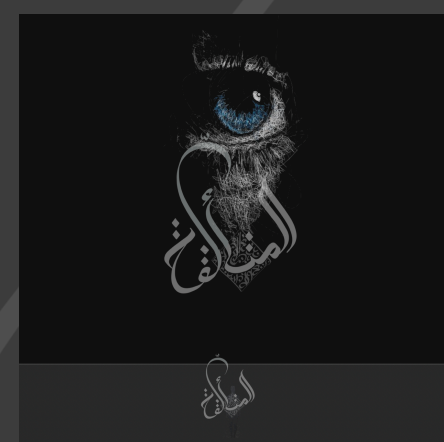
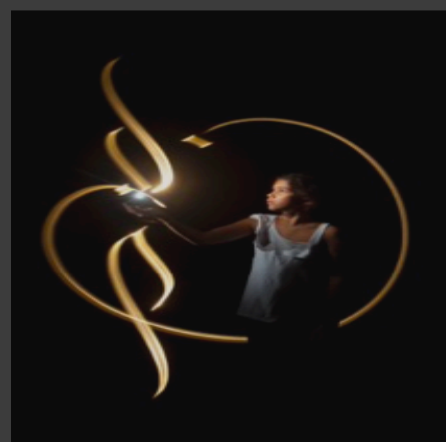


# ALIF MOTION

An artistic entertainment Proposal  
of Live Light Calligraphy



*LIVE LIGHT CALLIGRAPHY PERFORMANCE  
by ALIF MOTION unveils a fusion between Arabic  
calligraphy & culture and Live  
Light performance with a blend of modern expression,  
technology and timeless art form.*

Creative proposal by

**JULIEN BRETON**  
ARTIST CALLIGRAPHER

&



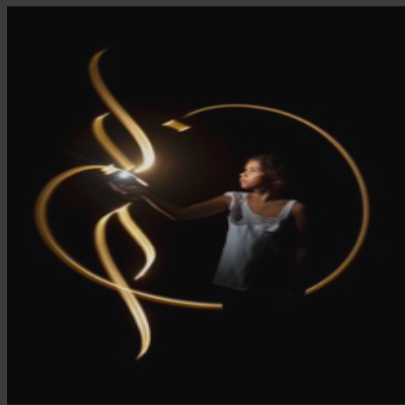
moment :

Table of content



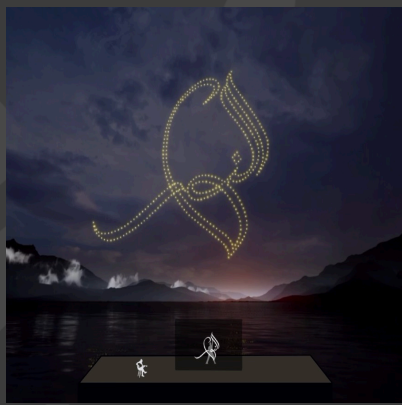
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JULIEN BRETON

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Light Calligraphy  
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ALIF MOTION TEAM  
ARNAUD PAUQUET

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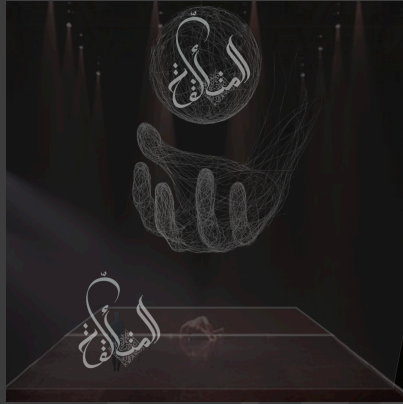
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Light Calligraphy  
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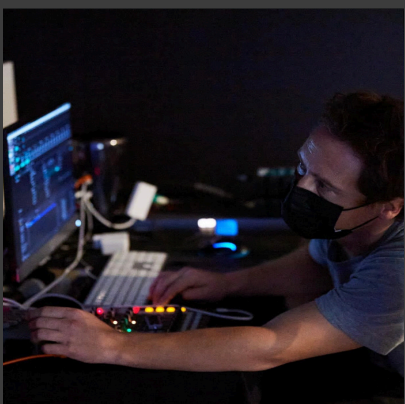


Light Calligraphy  
& INDOOR DRONE PAINTING

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[info@alifmotion.com](mailto:info@alifmotion.com)



ALIF MOTION TEAM  
WILLIAM GUIGNARD

3



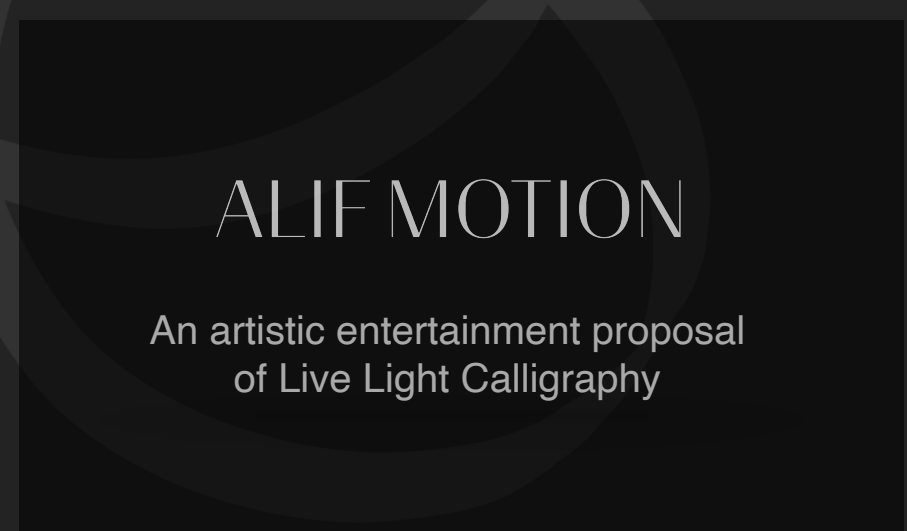
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# ALIF MOTION TEAM

## WHO



**JULIEN BRETON - aka- KAALAM**  
Artist Calligrapher / Project Artistic Director

*For the last 20 years, Julien Breton - aka - Kaalam has been dedicating his passion for arabic and islamic art to create stunning performances mixing visual arts, dance and music.*

*After more 200 performances across the world with his own Dance Company 'Turn off the light', alone or with various artists for specific and exceptional events, he continues to innovate visual arts on stage with Arnaud Pauquet and a new Artistic team and outstanding stage elements in show creation.*

*Represented and acclaimed in international venues and references as :*

- > Abu Dhabi Awards UAE
- > Tawazun anniversary UAE
- > Dubai EXPO 2020 UAE
- > International conference for islamic art - KSA
- > Opening ceremony of Biban 2023 - KSA

## WE



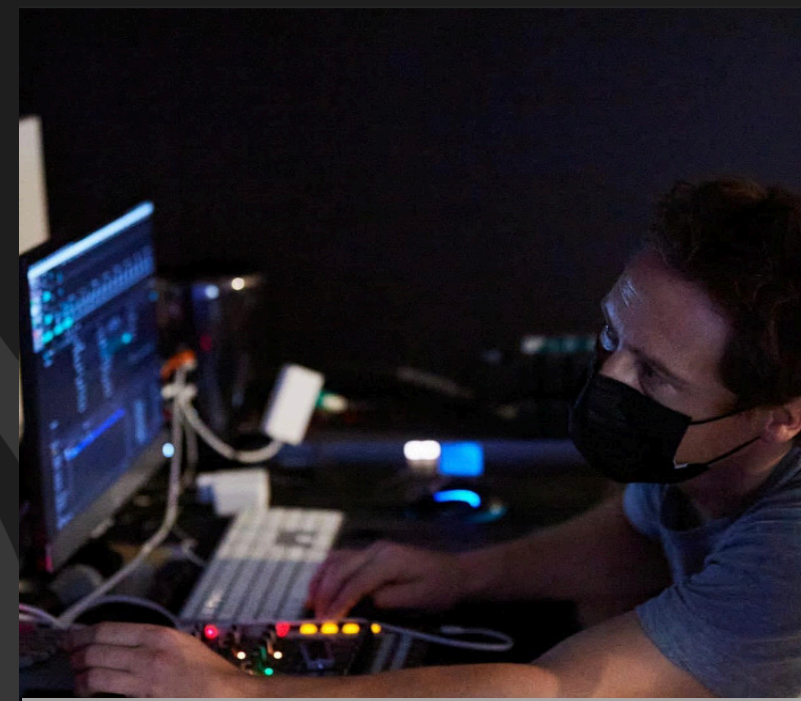
**ARNAUD PAUQUET**  
Creative Director / Producer

*After 20 years in the world of entertainment and live theatrical performances as artist, stage director and acts designer, Arnaud intends to provide meaningful art and entertainment form to support Show productions, events and creative teams in finding, creating, preparing and producing the right artistic, live and multimedia content to entertain various audience scales and stage environments.*

*From human performance designer at La Perle Dubai to Show director at Expo Dubai 2020 KSA pavilion, Arnaud is now implementing his experience in the middle east in supporting outstanding artists to bring their performance to wide scenes and stages.*

*In collaboration with Kaalam, he is bringing life to multidisciplinary visual arts in an immersive stage experience composed of Light calligraphy, Live performance and thorough going staging.*

## ARE



**WILLIAM GUIGNARD**  
Director of Real time Software

*William Guignard is developing a real time light-painting software for the last 10 years.*

*His extended experience in Video media and technique for Mega-event has brought him with specific knowledge to support artists with complex set up needs and to bring solutions for artistico-technical enhancements .*

*In collaboration with several artists, he continues to develop new technologies for shows, bringing his knowledge to a new level of events.*

- > Abu Dhabi Awards UAE
- > Tawazun anniversary UAE
- > Dubai EXPO 2020 UAE
- > International conference for islamic art - KSA
- > Opening ceremony of Biban 2023 - KSA

# JULIEN BRETON aka KAALAM

## BIO



*Julien Breton won a award in light-graff category during the international Urban Arts Awards in 2011 and 2 Bronze Awards to the Dubaï Lynx Awards for the communication campaign « It's our game »*

*Julien Breton's art is a cry in silence. Everything is silence. Its movement, the light that cuts through the air, the ephemeral words, the darkness that envelops it, the evanescent traces of its shadow, the electric colours and the geometry that dissolves into nothingness. Everything is a cry. He has said:*

*“Le silence écrit. Le silence est cri.”*

*To write in silence is a total immersion in the concentration of each single gesture that finds its expression in the very moment when the camera lens, in a single shot, is imprinted by the complex sum of the artist's drawing in light. A shot that is transformed into a film with a single frame.*

*A performance lasting several minutes for an image where the artist disappears and only the result of his art remains.*

*But Julien Breton goes a step further towards an aim that is even more openly communicative and cultural.*

*In fact, his art is born from his will to create a semantic bridge between Arabian and Western culture in order to create a universal language that can transmit feelings by going beyond words themselves.*

*But always remaining anchored in calligraphy and, therefore, in the alphabet. His marks are a synthesis of an Arabian and a Western kind of meaning joined together during the development of the work. He has said that “:*

*A white sheet is too limiting. To paint on a canvas, however large, means in any case a limit within which I do not feel myself free to express my whole being. Only light is really infinite. The only limit is the air.”*

*To paraphrase Man Ray – the precursor of light painting – with his art Julien Breton photographs what he does not want to paint and paints what he does not manage to photograph.*

*Jacopo Perfetti – Art Kitchen/Milan*





## LIVE LIGHT CALLIGRAPHY - PURPOSE AND VISION

Considered one of the most significant form of artistic expression in Islamic culture, **Arabic Calligraphy** is most commonly used to decorate architecture, manuscripts, and other work of arts ... In a creative reinterpretation, KAALAM uses this art form with additions of **Live Light Performance, visual arts, dance and purpose created music.**

When Arabic Calligraphy is displayed by Live light performance, it takes on a **unique and dynamic form of art** that combines the traditional practice of calligraphy with modern technology .

KAALAM 's performance involves projecting the calligraphic art into a screen or surface using light projectors, which creates a dazzling and **immersive visual experience** for the audience .

During the performance, KAALAM typically uses his purpose-built light calligraphy tools to create a script or an art form which is then projected onto the screen in real-time.

The light projection enhance the intricate details and beauty of the script, creating a mesmerizing and captivating display that directly claims both **artistic and innovative out-turn.**

Overall, Live light performance of Arabic Calligraphy is recognized as a beautiful and unique form of art that combines **traditional calligraphy with modern technology** to create a stunning visual experience.

