

Bonjour,

Bonjour,

we are Silvia Boscolo, Marco Righetto
and Erika Rossi

Bonjour,

we are Silvia Boscolo, Marco Righetto
and Erika Rossi

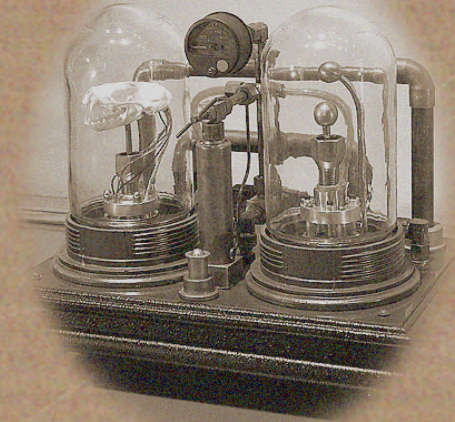
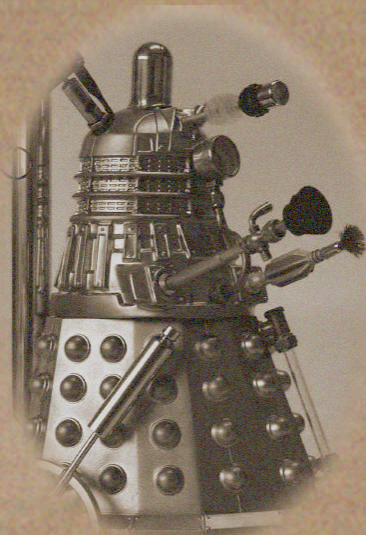
and we are going to introduce you ...



Madeleine

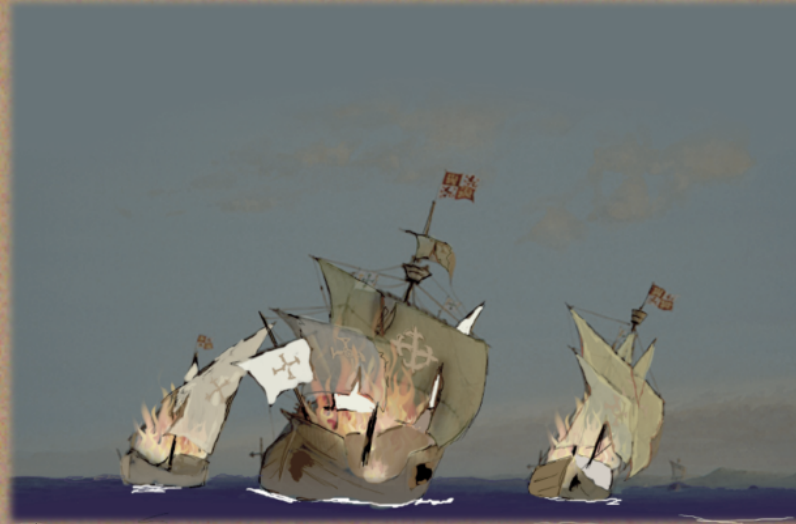
TECHNO EXPO

DECEMBRE 18, 1921



OUVERTURE 18.30
BILLET 3£

timeline



1492

Americas are not discovered

political/cultural

technological



1797

political/cultural

technological

Napoleon set Venice as his cultural
and commercial gate-colony to East



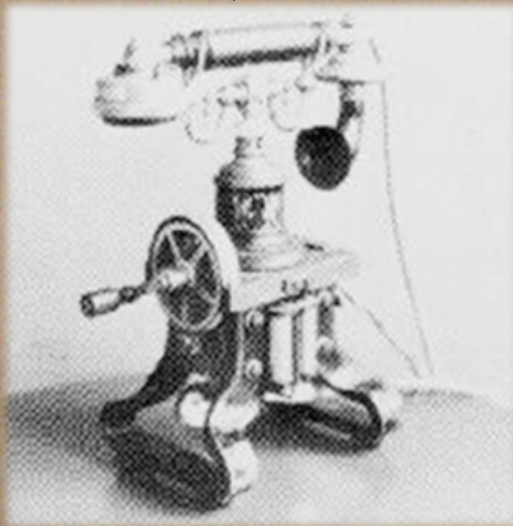
Gustave Flaubert publishes
Madame Bovary

