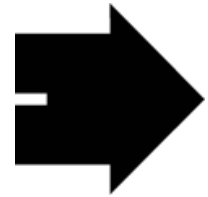


**Maison d'Ailleurs** – Museum of Science Fiction, Utopia and Extraordinary Journeys  
Place Pestalozzi 14 - P.O. Box 945 - 1401 Yverdon-les-Bains – Switzerland  
T: + 41 24 425 64 38 – F : + 41 24 425 65 75 – @ : [www.ailleurs.ch](http://www.ailleurs.ch)



# The Expo Where You Are the Hero

## PRESS KIT / Practical information

### **Maison d'Ailleurs**

Museum of Science Fiction, Utopia and Extraordinary Journeys

Place Pestalozzi 14  
P.O. Box 945  
CH – 1401 Yverdon-les-Bains  
T. : + 41 24 425 64 38  
@ : [www.ailleurs.ch](http://www.ailleurs.ch)

Exhibition opened  
From November 18, 2018 to October 27, 2019  
Tue-Su 11am-6pm

### **Press conference**

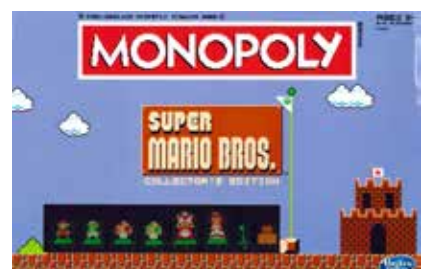
Wednesday, November 14, 2018, at 10:30 a.m.

### **Opening ceremony**

Saturday, November 17, 2018, from 5 p.m.



© Filip Hodas



Coll. Maison d'Ailleurs

# SUMMARY

<b>Project abstract</b>	p. 3
<b>Biography of the artists</b> Filip Hodas, Digital Kingdom, Blindflug, Team KwaKwa, Wuthrer, Okomotive, Hidden Fields	p. 4
<b>The exhibition: “The Expo Where You Are the Hero”</b> Global concept, Artworks and objects shown in the exhibition, Thematic booklet, Escape Room, Cultural education program	p. 6
<b>Opening ceremony program</b> Program	p. 9
<b>Partners</b>	p. 10

## PROJECT ABSTRACT

Since Antiquity, the game has been disqualified and discredited when it comes to recreation: childish, with little consistency, it was considered to be an activity unworthy to be studied and, by extension, was not accepted as an essential dimension of human existence. It wasn't until the eighteenth century that Friedrich von Schiller reestablished the game's philosophical prestige and nobility: "Man only plays when in the full meaning of the word he is a man, and he is only completely a man when he plays".

Today, and after more than a century of analysis, the game has once again returned to the forefront and is viewed as a mirror — a *metaphor* — of existence. In other words, and contrary to real life, when we play we can act without this action having consequences, without it being irreversible. The game is therefore opposed to the seriousness of life, in the sense that seriousness is "not being able to replay our failures, not being able to be reborn anew" (Stéphane Chauvier, *Qu'est-ce qu'un jeu?*, 2007).

Through the artistic works of **Filip Hodas** (CZ), the digital creation of the studio **Digital Kingdom** (CH), Swiss video games created by the **Blindflug**, **Team KwaKwa**, **Wuthrer**, **Okomotive** and **Hidden Fields** collectives, the **Escape Room** imagined by the *Maison d'Ailleurs* and items from the museum's own collection, the aim of the "The Expo Where You Are the Hero" is to reflect upon the game - in its different forms - while allowing visitors to the museum to participate in the exhibition through the interactive digital scenario **The House With a 100 Doors: The Museum From Which One Cannot Escape**, specially developed for touch tablets.



© Filip Hodas



© Hidden Fields



© Okomotive

## **BIOGRAPHY OF THE ARTISTS**

### **FILIP HODAS (CZ)**

Filip Hodas, a young Prague artist and 3D illustrator, through his digital creations, focuses on pop culture and “dystopian” and “post-apocalyptic” science fiction movements. In his works, he usually makes use of the emblematic figures of classic games (dominoes), construction games (LEGO®, KAPLA®) or video games (Gameboy, Super Mario Bros., Minecraft, Tetris, Pacman).

The artist thus presents a universe “architected” by the games, where their iconic elements appear as the ruins of a lost ludic civilisation, invaded by wild vegetation, where human presence is absent. The games suddenly take on the appearance of monumental sacred totems, the symbols of which remain a mystery. Why this post-apocalyptic character? Why this gigantism? Are we in the world of some giant who amuses himself with our human paltriness?