**Julien Breton aka Kaalam**  
*Artist - calligrapher - performer*



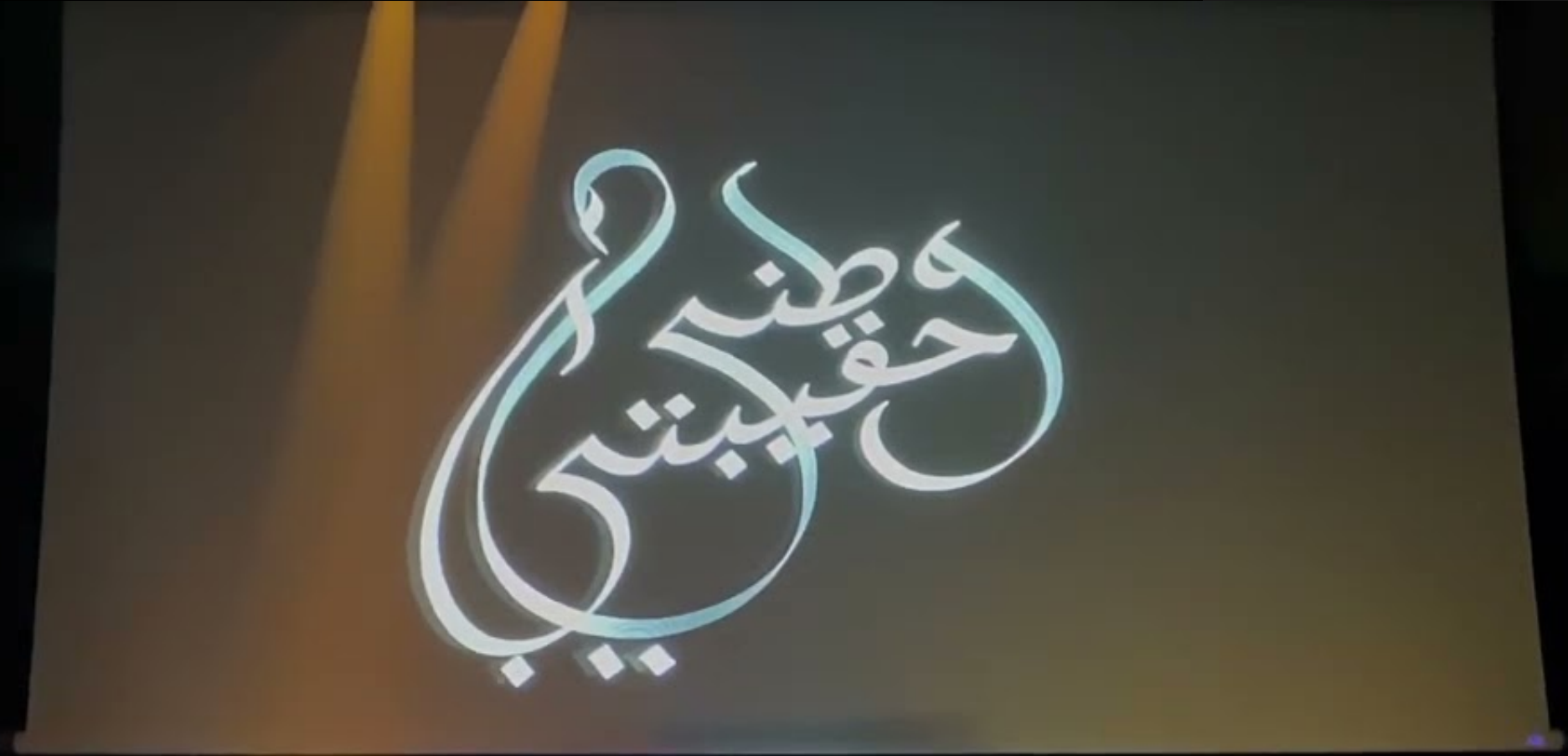


Live Light Calligraphy - video ref

ABU DHABI - UAE- 2020









BIBAN  
ببيان 23

في مؤتمر مهول البدء في مشروع تجاري

في مؤتمر مهول

في مؤتمر مهول

في مؤتمر مهول

في مؤتمر مهول

في المؤتمر المهول البدء في مشروع









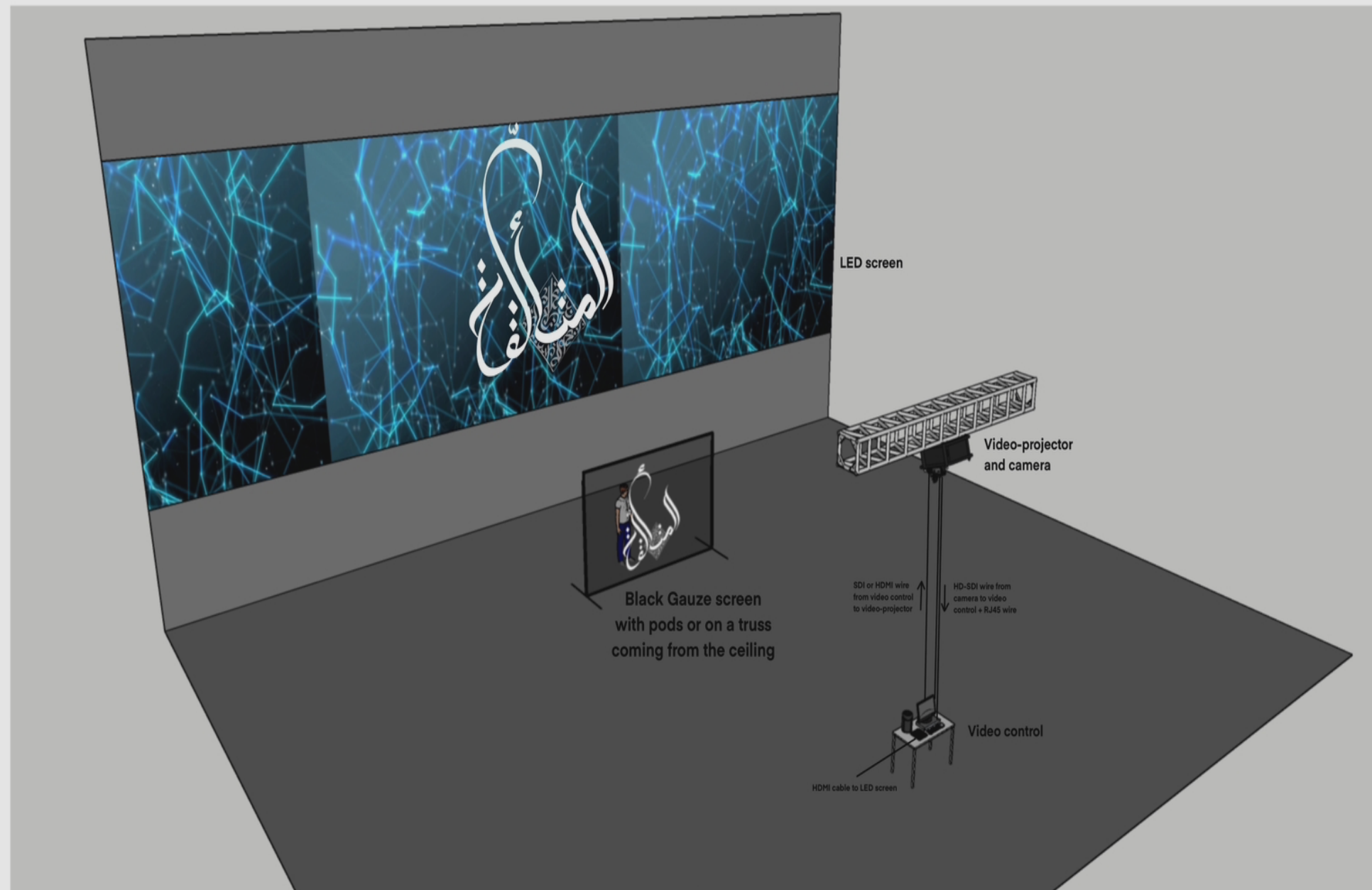
Light Calligraphy performance



TECHNICAL SET UP

UPON REQUEST AND BASED ON PROJECT SPECIFICS , WE PROVIDE A COMPREHENSIVE TECH RIDER WITH A LIST OF MATERIAL TO PROVIDE AND ALL LOGISTICS ELEMENTS , POWER REQUIREMENT , SCHEDULE AND REHEARSAL NEEDS . WE DEVELOP SPECIFIC SET UP TO BEST FIT EVENTS AND VENUES , INDOOR AND OUTDOOR .

HERE IS A LIST OF BASIC SET UP AND MATERIAL NEEDS :



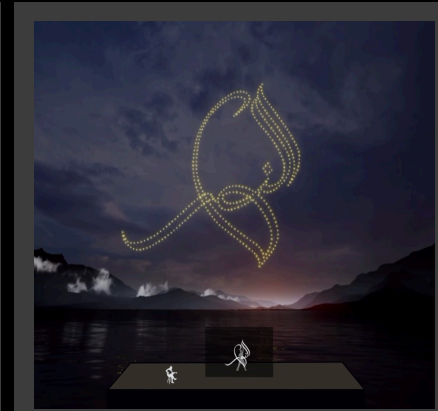
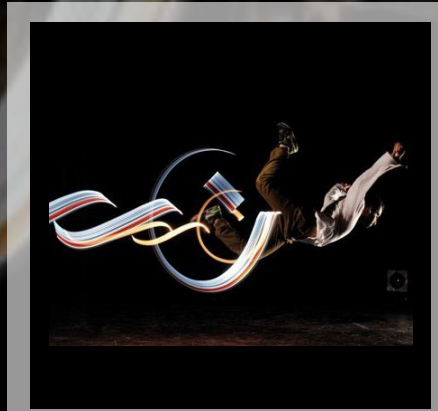
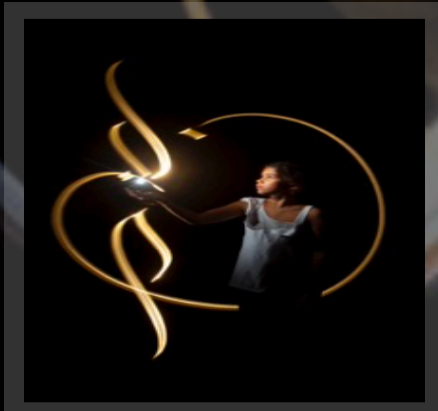
#### List of material to provide :

- Black Gauze screen at the size you want according your scenography but minimum 4m long x 2m height
- Videoprojector of 20k with the lens adapted to the distance between the VP and the gauze screen
- HD Hdmi screen for the video control
- SDI wire and RJ45 wire from the camera to the video control
- HDMI or SDI wire to the videoprojector
- HDMI or SDI wire to the LED screen
- Power supply for the camera
- Table and chair for video control
- 3 extensions wire of 5m
- 3 power strips

#### Material we bring :

- Camera BGH1 Panasonic
- Mac Studio M1 ultra
- Video interface
- MIDI interface
- Magic arm





[info@alifmotion.com](mailto:info@alifmotion.com)

Light Calligraphy performance

Light Calligraphy  
and live human performance

Light Calligraphy  
Photocall

Light Calligraphy  
and Drones

Light Calligraphy  
Explorations

Live performances are exciting and engaging, as they offer a unique form of entertainment that cannot be replicated through prerecorded media.

**Music, dance and artistic human performances can further enhance the visual appeal and create a more immersive experience for the audience and increase the emotional impact.**

Live musicians, dancers and human artistic performances can be emotionally evocative, and the combination of live light calligraphy creates a powerful sensory experience that leaves a lasting impression on the audience.

Within his live performance, KAALAM performs his art using a combination of traditional calligraphy techniques and light effects to create a unique and engaging visual experience.

Pursuing his multiple art forms exploration, KAALAM also add **live music and interactive dance or acrobatic performance** with live light calligraphy offering several artistic enhancements:

**Entertainment value and emotional impact** : adding human live performances further enhances the visual appeal and create a more immersive experience for the audience.

**Audience participation** : Interactive performances can involve the audience reaction, allowing them to feel more connected to the performers and the performance itself. This can create a sense of community and make the experience more memorable.

**Promotion of cultural awareness** : Calligraphy is a form of visual art that is deeply rooted in many cultures around the world. Incorporating calligraphy into a live performance can promote cultural awareness and appreciation, while also adding a unique visual element to the show.

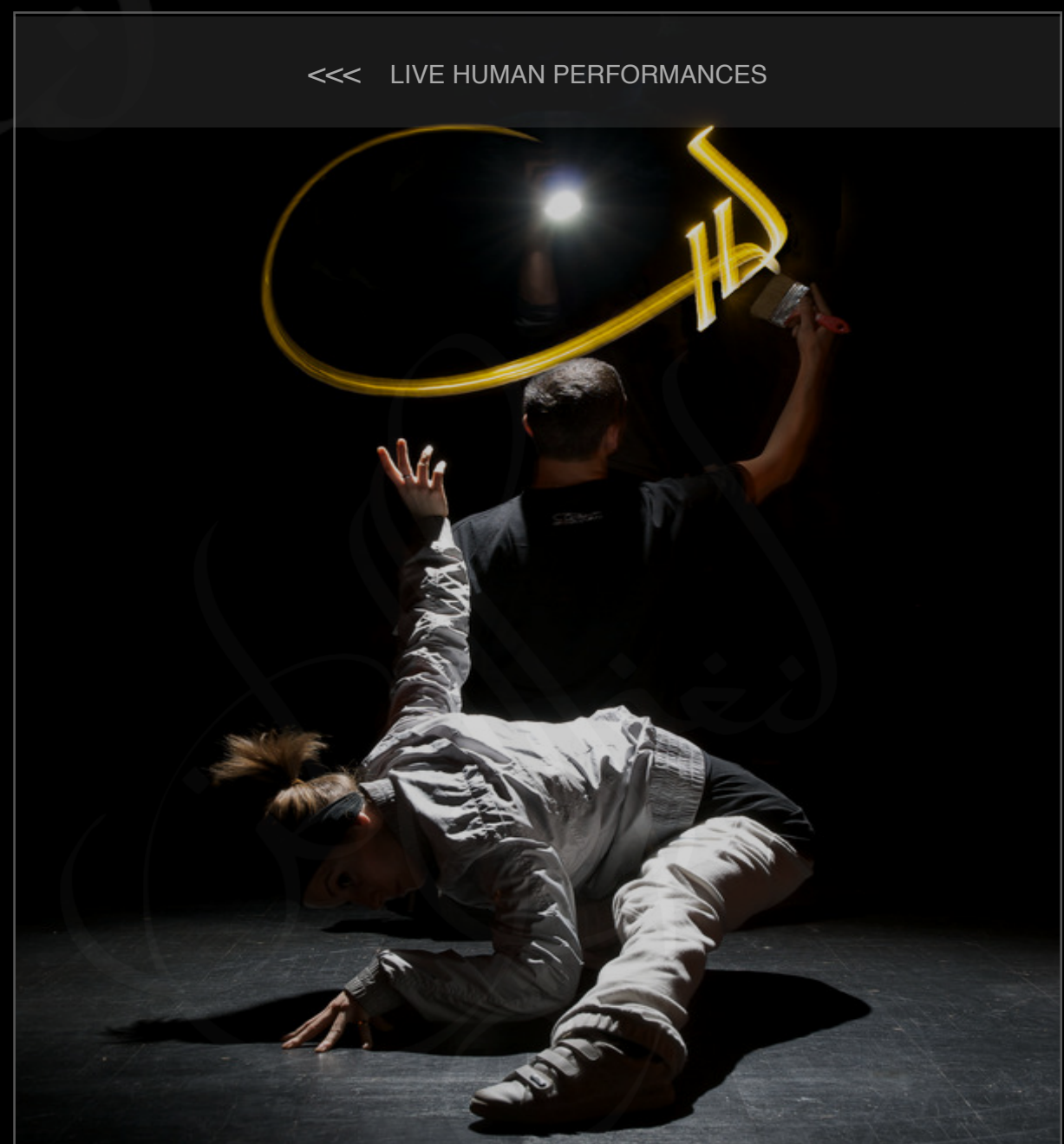
**Skill showcase** : Dance and acrobatic performances require a high degree of skill and athleticism, and showcasing these talents is impressive and inspiring for the audience. The addition of live light calligraphy highlight these skills even further, creating a more visually stunning and impressive performance.



