

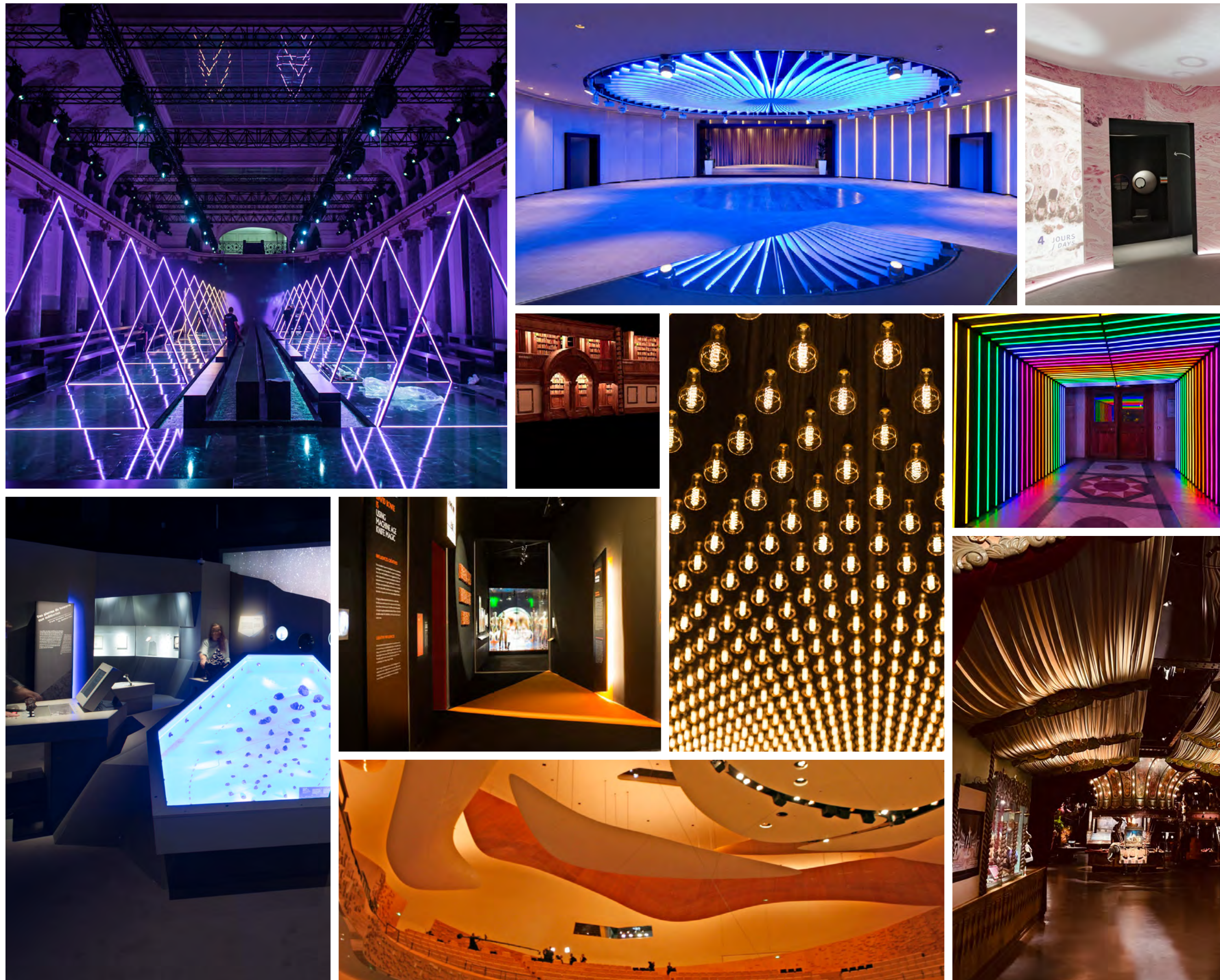
# novelty

## EXPERIENCE & REFERENCES

## SALES & INTEGRATION

- Scenic lighting
- Architectural lighting
- Custom fabrication
- Fixed audio-video installations
- Integration for events
- LED integration for TV sets
- Point-of-sale integration

[www.novelty-group.com](http://www.novelty-group.com)







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**SCENIC  
LIGHTING**



# COMMANDERIE TEMPLIÈRE ET HOSPITALIÈRE



Sainte-Eulalie-de-Cernon (12)



05/2021



Complete installation of a permanent immersive show: double projection on tulle, 5-channel immersive sound system, dynamic lighting, electrical distribution, global synchronization.



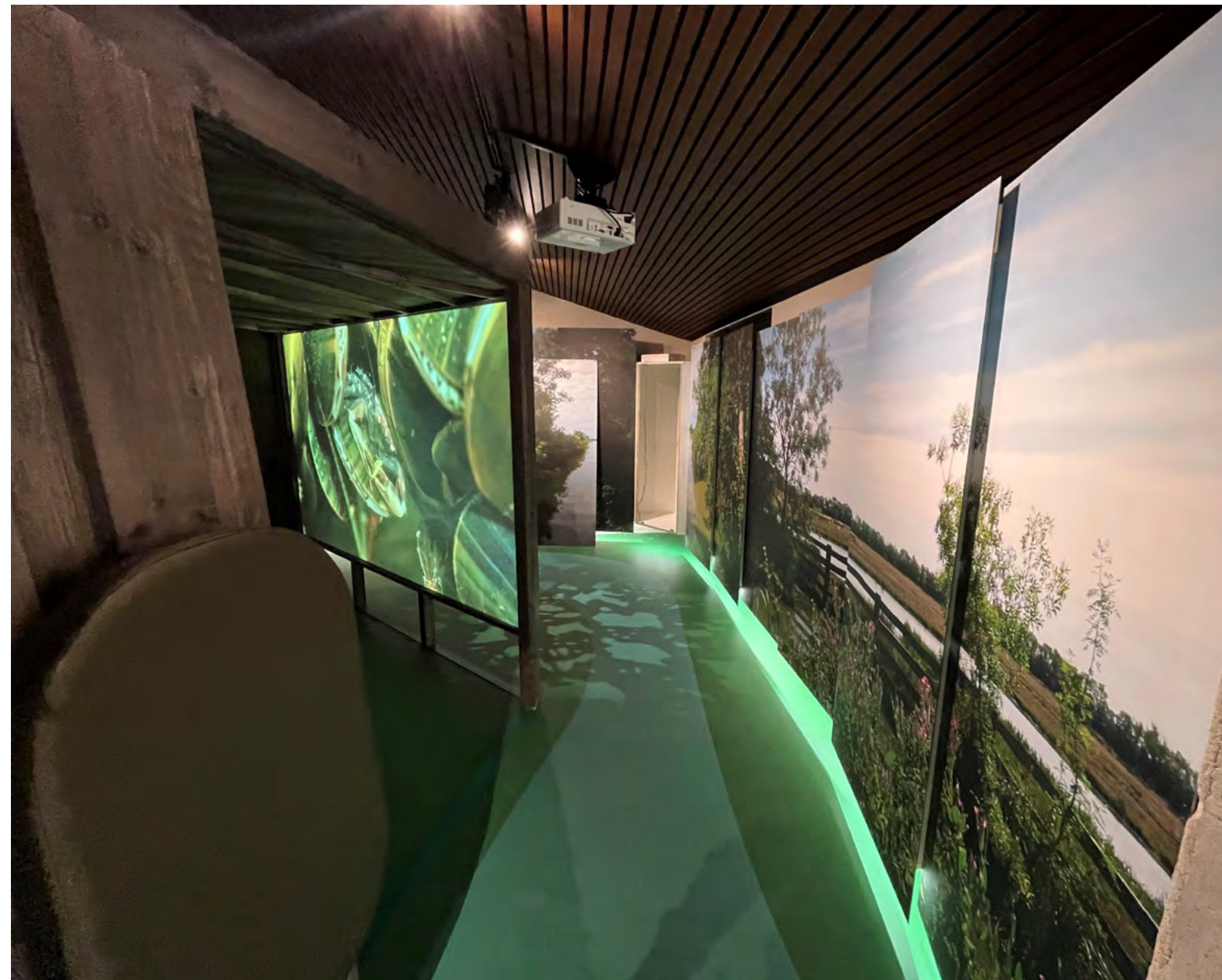
# NATURAL HERITAGE MUSEUM OF VENDÉE



Saint-Benoist-sur-Mer (85)



05/2022




Installation of museum lighting: integrated lighting, lighting of works.



# MORLAIX TABACCO FACTORY

 Morlaix (29)

 06/2021



Installation of museum lighting: integrated lighting, highlighting of industrial machines, architectural lighting.