### **DIGITAL PROJECT “HODASANDBOX”, BY DIGITAL KINGDOM (CH)**

Digital Kingdom, a studio based in Vevey, tells stories that enable us to live impressive digital experiences through quality projects. For this, they use their creativity, their expertise, game mechanisms and all the modern technologies they have at their disposal: in particular, they design Virtual Reality (VR) and Augmented Reality (AR) experiences to enrich a scenario through an immersion specific to these new media; they also use their skills in gamification and serious game to develop projects of cultural, promotional or educational interest; they experiment with new creative and technological horizons through the realisation of their own video games. Finally, and this is what they are exhibiting at the *Maison d’Ailleurs*, their expertise in projection mapping technologies allows them to create artistic spaces where visitors are immersed in an original universe.

### **VIDEO GAME “[RE]FORMAT Z”, BY BLINDFLUG (CH)**

Blindflug, a studio based in Zurich, has developed several award-winning video games such as *Cloud Chasers*, *Airheat* and *First Strike*. Its talented game designers seek to develop artistic and beautiful games that touch on contemporary social issues inspiring aesthetic worlds and game mechanics. *[Re]Format Z* (2017), the game exhibited at the *Maison d’Ailleurs*, was originally commissioned by the City of Zurich on the occasion of the 500th anniversary of the Reformation in 2017. The player is immersed in a futuristic Zurich which he must cross incognito; he must also solve puzzles to thwart the political intrigues of a totalitarian system and, to do so, draw light paths – paths that demarcate the space during the player’s progression through the game.

### **VIDEO GAME “HELVETII”, BY TEAM KWAKWA (CH)**

Fascinated by mythology and folklore, Kevin Pecllet imagined the video game *Helvetii* (2019). Here he explores the history of the Celtic peoples, transposing them into a visual universe inspired by the Japanese studios Vanillaware, which he paints and animates in an action game designed in collaboration with Garret Brown who specialises in fighting games, and Elias Farhan, a programmer and producer. These three creators form the Team Kwakwa studio, based in Lausanne. The *Helvetii* game featured in “The Expo Where You Are the Hero” invites players to embody a young tribal leader who has to cross through numerous forests and fight a heroic battle against his enemies in order to lift the spell that was cast on his brothers.

### **VIDEO GAME “DON’T KILL HER”, BY WUTHRER (CH)**

A multimedia designer from Fribourg, Wuthrer created his first self-taught video game through crowdfunding. *Don't Kill Her* (2018) is a hand-drawn black and white cartoon game, giving it a dreamlike appearance. As in a traditional platform game, the character – enticed by a female and ghostly voice that reveals that he is actually the murderer – moves by jumping over and avoiding obstacles in a setting that is created as the game progresses. What exactly happened? The player discovers in reverse the story behind the enigmatic voice; mixing narration and action, this voice questions him and invites him to decipher his gaming experience. The musical atmosphere adds to the experience of a game which, as yet uncompleted, has already been awarded and acclaimed by specialised critics!

### **VIDEO GAME “FAR: LONE SAILS”, BY OKOMOTIVE (CH)**

Okomotive is a group of developers from Zurich who produced *Far: Lone Sails* (2018), a game of adventure and discovery, published by Mixtvision. The player navigates the bottom of a dried-out ocean, a post-apocalyptic universe where he encounters storms, tempests or gentle sunsets; where he sees shipwrecks, wind turbines and other vestiges of a lost civilisation of which he is the only survivor. He makes this journey aboard a strange and gigantic craft - an “okomotive” – a vehicle halfway between a locomotive and a sailing boat. To progress in this universe, the player must overcome obstacles, while taking care of his vehicle which he must maintain regularly. The music that accompanies the player in his exploration is composed by Yann Tiersen.

### **VIDEO GAME “MUNDAUN”, BY HIDDEN FIELDS (CH)**

Hidden Fields is a studio based in Lucerne, run by the programmer and illustrator Michel Ziegler. With *Mundaun* (2019) – a horror tale in the mode of *Silent Hill* – he sought to add a “hand-made” aesthetic, which he obtains by combining hand-pencilling and 3D. Fascinated by the dark side of myths and folklore, he began extensive research in 2014, which led him to set the story in the landscapes and architecture of the Alpine regions of Val Lumnezia, in Graubünden, Switzerland. Associated with Gabrielle Alioth for the story creation and Michel Barenco for the background music, Michel Ziegler has created an authentic and disturbing atmosphere using traditional instruments such as the Alpine horn.

