FINANCING AND PROMOTING HOLOGRAPHIC ART

A non profit organization

hologramfoundation
FOUNDED BY HUGUES SOUPARIS IN 2014

Registered as a French non-profit organisation

- All European citizens can enjoy a 60% discount in personal taxes

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GOAL: MAKING HOLOGRAPHY AN ACCESSIBLE ART

Hologram should enter art amateur’s homes

- Hologram to enter in homes and not only art exhibitions
- New lighting devices are available
- Digital holography combined with 3D computer software = extended artistic territory

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HOW: PROMOTING ARTISTIC AND DESIGN PROJECTS

Focus on “easy to handle” pieces

- Combining exigent art and proper display design

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FINANCE

**Phase 1**
- Foundation status: 66% tax incentive
- 120K€ already collected
- 50 to 60 K€ more available end 2015

**Phase 2**
- 50% of the financed pieces are donated by the artist to the foundation
- Sales to finance new projects
PROCESS

Selecting several projects per year

- Call for project NOW
- Hologramfoundation@gmail.com
- Project to be remitted by Oct 15th

Selection committee (to be announce)

- Hugues Soupiris
- 1 visual artist (different each year)
- 1 or 2 qualified individual

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DESIGN  CREATIVITY  ARTISTIC-VALUE  TRANSMISSION
BEAUTY  50X60CM-MAX  REFLEXION  DISPLAY

PROJECT SPECIFICATIONS

3 simple criteria
- Artistic value
- Technical quality
- Simple display design

Technical specifications
- Maximum size 50x60 cm
- Transmission or reflexion

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PROJECT SUBMISSION

Art & Design

- Artistic project & concept
- Display design

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PROJECT SUBMISSION

- Technique
  - Technical concept
  - Material uses
  - Lighting

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PROJECT SUBMISSION

Project organization & cost

- Practical organization: individual lab, collaboration with university or private lab, etc.
- Quote of the project
- Planning

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TARGETED TIMING

Award process & delivery
- Submission: October 15th 2015
- Award: November 30th 2015
- Work delivery June 2016

Founding
- 33% at the award
- 33% at presentation of the first piece
- 33% at the remittance of pieces

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THANK YOU FOR YOUR ATTENTION!
AND LONG LIFE TO HOLOGRAPHY ART!

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