World Tree share stories. They are guiding figures who welcome the public at the entrance to the holographic forest.

Forest (Baby Ninja Warriror Sequel)

The forest is a landscape that invites the public to enter. This artificial landscape has been reconstituted after devastating conflicts destroyed ecosystems. The aim is for visitors to find their way through a mechanical forest designed as a post-apocalyptic training park. You can bask in this labyrinthine forest, run between the trees, find some rest and try to restore your link with the plant world.

SECOND FLOOR

Golf Foot

This new sporting discipline invented by Hacker combines golf and football sports. The aim is to walk with a ball on your feet through a landscape of monuments in the heart of Paris, from Notre-Dame to the Arc de Triomphe, and to win points by scoring as you go along this extraordinary walk. This sporting odyssey among the capital's most prestigious and historic symbols blends a contemporary and futuristic version of the city. The Hacker, who has scanned and reproduced the monuments of Paris, is inviting the public to experience them in the same way as the iconic film monster Godzilla in the city of Tokyo - by transforming the city into a playground for confrontation. This athletic odyssey among the historic symbols that make up the capital's prestige, transforms these buildings into objects for everyone to interact with.

Laser Quizz

In this attraction is based on the codes of the arcade game, players compete by answering a series of quizzes and mini-games shown on a screen, and throwing objects at the correct answers that are displayed. The questions that appear are linked to the culture of sports and games, and the various performances and athletes that have marked its history. On this quiz, players can test their knowledge on the figures who have contributed to it, and the events that have shaped it.



THIRD FLOOR

Dribbling

These two models are proposals for new sporting experiences proposed by the Hacker. Dribbling is a kind of table football. Equipped with a motorised device, this rotating table football reinvents the rules of the game by encouraging players to dribble at all times. Dribbling is a technique that allows you to avoid your opponent's attacks as much as possible.

Fortune Stadium

Thought up as a democratic device that would prevent seating and ranking fans in the stadium according to their financial means, the Fortune Stadium is an architectural project proposing a stadium in permanent rotation, so as to provide each fan with a similar experience and also make it possible to follow the match from every angle.

Rodeo

The last attraction of the *Gold Rush*, Rodeo takes its aesthetic cue from the photocall, a space dedicated to taking photo portraits of VIP guests or celebrities, often on red carpets. Somewhere between a merrygo-round for children and an arcade game, this attraction invites visitors to discover urban rodeo.

The players can take a seat on an animated motorbike and watch images of the town of Clichysous-Bois scroll by. Born in the working-class districts of the United States in the 2010's, this practice consists of doing wheelies on a motorbike, motocross, or quad bike. This immersive attraction allows the players to discover the physical and visual sensations of the rodeo, a practice that the Hacker is proposing as a possible new sport.

FINAL

The Hacker

In this final room, the players finally meet the Hacker, who is waiting for them at the end of the adventure and the various trials they have gone through to find the flame. This is where we discover the epilogue to the *Gold Rush*, and where the Hacker reveals the reasons that led him to steal the flame and hack into the games. Players must activate the Hacker by providing the clues they have discovered throughout the attractions, which will enable them to find the final password. When the public delivers this precious sesame, the Hacker finally returns the flame and a celebratory concert begins.





THE ATTRACTIONS AT ATELIERS MÉDICIS

1st June - 27 July 2024

TV news

Panic at the 2024 Olympics! A hacker has stolen the Olympic Flame and is threatening not to let it be lit. Everybody, before you embark on *Gold Rush*, listen carefully to the clues in the TV news, because only your instincts and the Omniscient Eye will guide you next. The Pirate is creating a buzz and all the media are covering the story. But who is the Hacker? Why did he steal the flame? How did he gain access to these high-flying hacking technologies? Scientists and secret services from all over the world are embarking on a major investigation to solve this enigma. Everybody, will you find the flame?

The All-Seeing Eye

The Omniscient Eye has a beginning and no end. It's been around for a long time. No one knows where it came from or why it exists, but it holds all the knowledge in the world.

