PORTFOLIO
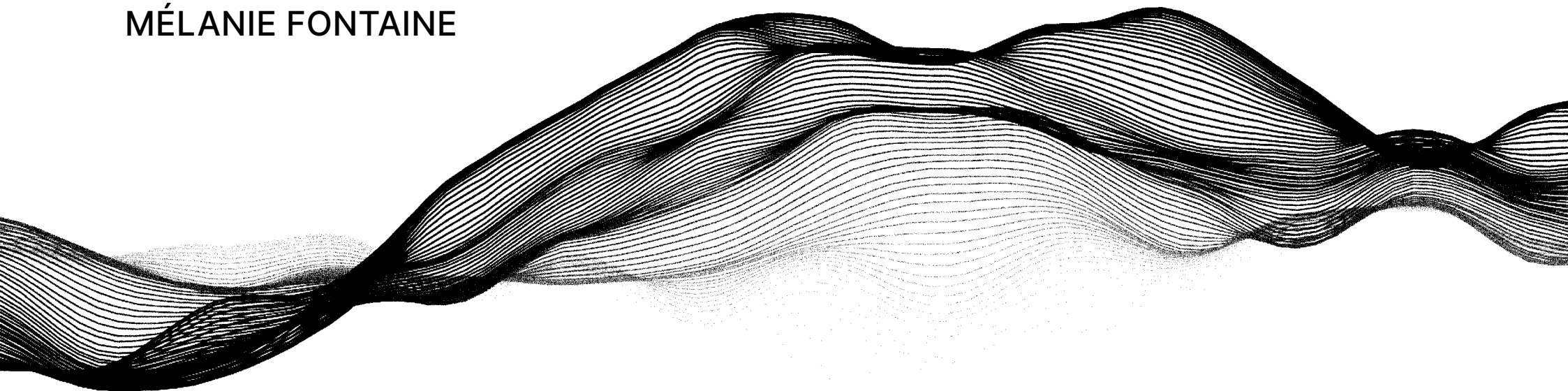# MÉLANIE FONTAINE

M F

Mélanie Fontaine
Interactive Media Designer

Awards & Exhibitions

2022	**Award Plateforme 10 x ECAL**

2023	**Lausanne**
	Plateforme 10
2023	**Basel**
	Swiss Design Awards finalist
2022	**Namur**
	KIKK festival
2022	**Lausanne**
	Musée de la Main UNIL CHUV - A.I.
2021	**Aigle**
	Ecal Art & Design
2021	**Geneva**
	GIFF - Geneva International Film Festival
2021	**Yverdon-les-bains**
	Numerik Games Festival
2021	**Tokyo**
	Shibuya, 30 Seconds Museum
2021	**Paris**
	Grand Palais Ephémère, Champ-de-Mars
2021	**Geneva**
	Mapping Festival
2021	**Lausanne**
	Tour Bel-Air, Festival Lausanne Lumière

Contact

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Work experience

since 2018
Digital Communication Manager
Outside The Box, film distribution
(press, distribution, acquisition)

since 2020
Web developer

since 2019
Graphic designer
Visual identities (websites, games, posters, social media)

since 2018
Videographer & Photographer
promotion, documentation, events

2017 - 2018
Distribution assistant
Outside The Box, film distribution
(press, distribution, acquisition)

2014 - 2021
Tennis coach

About

Driven by my curiosity and my quest for discovery, I focus my work and research on current issues. I approach the influence of technology on society with a critical mind and assess the biases that result from it. Multidisciplinary, I research and experiment with the mediums that best suit my reflections by creating tangible projects, interfaces, videos or other visual experiences that confront the public in a surprising and playful way.