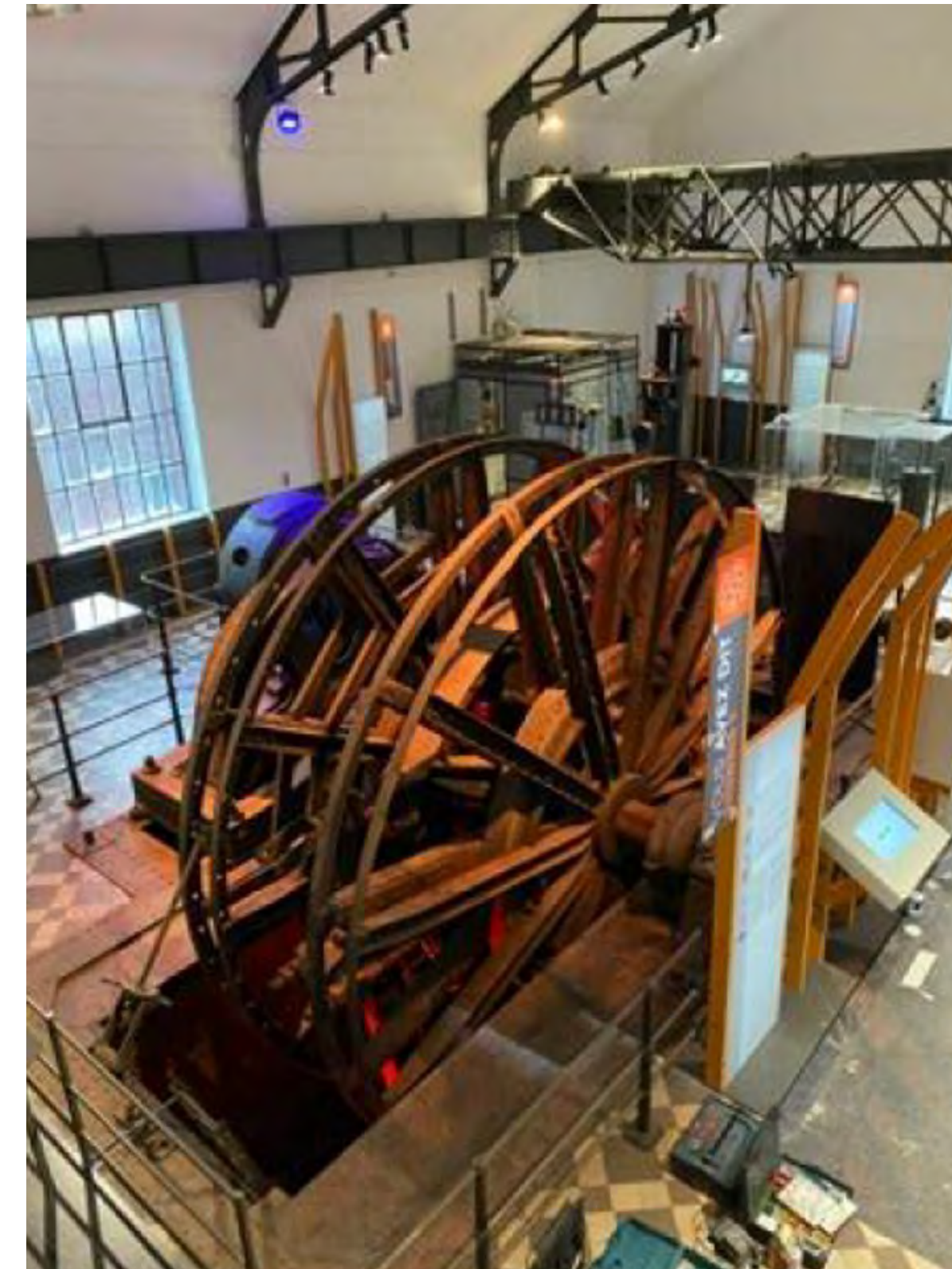
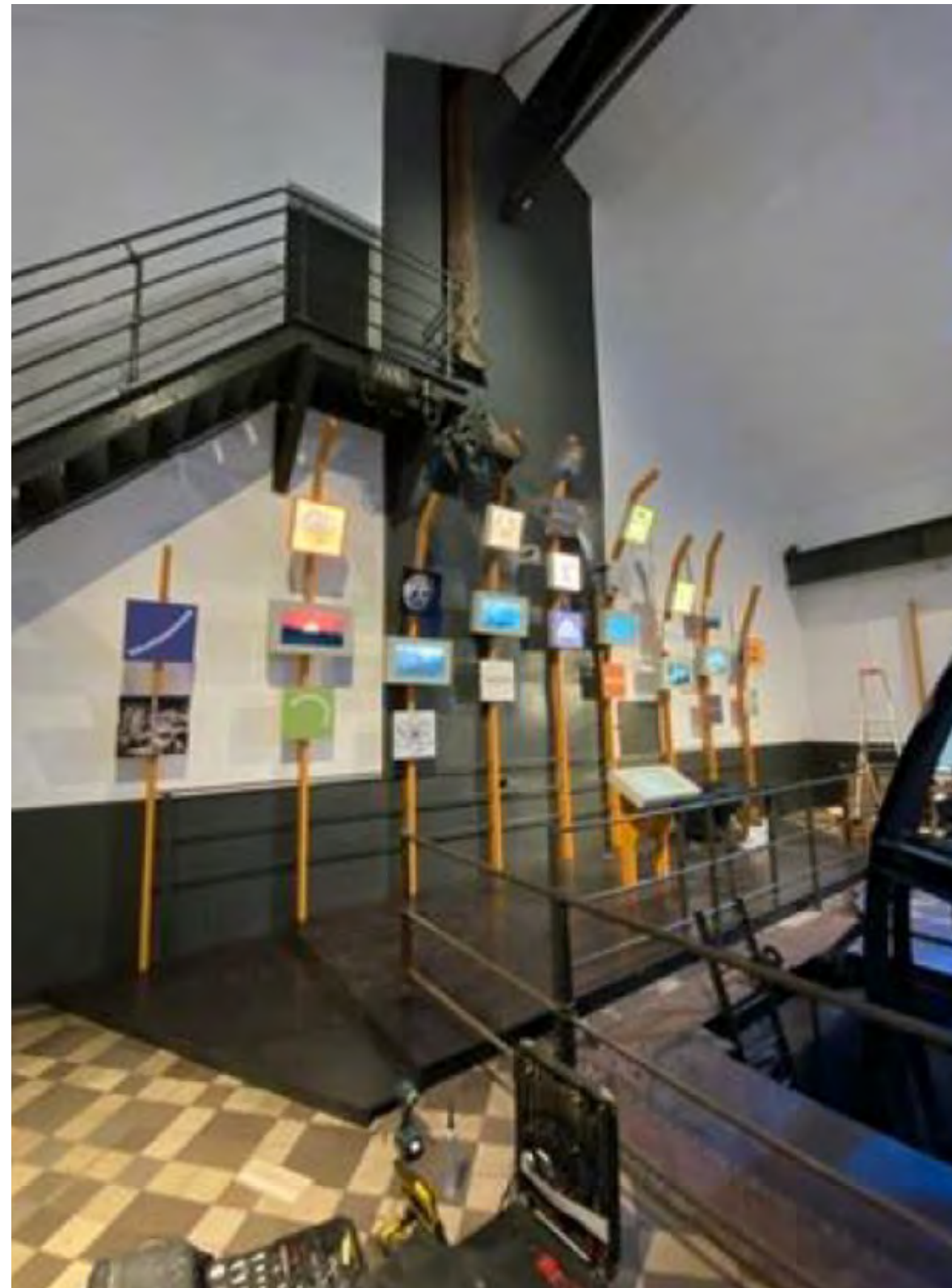
# CENTER OF SCIENTIFIC CULTURE OF ENERGY



Historic mining center of Lewarde (59)



opening 12/2020



Installation and adjustment of scenographic lighting and audiovisual equipment for the permanent exhibition.