1856

political/cultural

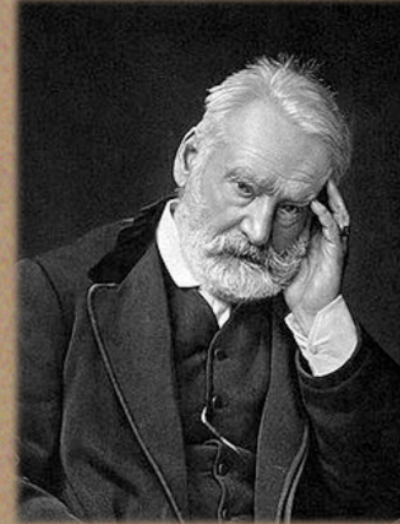
technological

1854



Charles Bourseul
invent the telephone

Victor Hugo publishes
The Miserables



1862

political/cultural

technological

1859



Gaston Planté
invent the lead acid battery

1860



George Leclanché invent
the carbon zinc battery



Jules
Chéret



Alphons Mucha is commissioned
to design the Gismonda affiche

political/cultural

1892

1894

technological

1895

1896



Lumiere Brothers
invent the cinema



Guglielmo Marconi
patents the radio



Boxers revolution
in China

political/cultural

1900

technological

1900



Exposition Universelle
in Venice

The gPhone prototype
is shown



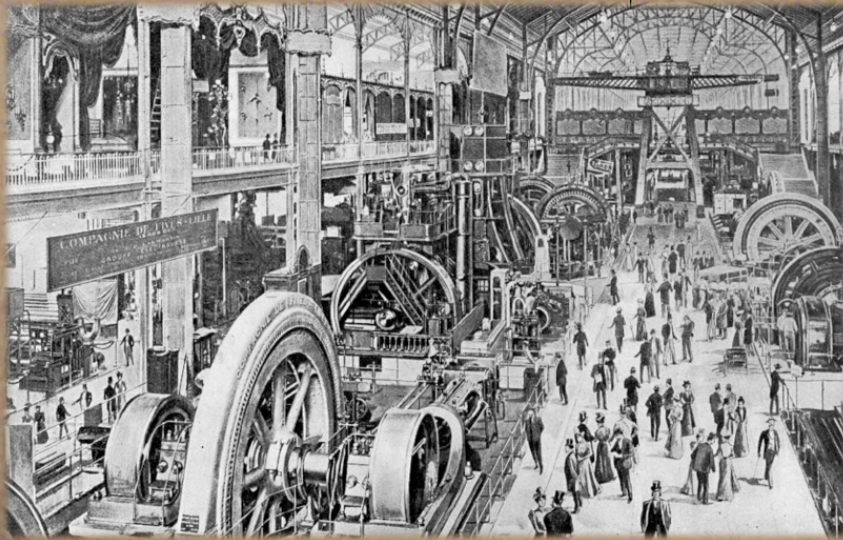
Marcel Proust publishes
the first of the seven
volumes of *La Recherche*

political/cultural

1908

technological

1908



The gPhone is massevly produced

political/cultural

technological

1920s

gPhone is now spread



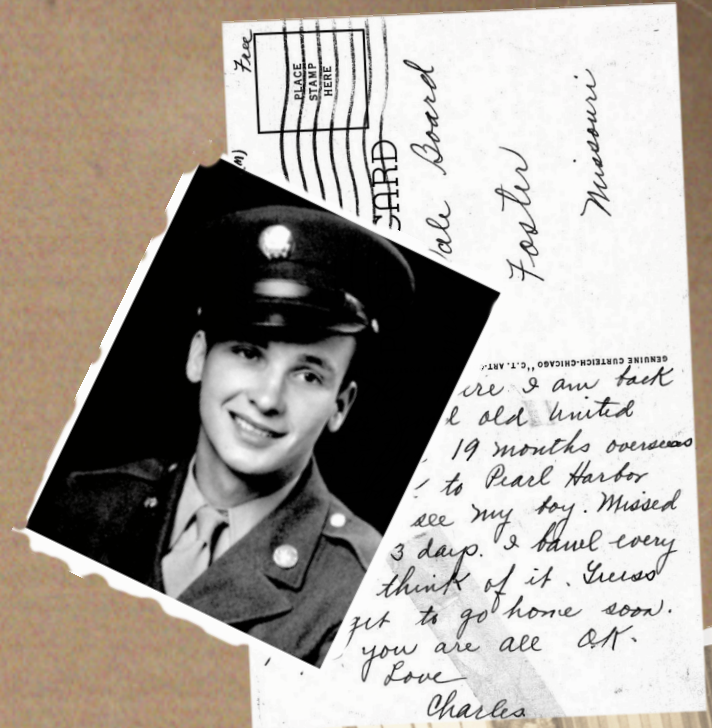
elevator pitch

Imagine a 1920s Venice, **commonwealth of France**, with extraordinary technology developments. Imagine it as the **gate to the East. Madeleine** is a mobile application, accessed by a **gPhone**, that allows users to **recall their memories and bring them.** Drift and enjoy Madeleine.



users and stakeholders

- Venetians who live far from home for long periods
- friends and family who stay at home
- poste office
- photographers
- gPhone sellers
- copyright association



goals

The main goal of the service is to let people **recall their memories**.