Education

2019-2022	**Bachelor Media & Interaction design**
	ECAL, Art & Design School (Lausanne)
2018-2019	**Foundation year Media & Interaction design**
	ECAL, Art & Design School (Lausanne)
2017-2019	**Swiss Tennis C-trainer**
2013-2016	**Highschool Sport-study program**
	Auguste-Piccard (Lausanne)
2013	**End of fundamentary school**
	(Leysin - Lausanne)

About my work

The omnipresence of digital technology in our daily lives through its visuals, its interfaces and the interactions we are confronted with fascinate me. I focus my work around the reflection of the evolution of our social relationships with these tools, machines and systems. Algorithms shape these various tools and the way they are integrated into our daily lives. They allow me to question and reroute them within my projects. I employ a poetic vision of these reflections to create content that allows users to question, while while allowing them to experiment and be entertained.
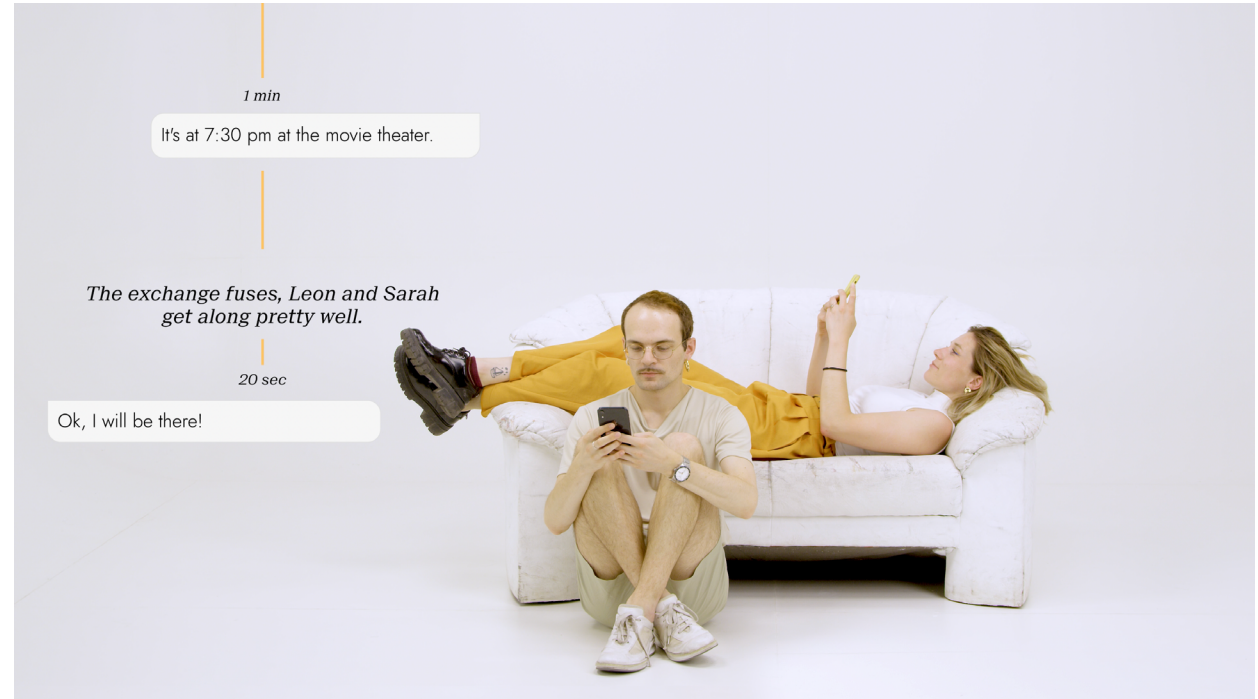
Latent*

Mobile application

The mirroring system of instant messaging implies the presumed availability of the interlocutor. However, while waiting for a response, certain questions become recurrent: «Alex is online, why doesn't he answer me? What is he doing?»

Latent* is a chat application that allows you to converse with your friends by developing the context of the discussion and what is not said.

Just like theater, it feeds the conversation by adding «didascalies» (stage directions) generated according to the collected data (response time, location). By highlighting the unsaid parts of a dialogue, the generated reading mode enriches the discussion, creates a poetic tension, and allows the interlocutors to become the characters of their own play.