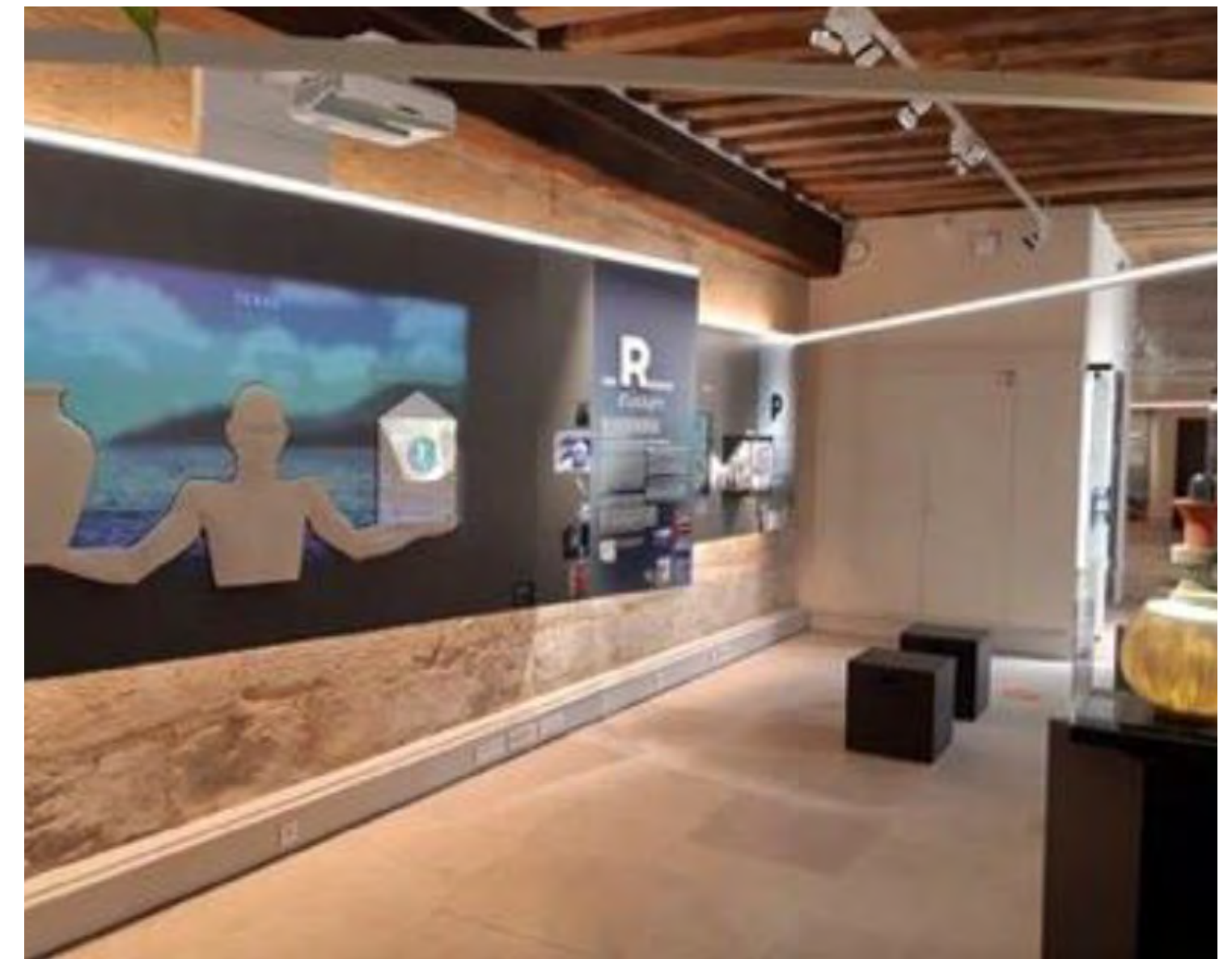
# THE MYSTERIES OF MATTER



Center ludo-scientifique, Aître Saint Maclou, Rouen (76)



opening 11/2020



Installation and set-up of scenographic lighting and audiovisual devices for the permanent exhibition.



# NEW INTERPRETATION AREA AT CASTLE OF BUSSY-RABUTIN



Bussy-le-Grand (11)



06/2020



Installation and set-up of multimedia, sound and lighting equipment for the permanent exhibition and show.





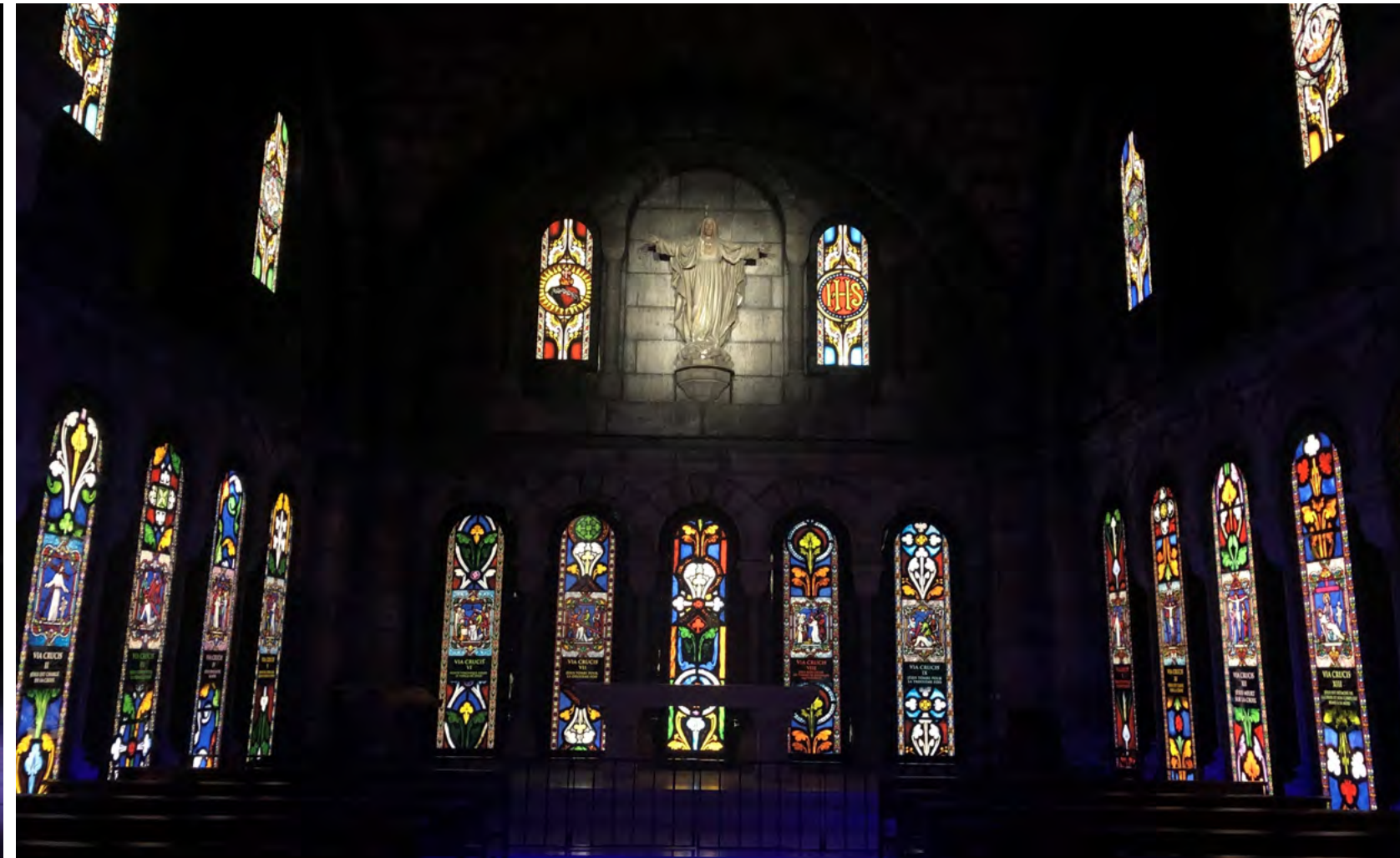
# JUBILE DU SACRÉ-COEUR



Paris (75)



2019-2020



Complete technical production, sound, lighting, video and show control for the «Venez-à-moi!» liturgical tour of the Sacré-Coeur crypt.



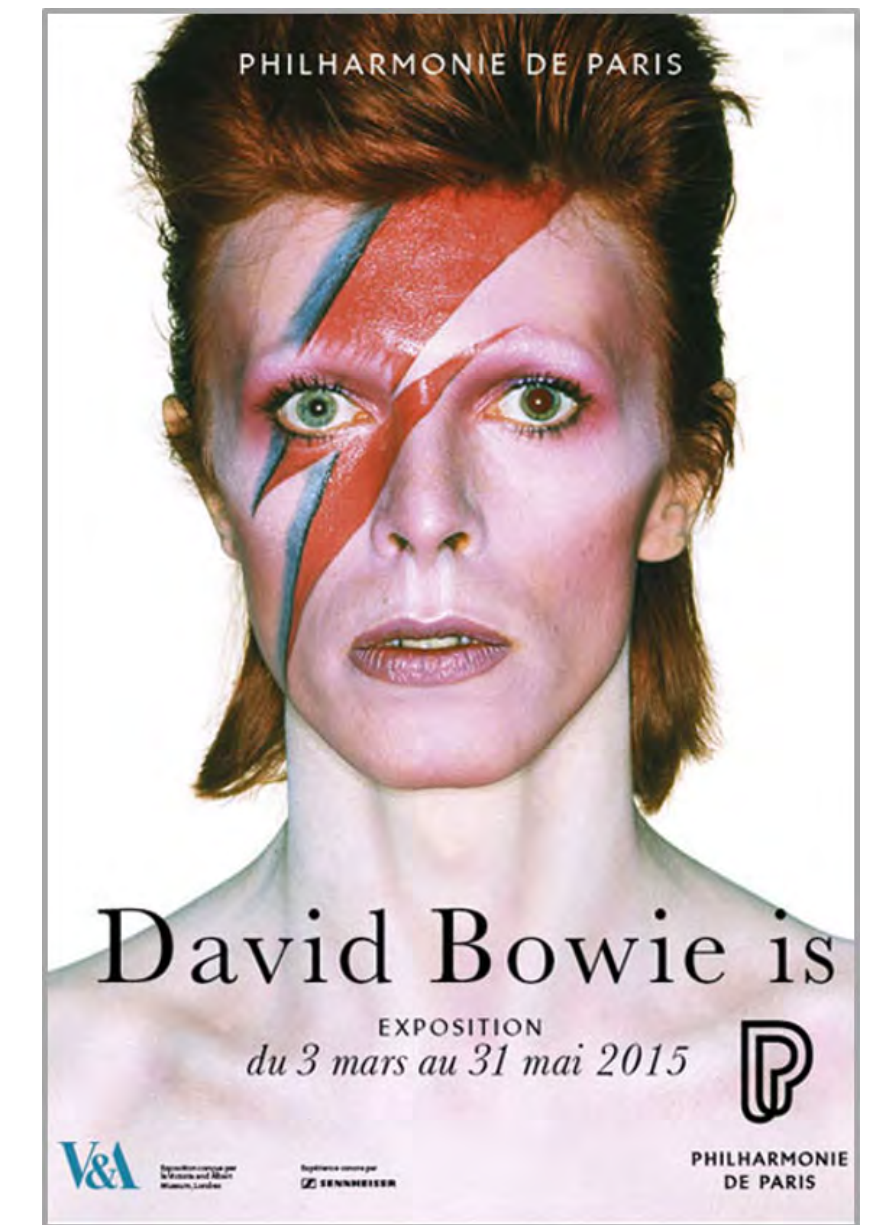
# EXHIBITION « DAVID BOWIE IS »