The omniscient Eye and the World Tree are central characters in *Gold Rush*, waiting for Everybody when they get off the ship in 3098. One day, the Eye came across the World Tree as he was about to die. He saved him and asked him to become his representative. The Eye and the World Tree share stories and are guides who welcome Everybody at the entrance to the holographic forest.

Thanks to a space-time black hole, their ship landed in our time. His journey has caused his memory to fail, but thanks to the All-Seeing Eye they are able to recall his forgotten past. The Pirate was actually born here on Earth in the 18th century. He was a pirate, a real one, and even back then he didn't like competition and power struggles. After a tragic accident in the South Seas, he was offered immortality in exchange for doing something good for society. That's why, today, he's on a mission to save the planet by challenging our society during the Olympic Games.



Baby Ninja Warrior

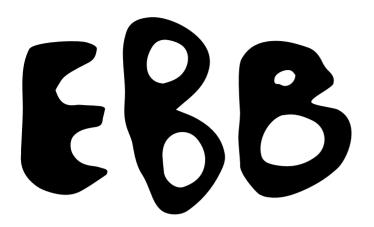
Broadcast every summer, the show follows around a hundred contestants through an obstacle course divided into four stages. Designed as a training park for 'little brothers', Baby Ninja Warrior offers a physical and logical test. Everybody, can you find your way through this mechanical forest?

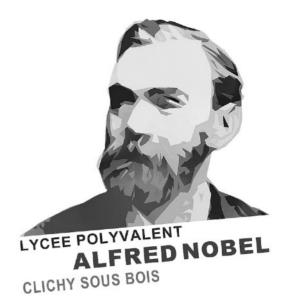
Pirate ship

Everybody finds himself aboard a pirate ship and has to cross the "dark zone". But there's plenty of turbulence ahead.

The Pirate

The Pirate will only return the flame if new sports and new rules are added to the Olympic Games specifications. The Pirate is calling for a dodgeball event in which you have to hit the greatest sportsmen and women of the 20th century, and for urban rodeo, Golf Foot and Baby Ninja Warrior as Olympic disciplines. From now on, he would like the running events to take place on a conveyor belt to avoid the construction of new stadiums, and for the existing stadiums to become rotating to ensure fairer spectator seating. He also called for a rethink of the notion of performance: why not get a medal for doing an event as slowly as possible?





EBB.GLOBAL

ebb.global is a decentralised creative studio that explores new narrative approaches and the integration of new technologies applied to the fields of culture.

The studio designs and produces digital experiences, strategies and tools, focusing on interactivity, blockchain, artificial intelligence, immersive spaces and gamification.

Led by a multidisciplinary team of artists, curators, researchers and developers, ebb.global is actively contributing to the creation of new distribution models in line with the emerging values of our society.









THE LYCÉE **ALFRED NOBEL**

Every year, the Lycée Alfred Nobel in Clichy-sous-Bois, under the direction of Laurence Portier, welcomes secondary school students from vocational, general and technological courses and BTS students, as well as other groups (MLDS and GRETA). Located at the heart of the dynamic town of Clichy-sous-Bois, the school has around 1,300 students.

The school's culture is firmly rooted in its strong educational focus: partnerships with companies, universities and grandes écoles enabling young people to join ambitious training courses every year. One of the school's strengths is the wide range of educational projects, such as Gold Rush.







LAFAYETTE ANTICIPATIONS

Created on the initiative of the Galeries Lafayette group, the Fondation is a place of exhibition and sharing dedicated to the visual and performing arts. Located in the heart of Paris in the Marais district, Lafayette Anticipations invites visitors to discover other ways of seeing, feeling, and listening to today's world in order to better imagine, thanks to artists, the world of tomorrow.

The program is free of charge and can be viewed alone, in groups, or accompanied by mediators who encourage sharing, for a lively and accessible visit. The Fondation provides events and workshops for young and old alike. The Closer Music and Échelle Humaine festivals are major annual events that bring together the most inspiring trends in music and dance.











ATELIERS MÉDICIS

Les Ateliers Médicis strives to encourage the emergence of new and diverse artistic voices, and to support artists with unique and contemporary approaches.

