manzalab
GROUP

bpifrance   FRANCE 2030

Immersive Cultural Online Network
A collaborative immersive platform for culture

RESEARCH PARTNERS

l'X ÉCOLE POLYTECHNIQUE

TELECOM SudParis

IP PARIS   IP PARIS

CHÂTEAU DE VERSAILLES   domaine national de Chambord

forum des images

TARGETS

Museums, cultural and heritage stakeholders.

PROJECT CALENDAR

Project beginning: Q4 2025
Project ending: Q3 2028

FORMATS

PC   TABLET   MOBILE   VR

OTHER RESOURCES

LinkedIn Page

THE PROJECT

ICON aims to provide all cultural institutions — from the most prestigious to the most modest — with dissemination spaces powered by cutting-edge immersive technologies to showcase their collections. The project seeks to make artworks and cultural content accessible online to everyone, both nationally and internationally.

By enabling museology experts to design applications and immersive experiences, *ICON* fosters a collaborative and interdisciplinary approach, enriching the educational and historical content of the experiences offered.

ICON brings together leading cultural institutions, French immersive-technology specialists, and an internationally recognized French distributor.

EXPERIMENTATION
The *ICON* project is based on a progressive, user-centered experimentation approach aimed at assessing the impact, usability and accessibility of the immersive experiences developed.

Two experimentation frameworks structure this approach:
- the evaluation of immersive educational and interactive experiences, integrating mediation tools and gamification mechanisms;
- the experimentation of dissemination modalities targeting diverse audiences, with particular attention paid to accessibility and inclusion.

Two experimentation phases will be conducted during the project, at mid-term and at the end of the project, in order to collect user feedback and validate the prototypes.