





CHAOS



PRESS KIT

LAUNCH OF A NATIONAL CAMPAIGN

#XperienceCHAOS



**A UNIQUE
IMMERSIVE
EXPERIENCE
AT THE CORE
OF MENTAL
DISORDERS.**



REACTIONS



In a society where well-being becomes a vital tendency today, we believe that this pursuit for individual well-being will be complete and lasting only with a collective approach. CHAOS thus addresses every citizen, challenges them through its poster campaign, and also by means of a film trailer which proposes to stop for a moment to let people finally speak freely about mental disorders. The message is: Let's stop being scared and ignoring people with mental disorders - 1 person out of every 4 people *.

Team E&H LAB

A campaign that highlights the fragile and chaotic beauty of our humanity, in memory of my friend Delphine.

Sara, E&H LAB

I wanted to congratulate you on your project. Mental disorders are too often misunderstood and frightening and those suffering from it are excluded. I, myself, suffer from depression and am borderline, I have always felt different from others, and I don't talk too much about what I have experienced for fear of scaring people off. Thank you. F.

Having suffered from mental illness since childhood, but having no established diagnosis I find your project amazing, thank you so much! E.

— Congratulations for CHAOS!

N.

I would love to participate in your fantastic project in any way I can, (via testimonials or anything else) I am directly concerned by bipolarity. J. B.

I'm a nurse working in the field of psychiatry! I am very interested in your program. However, I don't know where this exhibition is located. D.

Where can we see the four films in virtual reality? X.

Je voulais vous dire bravo pour votre projet. Les troubles psychiques sont trop souvent incompris, font peur et les personnes en souffrant sont mises à l'écart. Moi-même, à tendance dépressive, borderline, je me suis toujours sentie différente des autres, et je ne parle pas trop de ce que je vis par peur d'éloigner les autres. Merci. F.

I discovered your campaign via billboards in Paris. I'm 24 years old and the subject of mental illnesses affects me personally for events that occurred within a family with 5 members suffering from mental disorders. Your project is beneficial and of great public interest. P. X.

So does that mean you're a genius? Of course not, you can't be autistic, I would have noticed. It's strange, you look so normal! K.

The subject of mental health is of particular interest to me. I would like to know more about CHAOS and how I can disseminate your actions. (or: messages). Thanks in advance. A.

I am a student in psychology and I saw a poster at the Gare de Lyon. Do you have a Facebook page? X.

How can we have more information about your campaign? On your website you talk about virtual immersions, how can we access them? I live in Brittany, but I come regularly to Paris. Thank you for your feedback. M.

I just saw a poster from CHAOS at St Lazare station and at first I thought it was a movie poster. CONGRATULATIONS. I am 25 years old and my 16-year-old cousin has a type of mental illness. Her parents did not know how to give her the right type of support, she ended up running away and we have had no news from her. The lack of communication on this subject is catastrophic. Thank you for this beautiful campaign which, I hope, will lead to a maximum of exchanges and remove the taboos on this subject. This is a great step forward for France. S.

Working on the CHAOS project has been one of my most rewarding human experiences. I feel lucky to have helped shed a light even at such a small scale. (The real ones will understand;)

Aude-Marie, E&H LAB

Your campaign is of great interest to me. I am 20 years old and my 18-year-old cousin has a mental illness. She often talks to herself and I don't know how to stay connected to her and bring her back to reality. Thank you for the work you do. D.

I feel like it's been ages that we've been working on the Chaos project, it's impossible for me to summarize my feelings. Wonderful encounters, poignant testimonies, innovative artistic work, digital discoveries... But above all, a better understanding of the people around us or those who aren't really with us.

Stéphanie, E&H LAB

Where can we see your entire campaign? My little brother has mental disorders that were triggered overnight without any warning signs. He has a fairly strong form of paranoia and can become violent very quickly. Being very attached to my brother, it is very trying and hard for me. As caregivers we are helpless because we have no support. Thank you for this beautiful campaign. K.

