

1 June 2023

**Hachette Livre and PowerZ launch “Beyond the pages”,
an innovative, immersive cultural experience
combining books and creative technologies**

The first immersive journey will take place online during the weekend of 3 and 4 June. The event will offer visitors a unique virtual experience through which to explore the worlds of Hachette Livre’s imprints for children.



View of “Beyond the pages”

Making books and culture accessible and available to all

The project emerged from a partnership between Hachette Livre and the start-up PowerZ to create an immersive literary experience open to all audiences, in a metaverse designed for the world of publishing. The “Beyond the pages” (“Au-delà des pages”, in French) event gives everyone the chance to share the joy of discovery, reading and culture.

Pierre Leroy, Chairman & CEO of Hachette Livre: *“This initiative forms part of our efforts to ensure that culture – books, in particular – is within everyone’s grasp. This trial also demonstrates the vital role that innovation can play in shaping the future of reading and reaching new audiences.”*

Fabrice Bakhouché, Deputy CEO of Hachette Livre, added: *“One of the strengths of our Group and our publishers is our creativity and ability to innovate, to invent new formats, new content, and new ways to showcase our books. The event reflects Hachette Livre’s unique, immersive approach to books, exploring how our narrative worlds can be adapted to a fresh new setting accessible to all.”*

“The mission of PowerZ is to show that technology can make a positive impact on society. Whether in video games and artificial intelligence with our free game PowerZ, or in the metaverse and Omega Park for the “Beyond the pages” event, we always put our full energy into innovations for all audiences, which we hope will help make the world a better place,” said Emmanuel Freund, CEO and co-founder of PowerZ.

“Beyond the pages”: a brand-new cultural experience for books in the metaverse

With this project, Hachette Livre and PowerZ have crafted a freely accessible virtual journey to explore, discuss and share books, culture and knowledge.

During the two-day “Beyond the pages” online event, visitors will be able to immerse themselves in the worlds of more than 10 Hachette Livre children’s imprints through interactive and learning activities.

Visitors to “Beyond the pages” will have the chance to take part in online tours of exciting places, discover different Hachette Livre titles during a stroll around an old Paris square, visit a museum on the Greek underworld with depictions by artists and insights from specialists, or learn about the consequences of climate change in an interactive documentary about glaciers.

They will also have the opportunity to meet fictional characters and attend a virtual literary festival. Visitors will be able to talk to the authors present in the metaverse over the course of the weekend, (re)discovering works from a fun, new angle with the people who wrote them.

The first “Beyond the pages” event will be open to the public on Saturday 3 June and Sunday 4 June, from 1.00 to 6.00 pm. Anyone can sign up and the event is free.

Each visitor will choose their own path, embark on their own journey through this virtual world with three cultural experiences created by Hachette Livre publishing houses.

New “Beyond the pages” virtual events will be held in the near future, enabling audiences to discover the Group’s general literature publishers and their leading authors.

A closer look at “Beyond the pages” on Saturday 3 June and Sunday 4 June from 1.00 to 6.00 pm



A Greek mythology experience presenting a set of major works by Renaissance painters and sculptors in an immersive ancient underworld setting inspired by the *Panique dans la Mythologie* books (“Panic in Mythology”, published by Rageot), whose author, Fabien Clavel, will guide visitors on their journey.



An experience on glaciers that teaches visitors about the impact of glacial melt and the importance of protecting these last wilderness sanctuaries, presented in an outdoor setting with endangered polar species, freely inspired by Charlotte Bousquet’s book *Le dernier ours* (“The Last Bear”, published by Rageot).



Place de Paris square, with stalls showcasing books published by the Group’s children’s imprints, which visitors can explore and listen to in innovative ways.

Sign up and take part in the event: <https://audeladespages.live/>

About Hachette Livre:

Hachette Livre is a subsidiary of Lagardère SA and the world's third-largest mainstream publishing group (trade and educational). With revenue of €2,748 million in 2022, it is the market leader in France, number two in the UK, third in Spain and fourth in the US (in trade publishing). The Group comprises over 200 imprints which together publish around 15,000 new titles each year in a dozen languages (mainly French, English and Spanish). It covers all segments of the mainstream publishing market: general fiction, nonfiction, paperbacks, children's and YA books, illustrated books, travel guides, textbooks, study guides and partworks.

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About PowerZ:

PowerZ is an educational video game for children around the world aged six and up. They can learn maths, geography and history, along with astronomy, cooking and yoga. Borrowing popular elements from games such as Zelda and Animal Crossing, PowerZ offers children an experience with an original plot that is not only intellectually stimulating, but also very fun. The game is available for free on Windows, Mac, Android and iOS.

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OmegaPark reimagines cultural experiences in a virtual, multiplayer setting designed by Edouard Capois and Maxime Mouret.

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