Diploma project, Bachelor MID - ECAL, 2022

Exhibited at Plateforme 10 2023

↗ VIDEO

Plateforme 10 exhibition

Plateforme 10 award

Using the existing application, I wanted to create an experience for the audience as part of the Plateforme 10 award exhibition. The installation created for this occasion enables the audience to interact with the application in a way that they become actors in their own play.
The exhibition presents three other aspects that expose the potential of Latent* to transform our daily exchanges into memorable experiences : a book edition, audio plays and an interactive theatrical improvisation happening.
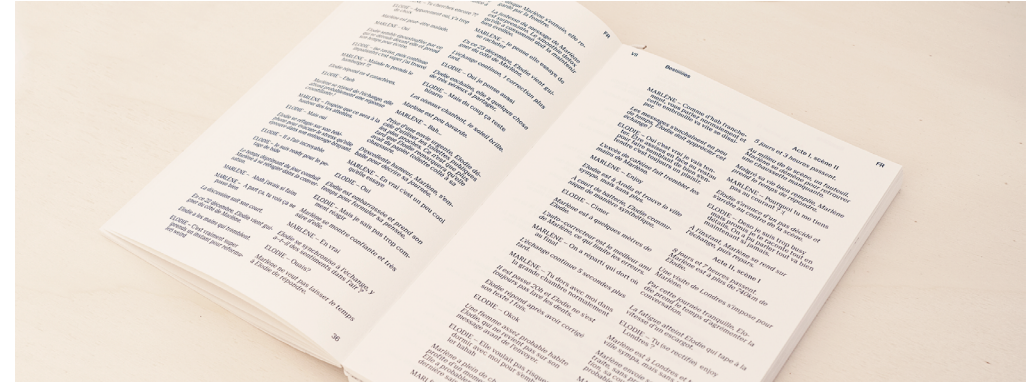
Stay In Touch
Interactive installation

We are more and more dependent on our smart-phones as a way to maintain our social contacts. Notification systems determine the attention we pay to them.

Stay In Touch is a plant connected to a chat applica-tion. It analyzes texts and categorizes the emotion that comes out of them. When a message contains an emotion, the plant gets agitated and acts as a no-tification. Each emotion generates a different choreo-graphy. For example, when placed on a desk, it filters the user's notification flow and the user chooses to pick up his phone or not, according to his own desire. The user then becomes fully aware of the relationship he shares with his online friends.

Project initiated with Elodie Anglade, during
Bachelor MID - ECAL, 2021
Exhibited at Le Cabanon UNIL 2022

↗ VIDEO

And it made him feel so mad ! 😤
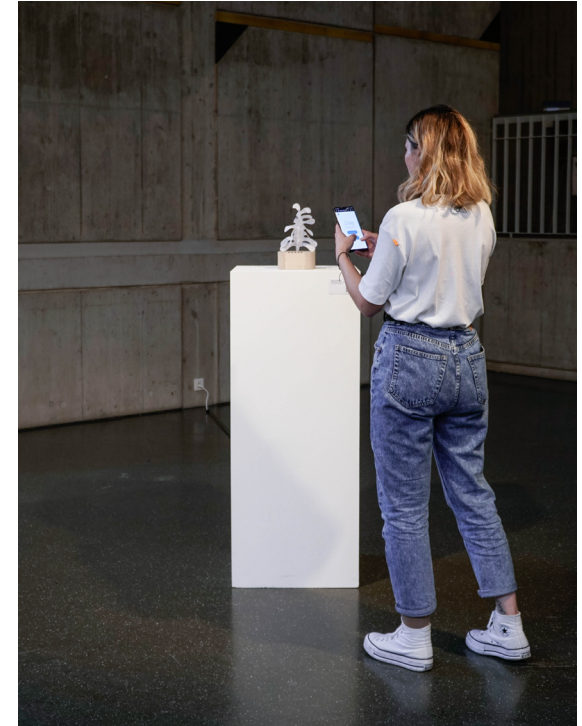
I am still waiting... I'm losing my patience

I miss you 💜

Hahahaha 😂

It's really anoying...

Ethik
Connected device

Thanks to online ordering applications, fastfashion has increased dramatically over the last few years, resulting in a disastrous ecological impact.

Ethik is a connected accessory inspired by an antitheft device that allows its user to compensate for various consequences due to the massive production of textiles.

To reduce the ecological impact of a piece of clothing, simply scan the label and start wearing it. *Ethik* then takes care of determining factors such as waste, water and energy used for production as well as the carbon footprint. When it is worn, it calculates the time, as well as the distances traveled on foot thanks to its integrated GPS and deducts them. The more a garment is worn and the more the user adopts an eco-active behavior, the more it is possible to reduce its ecological debt.

