

Isabelle Fournet

Creative Director EDUCATION | SCIENCE | CULTURE
www.isabellefournet.com

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Isabelle Fournet is a Film & Digital Creative Director. As a multimedia artist, she writes, directs and edits documentary and fiction films, awarded 3D computer animator, she develops apps and explores new media for the communication and education through data visualization, virtual reality, augmented reality. Isabelle works on themes related to the environment and socio-economical development within the context of our shared humanity. It's these passions, supported by a keen and critical eye, that define Isabelle as a visual storyteller.



VISION STATEMENT - STORYTELLING THROUGH DATA

Communicating data and the story of what that data means has become increasingly important in recent years.

With **data visualization**, the invisible patterns of today's facts, like **science, humans rights, civic engagement** and many more, are turned into a **visual language accessible to a broader audience** through an animated storytelling art form.

This narrative is combined with real life imagery and genuine stories, which makes the information very accessible to the viewer, who can easily relate it to his own experiences and environment.

From the shape of the graphics, we morph the information into real images, and vice versa (real image into graphical language). Interlacing data and real imagery reveals the existing connections between the information and life.

Working with **state-of-the-art technologies** to create the storyline, and combining **data visualizations**, 3D graphics, architectural projection mapping, video, sounds effects and an orchestrated music, the intention is to impact and move people from around the world **beyond the barriers of language and culture, generating awareness and call to action for a common purpose.**

PROJECTS

IMPACT VR — *Concept, development, project management, executive creative director* - UNESCO Programs
<http://www.isabellefournet.com/impact-vr.html>

SKILLS

Creative Director
Concept & Development
Project Manager
Music & SFX Supervision
Documentary
Data Visualization
Animation (3D,2D)
Editing
Compositing
Motion Graphics
Graphic Design
Photography
Video

AWARDS

2016_Editor, Creative Director " DOT "

Cannes Lions: GOLD Lion in Innovation

Cannes Lions: GOLD Lion in Product Design

Cannes Lions: Finalist in Mobile Technology

Cannes Lions: Finalist in Health & Wellness

IMPACT VR is an immersive data driven adventure where the user is invited to become a Changemaker within worlds where his own environmental IMPACT is reflected in real scale based on his actual Global Region Demographic Data.

Data visualizations tell the story of the anthropogenic impacts we have personally been contributing to the planet, how our behaviors alter whole ecosystems, and how we can take actions to reduce our ecological footprint.

The user will interact with his environment achieving goals that lead to visible positive results, turning his negative IMPACT into a positive one. This impactful game changing journey empower the user to become a conscious consumer and take social actions towards a sustainable future.

LAND-TO-LAKE — Concept, development, project management, executive creative director - Tahoe Public Art
<http://www.isabellefournet.com/land-to-lake.html>

"Land to Lake" is an aesthetic interpretation of data sets derived from the UC Davis Tahoe Environmental Research Center's 2016 State of the Lake Report, providing a visual and sonic exploration of Lake Health, Biodiversity, Climate Change, and Solutions, culminating with a call to action for preserving and protecting the azure waters of Lake Tahoe for generations to come.

UNESCO HQ MEDIA WALL — Curatorial, development, project management, creative director - Mosaic Of Change
<http://www.isabellefournet.com/unesco-headquarters-interactive-media-wall.html>

A custom designed large-scale digital art experience showcasing UNESCO's Seven Themes (Education for the 21st Century, Fostering Freedom of Expression, Protecting Our Heritage and Fostering Creativity, Learning to Live Together, Building Knowledge Societies, One Planet One Ocean, Science for a Sustainable Future) through curated multimedia content, dynamic data visualizations, musical scores, and messaging in six languages.

United Nations HQ - UNESCO's Semi Permanent Installation - Curatorial, development, executive creative director - MOC
<http://www.isabellefournet.com/united-nations-headquarters-multimedia-installation.html>

The Sustainable Development Goals (SDGs), otherwise known as the Global Goals, are a universal call to action to end poverty, protect the planet and ensure that all people enjoy peace and prosperity. These 17 Goals build on the successes of the [Millennium Development Goals](#), while including new areas such as climate change, economic inequality, innovation, sustainable

CLIO Awards: GOLD Category Innovation

CLIO Awards: Nomination for GRAND CLIO

CLIO HEALTH Awards: GRAND PRIX for Innovation

CLIO HEALTH Awards: GRAND PRIX for Design

CLIO HEALTH Awards: GOLD for Digital Mobile CLIO

HEALTH Awards: GOLD for Digital Mobile User Experience

CLIO HEALTH Awards: CLIENT OF THE YEAR

London International Awards: GRAND PRIX for Design

London International Awards: GOLD for Design

London International Awards: SILVER for The New (Technology Development)

EPICA Awards: GOLD for Design

EPICA Awards: SILVER for Creative Technology

The Global Awards: GOLD for Design Art & Technique

The Global Awards: GOLD for Technology Best Use Of Media

Eurobest: GRAND PRIX for Innovation

Eurobest: GRAND PRIX for Healthcare

Eurobest: GOLD for Design Consumer Products

Eurobest: GOLD for Digital Craft Innovative Use of Technology

consumption, peace and justice, among other priorities. The goals are interconnected – often the key to success on one will involve tackling issues more commonly associated with another.

BREATH TAKING APP – Co-Founder, Executive Creative Director

<http://www.isabellefournet.com/breathtaking-app.html>

“Its design is wonderful - super cool, simple and easy to use.”