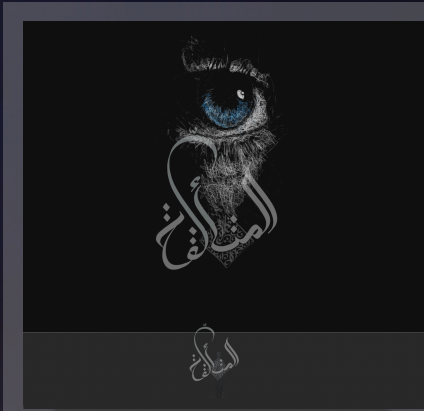
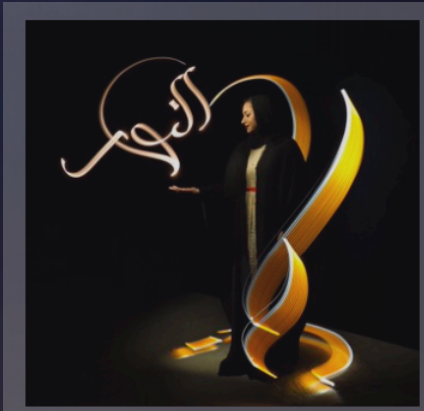
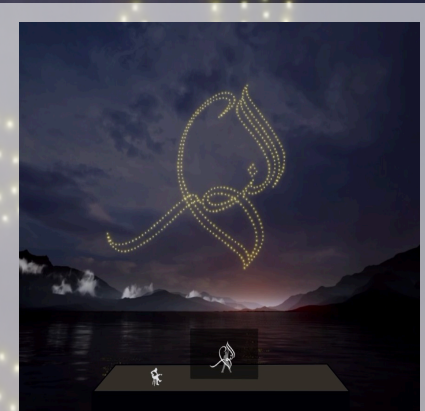
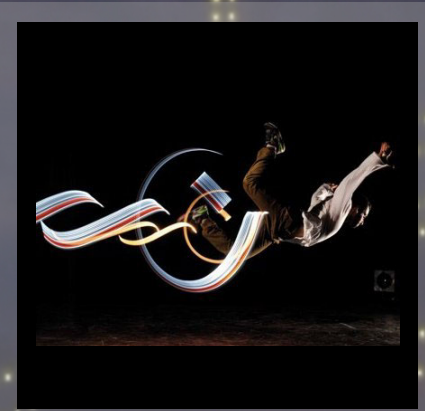
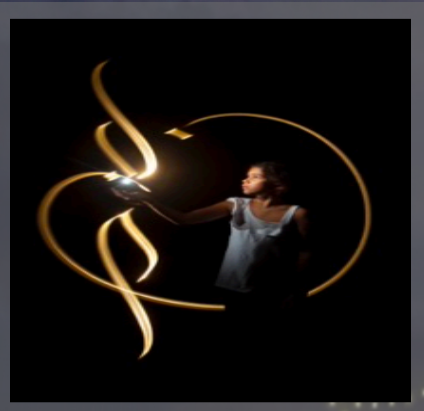












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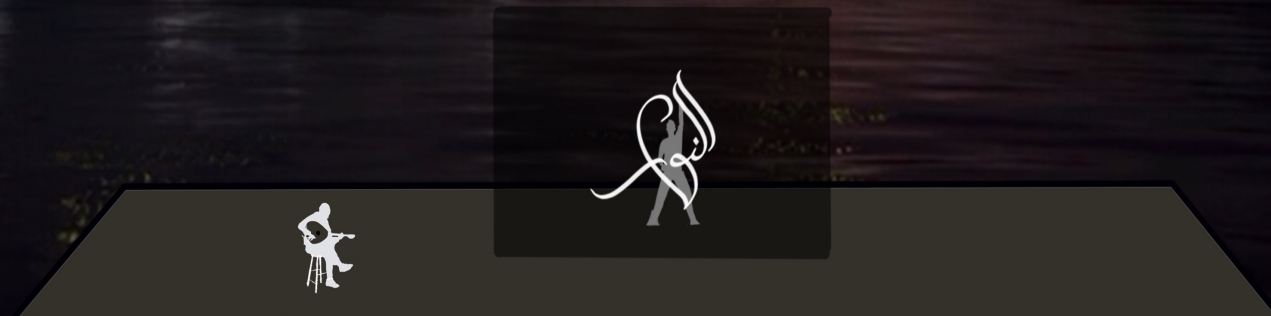
Light Calligraphy performance

Light Calligraphy  
and live human performance

Light Calligraphy  
and Drones

Light Calligraphy  
Photocall

Light Calligraphy  
Explorations





Live Light Calligraphy supported by **3D flying drones choreography** in an innovative mix of technology and light art that creates a **stunning visual experience**. This performance involves KAALAM - Calligrapher creating an Arabic script in real-time with a impressive number of drones - light equipped - performing a **choreographed aerial dance** revealing majestically the calligraphy and art form in a mesmerizing display of lights.

The drones are programmed to move in precise formations around and above the artist(s), **creating dynamic, captivating visual forms to enhance the beauty of the Arabic script** .

The movements of the drones are synchronized with the music, adding to the immersive experience of the performance.

This performance is an innovative use of technology and light art, offering a unique and exiting way to showcase Arabic Calligraphy to a modern audience.

It allows for **dynamic and immersive experience**, with the drones choreography adding an extra layer of **visual excitement** to the performance .

This special display can be performed in a variety of settings, from **cultural festivals to arts exhibitions and museums activations**.

It is a testament to **endless possibilities** that technology can bring to the world of art, offering a fresh perspective on ancient and traditional art forms and creating a truly **unique and unforgettable experience** for the audience.







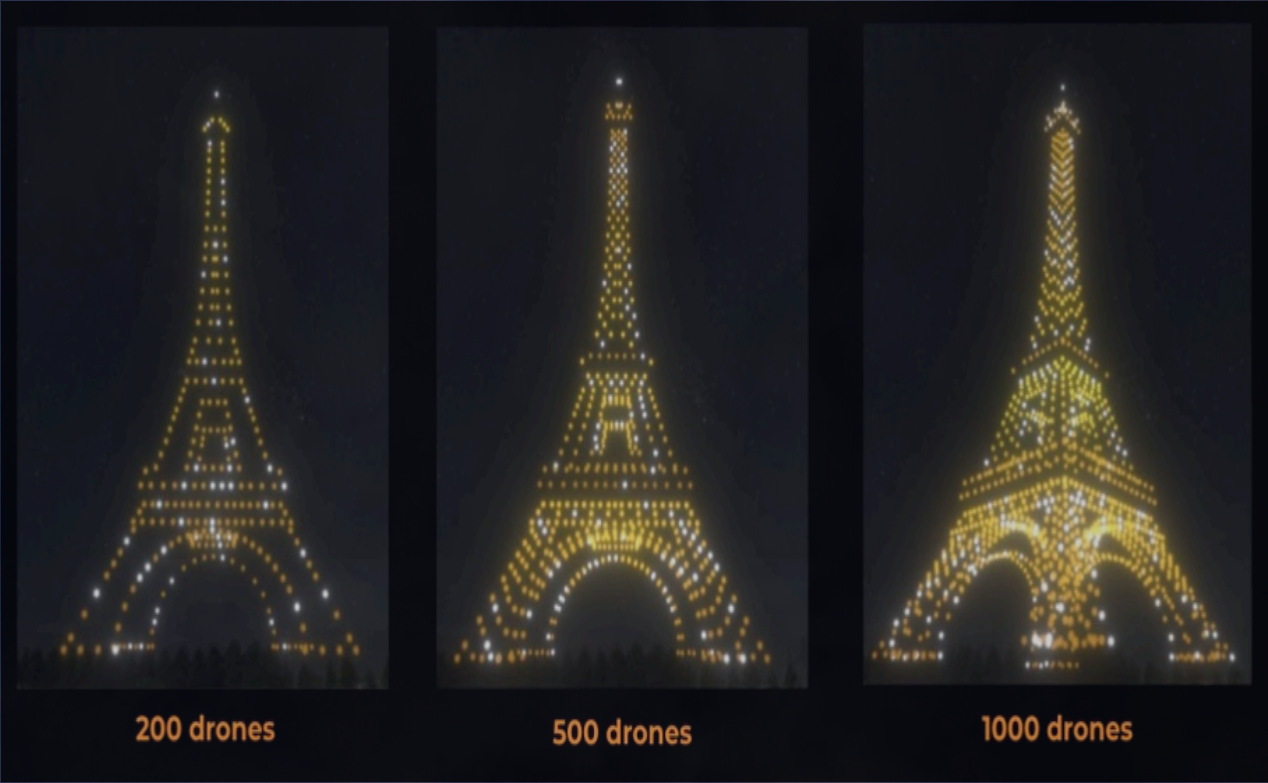


Different set ups are possible to meet clients needs, audience and quality / definition of the art displayed in the air.

Typically it ranges **from 500 drones for more simple and 2D forms to 2000 + for more complex and defined 3D illustrations .**

Differences between a drone show with 500, 1000, and 2000 + drones are primarily related to the complexity and scale of the show.

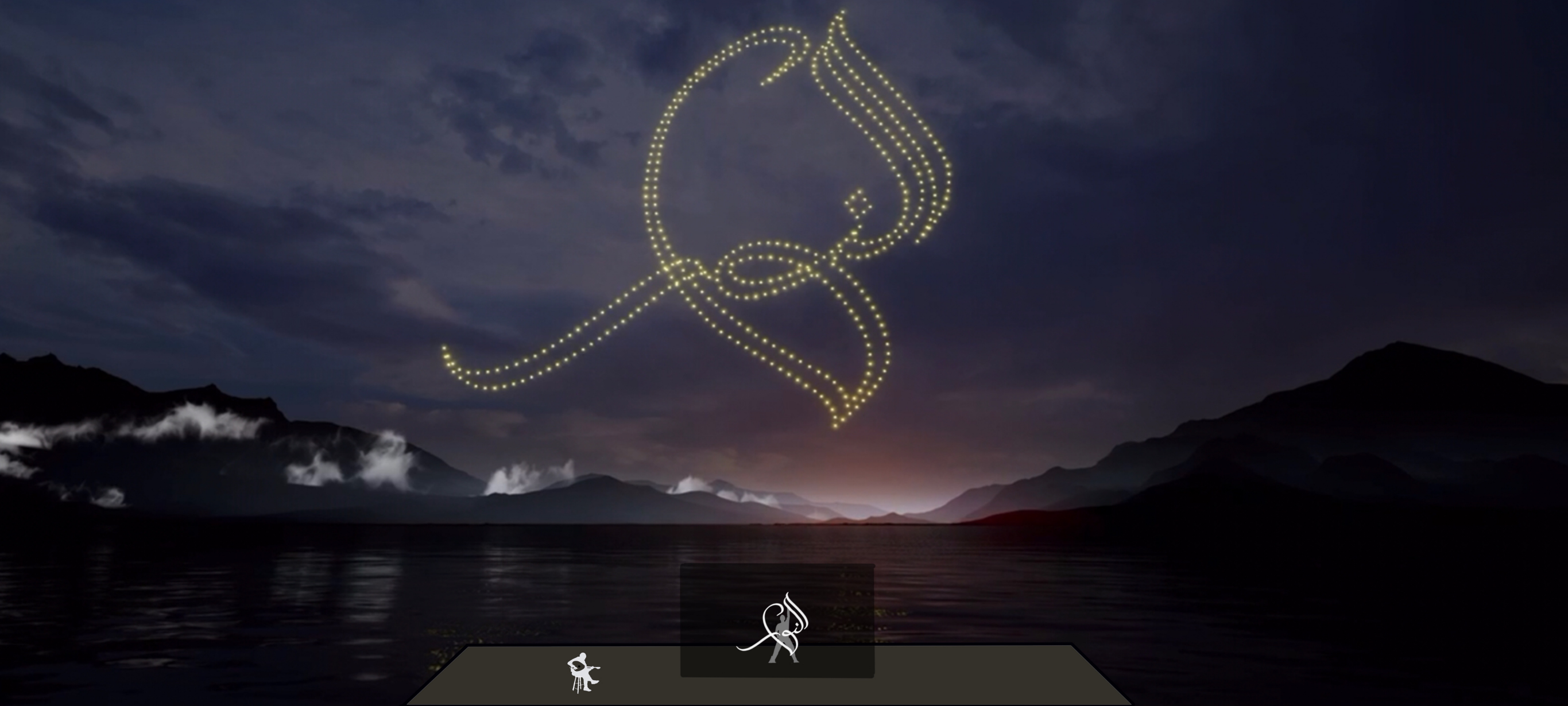
Here are some key differences :



**Complexity :** A show with 500 drones may involve simpler formations and movements, while a show with 2000 drones may involve more intricate patterns and synchronized movements.