Project initiated with Achille Masson during Bachelor MID - ECAL, 2021

↗ VIDEO
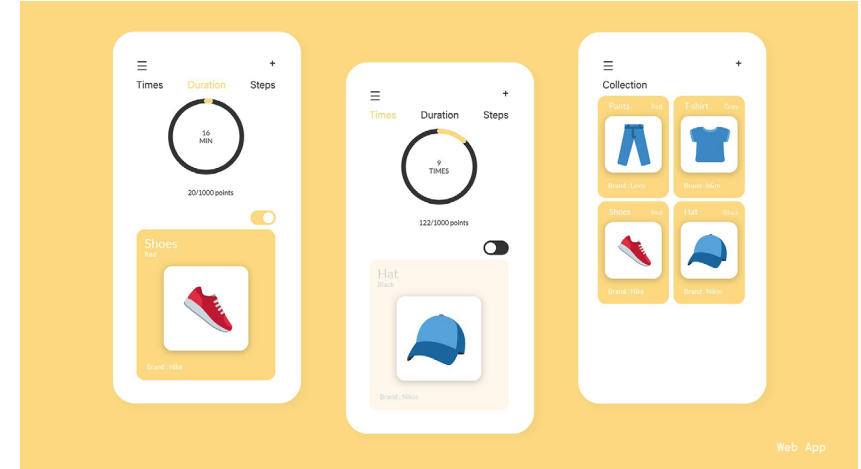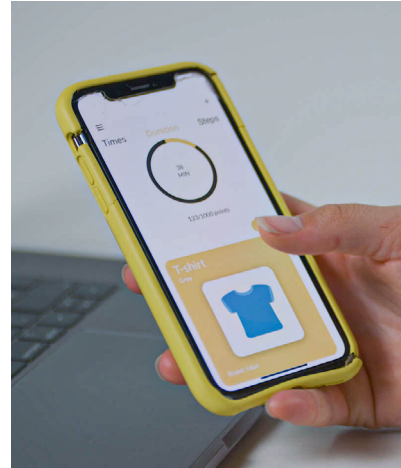
Wordproof
Mobile application

Wordproof is a social network that connects users to each other.

The application provides a number of articles. Members can then contact each other and start a discussion by replying to their comments. They must use the terms they have read in the personalized articles proposed by the application. To do this, users use Wordproof's auto-completion system, which suggests the most coherent terms according to the context.

To encourage community members to consume articles, they earn points based on the number of words collected. The most sophisticated words are called Golden Words. The more active a profile is, the more words they can consume.