I also wish to offer to assist you on your CHAOS campaign by volunteering to organize and share information with others. I am concerned by mental disorders. Don't hesitate to contact me. B

I experienced a shock in my family when I was 15: one of my cousins who was 25 had schizophrenia. There was a total misunderstanding of the disease within the family. His parents who were religious but also very superstitious, thought that someone had cast a spell on him. My cousin would speak to himself for hours and react violently with his immediate family. Today, his symptoms have been greatly reduced through medication. Unfortunately today it's as if he wasn't present in the world. E.

I'm 22 years old and I have just spent 5 years in a psychiatric ward. A chaotic family life course triggered the onset of the disease. May I share my story with you? K.

I'm very intrigued by the immersive experience of the CHAOS project and I would like to obtain more information about the campaign in the Paris area: where, when + hours of the campaign? What are the events planned in Paris? (conferences, ...) Where is it possible to visit the immersive sculpture I'm very curious to learn more about it! Thank you for your attention. X.

I am a communications manager at a psychiatry and mental health regional research federation. I would like to know more about the Chaos project. What's the message in the poster campaigns? the immersive experience, ... Thank you for your feedback on this. C.

I just saw the poster #XperienceCHAOS in Montparnasse. The poster is very well done and caught my eye. At first, I thought it was a movie poster, I would have loved that, by the way. However, I haven't come across much online except for a nice video film. The subject is interesting, but there doesn't seem to be too much material on it except to say that it's a national campaign ... that's cool, but I would like to discover the immersion project. There is no information about where this project is taking place, and I can't find any associated websites. Can you please send me the URL address of the website. Thank you very much. X.

Thank you for this campaign that I find extremely interesting. I have some high school classmates who are suffering mentally and it is very disturbing because no one help us on this subject. Can I meet you to talk about it? Bravo for this project. M.



UNDERSTAND IN ORDER TO PROMOTE BETTER SOCIAL INTEGRATION



It's been a little over 2 years since we started working on CHAOS. As we move forward, as I read the testimonials we receive daily, I realize how big the project is and how essential it is! CHAOS is more than a campaign, it's millions of people around the world suffering from complex mental disorders screaming in unison, but doubly condemned by being socially stigmatized. Our approach is socially responsible. Its ultimate goals are to reduce the gap between those who feel healthy and those who are labeled as sick, to allow everyone the freedom to speak up and to reconnect everyone with one another. Deza, E&H LAB

1st cause of disability

2nd cause of sick leave

Over 11,000 suicides (per year) in France

1 in 4 people are affected by a mental disorders according to study conducted by the World Health Organization.

One third of French people are embarrassed to work on the same team and share a meal with a person who has a mental disorder*.

75% of French people think that people affected by mental disorders will more often be misunderstood and excluded by their colleagues*.

MENTAL DISORDERS AFFECT 25% OF THE OVERALL POPULATION *

**BIPOLARITY, DEPRESSION, AUTISM, ADDICTIONS,
PHOBIAS, SCHIZOPHRENIA ... - IT IS TIME TO GET
RID OF THESE TABOOS.**

Eliminate taboos and give a voice to everyone in order to make a lasting change in mentalities and change our stereotypes. Thanks to an emotional and informative awareness which targets different populations including families, employees, managers, top management, but also teenagers and youth who are our priority target, this is possible.

GOALS

- 1. Eliminate taboos:** provide information to help people overcome their fears and speak up more freely
- 2. Prevent isolation:** create spaces for exchanges and encourage people to meet, allow discussions with helpful peers, restore confidence and develop the aptitude to live together
- 3. Make prevention a priority:** inform people about risky attitudes, addictions...
- 4. Advocate for the reduction of economic losses by professional inclusion of people who are living with mental disorders:** Losses of 25 billion euros in the business world, 65 billion euros in social costs, 13 billion euros in healthcare expenses. Inform people about the best practices to keep these people in their jobs by creating specific amenities and promoting the development of a caring corporate culture.