**Size :** A show with 500 drones may cover a smaller area, while a show with 2000 drones may cover a larger area, allowing for more expansive designs and movements.

**Audience experience :** A show with 2000 drones can create a more impressive and awe-inspiring experience for the audience, as the sheer scale of the show is likely to be more impressive. However, a show with 500 drones may still be able to create an engaging and memorable experience for the audience.





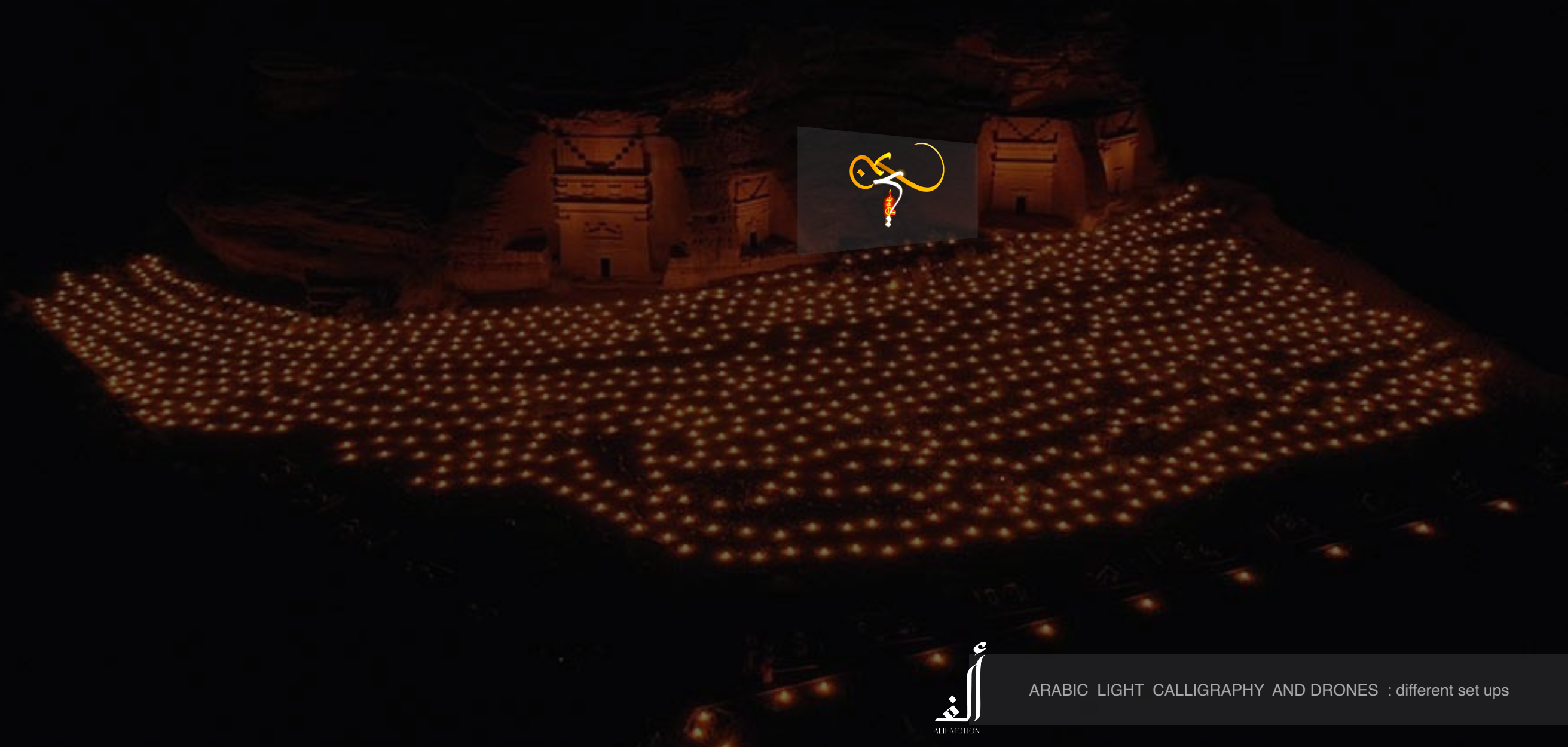
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ARABIC LIGHT CALLIGRAPHY AND DRONES : different set ups





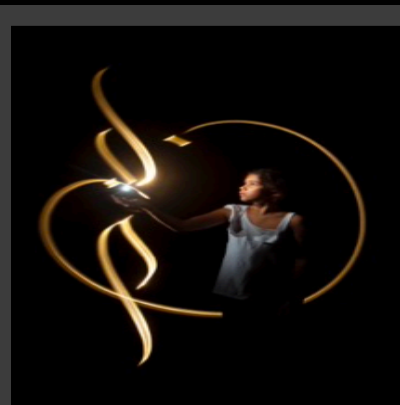
ARABIC LIGHT CALLIGRAPHY AND DRONES : different set ups



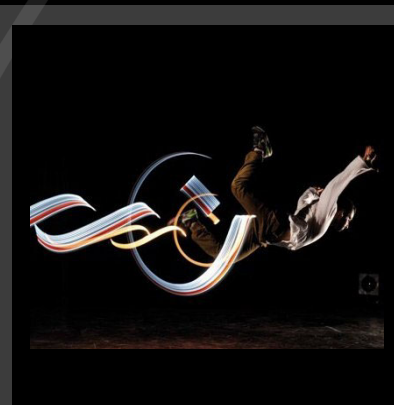




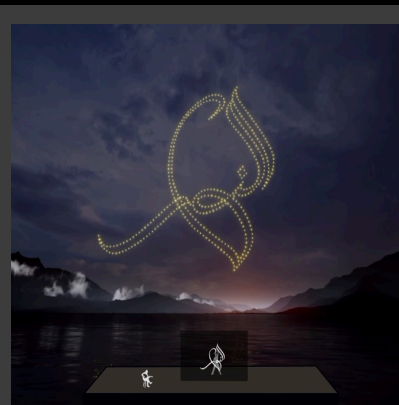
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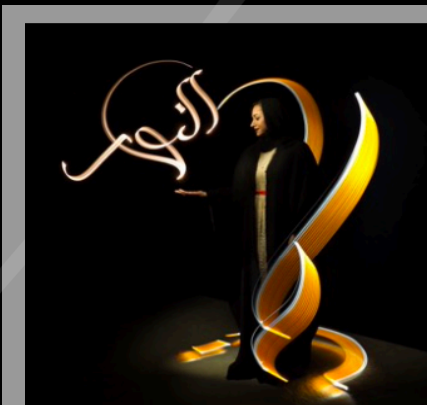
Light Calligraphy performance



Light Calligraphy  
and live human performance



Light Calligraphy  
and Drones



Light Calligraphy  
Photocall

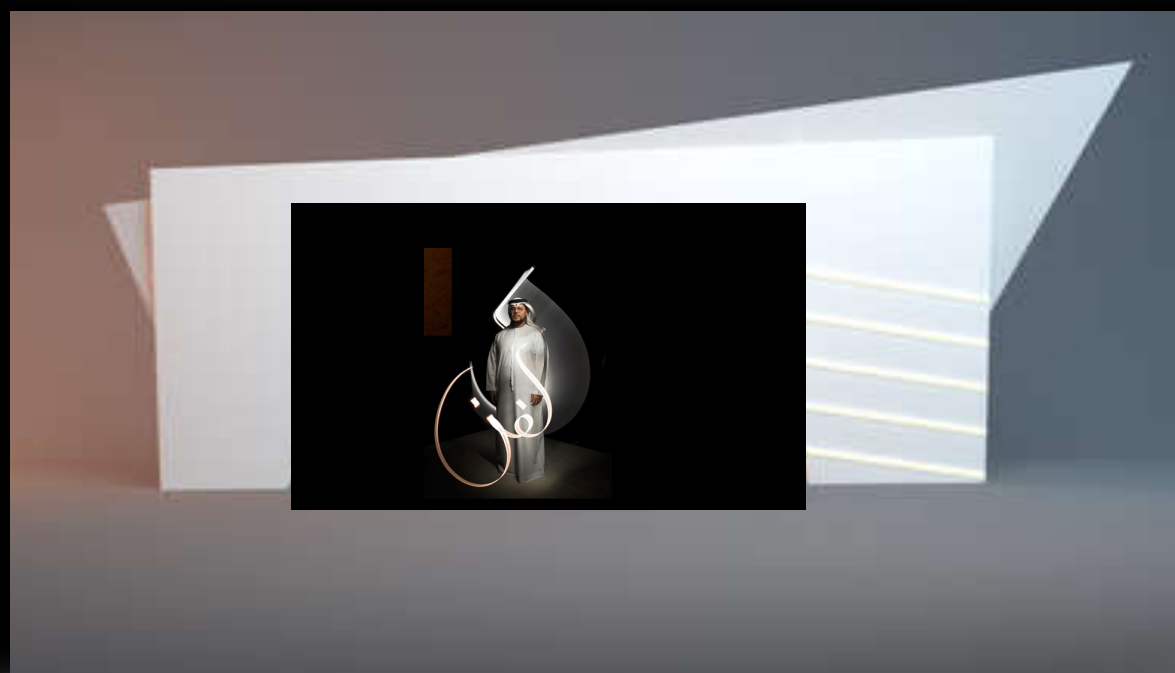


Light Calligraphy  
Explorations





# ARABIC LIGHT CALLIGRAPHY - PHOTO-CALL



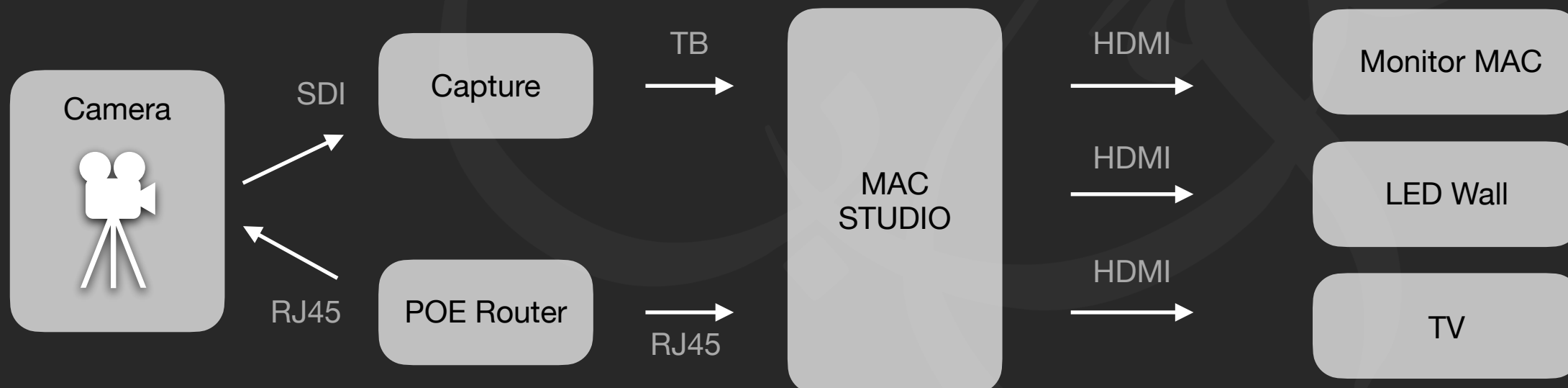
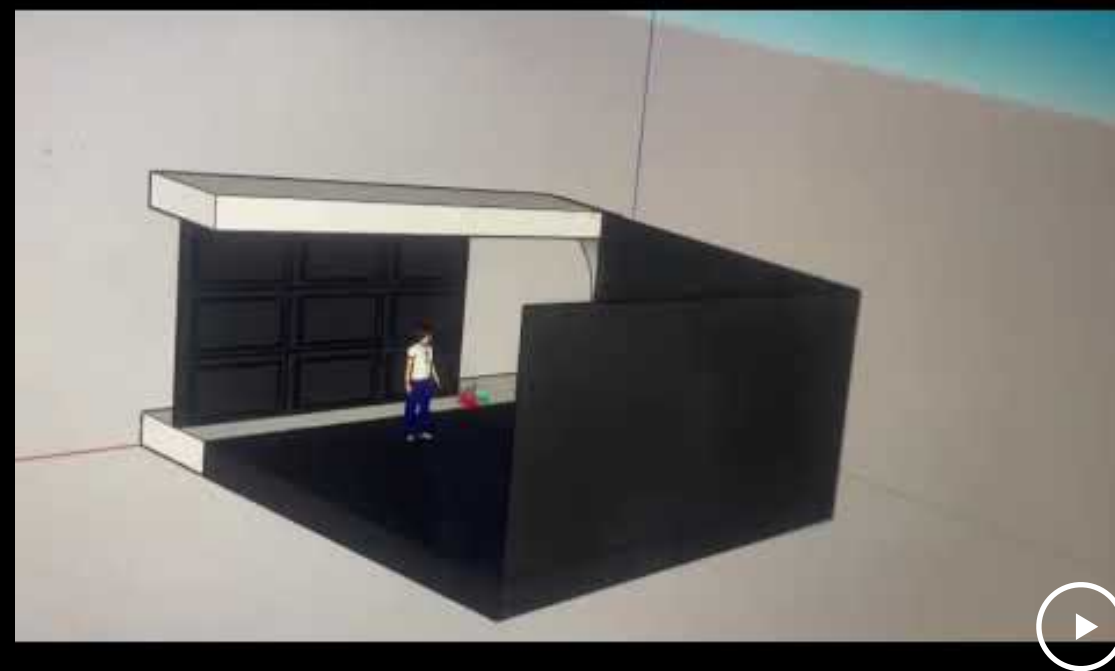