Project at Bachelor MID - ECAL, 2021

↗ **VIDEO**
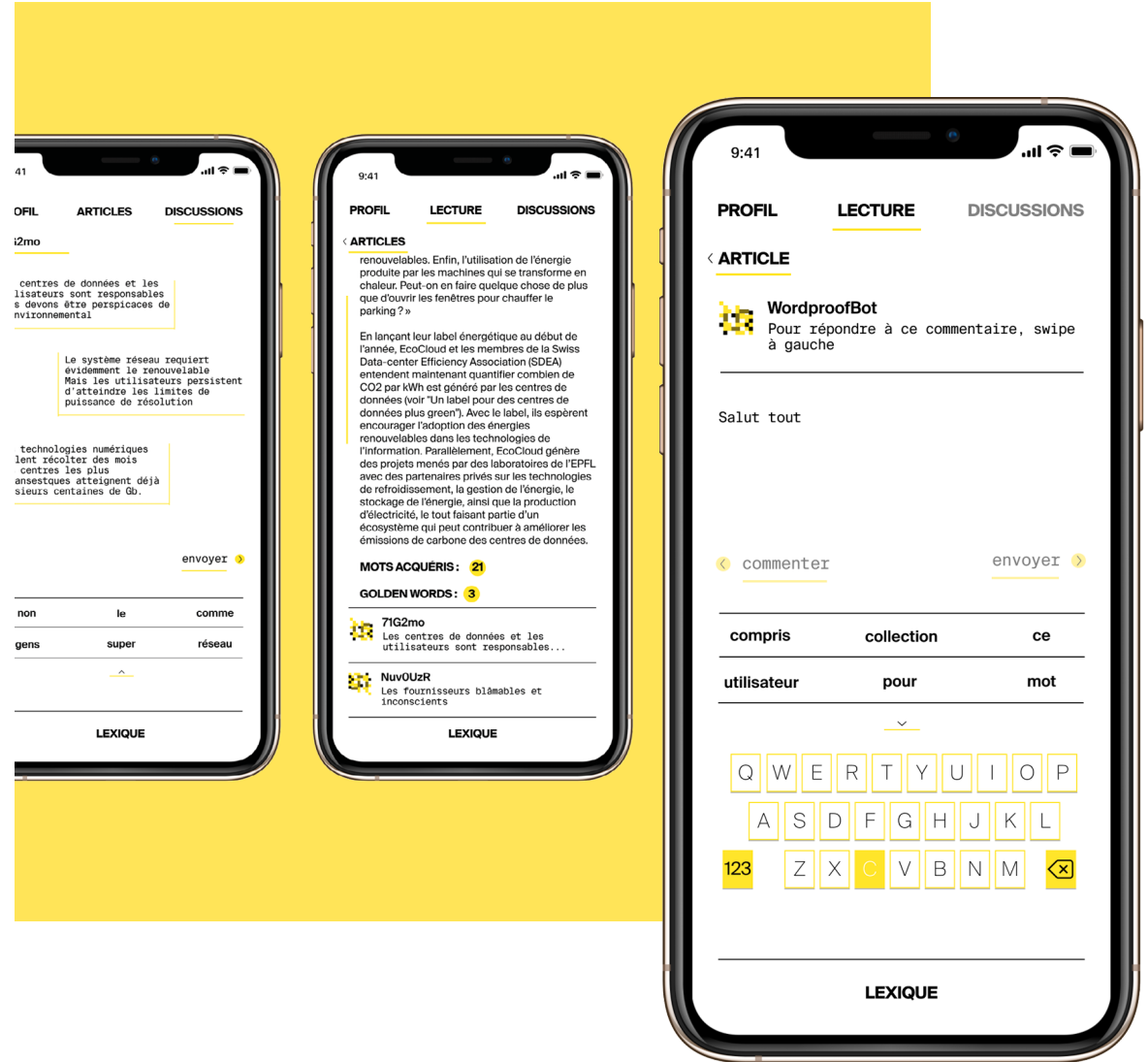
x·e·s
AI corrector website

In the current context of a profit-driven society, various technological tools influence the acceleration of society. Artificial intelligence algorithms are present in language tools such as translators, auto-completion or text generators. I have noticed that the use of algorithms reinforces inequalities in language, because they are trained on old and little varying models. It is therefore not surprising to find that some types of algorithms also contain human biases.

x·e·s raises awareness of inclusive language use with an AI that suggests language modifications, incorporating epicene language. The user states a text, and the program comes to underline the terms that represent unequal notions.
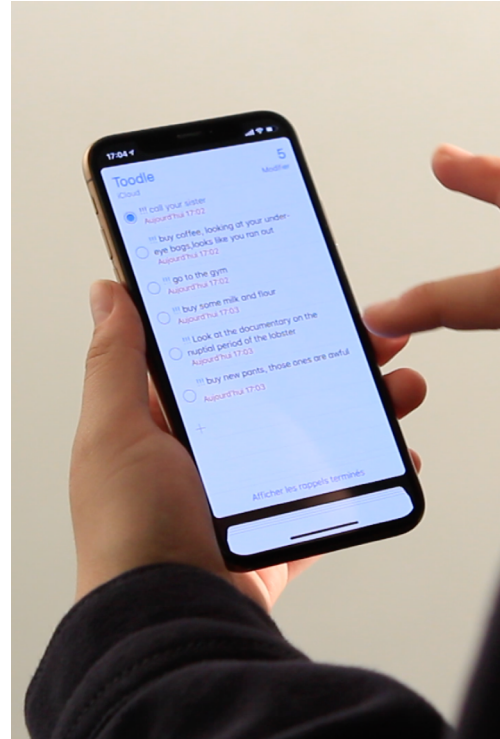
Project at Bachelor MID - ECAL, 2020
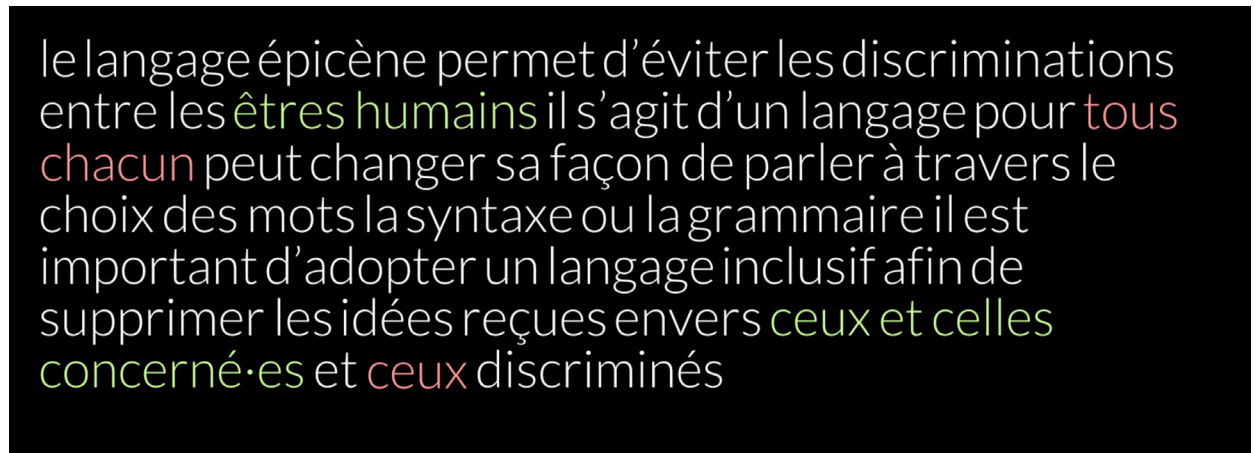
Toodle
Mobile application & Tangible

