

WHO ARE WE?

The Research Federation for Visual Sciences & Cultures (RF VSC) integrates history, neuroscience, and digital technologies to develop interdisciplinary projects.

Situated in the core of Euracréative, RF VSC partners with stakeholders in the **cultural and creative sectors**, including audiovisual media, video games, museums and cultural heritage, performing arts, and marketing.

It creates **cutting-edge solutions** focused on image and user experience through the utilization of advanced digital technologies.

THE RF VSC HARNESSES THE COLLECTIVE EXPERTISE OF THREE RESEARCH LABORATORIES.

HARTIS
History, art,
archaeology



SCALab
Psychology,
neuroscience

CRISTAL
Centre de Recherche en Informatique
Computer Science,
Artificial Intelligence

OUR EXPERTISE

3D RESTITUTION

We digitally reconstitute historical events in 3D to render them accessible to contemporary audiences.



Digital restitution of an exhibition held in London in 1874.



3D digital restitution of the Place du Théâtre in Lille during the 18th century.

ARTIFICIAL INTELLIGENCE

We assist you in the adoption and implementation of AI-driven solutions. Our offerings include support, consulting, and training services customized to your requirements.



BEHAVIORAL ASSESSMENT

Our brain imaging, eye-tracking, and physiological parameter measurement tools facilitate accurate behavioral analysis. We perform impact studies by offering a comprehensive understanding of user responses in both real and virtual environments.



MOTION CAPTURE

Using our motion capture technology, we produce avatar animations tailored for your projects.



Motion capture of an 18th century ballet performance.

VIRTUAL REALITY

We create immersive and gamified virtual environments to provide users with new experiences.



EXPLORE EYE TRACKING AND ITS PRACTICAL APPLICATIONS!

OUR COLLABORATIVE DOMAINS

AUDIOVISUAL MEDIA

We examine the emotional and cognitive effects of audiovisual environments through eye tracking and neuroimaging. Concurrently, motion capture enables us to enhance your productions with realistic and expressive movements, resulting in more immersive animations.

VIDEO GAME

We incorporate sensors for physiological parameters, including respiration, electrodermal activity, EEG, and fNIRS, to assess the effectiveness of gaming and the well-being of players, thereby enabling the adaptation of gaming environments.

MUSEUMS AND CULTURAL HERITAGE

We are pioneering the digital restitution of heritage through the integration of 3D digitization, interactive annotation, and immersive mediation to enrich museum collections.

PERFORMING ARTS

In partnership with artists, we integrate technology and creativity to create immersive scenographies that transport audiences into new artistic realms.

MARKETING

Through our behavioral analysis tools and methodologies, we provide the essential insights to comprehend and enhance audience engagement.

**A PROJECT?
ANY INQUIRIES?
LET'S GET IN TOUCH!**

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LET'S CONNECT ON LINKEDIN

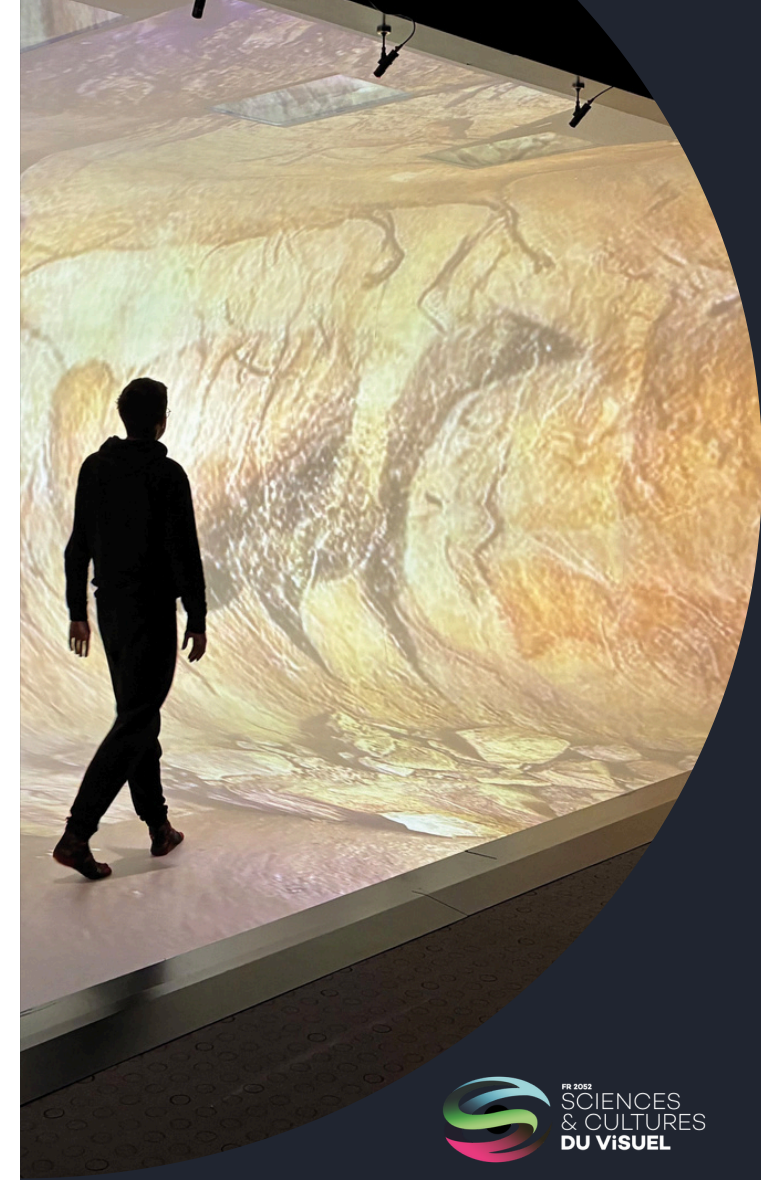


**99A BOULEVARD CONSTANTIN DESCAT
IMAGINARIUM BUILDING
59200 TOURCOING
FRANCE**

OUR ECOSYSTEM



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**RESEARCH FEDERATION FOR
VISUAL SCIENCES AND
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