

MEDIA NUM

Medianum Project : Highlighting the cultural heritage using Transmedia Storytelling strategies

The MediaNum project, funded by the Aquitaine Region, is a research project with strong ties with private companies working in Transmedia Storytelling.

The aim is to work on current productions of Transmedia Storytelling and Cultural Heritage in order to understand the mechanics and stakes and to produce our own strategy. The team is inter-disciplinary and brings together academics in Media Studies, Youth Culture, Museum Studies, Design and companies in Animation production and Marketing. The project will be divided in three phases :

- *Phase 1*

Creating a cartography of existing projects worldwide mixing Cultural Heritage and Transmedia Storytelling. This work-in-progress is compiled in a Tumblr : <http://medianum.tumblr.com/>

- *Phase 2*

The creation of our own Transmedia strategy to emphasize the cultural Heritage of Bordeaux and its region. This phase will be co-designed with kids, using creation workshops.

- *Phase 3*

The test of the strategy to understand what works and what doesn't and improve the Transmedia strategy.

Team :

- Melanie Bourdaa, Associate Professor in Media Studies (Project Leader)
- Stéphanie Cardoso, Associate Professor in Design
- Myriam Bahuaud, Associate Professor in Communication Studies
- Agnès Pécolo, Associate Professor in Communication Studies
- Florent Favard, Post-Doctorate in Transmedia Studies
- Jessica de Bideran, Post-Doctorate in Museum Studies
- Aymeric Castaing, CEO of *I Can Fly* (Animation Production)
- Arnaud Hacquin, CEO of *Le Jardin des Marques* (Transmedia Production)



Secrets of the Ocean Forest (2015)
Comic book, game, shortmovies



The Art Hunters (2014)
On-location events, webseries



The Last of the Gauls (2015)
Documentary, interactive comic



Murder at the MET (2012)
Location-based ARG