Philharmonie de Paris (75)



05/2015



Novelty integrated, programmed and adjusted the lighting, video and sound systems for the exhibition, in partnership with the Cité de la Musique and the Philharmonie de Paris.



# CITÉ DES TÉLÉCOMS

 Pleumeur-Bodou (22)

 Depuis 2010



Installation and set-up of scenographic lighting for temporary exhibitions since 2010, and for the Radome show (2015) in the 2018/2019 permanent exhibition.



# EXHIBITION « MÉTÉORITES ENTRE CIEL ET TERRE »

Paris (75)

2018



Scenographic lighting for the exhibition held in the Great Gallery of Evolution at the Museum of Natural History.



# EXHIBITION « DANS MA PEAU »

Paris (75)

2019



Supply and installation of scenographic lighting for the «Dans ma peau» exhibition at the Musée de l'Homme.



# MARGUERITE D'AUTRICHE



Royal Monastery of Brou (01)



2019



Supply and installation of scenographic and museographic lighting for the permanent exhibition.



# CORDERIE ROYALE DE LA MER (ROYAL SEA FACTORY)

 Rochefort (17)

 2017



Installation of dynamic lighting in the introductory room and lighting throughout the permanent exhibition.



# HENNESSY: TOUR AND BOUTIQUE

 Cognac (16)

 2016



Supply and installation of scenographic and museographic lighting, as well as the entire electrical installation for both buildings (2016).

The light sources are exclusively LED-based, and all DMX-controlled by a central control unit.

Novelty provides twice-yearly maintenance and on-call services with a 20-minute lead time.

The site has been operating 7/7 since 2016.



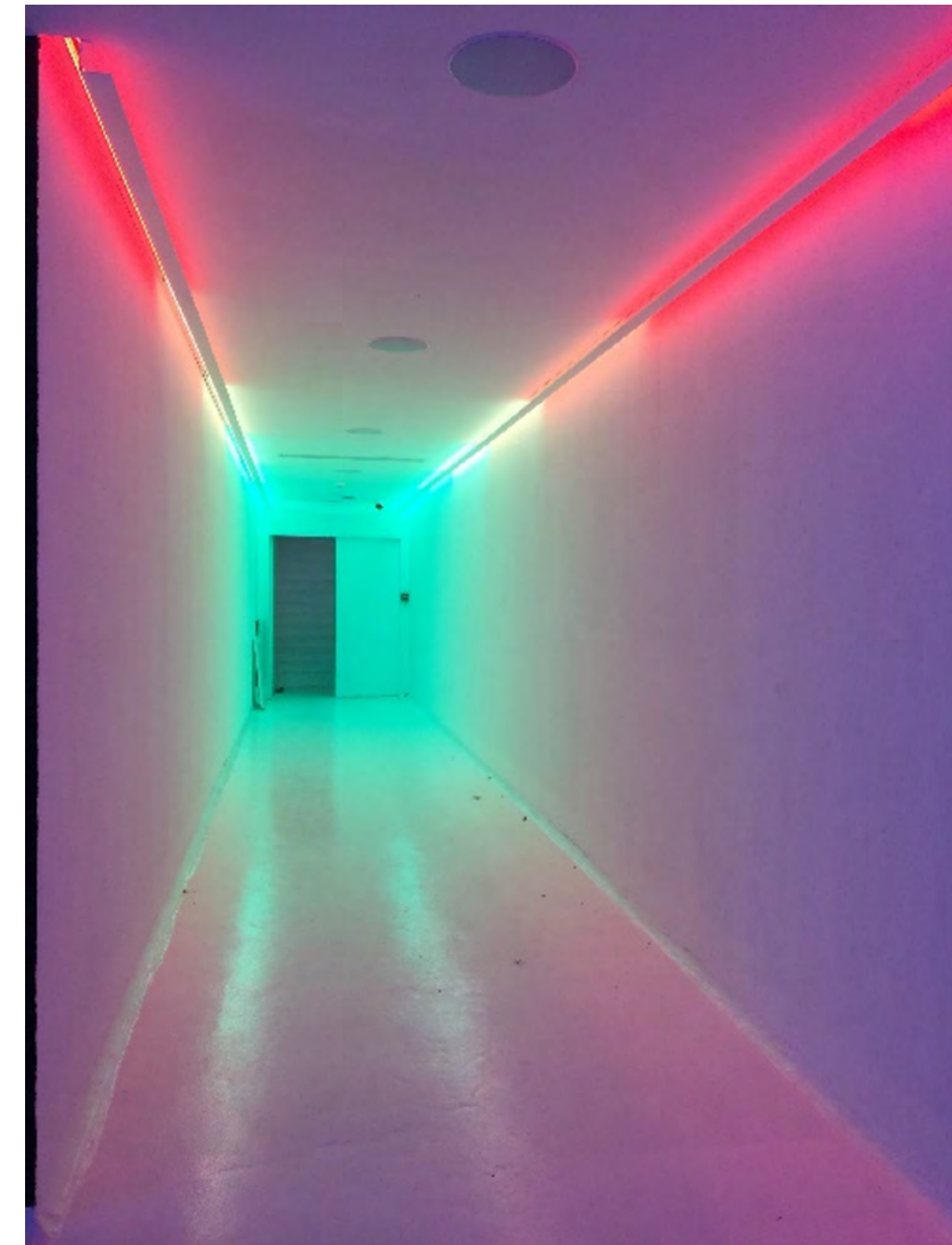
# MUSÉE VISION IMPRESSIONNISTE



Auvers-sur-Oise (95)



2017



Supply and installation of museum lighting for the Auvers-sur-Oise Museum, including a private events area and all the exhibition rooms.



# WELLINGTON QUARRY, BATTLE OF ARRAS MEMORIAL

 Arras (62)

 2008



Supply and integration of 100% LED lighting. Special manufacture of luminaires. Maintenance of this site, taking into account the particular constraints linked to underground oxidation (humidity in particular) since the opening.