During the game, the player learns of the mysterious death of his grandfather in a fire and returns to his native village, *Mundaun*. In a mountainous and snowy landscape inspired by the Alps, the player discovers that something strange and diabolical haunts the last inhabitants of the village. He then investigates the sinister events having taken place in the region so as to unravel the mystery. The game develops a very realistic alpine universe – as well as timeless due to the black and white drawings – steeped in myths and legends.



© Blindflug



© Digital Kingdom

# THE EXHIBITION: “THE EXPO WHERE YOU ARE THE HERO”

18.11.2018 – 27.10.2019

## GLOBAL CONCEPT

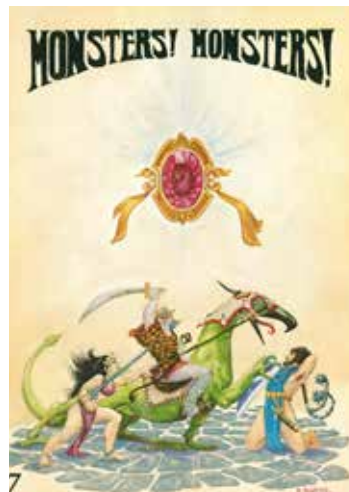
“The Expo Where You Are the Hero” is a major exhibition that explores the question of the game – board games, figurines, role playing, video and virtual reality games – as well as gamebooks, while offering the museum visitors the possibility to actively participate in the exhibition, using an interactive multi-purpose scenario on a digital tablet. The central idea of the project is to show that the game revolves around elements – space, rules – that can be found in real life, so that the game can be considered as a metaphor for human existence.

## ARTWORKS AND OBJECTS SHOWN IN THE EXHIBITION

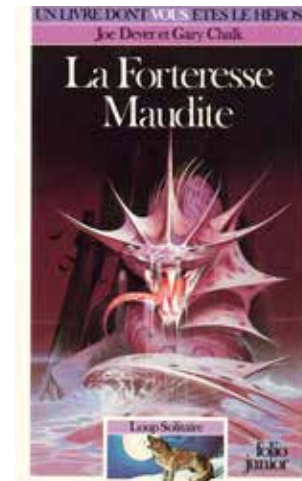
- 21 board games from the *Maison d’Ailleurs*’ collections, reflecting on the notions of playing space, cards and derivatives.
- A *Warhammer 40’000* diorama designed with the support of La Ligue, a shop in Yverdon-les-Bains, presenting the miniatures game and the notion of space appropriation.
- 24 role playing games from the *Maison d’Ailleurs*’ collections to highlight the question of dematerialisation and a cooperative imaginary space.
- 8 strategy games from the *Maison d’Ailleurs*’ collections addressing the extension of the game’s territory.
- 6 atypical games from the *Maison d’Ailleurs*’ collections proposing a reflection on the extension of the area of play to other media (VHS, electronic, 3D).
- 5 digital works by the Czech artist Filip Hodas.
- 1 interactive installation (« Hodasandbox ») designed by Digital Kingdom, interacting with the works of Hodas.
- 1 Escape Room conceived by the team of the *Maison d’Ailleurs*.
- 5 video games developed by independent Swiss studios.
- 2 virtual reality video games.
- 20 « Books Where You Are the Hero » from the *Maison d’Ailleurs*’ collections.
- 12 gamebooks from various collections of the *Maison d’Ailleurs*.
- 27 narrative games from the *Maison d’Ailleurs*’ collections.



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## THEMATIC BOOKLET

In order to continue its vulgarization work on the science fiction role in our everyday life, the *Maison d'Ailleurs* decided to publish short essays – “*Les Collections de la Maison d'Ailleurs*” – that offer several perspectives on the exhibition’s main theme that one can see at a particular moment, and an exceptional iconographic selection. Eight issues have already been published; here is the next one:

### N° 9 - “*Le jeu*”

This volume, through two original essays, aims to reflect upon the anthropological functions of the game in the variety of forms that it took during the twentieth century. While it is clear that humanity has always played, it is also evident that the game in the Western world has suffered from being held in disrepute since Antiquity. It is, however, urgent to break out of these old and tired oppositions and to understand that play, far from being solely “for children”, is fundamental to the human being, since it allows him, in its capacity as a metaphorical experience, to rearrange the real and, by extension, human existence. This book therefore offers perspectives to view differently the return of the game to centre stage – the game that, for twenty years now, has found a significant place in the pastimes of children and adults in the West.