« never be bored again »

This assistant created personalized reminders for its users. It becomes a source of entertainment as well as a critic of the ubiquity of electronic gadgets.
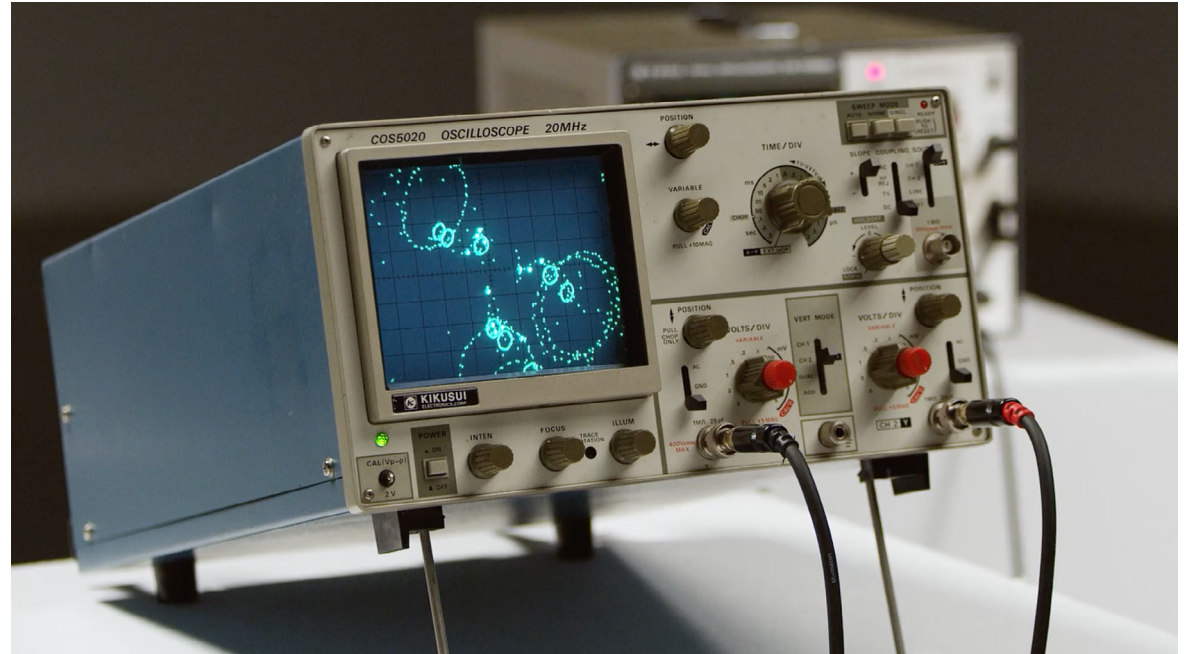
Project at Bachelor MID - ECAL, 2019