They welcome artists from all disciplines for residencies and support the creation of works that are developed in connection with the local area. They encourage or organise encounters between artists and local residents.

Located in Clichy-sous-Bois and Montfermeil in the department of Seine-Saint-Denis, they occupy a prefiguration building. A large-scale facility with national ambitions will be built by 2026, reaffirming the place of artistic creation in the suburbs.









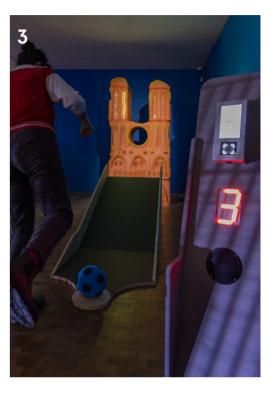


PRESS VISUALS

The press visuals are free of rights for the promotion of the fun fair. For any request of high definition visuals, you can contact the Claudine Colin Agency +33 (0)1 42 72 60 01 / claudinecolin.com: Harry Ancely / harry@claudinecolin.com











- 1. Graphism ebb.global
- 2. Golf Foot in Gold Rush. A fun fair produced by ebb.global with the vocational sections at the lycée Alfred Nobel (Clichy-sous-Bois), Lafayette Anticipations (22/06 01/09/2024). © Marc Domage, Lafayette Anticipations
- 3. Golf Foot in Gold Rush. A fun fair produced by ebb.global with the vocational sections at the lycée Alfred Nobel (Clichy-sous-Bois), Lafayette Anticipations (22/06 01/09/2024). © Chloé Magdelaine, Lafayette Anticipations
- **4. 5.** Space Time in Gold Rush. A fun fair produced by ebb.global with the vocational sections at the lycée Alfred Nobel (Clichy-sous-Bois), Lafayette Anticipations (22/06 01/09/2024). © Marc Domage, Lafayette Anticipations











- **6.** Laser Quizz in Gold Rush. A fun fair produced by ebb.global with the vocational sections at the lycée Alfred Nobel (Clichy-sous-Bois), Lafayette Anticipations (22/06 01/09/2024). © Chloé Magdelaine, Lafayette Anticipations
- 7. Laser Quizz in Gold Rush. A fun fair produced by ebb.global with the vocational sections at the lycée Alfred Nobel (Clichy-sous-Bois), Lafayette Anticipations (22/06 01/09/2024). © Marc Domage, Lafayette Anticipations
- **8.** Rodeo in Gold Rush. A fun fair produced by ebb.global with the vocational sections at the lycée Alfred Nobel (Clichy-sous-Bois), Lafayette Anticipations (22/06 01/09/2024). © Marc Domage, Lafayette Anticipations
- 9. Wild Spaceship in Gold Rush. A fun fair produced by ebb.global with the vocational sections at the lycée Alfred Nobel (Clichy-sous-Bois), Lafayette Anticipations (22/06 01/09/2024). © Marc Domage, Lafayette Anticipations
- **10.** *Dribbling* in *Gold Rush*. A fun fair produced by ebb.global with the vocational sections at the lycée Alfred Nobel (Clichy-sous-Bois), Lafayette Anticipations (22/06 01/09/2024). © Marc Domage, Lafayette Anticipations