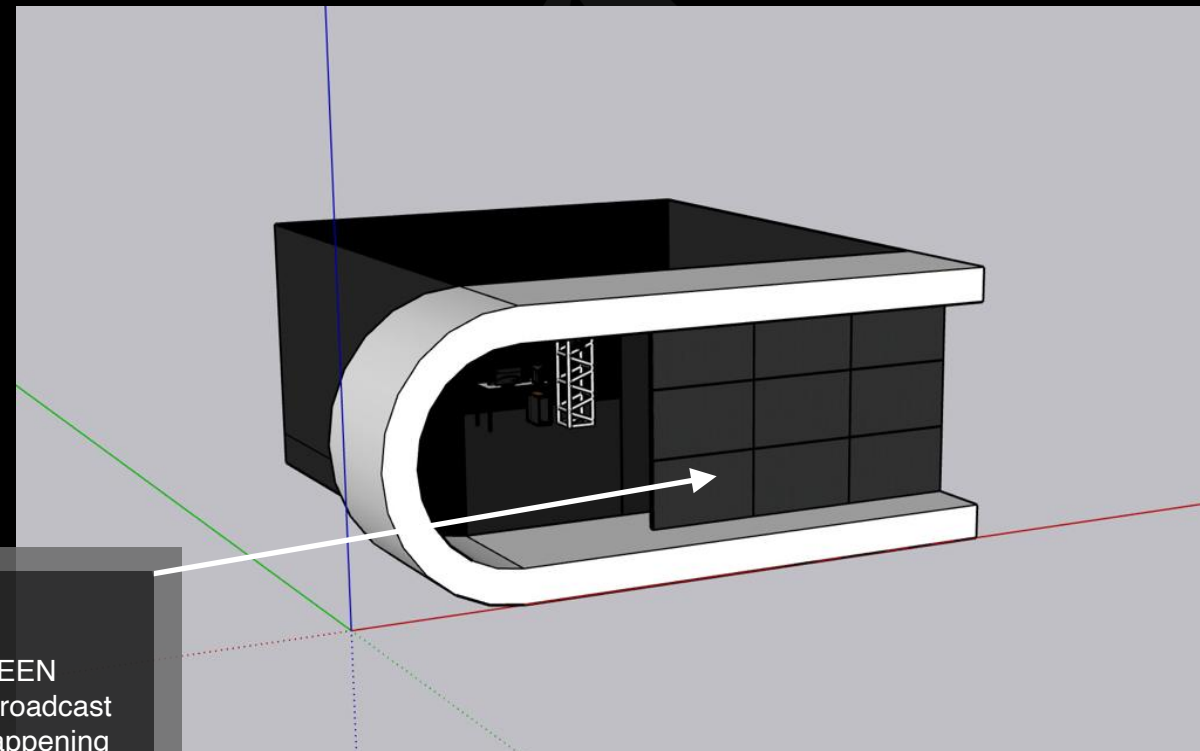
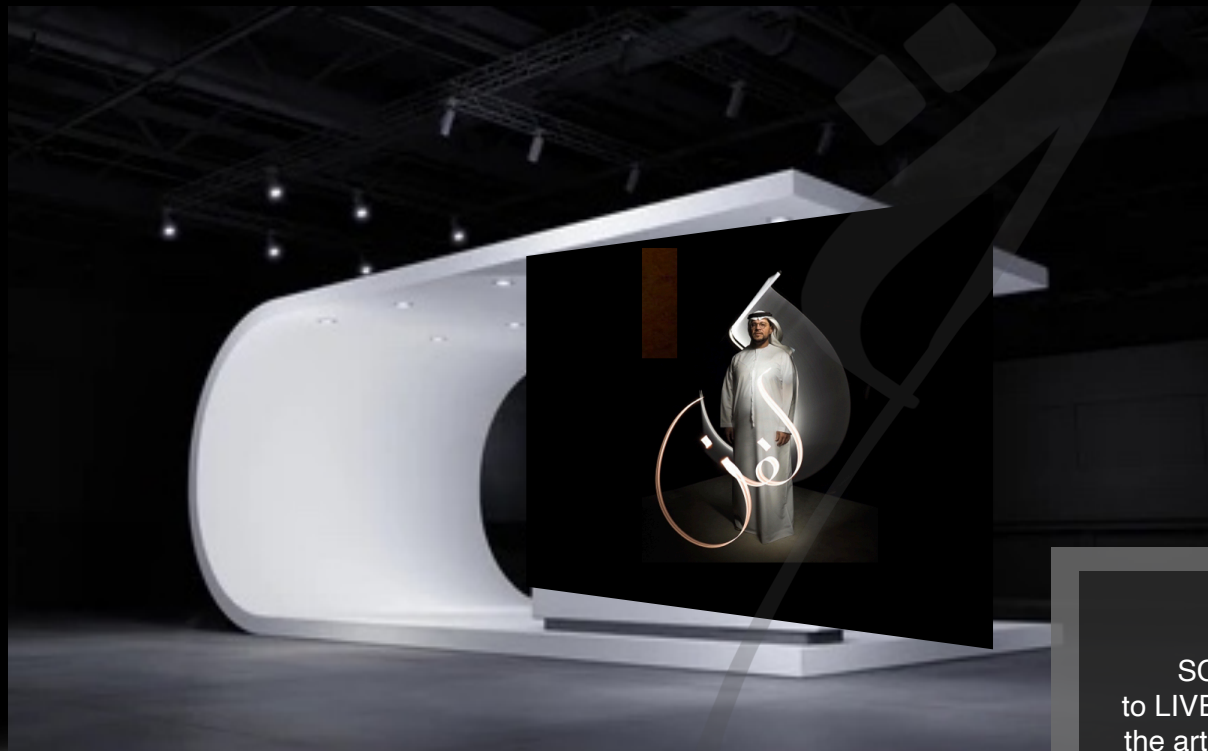
Another Guests experience targeted use of Kaalam's art is to invite guests / audience / visitors to participate to a photo call in a dedicated booth where Kaalam performs a live integrated art form around the guest, being recorded live and resulting in a video / photo souvenir to take away home, with credits and logo / branding of related client / sponsor.



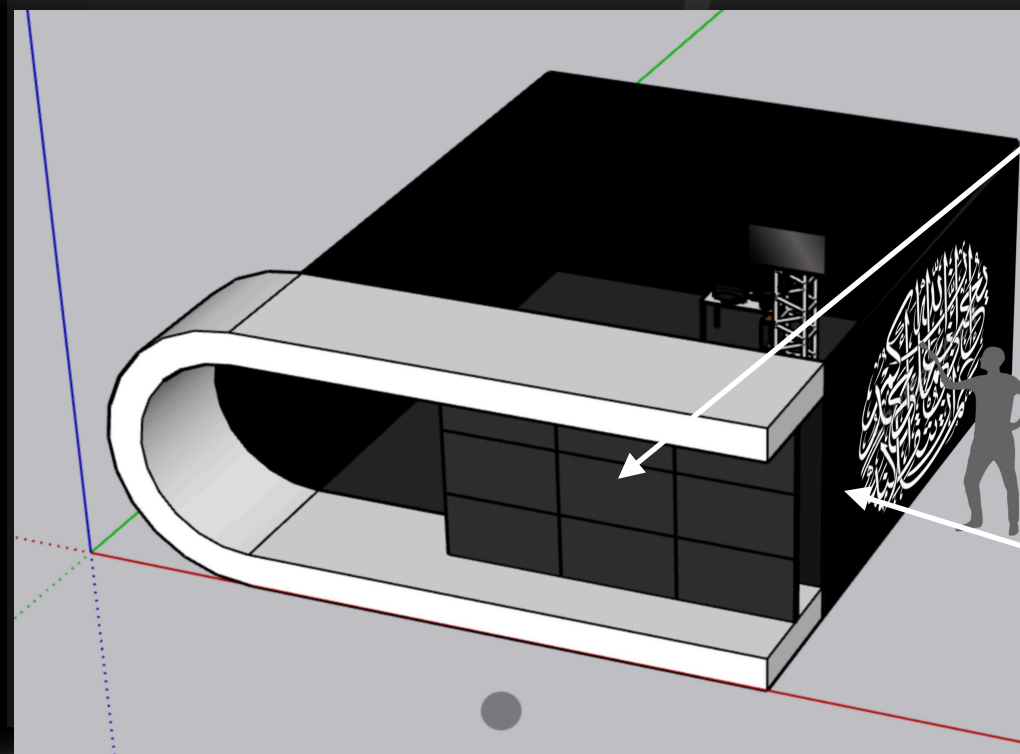
Ideal for exhibitions, fairs and product launches or celebrations, possibilities are diverse and easily adaptive to themes and client's needs.



