



Marie Jourdren

Creative Director / Author / Director

I craft multi-sensory experiences through a fusion of cutting-edge technology, non-linear narratives, scenography, and emotion-driven storytelling.

[+33661933390](tel:+33661933390)

marie.jourdren@gmail.com

mariejourdren.com

Work experience

● CEO & Creative Director

SOLAAR / 2025 - present

- Conception of immersive and interactive pieces:
 - Creative consulting for the scenography of Philip Glass's latest opera, *Circus Days & Nights*.
 - Scriptwriting and creative direction of *Weaving_ _ _memories*, an immersive experience that explores the mechanisms of reminiscence and their sensory re-creation through AI, in collaboration with Zorba Group.
 - Concept and scriptwriting of "*Avant-première*," an immersive experience for the Havas/Prose on Pixels AI platform showcase at CES 2026.
- Design and development of a digital-double creation pipeline (humans and objects), based on a combination of photogrammetry and photometry.
Integration strategy for these digital doubles (3D assets) within an AI pipeline to structure an efficient AI content factory (creation, legal, localization, etc.), in collaboration with Havas/Prose on Pixels.

● Associate Creative Director

EL-GABAL / 2020 - 2024

- Design, narrative/visual development, and production supervision of immersive live shows:
 - *Bedlam*, in partnership with Mat Collishaw.
 - *MP7 Transition*, in collaboration with Matt Pokora.Scriptwriting, visual development, motion capture direction, and management of production teams.
- Inception of *Orlam*, an immersive experience in partnership with ATC Management and PJ Harvey.
- Creative supervision on *Heterosis*, an NFT project and a virtual art gallery developed in partnership with Mat Collishaw and NFT platform Snark.
- Collaboration with Chanel Innovation Lab on R&D projects.
- Writing the white paper *Toward Next-Gen Content: The Multiverse Tale*.

● Chief Creative Officer

DVGROUP/ 2017 - 2020

Global creative direction of DV Creative and DV Studio.

DV Studio:

- Author and director of the XR live shows *Alice* and *The Horrifically Real Virtuality*.
- Creative supervision (communication, scenography, team management) of the XR live shows' tour in Cannes, Venice, New York, Montreal, Dubai, Geneva, and Luxemburg. Design of the PR event in Paris.
- Scriptwriting and direction of the live show *Play!*, in collaboration with choreographers Olivier Casamayou/Carine Charaire (*I Could Never Be A Dancer*), and featuring music performer Roscius and dancer Cédric Lequileuc. Supervision of the showcase in New York at the Snug Harbour Music Hall.

DV Studio (continued):

- Design and narrative development for the immersive large-scale experience *Men In Black: The Rookie*, in collaboration with Sony Entertainment.
- Direction of *The Look Elsewhere*, a movie and live event at Palais de Tokyo, in collaboration with Nowness, fashion designer Samuel Fasse, and composer Jackson And His Computer Band.
- Visual/narrative development of the studio's original content slate, in collaboration with the authors/directors.
- Drafting of funding applications.

DV Creative:

- Creative strategy and design of immersive/retail experiences (*The Scent Room* for Coty, *L'Atelier Extraordinaire* for L'Occitane, Prada Luna Rossa, Chanel Eyewear AR App...).
- Research and development for special projects.
- Recruitment and management of the creative resources.

Speaker:

Future of Storytelling (New York, 2017), Virtuality (Paris, 2018), Venice International Film Festival (Venice, 2017 & 2018), Phi Centre (Montreal, 2018), Series Mania (Lille, 2018).

• **Creative Director**

Mazarine / 2013-2017

Creative Director in charge of Chanel, Carven, Bottega Veneta, Giampiero Bodino, J-C de Castelbajac, Prada, Viktor&Rolf, and L'Oreal.

- Chanel Fashion: Creative strategy, involvement of product shootings with the Studio, and design of experiential digital capsules in collaboration with the Image department at Chanel.
- Chanel Beauty & Skincare: R&D for the Chanel Lumière skincare project.
- Carven: Creation of the e-commerce digital platform and the pre-collections digital capsules, conception of the social media strategy, creation of the social network opening campaign movie, in collaboration with fashion designer Guillaume Henry.
- Bottega Veneta: Creation of digital capsules and brand content.
Design of the 50th anniversary digital event.
- Giampiero Bodino: Creation of the digital platform, shooting supervision of the high jewelry pieces and brand content, in collaboration with designer and Kering group art director Giampiero Bodino.
- J-C de Castelbajac: Creation of the digital platform and design of the social media strategy, in collaboration with fashion designer and artist Jean-Charles de Castelbajac.
- Prada: Design of various activations and digital capsules for the Prada fragrances range. Design of the *Prada x Prada* VR app for the launch of the fragrances L'homme Prada and La Femme Prada.
- Viktor&Rolf: Design and production supervision of digital movies.
- L'Oreal: Design of activations and 360° campaigns for beauty and skincare products.

• **Senior Art Director**

Mazarine / 2011 - 2013

- Design of Chanel's new digital platform.

• **Art Director**

EUROSCG / BETC / 2003 - 2011

- Design of campaigns, brand content, digital platforms, and capsules (Lacoste, Peugeot, Monoprix...).
- Shooting supervision and content creation (films, photos).

Originals (Author & Director)

Weaving_ _ _ memories (2025, 20’)

Bedlam (2021, 90’) in collaboration with artist **Mat Collishaw**

2021 Official selection at the Venice International Film Festival / VR competition

2021 Taiwan Creative Content Festival

Men In Black: The Rookie (2019, 90’)

The Horrifically Real Virtuality (2018, 60’)

2018 Showcase at the Cannes Film Festival

2018 Official selection at the Venice International Film Festival / VR competition

2018 Future of Storytelling, New York — *Innovation in Storytelling Award*

2019 Columbia Digital Storytelling Lab — *Breakthroughs in Storytelling Award*

2019 Connections / Le Book — *Non-traditional VR winner*

2019 Phi Centre

Play! (2018, 12’)

2018 Future of Storytelling, New York — *Innovation in Storytelling award*

Alice (2017, 45’)

2017 Showcase at the Cannes Film Festival

2017 Official selection at the Venice International Film Festival / VR competition

2017 Official selection at the Geneva International Film Festival / VR competition — *Visionary Prize*

2017 Phi Centre

2017 Future of Storytelling, New York

2018 Lux Film Fest

2019 Dubai International Film Festival

2019 Eye Film Museum

Education

2003 École Supérieure des Arts et Industries Graphiques Estienne

DSAA Création typographique

2001 Lycée de l’image et du son d’Angoulême

BTS Communication visuelle

Honors & Awards

2019 Breakthroughs in Storytelling Award

Columbia Digital Storytelling Lab / NYC

2018 Innovation in Storytelling Prize

Future of Storytelling / NYC

2018 Non-traditional VR winner

Connections - Le Book

2017 Visionary Prize

Geneva International Film Festival / VR competition

2010 FWA / SOTD

FWA

2009 Special Jury Prize

Cristal Festival / BEC Summit — Masters de la création

2008 Bronze Prize

Cristal Festival / BEC Summit — Masters de la création

2008 Corporate website cristal Europe + France

Cristal Festival / BEC Summit

1995 1st prize at national level — Group category

Concours National de la Résistance et de la Déportation