#### Summary:

- “*Du puéril à l’essentiel...*”, by Marc Atallah
- “*Jouer pour recombinaison le réel*”, by Frédéric Jaccaud
- “*Du jeu discrédité au jeu comme métaphore*”, by Marc Atallah

#### Technical sheet:

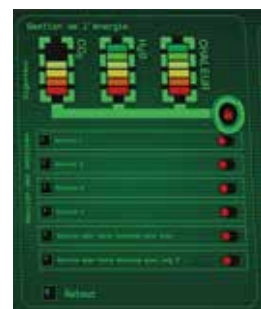
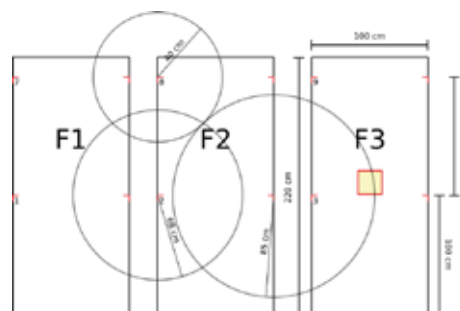
12 x 17,5 cm / 96 pages in color / 50 images  
CHF 9.- / 7,30 €

## ESCAPE ROOM: “*BUNKER: ON THE EDGE*”

*2050. The world is drowning in waste. For several years now, a war for raw materials has been raging. In one hour, a chemical weapon will explode in the region. In their attempt to flee a certain death, the players stumble across a locked bunker. It is their last chance of survival...*

This type of cooperative escape game, adapted from “escape the room” video games, has become hugely popular worldwide since 2010, and Escape Rooms, each more formidable than the other, are springing up wherever one looks. Since 2016, these games have been adapted into books, for example *Escape Books* (404 editions), or *Escape Game* (Mango editions)

This Escape Room, designed to resonate with the works of Filip Hodas and the digital creation of Digital Kingdom, was developed by the team of the *Maison d'Ailleurs* in collaboration with COSEDEC, Agenda 21, and the Atelier Sémaphore.



## CULTURAL EDUCATION PROGRAM

### TAKE THE EXPO BY STORM !

To discover “The Expo Where You Are the Hero”, the *Maison d’Ailleurs* provides mediation tools, both instructive and entertaining, starting with the interactive tour developed through the application Geologix. Tablet in hand, visitors will go on the adventure of their choice: the *Maison d’Ailleurs* becomes a giant game board where visitors decide the route to follow by evolving in the levels of the game-museum. Puzzles, combination games, messages to decipher, will allow those who take up the challenge to escape from **The House With a 100 Doors!** This interactive tour is available for 8 to 14 year olds and for 14 to 104 year olds! Available in three languages, it can be downloaded free of charge or discovered on the tablets provided by the museum. As for the **Petit guide de l’expo pour les familles de super-héros** it was produced in collaboration with the Fondation Jeunesse & Familles and offers a unique insight into the subject of games in interfamily relationships; it comes with an activity book for 4 to 8 years old for the enjoyment of very young visitors.

### MADE TO MEASURE VISITS

The museum guides take the lead! From *Monopoly* game boards to *Dungeons and Dragons*, they will captivate visitors by allowing them to discover the treasures of our collections. **Every first Sunday of the month at 2 pm**, we offer an entertaining tour whose route will be decided by the roll of a dice! Ideal for families, the most curious will be able to manipulate some rarities found in the coffer of our guides, who take very much to heart this moment conducive for exchange. For school audiences, activities specially designed for classes will allow youngsters to discover, in a participatory fashion, the games presented and the fictional worlds from which they are inspired through a cooperative game. A **pedagogical kit** that touches on the central notions addressed in the exhibition will be downloadable on the museum’s website. Two guided tours are offered to teachers to enable them to prepare their cultural outing (28 November and 5 December at 5 pm).

### FUN ACTIVITIES FOR YOUNG VISITORS

Numerous workshops on the theme of the game will take place during the school holidays:

- Intergenerational workshops, inviting grandchildren and grandparents to create together a personalised game board (in partnership with Pro Senectute).
- “Do it yourself” workshops, where well-known games can be rediscovered using recycled materials.
- Video game creation workshops, in collaboration with the game designers Wuthrer and Sandro Dall’Aglia.
- Introductory role-playing workshops, in collaboration with the association Ars Ludendi.
- And young visitors can get caught up in the spirit of the game by becoming the heroes of the museum to celebrate their **birthday**: three themes of choice invite them to discover science fiction through animations where there are no limits to their imagination.

