

Association ACCOMPLIR

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PRESS RELEASE

The association "ACCOMPLIR" calls on collective creativity and launches a contest for ideas on the renovation of the Halles Garden (Paris 1st arr.) on Second Life

April 5th – June 1st 2007

"ACCOMPLIR", a residents' association of the Halles district in Paris, has decided to organize a contest for ideas on the renovation of the Halles Garden (Jardin des Halles) on Second Life, an on-line 3D world imagined, created, and owned by its citizens.

Its partners are:

- "Repères", an agency in charge of managing the contest on Second Life,
- "Pourquoitucours" (l'agence des idées / the agency of ideas), in charge of communication and publishing the contest results in "real life".

- **Why are we launching this virtual contest?**

Because we love the Halles district, and want to live there pleasantly, in harmony with those who frequent it.

Because the project we are presented with does not satisfy our expectations, which have been clearly expressed, nor does it take into account the surveys previously carried out.

Because we refuse to disavow the official consultation, or challenge the power of the Paris Town Hall, which holds the final decision.

Because it is essential to break the deadlock we have been in for months, and re-establish the urge to demonstrate creativity in les Halles.

- **How to participate ?**

This competition will take place on Second Life from April 5th to the 1st of June 2007. It is open to all those who wish to express their creativity on all or part of the garden.

Project schedule:

- 5 April 2007: launch of the contest on Second Life;
- 1 June 2007: delivery of the projects;
- 3 June 2007: nomination of the five finalist projects for the entire garden.
- 4-19 June 2007: presentation of the models (scale 1/10th, i.e. 4,500m²) of the five finalist projects for the entire garden on the Second Life island, owned by Repères;
- 20-25 June 2007: panel vote (Repères Second Life);
- 28 June 2007: results



Participation:

- specifications, site map, and contest rules can be consulted at :
http://reperes-secondlife.com/jardin_halle_uk.asp

Reward:

- the five finalists for the entire garden will receive L\$ 25,000 each to exhibit their project on the Second Life island owned by Repères;
- the winner will receive L\$ 275,000;
- additional prizes (one per category) will be attributed for the following elements: playgrounds (L\$ 40,000), fountain (L\$ 15,000), sculptures (L\$ 15,000), entrance gate (L\$ 15,000), public conveniences (L\$ 15,000).

Organisers reserve the right to reproduce and use all winners' creations, within the framework of their activities and communication. This does not imply compensation or advantages of any kind.

- **Partners**

The association ACCOMPLIR (www.accomplir.asso.fr) is a residents' association from the Halles district, founded in 1999. It has been actively involved in the official consultation on the Halles renovation project for the past four years.

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Repères (www.reperes.net and www.reperes-secondlife.com) is an independent marketing agency, specializing in the development of products and offers for important advertisers worldwide. It is in charge of handling the circulation of the project from its virtual office on Second Life. This platform allows for the development of co-creation of products and services, thanks to a panel of more than 7,000 avatars.

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Pourquoitucours (www.pourquoitucours.fr) is a structure of transversal innovation: companies, products, communication, media. Its strategy planners have written the brief, and are mobilizing their network on this project, in particular via "lesaperosdujeudi" (www.lesaperosdujeudi.com).

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