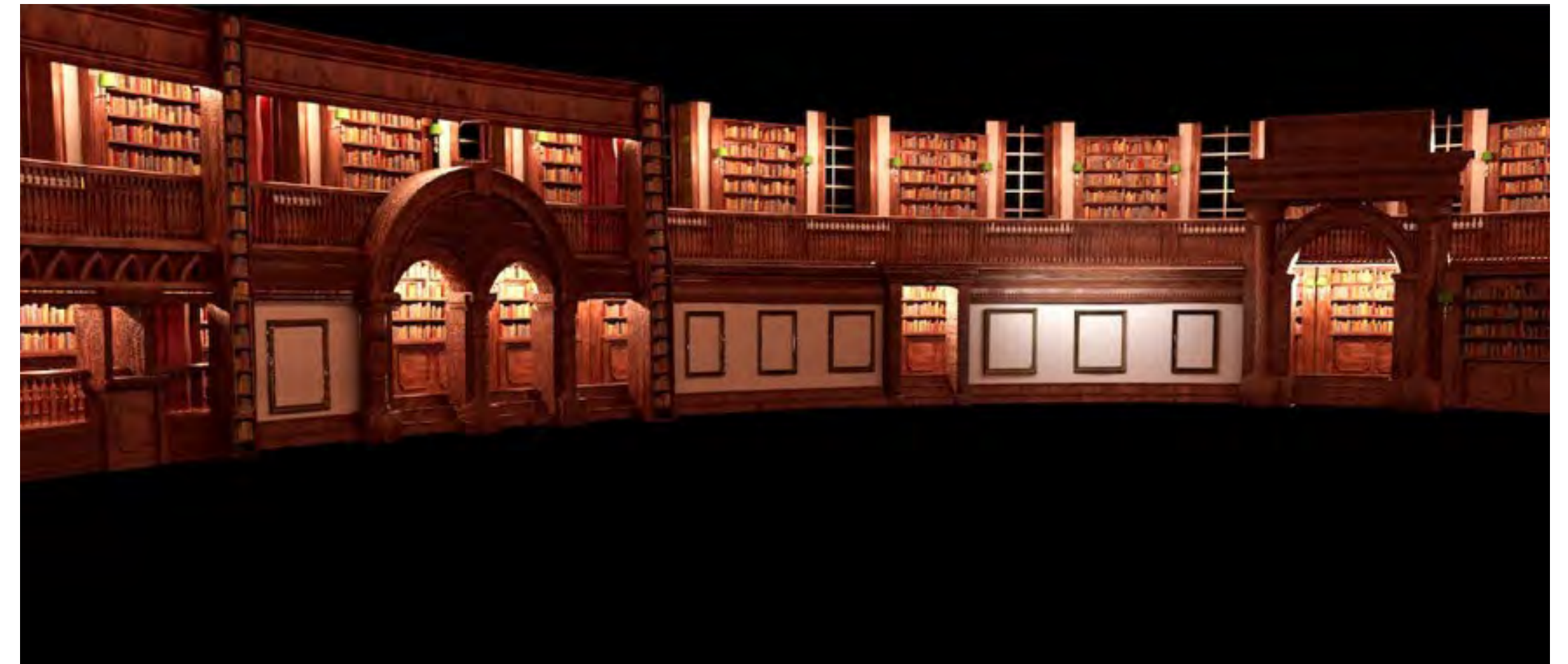
# CITÉ DE L'HISTOIRE



Paris La Défense (92)



opening 01/2023



Installation and settings of audiovisual devices for the entire site.

- Immersive sound
- 360° video mapping
- Museum lighting and sound



# AIR AND SPACE MUSEUM



General and museographic lighting for the museum's new multimedia and games library..





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# **ARCHITECTURAL LIGHTING**



# PHILHARMONIE DE PARIS

 Paris (75)

 2015



Installation of the architectural lighting fixtures in the Great Hall and their entire control circuit using a touch-sensitive surface to control lighting states and transitions.



# SHOPPING MALL CARRÉ SÉNART

 Lieusaint (77)

 2018



Installation of dynamic facade lighting consisting of 1,200 LED luminaires.

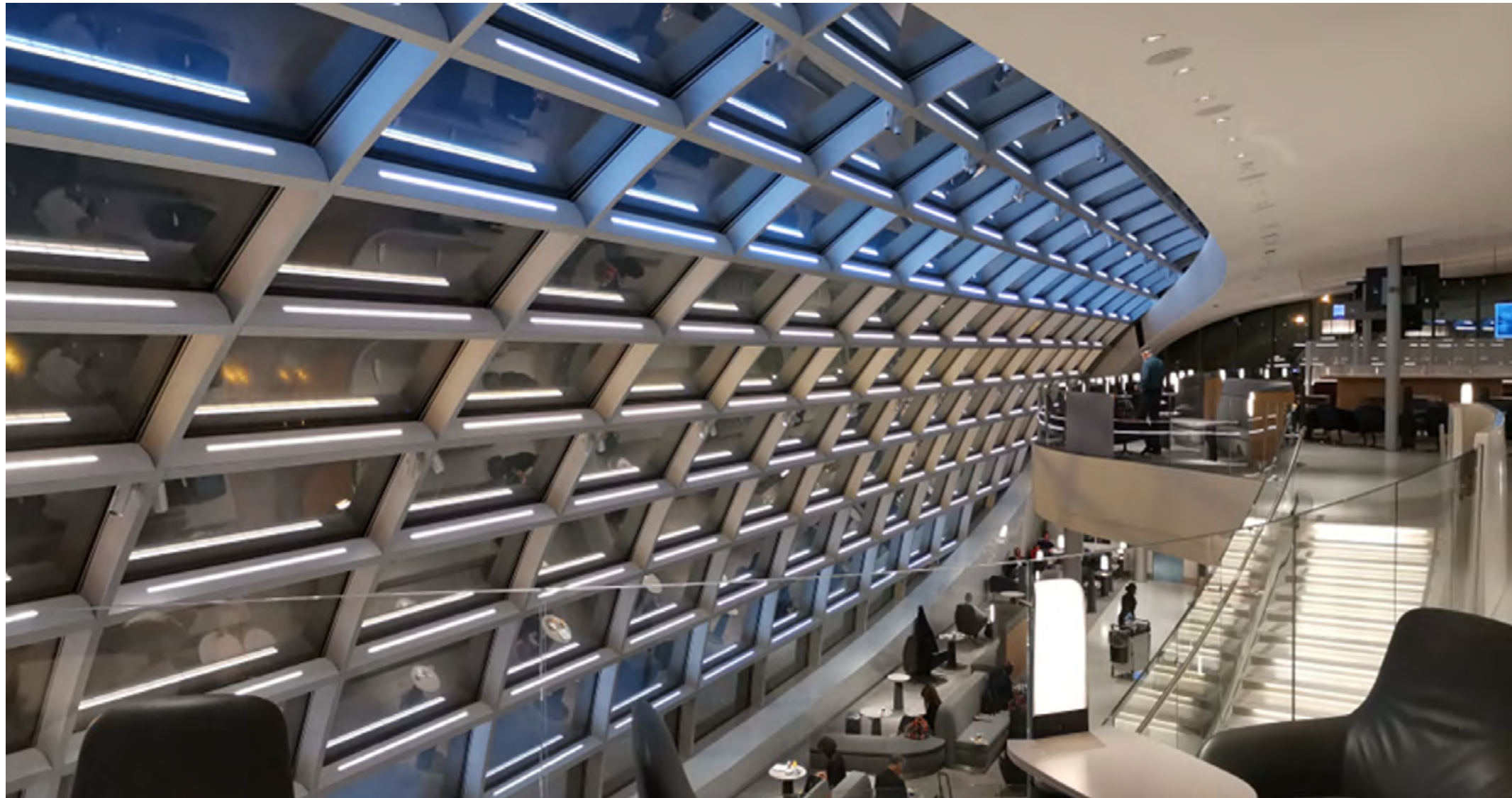
Design and implementation of animation for all the mall's fixtures, using a 12 universes DMX recorder distributed via an Artnet network to the site's 3,400 light sources.



# AIR FRANCE LOUNGE

Charles de Gaulle Airport,  
terminal 2 F (95)

2022

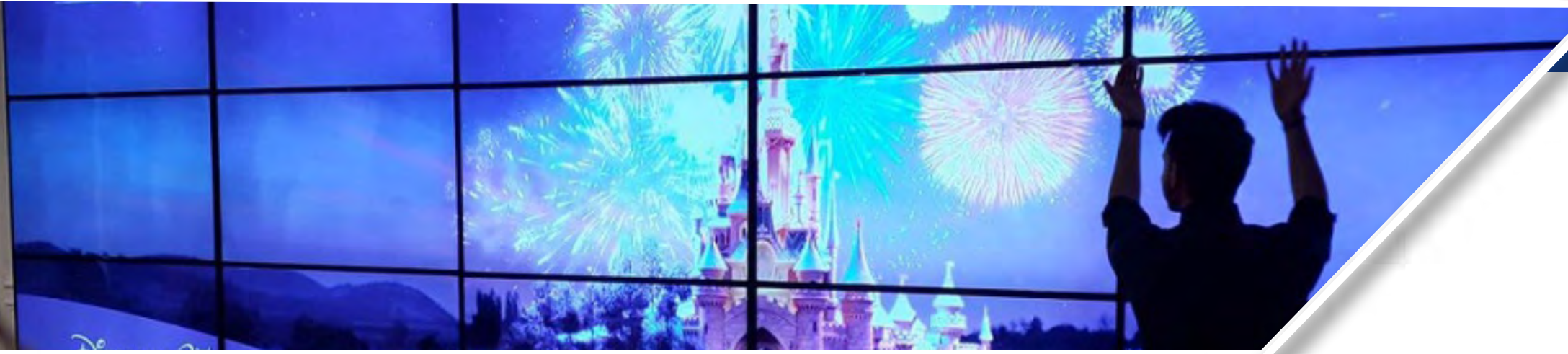


Dynamic lighting of the «Oeil de piste» glass roof 2022.





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# **CUSTOMIZED MANUFACTURING**





# ÉLYSÉES-BIARRITZ

Paris (75)

2019



For the renovation of the reception hall at the Elysées-Biarritz in Paris, we created a chandelier consisting of 64 blades lit by die-cut LED ribbon, offering infinite possibilities for visual animation.

In addition, installation of the site's entire sound and video kit, with simplified control from an IPAD, accessible to non-specialized personnel.



# SUMMER NIGHT TOUR



Mont-Saint-Michel (50)



2018-2019-2020



Design and manufacture of LED bars highlighting the Gothic arches of the large pillar crypt, animated pixel by pixel.