*Source: OMS



THE SCENOGRAPHIC INSTALLATION



THE PRINCIPLE:

IMMERSING ONESELF INTO THE «CHAOS»

CHAOS is a scenographic installation using new technologies to immerse participants into what it feels like to experience mental disorders. This state of «CHAOS» characterizes the troubled world of people with mental illnesses, alternating between darkness, electricity, light, but also acceleration, deceleration, jerky rhythms, and serenit ...

INSTALLATION:

AN INTERACTIVE DOME

Inside the dome symbolizing the brain, there is a 360°audiovisual projection which is aesthetic, fantastic and emotional, all at the same time. And four virtual reality films illustrating the daily lives of people suffering from depression, bipolarity, phobias and addictions. Other films will gradually be made according to field experiments and depending on encounters. With its 9 meters in diameter and 3 meters in height, the CHAOS dome can accommodate up to 50 people at a time.

AN EXPERIMENTAL MOBILE COLLABORATIVE EXPERIENCE

CHAOS is above all an unprecedented experiment that will be tested in contact with its various participants over a period of three years. Participants are invited to write a word at the beginning and at the end of the awareness journey. Associated with a range of emotions these words will allow us to measure, in real time on the web platform, the participants' evolution or regression of how they perceive mental disorders. Other methods for evaluating the impact of this experiment will be developed.

The mobile CHAOS installation starts in Paris on October 3rd and lasts through October 6th, 2019 at Saint Lazare Station. Subsequently, the exhibit will tour to different cities outside Paris such as Lille, Bordeaux and Lyon... that wish to host this experimentation.

DEVICES INCLUDED IN THE CHAOS CAMPAIGN

- 1. SHORT VIDEO CLIP**

To engage the public, arouse their curiosity and get people involved in the cause of mental illnesses.
 - 2. DIGITAL AWARENESS CAMPAIGN AND PRINTED DOCUMENTS**

To raise public awareness, inform, involve people and reduce stigmatization of mental disorders.
 - 3. SCENOGRAPHIC INSTALLATION + VIRTUAL REALITY (VR) FILMS**

To create encounters, allow all to speak freely on this subject that is still very taboo and to implement field experimentation. VR movies help us to better understand and improve the level of empathy through immersion.
 - 4. WEBSITE**

To measure in real time the evolution of perceptions of mental disorders through experimentation where the tour can be followed over a period of 3 years. It will also centralize the best national and international practices and other useful resources validated by experts on mental health.
 - 5. SERIOUS GAME**

To raise awareness and involve others through play while compassionately developing knowledge about oneself and others.
 - 6. TOOLBOX**

In partnership with other actors in the sector, provide companies who wish to launch a social responsibility approach, the keys to understand and equip their managers with the tools so that they can face this major issue that can have serious consequences on the performance of their businesses.
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HOW THE EXPERIENCE WORKS

The immersive experience lasts for about twenty minutes. You are greeted at the entrance of the dome of the «brain» where a greeter introduces the subject to you by explaining the idea behind the campaign. Before entering the it, you are asked to write down a word. Inside the dome, you are invited first of all to live through the immersive emotional experience inside the brain of a person living with mental disorders; the whole medium covers a 360 ° projection. A pause allows you to read the words associated with the mental disorders. Then you can move on to the informative experience with 4 VR movies. Time is calculated in (inside the dome) for exchanges with others allowing you to meet with the “ambassadors” of the campaign to learn more about it. On leaving, you are asked to write down a new word, which will be included, as the first word, in a database of words associated with the palette of emotions and colors. These words will be fed into the measurement of the impact of awareness via the Virtual Reality of CHAOS.



