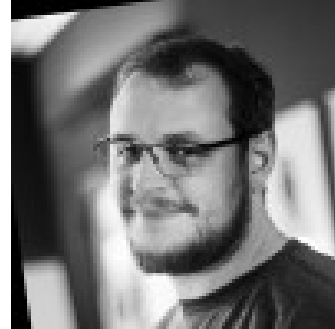




Europe and Middle East Candidate

**Robin Bohard**  
Co-Founder  
neodigital  
Primary Location: France  
*Running for 1<sup>st</sup> term*



### **ABOUT THE APPLICANT:**

At the age of nine, inspired by the work of the ILM (Industrial Light and Magic) teams on the Star Wars movies, I decided to create worlds, to bring stories to life and to be able to materialize my imagination. I started by creating models, then, at the age of eleven, by creating 3D universes. My mentor introduced me to the world of video games in high school and introduced me to Ubisoft.

At the age of eighteen, after having been turned down by a video game school, I decided to set up neodigital, a company producing animated series and documentaries for television, where I also worked as a 3D computer graphics artist. Our agency will then pivot and evolve over time to become a creative studio to develop immersive hybrid experiences led by the artist Basile Bohard.

At neo digital, we create, build and operate immersive experiences. designed by Basile Bohard. Rooted in the imagination, we bring to life places where light, architecture, sound, interactivity, and special effects combine to transform a simple moment of ephemeral curiosity into an unforgettable artistic experience!

Whether it's an exhibition, an interactive installation, a sound and light show, a road show, a showroom or even an attraction, we strive to instill a sense of wonder in order to explore the possibilities of a future that has yet to be built outside the box!

In 2019, as production director, I manage a massive project that has mark a turning point: the Klub Extraordinaire - an immersive roadshow with a budget of 4 million euros, which involved over 40 different jobs, from the creative team to engineers, sound and light artists, carpenters and electricians. It took me two years to complete, during which I called on teams with incredible resources and experience! This immersive experience enabled each of us to measure our capacity to create without limits or constraints. To become the greatest and first experience of its kind in the world.

### **VISION FOR THE TEA:**

For me, this period marks the completion of a quest begun twenty years ago: the possibility of giving life to places and participating in the creation of incredible universes. I want to go further, and pursue my journey with an even broader objective, that of sharing my vision and experience with others, and providing a platform for expression for a part of my profession that is currently under-represented at TEA.

Today, as co-director and partner, I'm defending a position that goes against the grain of trends in my sector. Indeed, immersive experiences are increasingly integrated into a virtual universe: immersion with a helmet, simulation of movements, sensations, or smells. However, I believe that our audiences need to come together to experience moments in reality, in connection with the world around them, either collectively or individually, as immersive theater, themes parks, or escape rooms can already offer.

As part of my twelve years' experience with my company, I've chosen to become an influencer on my social medias, LinkedIn mostly. To share and influence my network about possibilities offered by themed environments with interactive contents, art and culture integrated, etc.

### **SKILLS AND CORE COMPETENCIES**

Networking

Initiative

Creativity

Rigor

Loyalty

Empowered

Dynamic

Active

Involved

Team player

Driven by vision