↗ VIDÉO
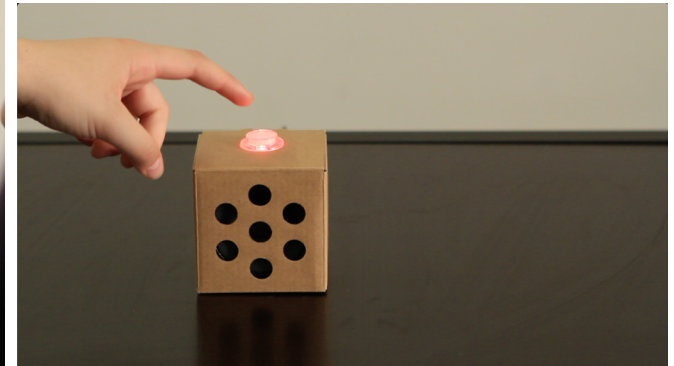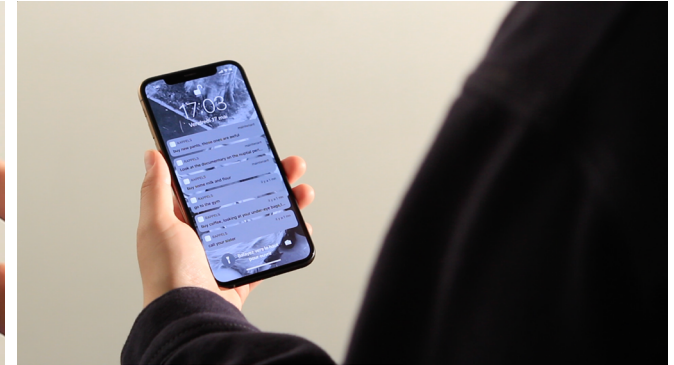
XY Scope
Tangible experiment

Space'o Scope is a research project on analogue oscilloscopes diverted from their original funstion of measuring equipment in order to exploit their graphi-cal and interactive potential. It explores a galactic uni-verse. The user can generate and modify movements and shapes of planètes through keyboard touches.

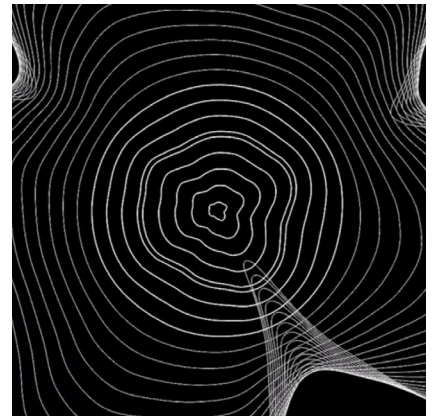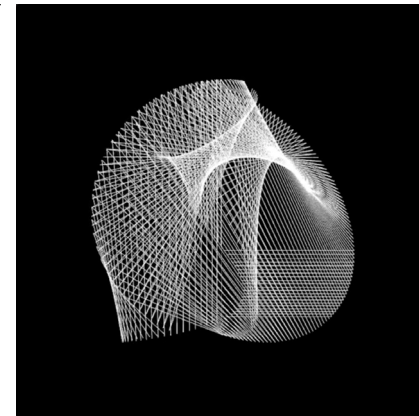*Workshop with Ted Davis at Bachelor MID - ECAL, 2019*
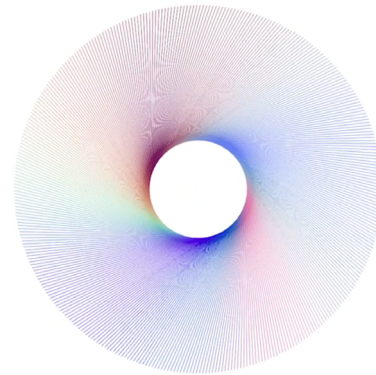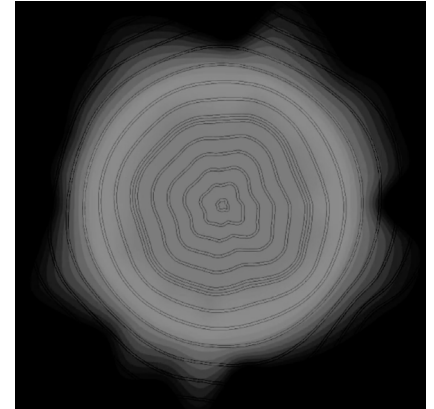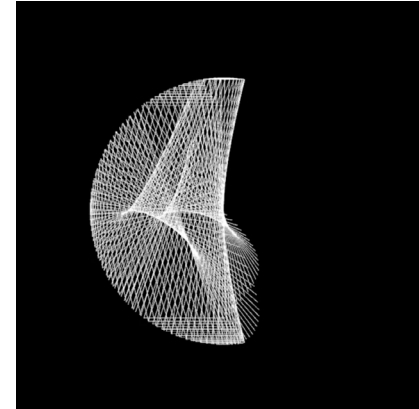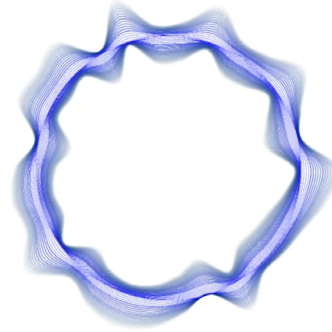
↗ VIDÉO