SOME CONCEPTS



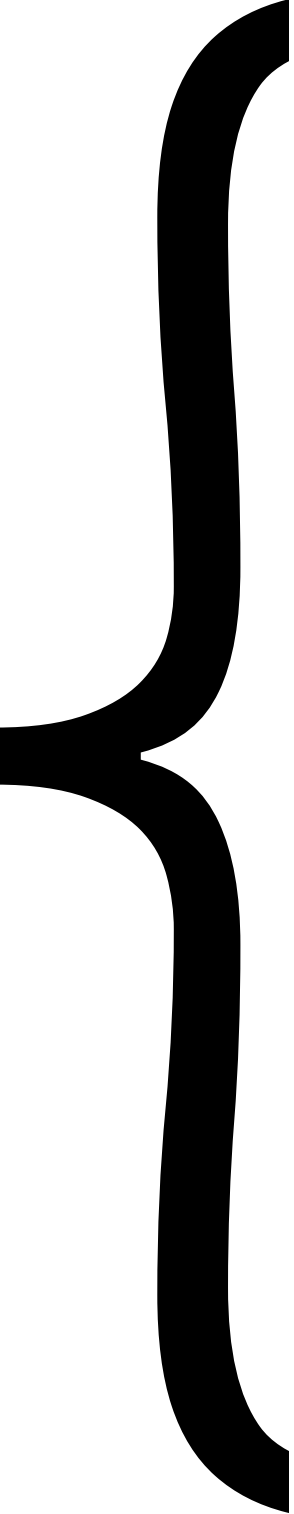
Just an overview of the list of mental disorders as defined in the Diagnostic and Statistical Manual of Mental Disorders (DSM) and the International Classification of Diseases (ICD).

The DSM of the American Psychiatric Society, a reference in the field of psychology, includes 400 different definitions of mental disorders. The ICD, published by the World Health Organization (WHO), contains a section outlining behavioral and psychological disorders.

AGORAPHOBIA / ANOREXIA / ANOREXIA NERVOSA / SEPARATION ANXIETY / ATYPICAL AUTISM / AUTOPHAGY
/ BIBLIOMANIA / BULIMIA NERVOSA / BIPOLAR DISORDER / BORDERLINE PERSONALITY DISORDER /
HUNTINGTON'S CHOREA / ANTISOCIAL BEHAVIOR OF THE CHILD / ANTISOCIAL BEHAVIOR OF THE ADOLESCENT
/ ANTISOCIAL BEHAVIOR OF THE ADULT / AGE-RELATED COGNITIVE DECLINE / CLINICAL DEPRESSION /
PERINATAL DEPRESSION (TERM FOR PRE-NATAL AND POSTPARTUM DEPRESSION) / SEASONAL AFFECTIVE
DISORDER (SAD) / DYSCALCULIA / GENDER DYSPHORIA / DYSMORPHIC / DYSLEXIA / ECHOLALIA / ECHOPRAXIA
/ PREMATURE EJACULATION / ENCOPRESIS / HYPOMANIC EPISODE / EXHIBITIONISM / FRIGIDITY / OVEREATING
/ HYPERSOMNIA / HYPOCHONDRIASIS / KLEPTOMANIA / ALZHEIMER'S DISEASE / DISEASE OF GILLES DE
LA TOURETTE / MANIA / MEGALOMANIA / MELANCHOLIA / NARCOLEPSY / OBSESSIVE / ONEIROPHRENIA /
OCHLOPHOBIA / PARAPHILIAS / PARASOMNIA / PEDOPHILIA / PERFECTIONISM / PANIC FEAR / SOCIAL PHOBIA
/ PICA / CHILD PSYCHOSIS / PYROMANIA / WHITE PSYCHOSIS (OR NON-HALLUCINATORY PSYCHOSIS) / ACUTE
STRESS RESPONSE / MENTAL RETARDATION / SCHIZOPHRENIA / CATATONIC SCHIZOPHRENIA / PESSIMISM /
SLEEPWALKING DISORDER / FETAL ALCOHOL SYNDROME / ALICE IN WONDERLAND SYNDROME / ANGELMAN
SYNDROME / ASPERGER SYNDROME • CAPGRAS SYNDROME / COTARD'S DELUSION / DOWN SYNDROME / EKBOM
SYNDROME / FREGOLI DELUSION / GANSER SYNDROME / JOUBERT SYNDROME / MÜNCHHAUSEN SYNDROME
/ MÜNCHHAUSEN SYNDROME BY PROXY / GENERAL ADAPTATION SYNDROME / FOREIGN HAND SYNDROME
/ LIMA SYNDROME / PETER PAN SYNDROME / RENFIELD SYNDROME / STOCKHOLM SYNDROME / WILLIAM'S
SYNDROME / NIGHT TERROR / TIC / TRICHOTILLOMANIA / AMNESIC DISORDER / ANXIETY DISORDER / AUTISM /
BIPOLAR DISORDER / CATATONIA / COGNITIVE IMPAIRMENT / LEARNING DISABILITY / ADJUSTMENT DISABILITY
/ PERSONALITY DISORDER / ANANKASTIC PERSONALITY DISORDER / ANTISOCIAL PERSONALITY DISORDER
/ BORDERLINE PERSONALITY DISORDER / DEPENDENT PERSONALITY DISORDER / AVOIDANT PERSONALITY
DISORDER / HISTRIONIC PERSONALITY DISORDER / NARCISSISTIC PERSONALITY DISORDER / PARANOID
PERSONALITY DISORDER / SCHIZOTYPAL PERSONALITY DISORDER / HABITS AND IMPULSE DISORDER /
DISSOCIATIVE IDENTITY DISORDER / ATTENTION DEFICIT DISORDER (ADD) / FETAL ALCOHOL SPECTRUM
DISORDER (FASD) / POST TRAUMATIC STRESS DISORDER (PTSD) / EMOTIONAL DISORDER / MALE ERECTILE
DISORDER / BRIEF PSYCHOTIC DISORDER (FORMERLY KNOWN AS «ACUTE DELIRIOUS PUFF») / SHARED
PSYCHOTIC DISORDER / HALLUCINOGENE-RELATED DISORDERS / ALCOHOL-RELATED DISORDERS / COCAINE-
RELATED DISORDERS / CAFFEINE-RELATED DISORDERS / CANNABIS-RELATED DISORDERS / AMPHETAMINE-
RELATED DISORDERS / OBSESSIVE COMPULSIVE DISORDER (OCD) / SCHIZOAFFECTIVE DISORDER / VAGINISMUS