- ▶ Custom bending after geometric survey of the vaults.
- ▶ Installation without hooking into the support (historical monument)
- ▶ Annual assembly/disassembly
- ▶ Transport by helicopter in a custom-made harness



# LE FAUST



Paris (75)



2015



Design, supply and complete installation of audio-visual and stage systems for FAUST. The FAUST, located under the pier of the Alexandre III bridge on the Left Bank in Paris, comprises :

- A performance space, capable of hosting events, clubs, concerts, conventions, ...
- A 300m<sup>2</sup> adjoining restaurant.

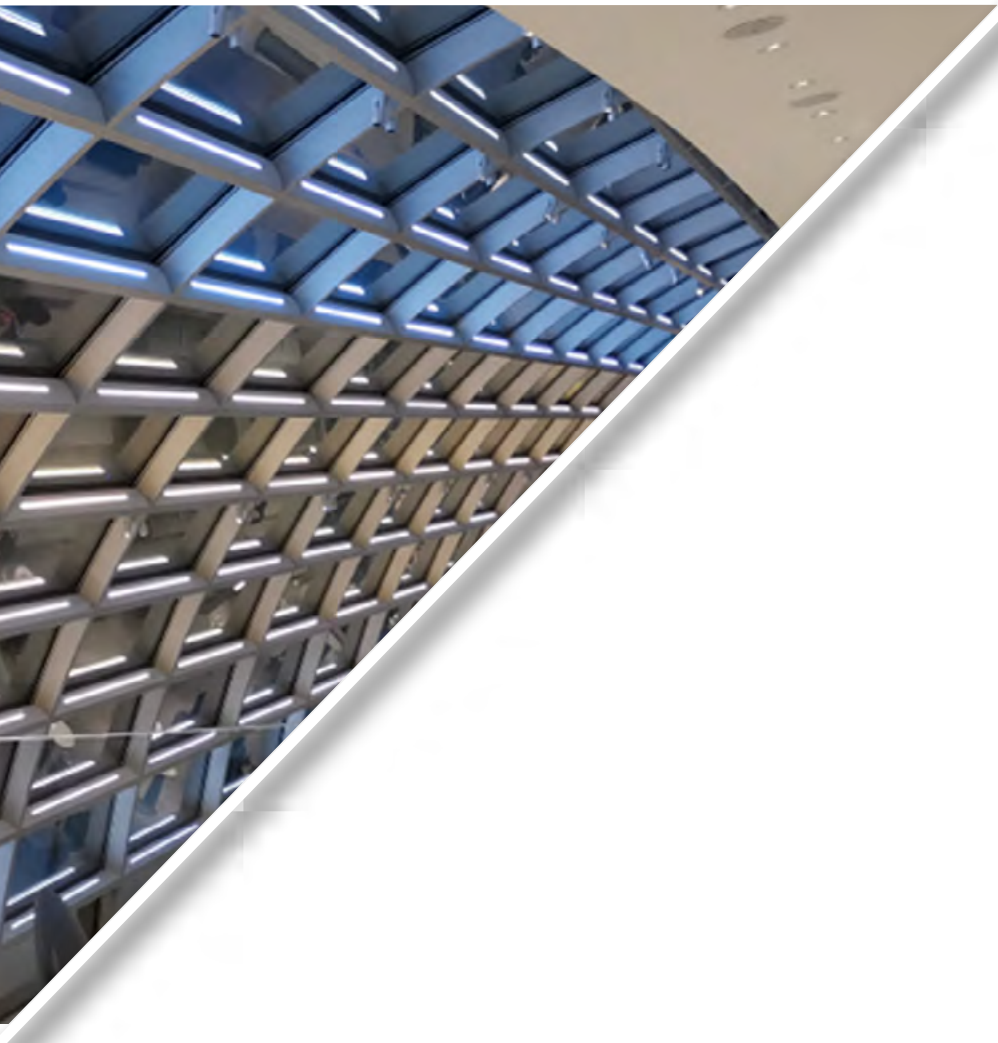
NOVELTY accompanied the entire creation of this site, defined the specifications for the electrical, Ethernet and DMX networks required for the stage installations, then supervised their deployment. We then deployed the entire scenic installation, rigging, sound, video, control room, automatic systems, etc. in the two spaces.

In particular, NOVELTY completely custom-designed, manufactured and installed the lighting ceiling that covers the performance space. Featuring 4,000 points of LED lighting, the ceiling is video-controlled from the control room, providing a distinctive visual signature for the site.





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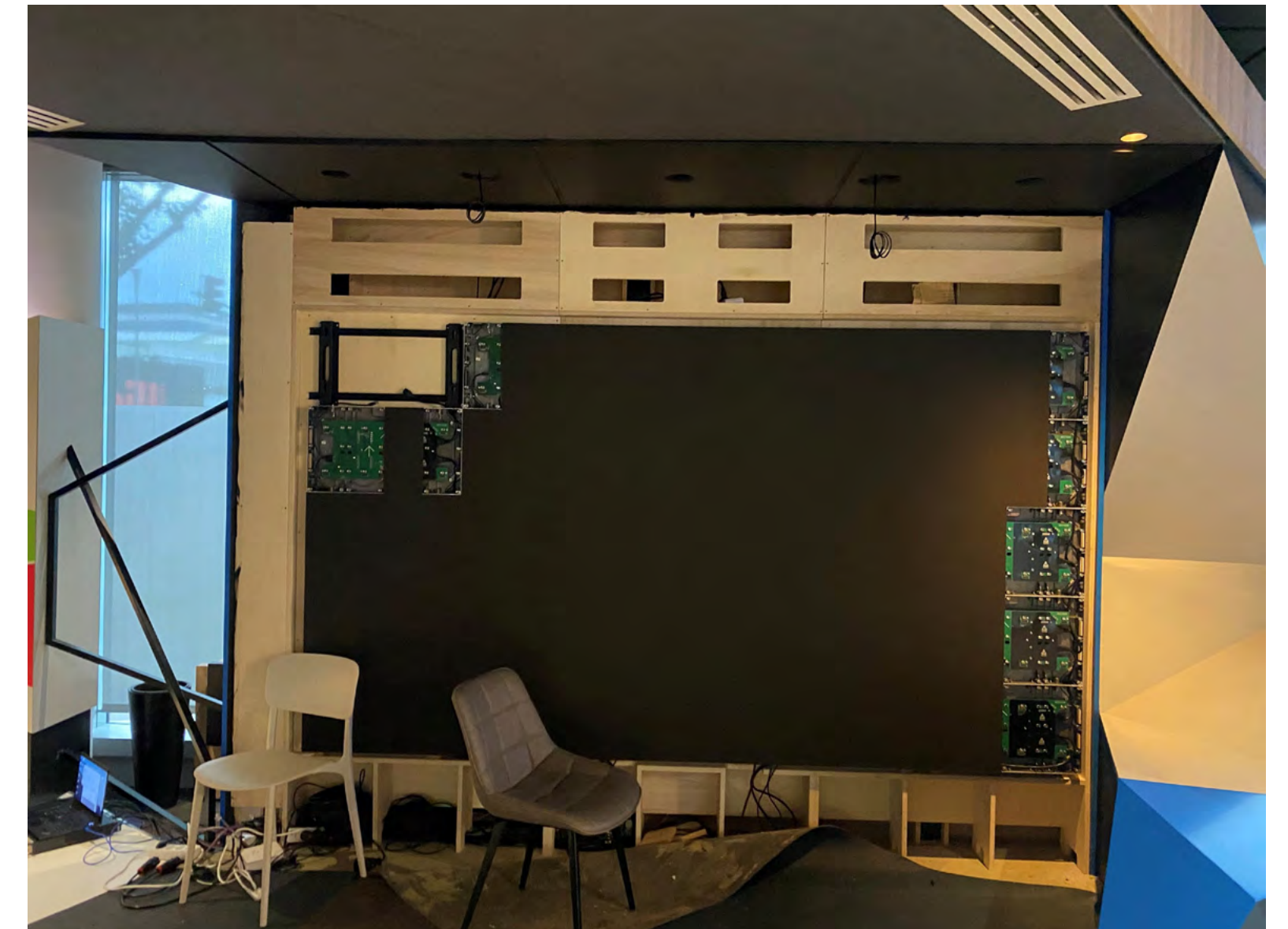
# **FIXED AUDIO-VIDEO INSTALLATIONS**



# SHOWROOM OF ARKEMA HEADQUARTERS

Colombes (92)

08/2021



Installation of a 1.5mm pitch LED wall for an interactive data visualization application and a recessed sound system.



# SALLE DES FÊTES DU PALAIS DE L'ÉLYSÉES

Paris (75)

2015



Replacement of all historical spotlights with LED spotlights, DMX network cabling, installation of a control desk, training of stage managers in its use.



# YACHTS DE PARIS



Paris (75)



2014



Design, supply and complete installation of audio-visual and scenic systems for the NETWORK building on the Quai de Javel in Paris.

Built in 2014, the building features a large convention/reception room and a large reception lounge. Novelty took charge of the entire installation, from running the network cables under the building's concrete slab, to creating the main control room and annex technical bay.

Novelty has been entrusted with the operation of this site.