Circle Studies
Creative Coding

Research about circles, mediums with which to exploit, generate, deform and manipulate the shape.

Workshop with Zach Liebermann at Bachelor MID - ECAL, 2021
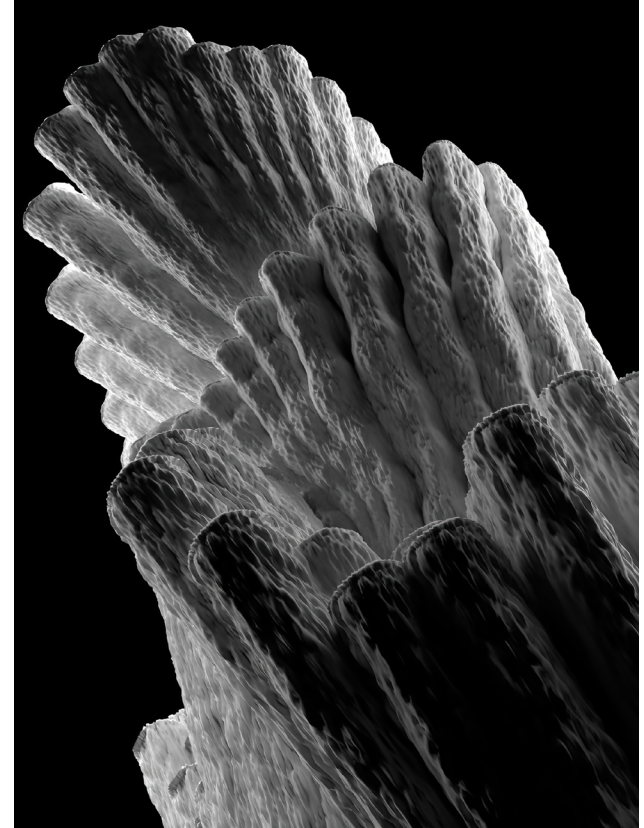
↗ VIDÉO

Flickers - Son Lux
Clip musical, 2021

Inspired by the name of the single of the music band Son Lux, this video clip exposes its audience to mysterious and hypnotic organic silouhettes.

Semester project with Jamy Herrmann

↗ VIDÉO

Palais Végétal
AR filter

Le Palais végétal is an augumented reality experience por-traying the Grand Palais Éphémère in an imaginary world. As a suspended garden, the work of art cover the palace's facade with a lush and poetic vegetation. Just as a paper theater (what's that haha), the audience is emerged into a series of vegetal illustrations. On a screen, the viewers can stroll around and have a unique experience.

Exhibited at Palais Augmenté, Paris 2021
Jamy Herrmann, Mélanie Fontaine, Achille Masson ECAL,

↗ VIDÉO

Avatars
3D animation

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*3D characters animation based on the
"avatar" theme.*

*Workshop avec Samy La Crapule, 2020
Mélanie Fontaine, Soraya Camina*

↗ VIDÉO