**BLESSED ARE THEY
BECAUSE THEY WILL
LET THE LIGHT PASS.**

MICHEL AUDIARD



THE EXPERIMENTATION LAUNCHED THROUGH THE CHAOS CAMPAIGN WILL UNDOUBTEDLY ENABLE US TO IDENTIFY SOLUTIONS OUTSIDE THE WALLS TO SUPPORT BOTH THE EVOLUTION OF PERCEPTIONS ON MENTAL DISORDERS AND, ABOVE ALL, A BETTER INCLUSION OF PEOPLE AFFECTED BY MENTAL ILLNESS.

AS HAS ALREADY BEEN SAID AND REPEATED, ONE CANNOT BE HEALTHY WITHOUT (HEALTHY) MENTAL HEALTH !

WE NEED A LARGE-SCALE MOBILIZATION IN ORDER TO COMPLETE THIS #XPERIENCECHAOS PROJECT OVER THE NEXT 3 YEARS. WE INVITE YOU TO JOIN US TO FACILITATE THE DEPLOYMENT OF THIS CAMPAIGN.

WITH DEEP GRATITUDE TO ALL THOSE WHO HAVE ALREADY JOINED US

Deza Nguembock
Ceo, E&H LAB

THE MOST IMPORTANT THINGS TO REMEMBER CONCERNING MENTAL DISORDERS:

- 1.** They weaken the relationship with oneself and with the outside world
 - 2.** The variations are numerous: behaviors, communication, thoughts, emotions, perception, mood, organization, concentration, sense of realities, consciousness...
 - 3.** Care for people suffering from mental disorders has its limitations
 - 4.** The sector is in full implosion in France with a lot of suffering on both sides
 - 5.** New solutions remain to be explored...
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/ SUPERBIEN /

/ Y-EN-A.COM /

/ FUGU /

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/ HAPPY DEV /

/ CHAGAR PROD /

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