True to its spirit of partnership, Novelty helped save the site during the Seine flood of 2016. Faced with rapidly rising waters, a commando team was formed to dismantle, evacuate and store all the site's equipment in just one afternoon with our logistics fleet. The site was then redeployed identically, minimizing service interruption.



# ORANGE OPÉRA STORE

Paris (75)

2016



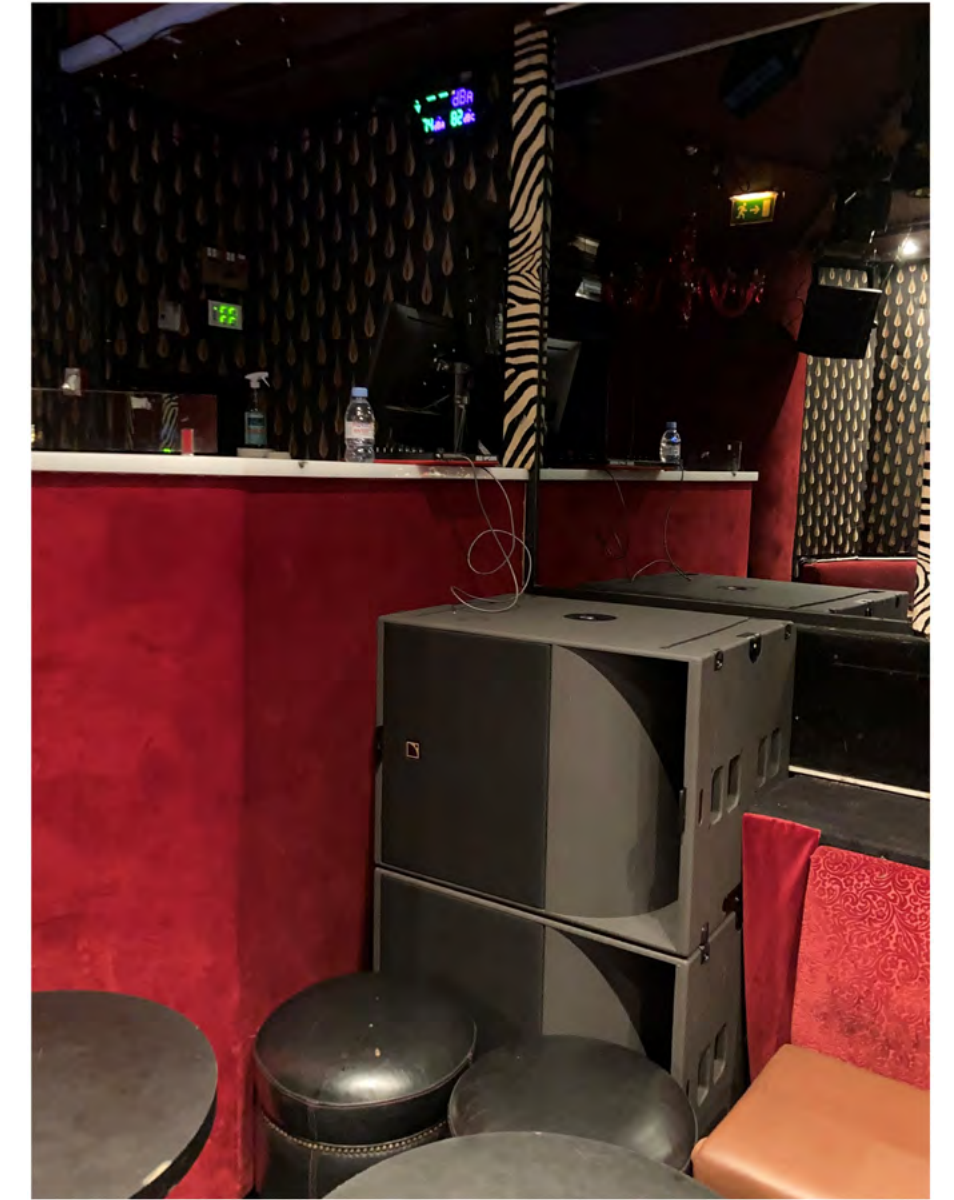
998 x 282 cm LED-LCD wall with 18 75-inch monitors at ORANGE - event space in central Paris.  
LED wall management via RTI control, Modulo-Pi station and Extron XTP grid.



# LE MATIGNON CLUB



Paris (75)



Renewal of the sound system.



# FAIRGROUND ARTS MUSEUM



Paris 12e (75)



Complete renewal of the lighting and switch to Led at the Théâtre du Merveilleux.





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# **INTEGRATION FOR EVENTS**



# TOMMY HILFIGER FASHION SHOW

 Paris (75)

 2019



Novelty designed the runway's «disco» lighting floor and the backstage lights.

Custom-built to very strict specifications in terms of rendering (desired presence of the hot spot) and animation dynamics.

Thermal management of the high-power LEDs integrated into the housings.



# CHRISTIAN DIOR FASHION SHOW

Paris (75)

2018



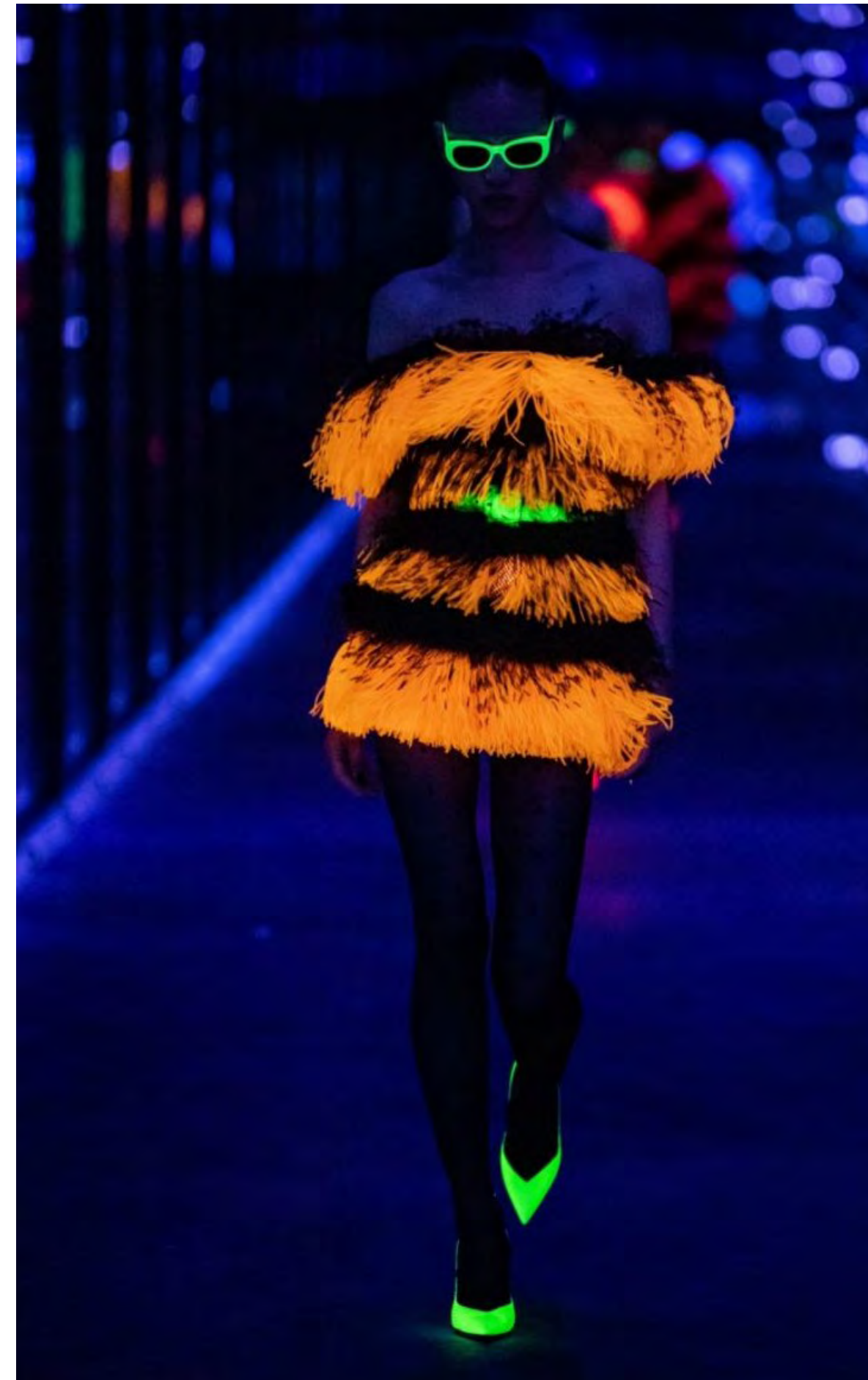
Installation of LEDs in the boxes forming the periphery of the runway, specific adaptation of powerful consumer spotlights to fit into a limited space.



# YVES SAINT LAURENT FASHION SHOW

Paris (75)

2018



Manufacture of fixtures controlled LED by LED under cabochon, with integration into a Mirologue wall.

