

# THE COMPOSER JEAN-MICHEL JARRE AND COMPANY DIRECTOR OLIVIER GINON (GL EVENTS GROUP) TEAM UP TO PROMOTE A FRENCH METAVERSE

**TWO VISIONARIES FROM LYON COME TOGETHER WITH THE SHARED OBJECTIVE OF ENSURING FRANCE PLAYS A FULL AND SUCCESSFUL ROLE IN THE METAVERSE: A NEW CHALLENGE IN TERMS OF NATIONAL SOVEREIGNTY.**

Jean-Michel Jarre, the internationally renowned composer of electronic music and an active proponent of the "*Métavers à la française*", and Olivier Ginon, Chairman of the GL events Group, are combining their complementary expertise to promote the French Metaverse.

The CNC (French National Centre for Cinema) has appointed Jean-Michel Jarre as the Chairman of its new "[Immersive Creation](#)" Commission, which has been set up to encourage the production and development of ambitious and internationally-oriented creative, immersive works. The Commission aims to accelerate the creation of a structured ecosystem and thus guarantee France retains firm control over its sovereignty in the virtual world.

The GL events Group is the leading French company in the fields of event production and services and event venue management, in France and around the world. Today, Olivier Ginon, the Group's Chairman, and Jean-Michel Jarre have teamed up to achieve their shared objective of actively contributing to a Metaverse project that meets the current and future expectations of France's business, cultural and sports sectors. They both see the link between cultural events and digital creation, reality and the Metaverse, as an indissociable part of "the France of tomorrow".

On 23, 24 and 25 October, to mark the release of "OXYMORE", Jean-Michel Jarre's new immersive creation, the legendary composer and GL events will be transforming the Palais Brongniart in Paris into "OXYVILLE", the city dedicated to music in the Metaverse, imagined by Jean-Michel Jarre. Together, they invite visitors to join them for a simultaneous immersive experience in the real world and in a parallel VR (virtual reality) Metaverse. This musical event broadcast by Jean-Michel Jarre and GL events is open to everyone on social media (in 2D), and via VR Chat in the OXYVILLE Metaverse.

OXYMORE, the first joint project between GL events and Jean-Michel Jarre, is an immersive concert experience performed live in 2 spaces:

- a physical concert at the Palais Brongniart (Paris) in multichannel surround sound,
- the "Palais Brongniart VR" as the entry point to the virtual-reality world of OXYVILLE, created by Jean-Michel Jarre to produce concerts.

The real-world and the virtual experience take place simultaneously: the audience will share parallel emotions at the same time, in the real world and in a virtual universe. The two realities are interconnected by Jean-Michel Jarre's live performance in both worlds: a first!

**Jean-Michel Jarre:**

"The Metaverse aims to become a galaxy of interconnected virtual worlds, where a digital version of ourselves, our "avatar", will be able to move around freely... The various virtual worlds are still in their infancy today, and are primarily linked to video games and the training sector. However, some of these virtual worlds also concern the sectors of events, music, fashion and live performances, thus removing any social barriers or physical handicaps."

**Olivier Ginon:**

"GL events is venturing in a whole new area of creativity, innovation and engagement. This initiative will further consolidate the Group's presence in the sectors of culture, fashion, e-sports and art."

## The Metaverse, the new age of the Internet and a natural area for the development of GL events' activities

Imagine the international constellation of GL events venues (Lyon, Paris, Sao Paulo, Guangzhou, Strasbourg and many others) accessible in a virtual world!

A source of new creations that will involve all the Group's business activities!

### FOLLOW US ONLINE

[www.gl-events.com](http://www.gl-events.com)



**About GL events:** As an integrated Group that operates in all event-related professions, GL events is a leading player in the three main events markets: congresses and conventions; sporting, cultural, corporate and political events; and fairs and exhibitions, aimed at trade professionals or the general public. GL events is organised into three main business divisions: **GL events Live** groups together all the professions and services associated with corporate, institutional, and sporting events. Its teams provide turn-key solutions, from consulting and design to the final production of the event. **GL events Exhibitions** manages and produces over 300 proprietary fairs. Its portfolio covers a wide range of sectors: food-services, culture, textiles/fashion, industry, etc. **GL events Venues** manages a network of 52 event venues (Convention Centres, Exhibition Parks, Concert Halls and Multi-purpose venues) based in France and around the world.

With offices and venues on five continents and in more than 20 countries, GL events employs 4,800 people. The Group is listed on Eurolist Euronext Compartment B Paris.

### PRESS RELATIONS

Arnaud NADAL

Tel.: +33 (0)1 44 31 82 64

[arnaud.nadal@gl-events.com](mailto:arnaud.nadal@gl-events.com)