Barbara Kuhr | Founding designer of Wired Magazine.

Researchers demonstrated that following a music-guided breathing exercise helped users to reduce their systolic blood pressure by 7.5 mm Hg on average as compared to a control group that listened to relaxing music and lowered their blood pressure by only 2.9 mm Hg on average [2].

MORE PROJECTS: <http://www.isabellefournet.com/>

RECENT EXPERIENCE

Millennium Art, San Francisco — Executive Creative Director

<http://millenniumart.org/>

2013 - 2018

Millennium ART creates dynamic cause-related experiences addressing some of the most pressing fundamental issues of our time by engaging diverse audiences in social progress towards a peaceful, equitable, and sustainable future.

Mosaic Of Change, UNESCO Partners — Executive Creative Director

<http://mosaicofchange.org/>

2015 - 2018

A universal storytelling platform presenting a visual language through immersive design experiences that spur intercultural dialogue and understanding to inspire peace, sustainability and foster change.

Breath Taking App, Location — CO-Founder, Executive Creative Director

2013 - 2018 <http://www.isabellefournet.com/breathtaking-app.html>

This is no ordinary breath. An app which records Blood Pressure history and centralizes user information into charts and graphs for users to share with their doctors. Breath Taking also offers calming breath practices to help lower and stabilize BP. It's quite possibly the first app of its type, in the world, combining mindfulness and medical monitoring into one. Designed by breathing experts in the fields of medicine and yoga therapy, it is expected the app will be adopted by a variety of medical and psychology institutes, to help their patients manage their blood pressure.

Eurobest: GOLD for Mobile Connected Devices

Eurobest: SILVER for Mobile Innovative Technology

Eurobest: Finalist for Design Well-Being, Environmental Impact & Solution

SPIKE ASIA Awards: BRONZE Category Mobile

SPIKE ASIA Awards: BRONZE Category Design

SPIKE ASIA Awards: Finalist Category Innovative Technology

SPIKE ASIA Awards: Finalist Category Innovation

COMPUTER ANIMATION

Director :

“STAPHYLOCOCCUS AUREUS”

» Gold Award - Houston WorldFest USA

SHORT FILM Director: “LE SYNDROME DE PETER PAN”

» Jury Special Mention Siena Film Festival (Italy)

» Art Special Mention - Festival du Cinema de Paris (France)

LANGUAGES

FLUENT: English, French, Spanish, Swedish, Catalan.

BASIC: Italian, Portuguese, Norwegian.

DIRECTOR

2018_ "Impact VR". Mosaic Of Change. UNESCO Partners.
2017_ "Land-to-Lake". Creating Equilibrium. Lake Tahoe USA
2015_ "Tubes" - Rob Ley. Documentation. Los Angeles USA
2014_ "May September" - Rob Ley. Short documentary. Indiana USA
2013_ Anouk Baijin. Moving Image. Los Angeles USA
2012_ Dear*M. Commercial. Sweden.
2012_ Babista. Moving Image. Germany.
2010_ "Talking Bricks". Documentary Chanel 4 UK. Pilot.
2007_ "Chimezie". Stop motion short film (FESTIVALS: AFIA Film Festival, Dinamarca 2008; Festival du Film de Québec 2007 Folie-Ô-Skop; Festival de Films d'Animation en Abitibi-Témiscamingue, Canada 2007; XXX Concurso de Cortometrajes "Premi Ciutat de Terrassa"; Festival Amal 007; Tehran International Short Film Festival (TISFF) 2007).
2006_ "Illusion". Video Clip for the artist Alex Graham. Director, editor.
2005_ "Joya del Mekong". Mini documentary about Laos. Shown on Spanish TV. Director, editor.
2004_ "Life is a River". Video Clip for the artist Meja. Produced for MTV. Director, editor.
2003_ "Le syndrome de Peter Pan". 16mm short film. **SPECIAL MENTION in art achievement, Festival du Cinema de Paris, SPECIAL MENTION from the international jury in the 9th Siena film festivals.;** Festival Cinema Indipendente 2004 (Italia); CineMad 2004 (Madrid). Director, editor.
2000_ "Staphylococcus Aureus": 3D animated short film with real image integration. Directed, animated using MAYA. **GOLD AWARD World Film Festival, Texas, USA.** Nominated in various national and international short film festivals.

EDITOR CLIENTS

Shiseido (Japan), Phillips Hue (USA), Rayban (Spain), McDonalds (Spain), Lysol (USA), Innocent (USA), Smadny Mnich (Germany)
AquaMax (Spain), Pro Audito (Switzerland), Pneu Egger (Switzerland)
Tele 2 (Sweden), Ifa (Spain), Snatts (Spain), Envirobase (Spain), PPG (Spain), DearM (Sweden), Babista (Germany)

EDUCATION

MIDOC, Barcelona, Spain — *Master in Documentary Filmmaking*

Concept, research, storyboarding, development, production, postproduction.

MAISCA, Mallorca, Spain — *Master in Computer Animation*

Maya - Premiere - Photoshop

ZOEA, Mallorca, Spain — *PADI Underwater Instructor*

Marine Biology Research Center

Specialized in Underwater filming

Université Paul Valéry, Montpellier France — *DEUG*

Arts du Spectacle

Psychologie

College Francais de Palma, Mallorca Spain — *BAC SCIENCE*

Degree in Sciences after graduation.