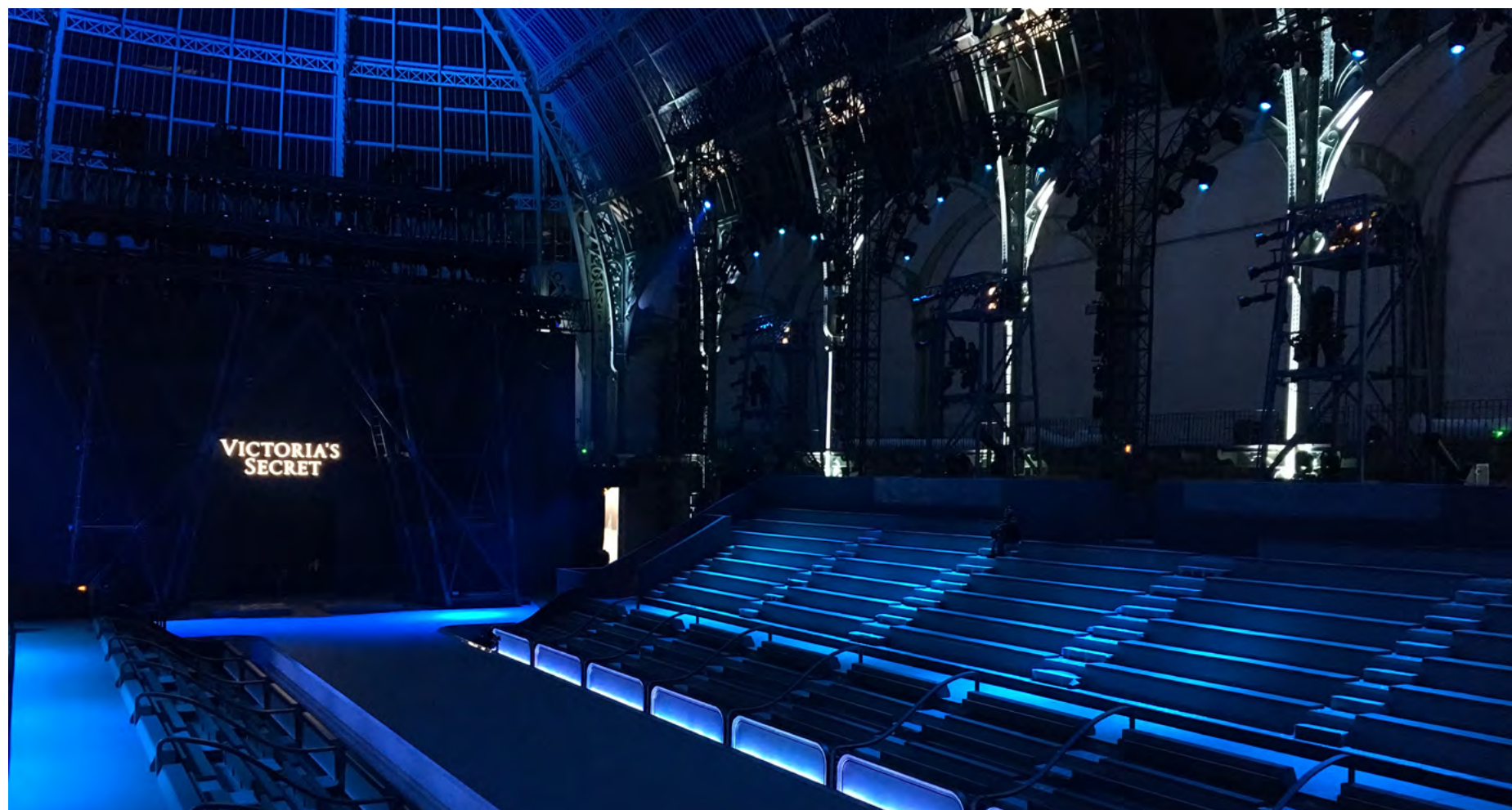
Integration of black fluorescent tubes flush with the concrete floor, with individual control of each tube.



# VICTORIA'S SECRET FASHION SHOW

Paris (75)

11/2016



Novelty integrated LEDs into the runway and decor of the Victoria's Secret Fashion Show at the Grand Palais in November 2016.





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# **LED INTEGRATION FOR TV SETS**



# OLYMPIA AWARDS 2019

Paris (75)

2019



Integrating LEDs into the decor of the 2019 Olympia Awards.

Live broadcast.



# QUESTIONS POUR UN CHAMPION

Paris (75)

2020



Integration of LEDs into the set of Questions pour un champion.

Tray assembled / disassembled for each recording cycle.



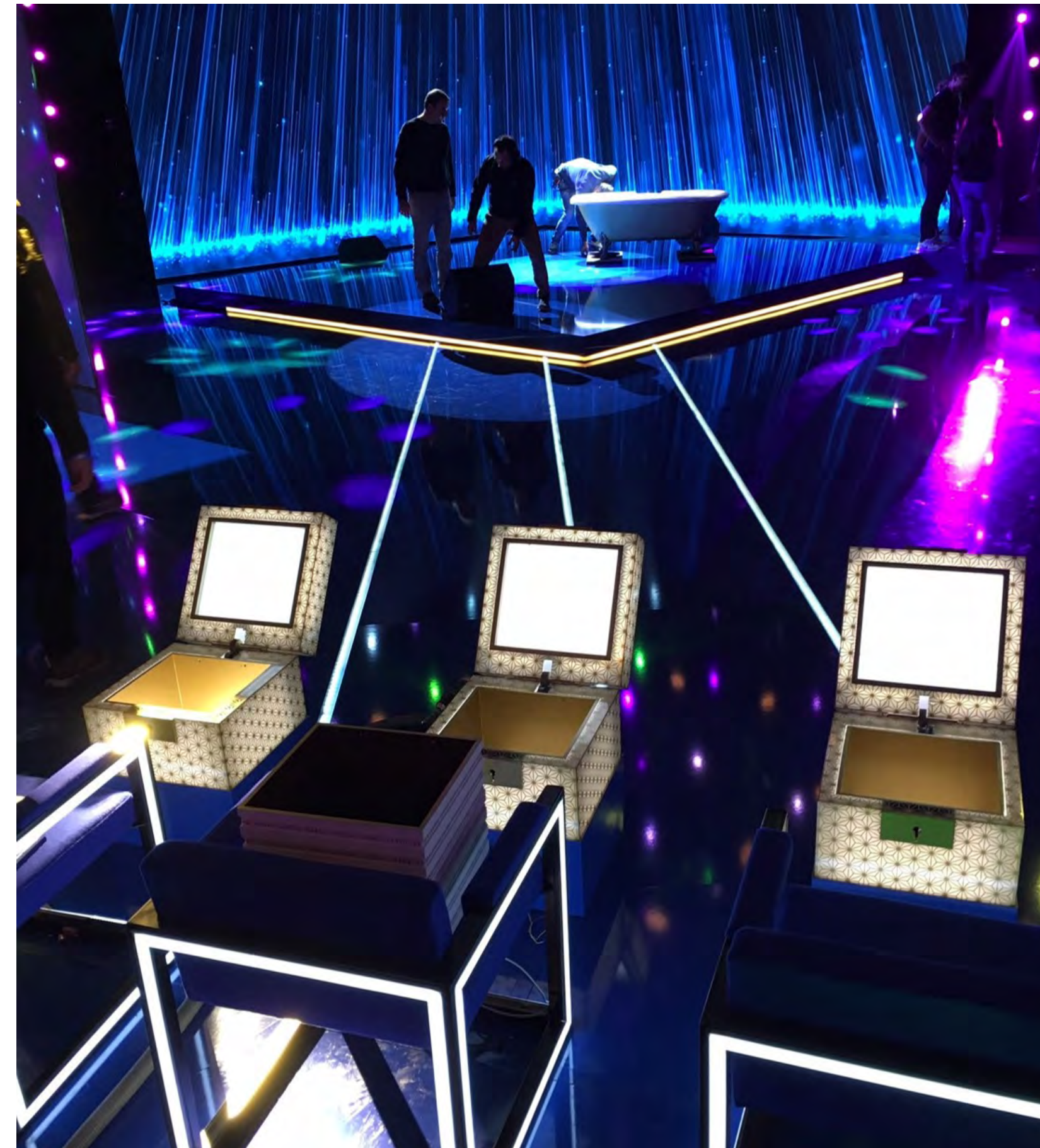
# LA BOÎTE À SECRETS



Paris (75)



2020







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# **POINT-OF-SALE INTEGRATION**



# POINT PHYSIQUE STORE



Paris 7e(75)



09/2022



Lighting and sound renovation for a concept store.

Installation of 3-way lighting, 34 spotlights and a Bluetooth amplifier.



# SANDRO CHAMPS-ÉLYSÉES STORE



Paris 8e (75)



Installation and adjustment of store lighting.  
Creation of custom-made spotlights in chrome finish.





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# **HIGH JEWELRY INTEGRATION**



# PIAGET

📍 Italia

