

## CLAVIER Maud Business Developer

What is embodiment? What are the different techniques to embody a fictional character? After those general reflections, we will present the project Sing Inside by Clap & Zap Production, a VR game in which we can embody our idol on stage. par CLAVIER Maud

Clap & Zap > [clapzap.com](http://clapzap.com)

### Biographie

Maud Clavier has been active in the 360 ° / VR video world in France since 2015. At the time, she was the CEO and founder of Clap & Zap, a company creating immersive content mainly for brands. Wishing to collaborate with external companies and to be a creative director, she leaves her structure in early 2018 to become a freelancer as a line producer, director and business developer.

### About Clap & Zap

Established at the Plaine Image in Tourcoing since 2016, Clap & Zap production has made strategic partnerships with complementary companies working on spatialized sound, special effects, a VR web player, augmented reality. The company therefore has all the technological experience necessary to achieve any challenge. Since 2018, Clap & Zap has taken a new turn with Charles-Henri Marraud des Grottes as the CEO of the company: It is on a new project that allows you to be in the skin of your idol and perform on stage: Sing Inside VR!



18 décembre 2018  
13h30 - 14h30