### OTHER ACTIVITIES

Come and play with the museum that organises a variety of activities to enjoy throughout the year :

- “Cin&blabla”, to discover or rediscover movies and discuss them with our representatives.
- Games evenings, to discover role playing or to play video games.
- Gourmet tours, “movie-sushi” or “noodles-manga”: give your tastebuds a treat!
- “Bricobrunch”, to celebrate Mother’s Day or Father’s Day.
- Night openings, Museum Night, Night of the Stars ...
- Alien egg hunts at Easter or different kinds of Christmases.



## OUR GAME PARTNERS

For this temporary exhibition, the Maison d'Ailleurs is accompanied by outstanding socio-cultural actors!

- Since 1919, the **Fondation Jeunesse & Familles** accompanies children and adults facing personal, family and social difficulties. It has various shelters, outpatient services and open environments. In our world, parents play an important role. But what is parenting? An experience so ordinary and so singular at the same time, demanding and exhilarating. To experience so many powerful and overwhelming feelings, going through tough times to find oneself shaken but still alive like ungainly superheroes. So to be a parent, is this simple or complex? Well, it's both. Yet parenting also means coming face to face with the world of game, a privileged tool, but also an object of distrust. Is the game part of your superpowers? Come and find out at our exhibition!
- **Pro Senectute**, sponsor of our intergenerational workshops, launches its "Passeurs de culture" (Purveyors of culture) programme at the *Maison d'Ailleurs*.
- **The Public and School Library of Yverdon-les-Bains**, which will propose from January 2019 an interactive fiction, echoing "**The House With a 100 Doors: The Museum From Which One Cannot Escape**".

## OPENING CEREMONY PROGRAM

The Foundation of the *Maison d'Ailleurs* – museum of science fiction, utopia and extraordinary journeys – is pleased to invite you to the opening of its new exhibition "The Expo Where You Are the Hero" on **Saturday, 17 November 2018, starting at 5 p.m.** in Yverdon-les-Bains.

### Program

<b>5 p.m.</b>		<b>Maison d'Ailleurs</b> Official opening of the exhibition
<b>5 p.m. - 9 p.m.</b>		<b>Maison d'Ailleurs</b> Activities for young and old <i>Partner: Association des Amis de la Maison d'Ailleurs</i>
<b>6 p.m. - 6.45 p.m.</b>		<b>L'Échandole</b> Official part
<b>6.45 p.m. - 7 p.m.</b>		<b>L'Échandole &amp; Castle cellars</b> Performance "Wandering Orcs" <i>Partners: Château de Morges ELAA</i>
<b>7 p.m.</b>		<b>Castle cellars</b> Cocktail <i>Partners: Le Trèfle Gourmand La Cave des Viticulteurs de Bonvillars Boxer SA La Semeuse</i>
<b>10 p.m.</b>		<b>Maison d'Ailleurs</b> End of the opening ceremony

# PARTNERS

## PROJECT MANAGEMENT

### Maison d'Ailleurs

Director – Curator:

Conservator:

Secretary:

Museum Educator:

Communication, Promotion & Events:

Coordinator:

Technician:

Receptionist:

Marc Atallah

Frédéric Jaccaud

Laure Kuenzli

Mercedes Gulin-Koch

Danilo Pierotti

Patricia Valceschini

Logan Aeby

Jonathan Malgioglio

### Scenography

### Graphic design

Serge Perret

Notter+Vigne

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## PARTNERS OF THE EXHIBITION

### Main partners

Ville d'Yverdon-les-Bains

Loterie romande

Fondation Jeunesse et Familles

Pro Senectute

Travys

### Partners

Artgraphic Cavin SA

Payot Libraire

Mix-Image

Jouets Davidson

Ted Support

### Official partners

SwissGames

Pro Helvetia

Service des affaires culturelles du Canton de Vaud

COSEDEC

Agenda 21

Banque Cantonale Vaudoise

Retraites Populaires

Fondation du Centre patronal

Ernest Gabella SA

### Supports

Bibliothèque publique et scolaire d'Yverdon-les-Bains

Imprimerie Fleury

Cave des Viticulteurs de Bonvillars

Le Trèfle Gourmand

Boxer SA

La Semeuse

Enzolocation Sàrl

AMDA

### Cultural partners

Château de Morges

NIFFF

### Media partners

Le Matin

La Région

ActuSF

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## THEMATIC BOOKLET: “LE JEU”

### Our thanks go to

ActuSF

Ernest Gabella SA

AMDA

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## ESCAPE ROOM: “BUNKER: ON THE EDGE”

### Our thanks go to

COSEDEC

Agenda 21

Atelier Sémaphore