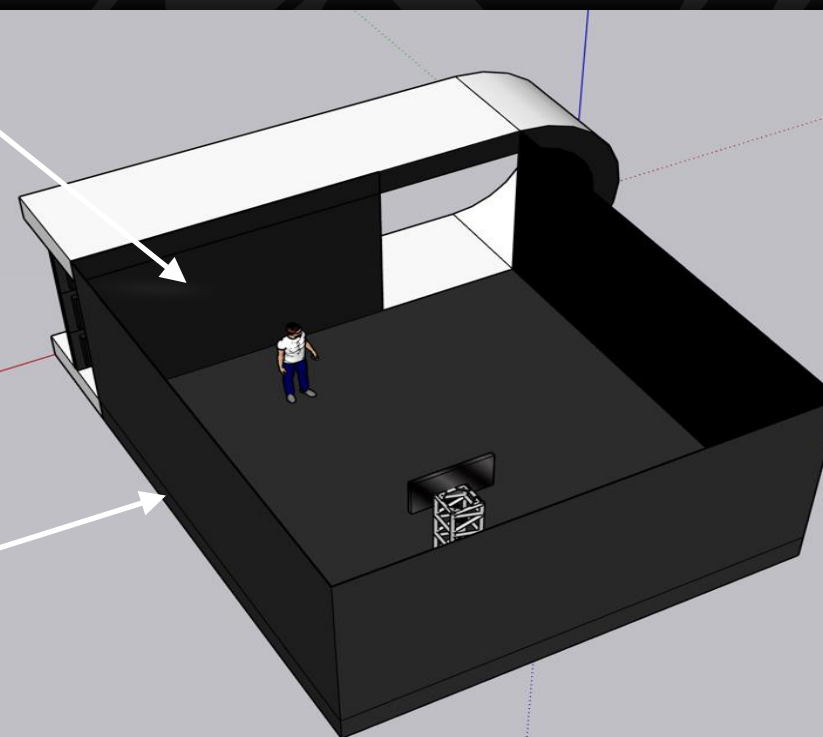




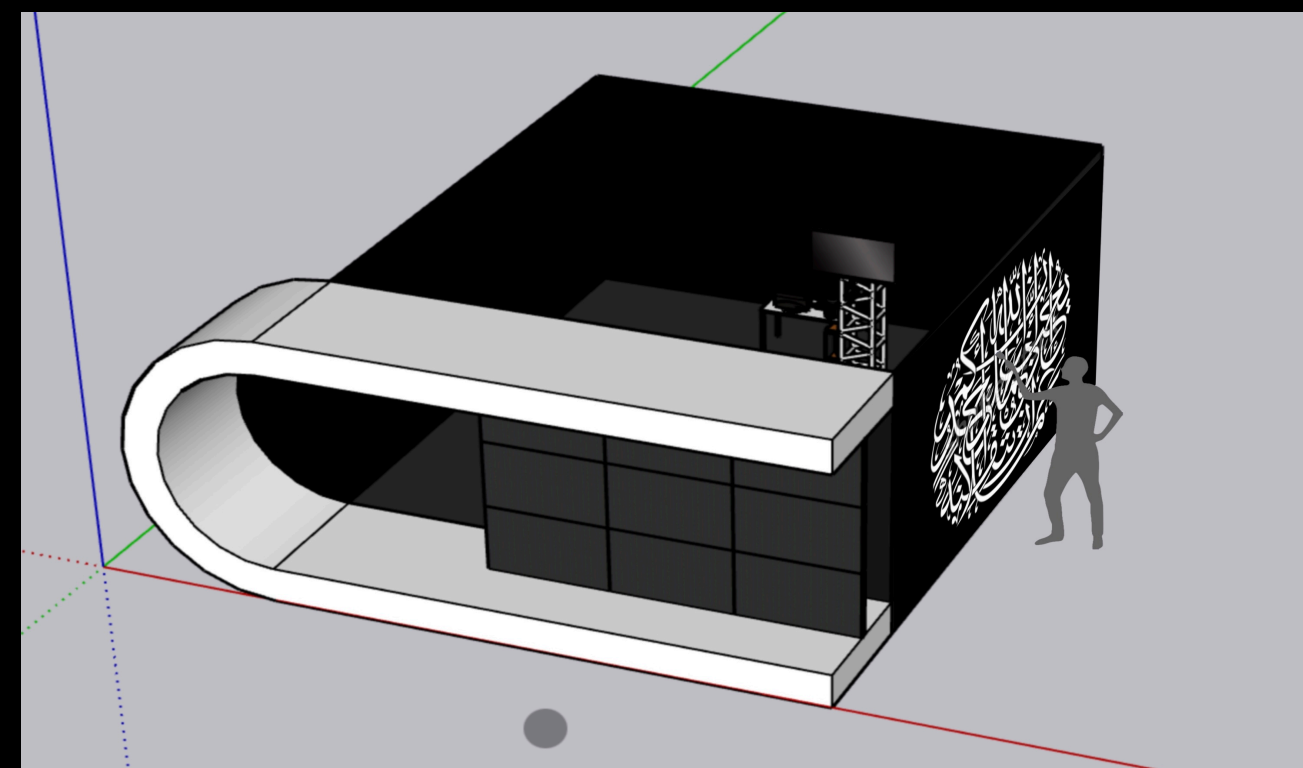
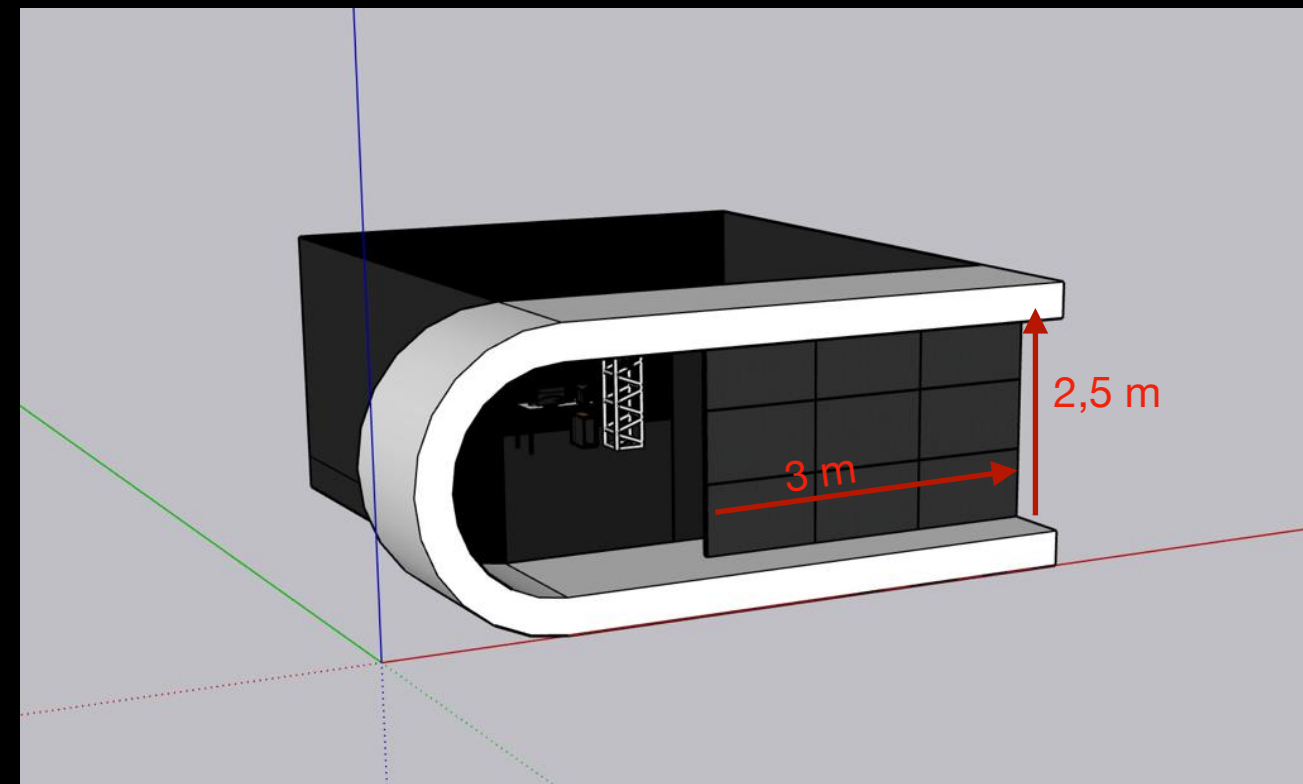
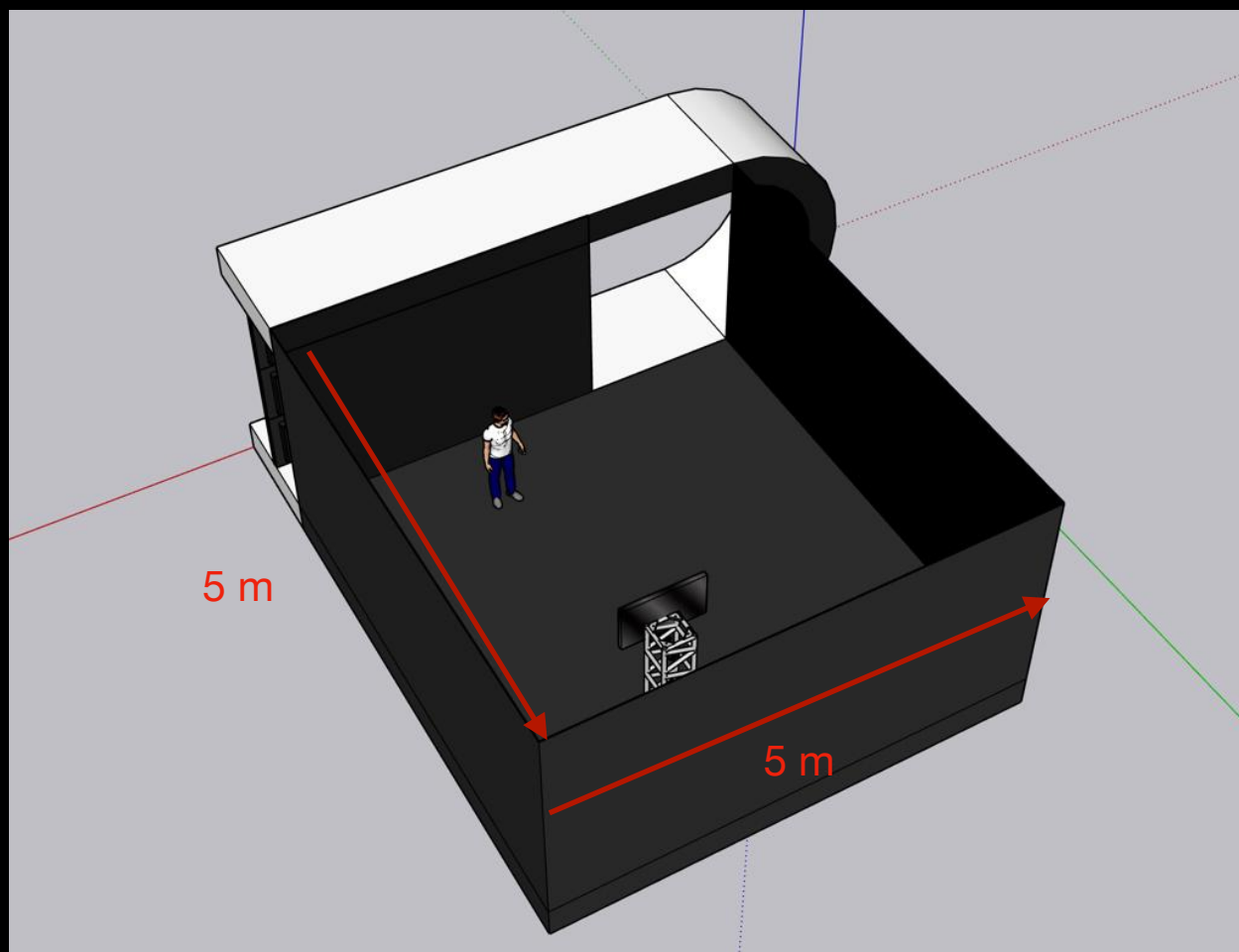
SCREEN  
to LIVE broadcast  
the art happening  
inside the booth



FRAME for Light  
Calligraphy background







APPROXIMATE DIMENSIONS :

5 M / 5 M / 3 M internal Booth

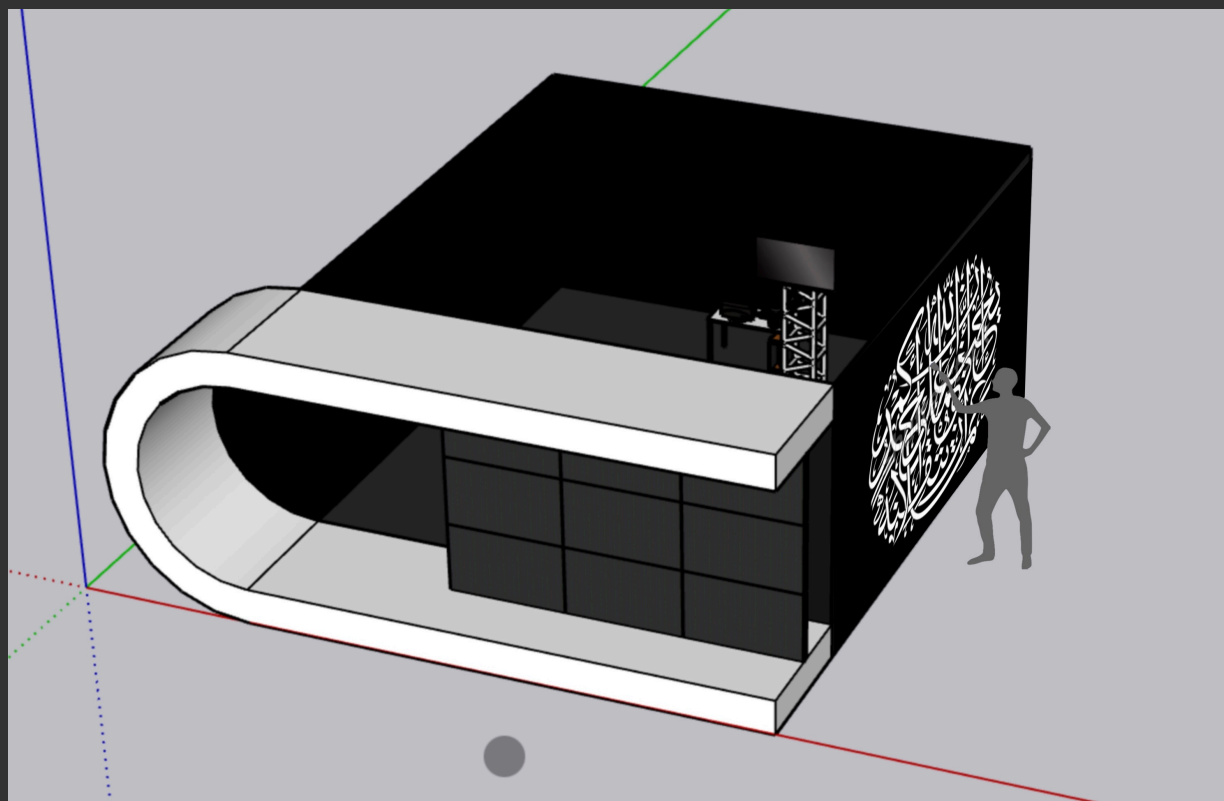
Led Screen Approximately 3M / 2,5m

Side frame for background Calligraphy : 3 M / 2,5 M

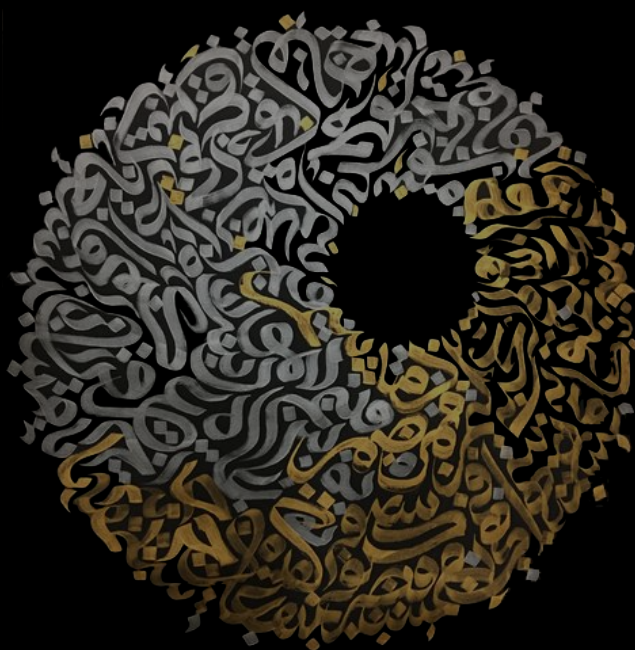
Possible Artistic Collaboration with a Traditional CALLIGRAPHER ARTIST to Create the backgrounds in Arabic Calligraphy related to the theme of the event .

Realization of BACKGROUND , used in the PHOTO CALL for KAALAM to LIGHT LIVE PAINT around the guests .

The Calligrapher Artist paints Live ( seen by guests, on one side of the booth ) a background in Arabic Calligraphy, and when done, his art is brought inside the booth to be used as the background that will be shown in the Guest's pictures with addition KAALAM's LIVE LIGHT painting art .