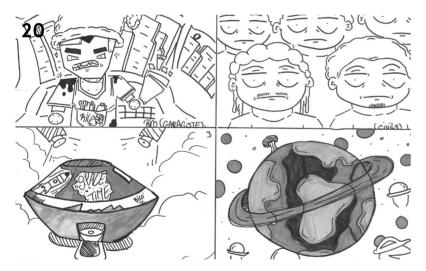
- 11. The Hacker in Gold Rush. A fun fair produced by ebb.global with the vocational sections at the lycée Alfred Nobel (Clichy-sous-Bois), Lafayette Anticipations (22/06 01/09/2024). © Marc Domage, Lafayette Anticipations
- **12.** The All-Seeing Eye in Gold Rush. A fun fair produced by ebb.global with the vocational sections at the lycée Alfred Nobel (Clichy-sous-Bois), Lafayette Anticipations (22/06 01/09/2024). © Marc Domage, Lafayette Anticipations
- **13.** The Tube in Gold Rush. A fun fair produced by ebb.global with the vocational sections at the lycée Alfred Nobel (Clichy-sous-Bois), Lafayette Anticipations (22/06 01/09/2024). © Marc Domage, Lafayette Anticipations
- **14. 15.** Forest (Baby Ninja Warrior Sequel) in Gold Rush. A fun fair produced by ebb.global with the vocational sections at the lycée Alfred Nobel (Clichy-sous-Bois), Lafayette Anticipations (22/06 01/09/2024). © Marc Domage, Lafayette Anticipations
- **16.** Fortune Stadium in Gold Rush. A fun fair produced by ebb.global with the vocational sections at the lycée Alfred Nobel (Clichy-sous-Bois), Lafayette Anticipations (22/06 01/09/2024). © Marc Domage, Lafayette Anticipations











- 16. Catalogue-manga in *Gold Rush*. A fun fair produced by ebb.global with the vocational sections at the lycée Alfred Nobel (Clichy-sous-Bois), Lafayette Anticipations (22/06 01/09/2024). © Léna Domergue, Lafayette Anticipations
- 17. 18. Baby Ninja Warrior in Gold Rush. A fun fair produced by ebb.global with the vocational sections at the lycée Alfred Nobel (Clichy-sous-Bois), Ateliers Médicis (01/06 27/07/2024). © Paul Gronen
- 19. Pirate ship in Gold Rush. A fun fair produced by ebb.global with the vocational sections at the lycée Alfred Nobel (Clichy-sous-Bois), Ateliers Médicis (01/06 27/07/2024). © Paul Gronen
- 20. Sketch drawn by the students of Lycée Alfred Nobel (Clichy-sous-Bois) © ebb.global

PRACTICAL INFO

ACCESS CONDITIONS - LAFAYETTE ANTICIPATIONS

Access to the fun fair is free! However, to activate the attractions and participate in the game to challenge the Hacker, a contribution of €5 is required!*

*Contribution exemption: job seekers, social benefit recipients, people with disabilities and their companions, journalists, youth group centers, and residents of Clichy-sous-Bois.

All the profits from the exhibition will be donated to the association La Ruée vers l'Or to continue the training programmes with the Lycée Alfred Nobel and provide study scholarships for the high school students taking part.

ACCESS CONDITIONS - ATELIERS MÉDICIS

Access and participation to the fun fair are free!

MEDIA PARTNERS - LAFAYETTE ANTICIPATIONS

Libération M le Magazine du Monde So Foot Club Le Bonbon Paris Mômes y'en a marre du square!

PARTNERS - ATELIERS MÉDICIS

The Gold Rush project at Ateliers Médicis is being made possible thanks to the support of the Greater Paris metropolitan area as part of La Métropolitaine. La Métropolitaine is a free international contemporary art event run in collaboration with TRAM, the Paris/Ile-de-France contemporary art network, from 4 May to 15 September 2024.

Les Ateliers Médicis receives support from the Ministry of Culture, the Île-de-France region, the Seine-Saint-Denis département, the City of Paris, the Grand Paris Grand Est region, the City of

Clichy-sous-Bois and the City of Montfermeil.

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All the latest news from the fun fair on *Gold Rush*'s Instagram!



Talks, performances, flash visits, kids activities, and sports sessions

https://www.lafayetteanticipations.com/en https://www.ateliersmedicis.fr/

LAFAYETTE ANTICIPATIONS

Access

9, rue du Plâtre - 75004 Paris 44, rue Sainte-Croix-de-la-Bretonnerie 75004 Paris

Opening hours

Everyday: 11am - 7pm

Late on Thursdays: 11am-9pm

Closed on Tuesdays

ATELIERS MÉDICIS

Access

4, allée Françoise Nguyen 93390 Clichy-sous-Bois

Opening hours

Wednesday and Thursday: 2pm-8pm Friday and Saturday: 4pm-10pm