It is **not an archive**, nor it is supposed to be functional as we usually think functionality. Its purpose is to immerge the user in a **surreal and oniric atmosphere** to let him/her call back the memories and share them in an **intimate way**.





criteria for success

The interaction of the application should be functional but, at the same time, **unexpected and involving**.

The user must **be at ease** into the interface and constantly **surprised and satisfied** by using Madeleine.

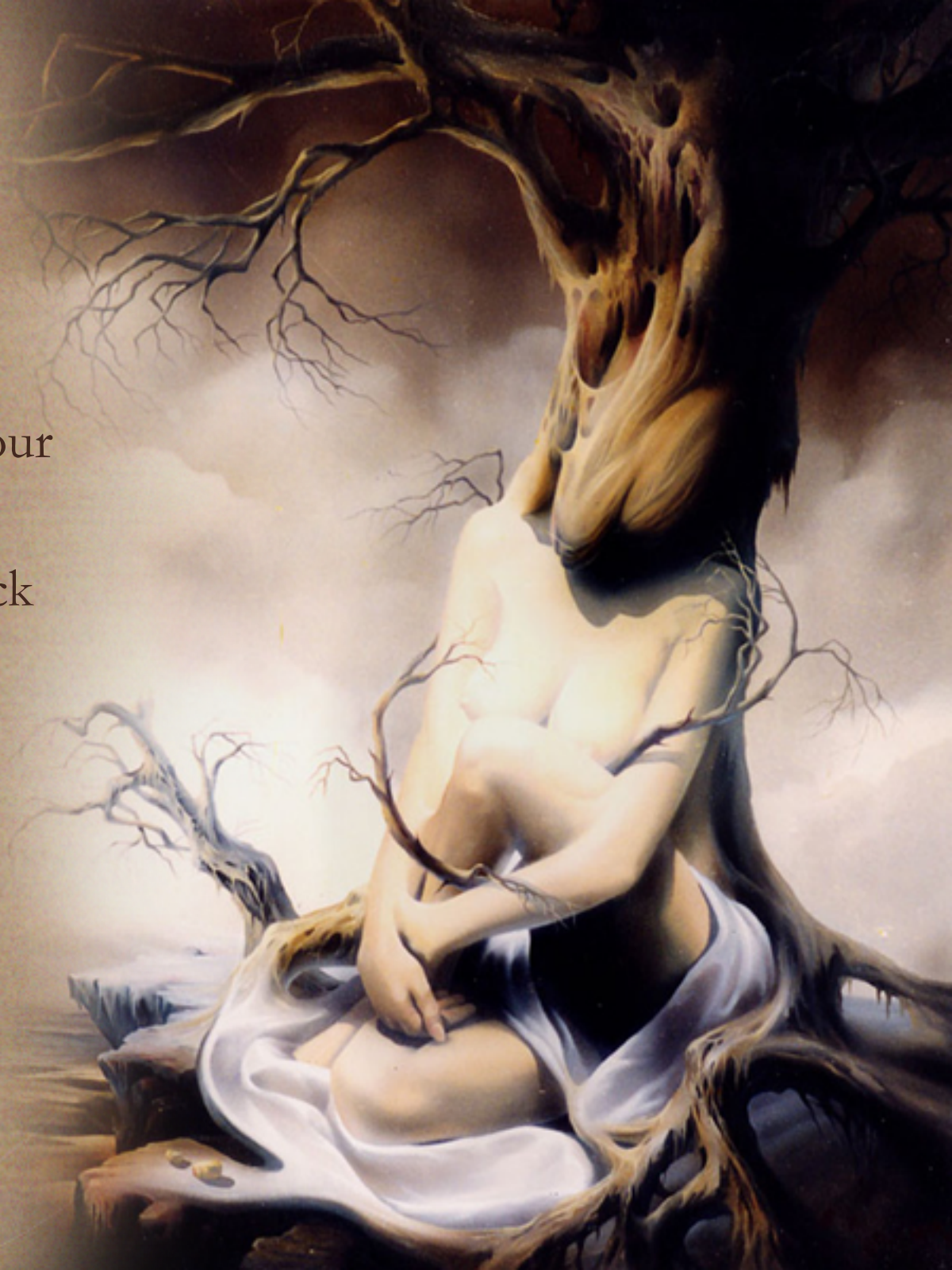
the attic



why surrealism?

Because our memories
are always influenced by our
dreams and thoughts.

Not always they come back
to us in a coherent way.



functions

sharing



sound



image

visibility



secret room



reminescence

personas



Antoine Tonolo



Lin Wai Ming



Sophie Clement