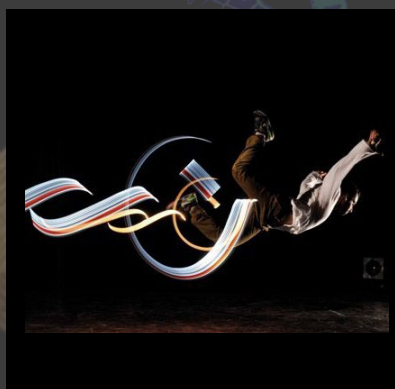




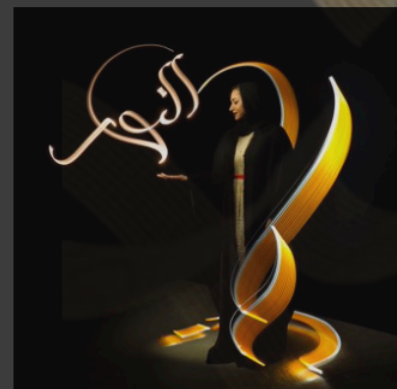
Different light textures and processes



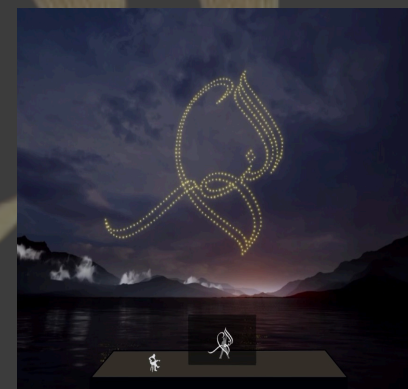
Light Calligraphy performance



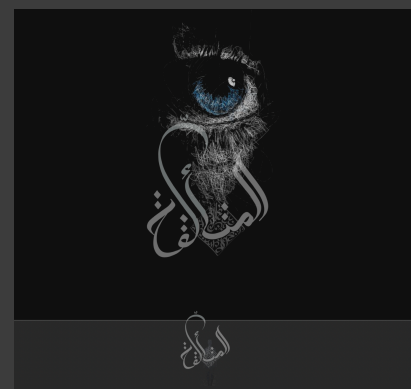
Light Calligraphy and live human performance



Light Calligraphy Photocall



Light Calligraphy and Drones



Light Calligraphy Explorations

With recent research and development by KAALAM, ALIF MOTION proposes next steps of possibilities to serve the aesthetical purpose, storyline or sense of the art event, client or exhibitions driving the creative cursor towards more technology / modern input... or pure lines and strokes in service of the simplicity and flawlessness of the art.

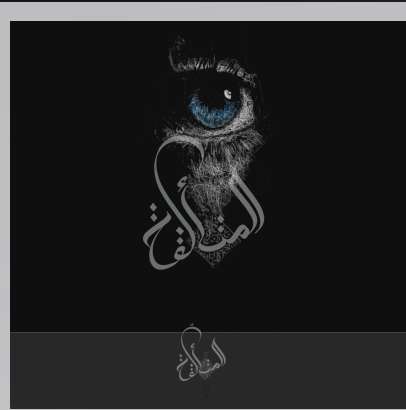
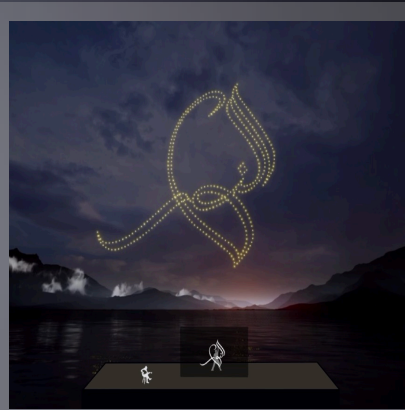
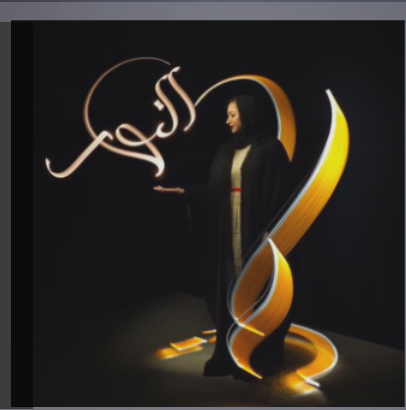
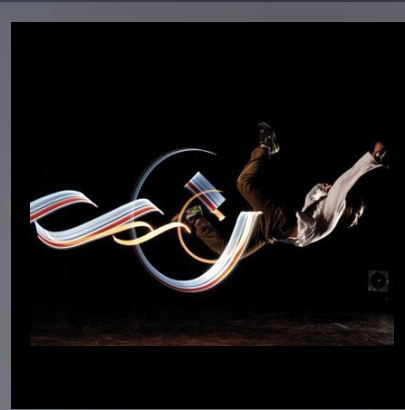
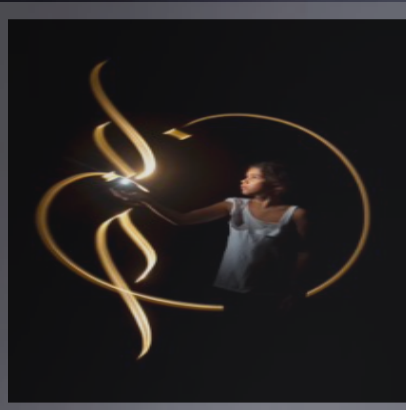
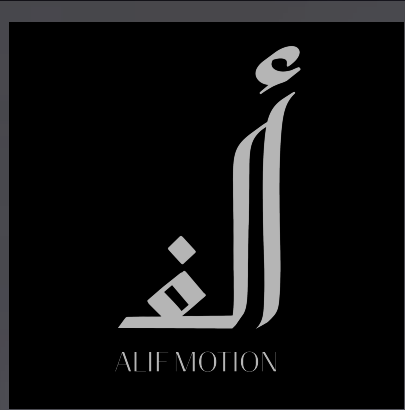




Different light textures and processes

*With recent research and development by KAALAM, LIVE LIGHT CALLIGRAPHY proposes next steps of possibilities to serve the aesthetical purpose, storyline or sense of the art event, client or exhibitions Driving the creative cursor towards more technology / modern input... or pure lines and strokes in service of the simplicity and flawlessness of the art.*





[info@alifmotion.com](mailto:info@alifmotion.com)

Light Calligraphy performance

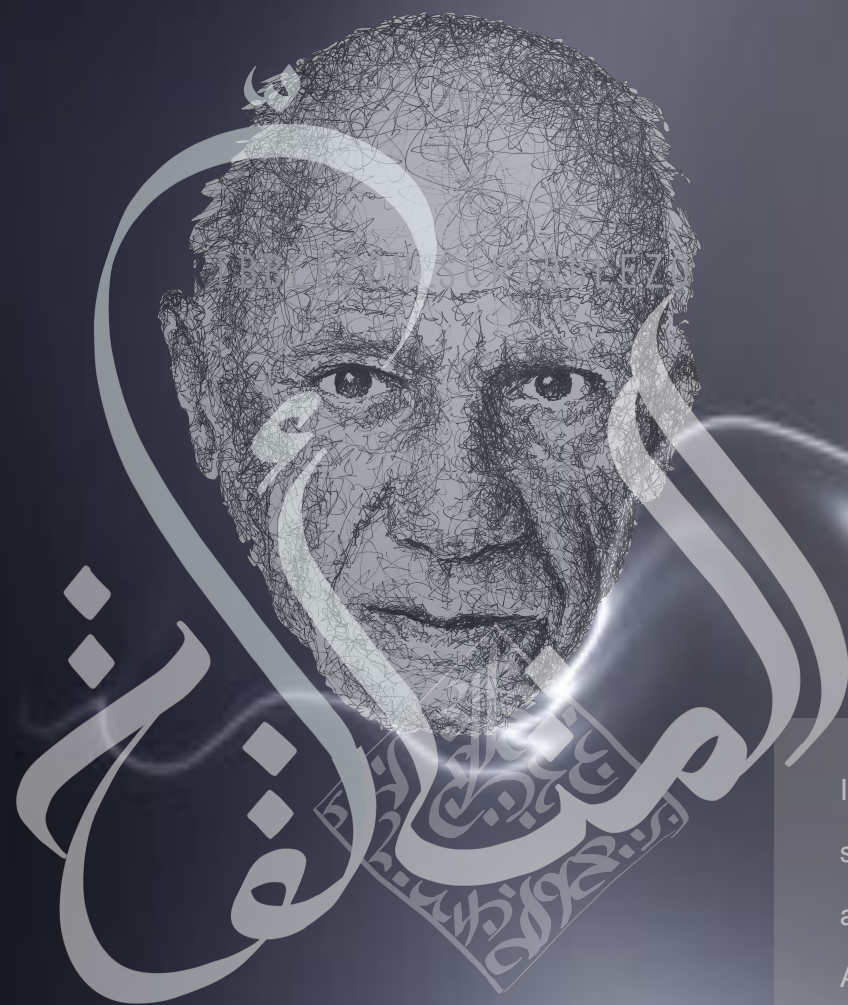
Light Calligraphy  
and live human performance

Light Calligraphy  
Photocall

Light Calligraphy  
and Drones

Light Calligraphy  
Explorations

Light Calligraphy  
& ROBOT LIGHT PAINTING



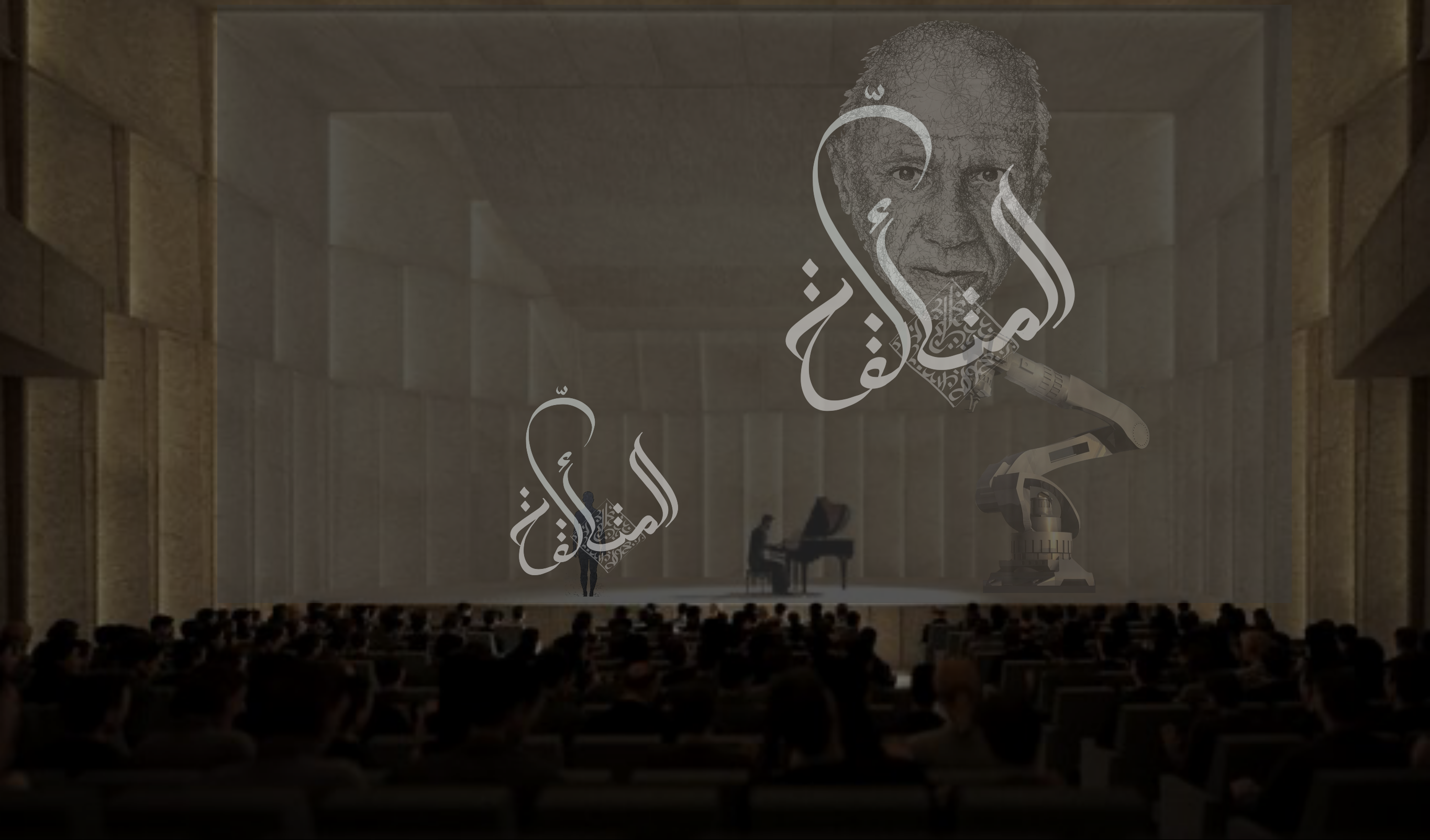
In a choreographed tandem, Kaalam performs his art - sometimes supported - sometimes challenged - by a robot arm using light painting as the expression of his humanity.

A poetic duet between human and machine reunited by the power of light and precise curves of calligraphy art forms .





Duo LIGHT Calligraphy and robot light painting

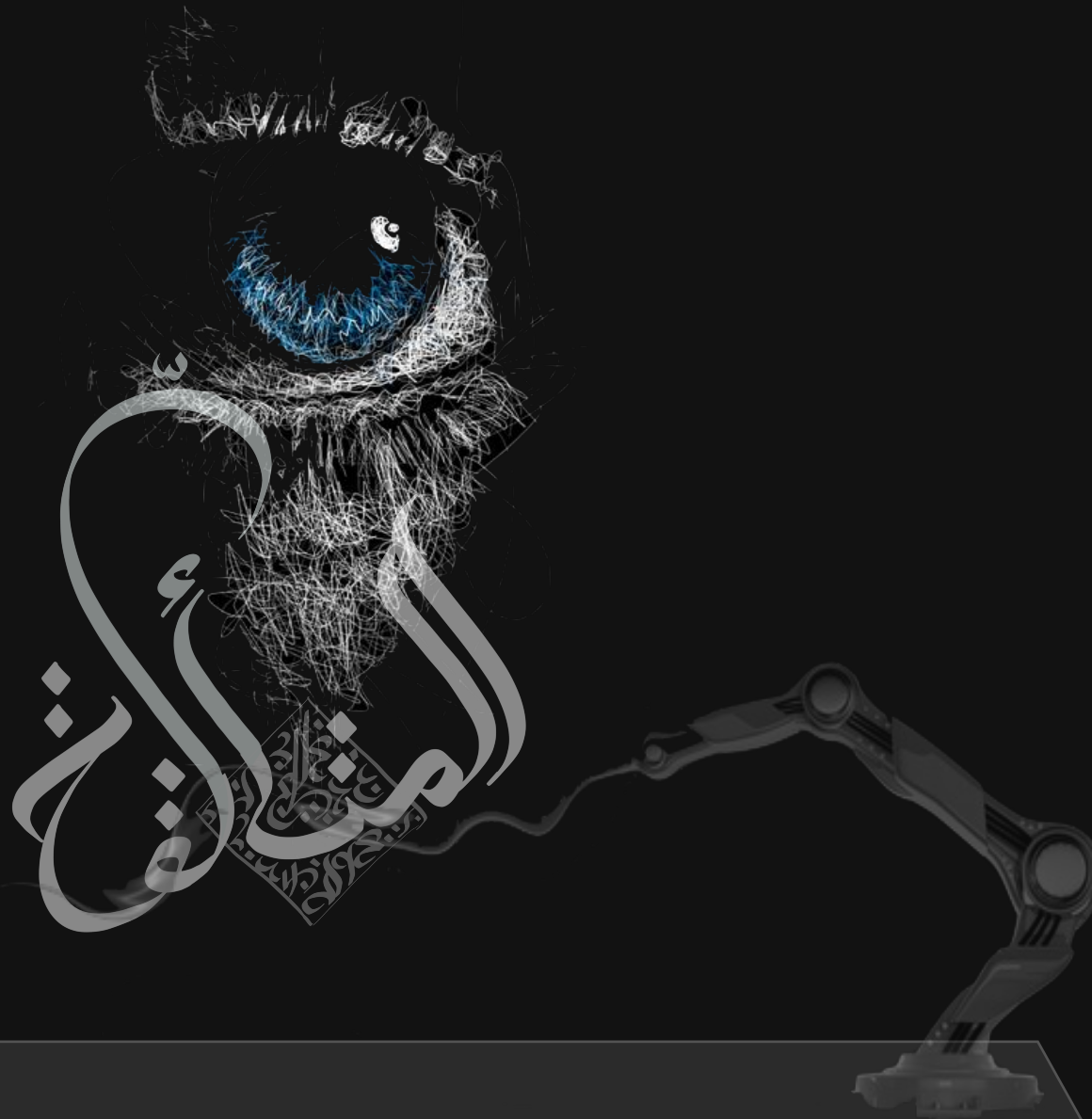


Duo LIGHT Calligraphy and robot light painting

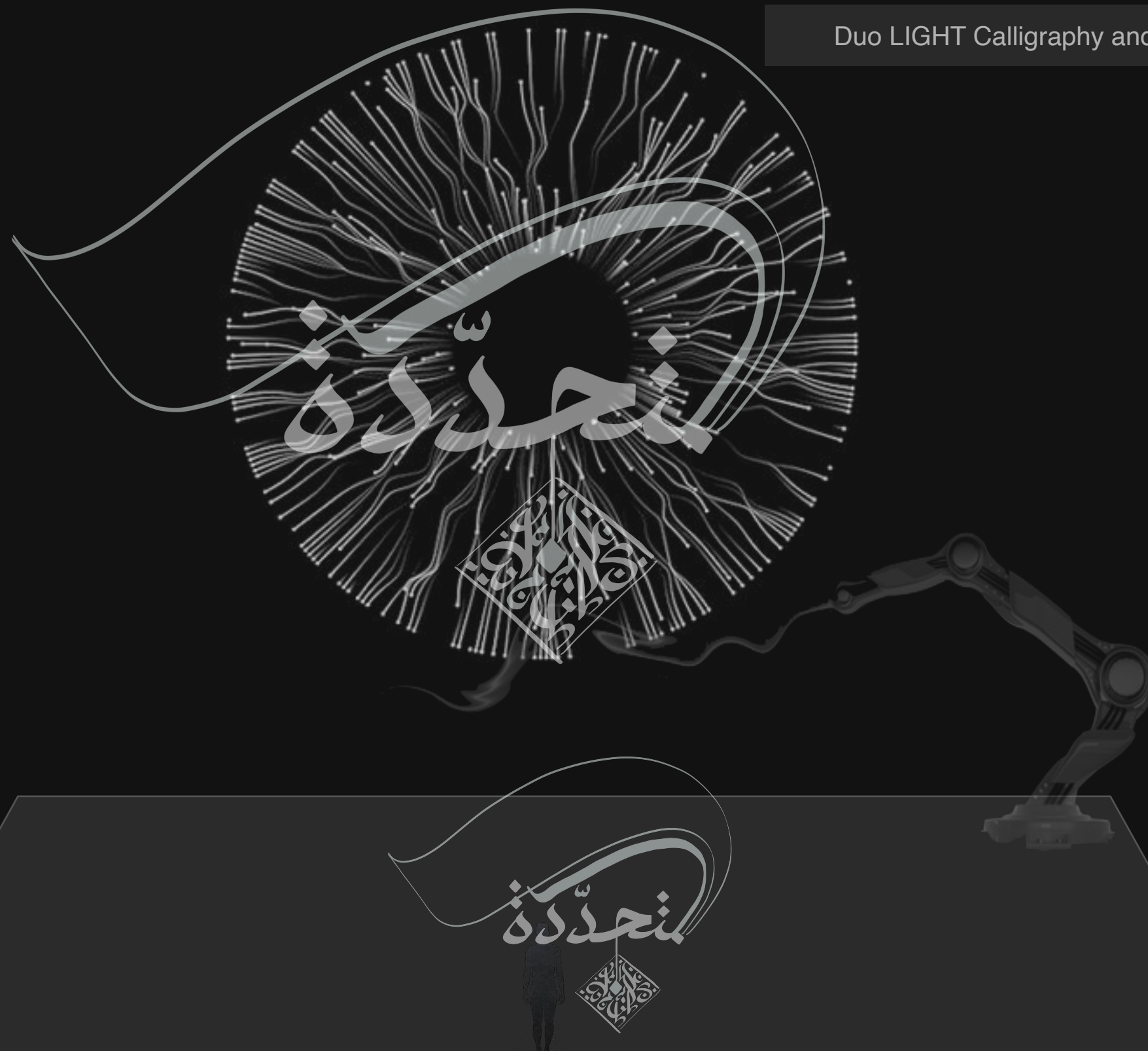




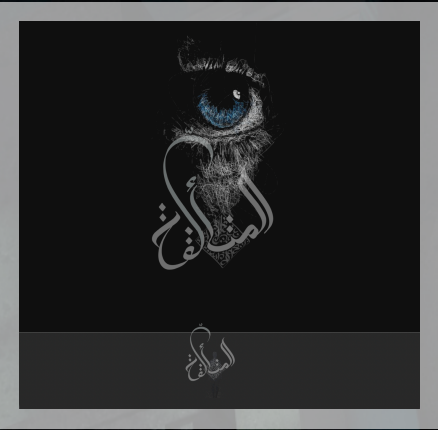
Duo LIGHT Calligraphy and robot light painting



Duo LIGHT Calligraphy and robot light painting







Light Calligraphy  
Explorations

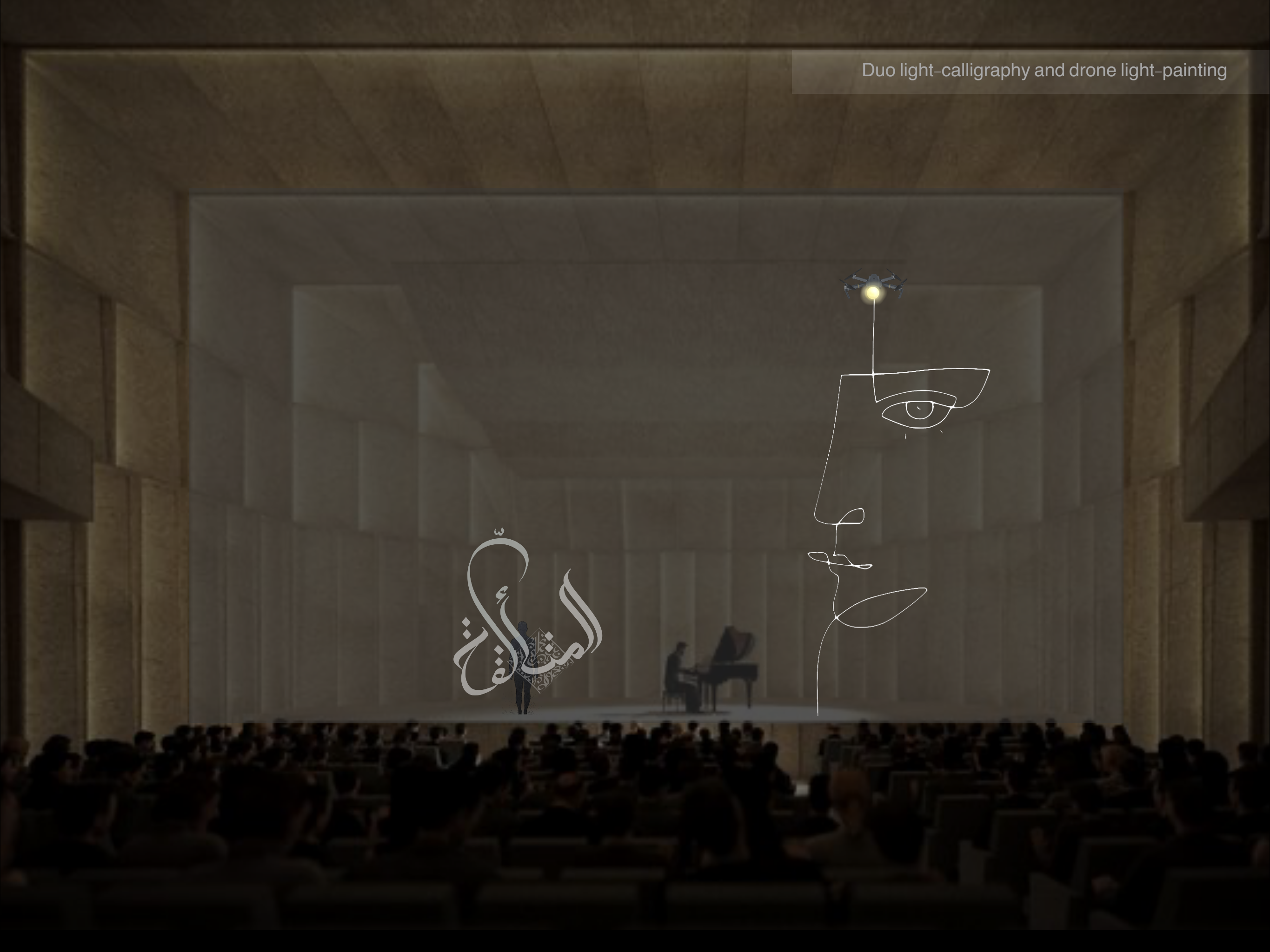
Light Calligraphy  
& DRONES PAINTING

In a choreographed performance, Kaalam performs his art supported - by a batch of flying lights in an organized movement as the expression of their self determination and freedom .

A light and elegant formation between human and technology reunited by the power of light and pursuit of precise and luminous art forms .



Duo light-calligraphy and drone light-painting





Duo light-calligraphy and drone light-painting



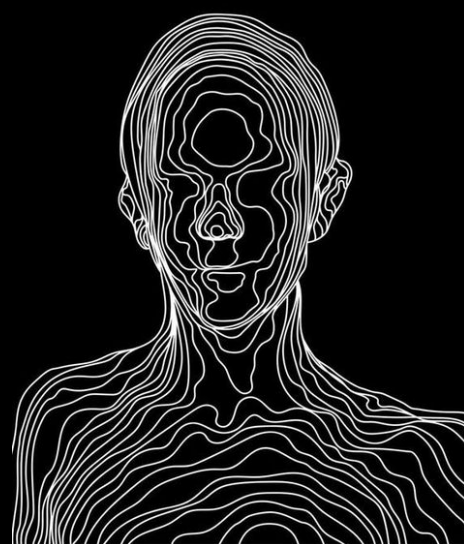
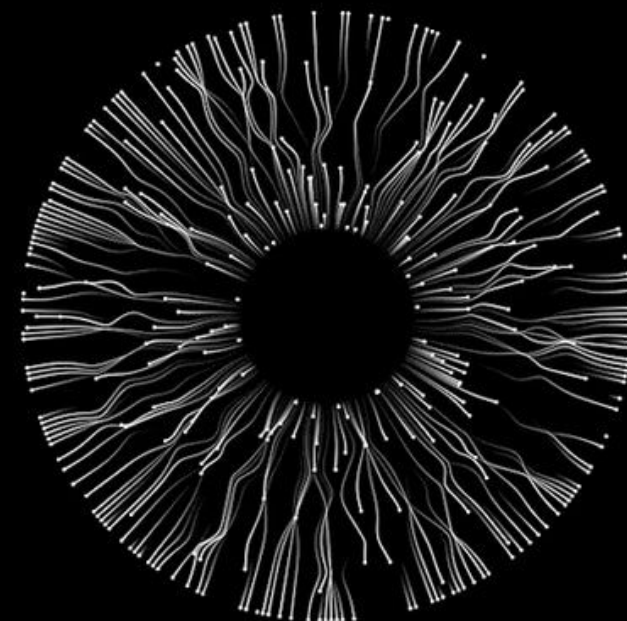




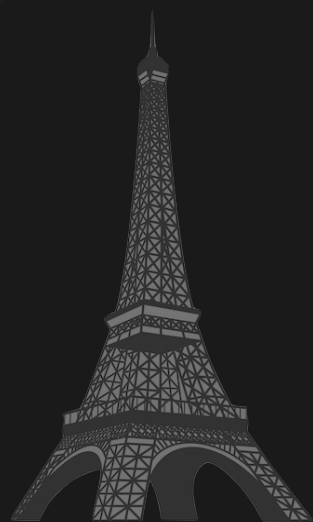








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