

June News | Artefact dazzled at VivaTech! | Essence of AI by Robertet, Lumina by Lagardère Travel Retail, Gaia & Elia by Legrand | Agentic robots | FutureGuessr: AI game to visualize climate change

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From 11 to 14 June, the annual Viva Technology conference dedicated to innovation and AI was a constant hive of activity, welcoming a record-breaking 180,000 attendees and 14,000 companies, representing 171 nationalities. At the Artefact booth, with demo terminals, a “theater zone” and a VIP area, our 80 mini-conferences attracted 500 C-suite executives and 1000+ visitors in total. We were also delighted when French Prime Minister **François Bayrou** and **Clara Chappaz**, Minister Delegate for Artificial Intelligence and Digital Technology, stopped by to discuss with our Co-founder and Executive Chairman Vincent Luciani and to appreciate our Artefact perfume co-created through AI with Robertet, international perfume house.

Artefact presented three innovative Gen AI use cases offering many concrete AI-driven business solutions. Discover them below with replays of Theatre Sessions, Product Demos and Client Testimonials on our stand.

Essence of AI created through AI with ROBERTET, leading perfume house: Where the Art of perfume meets the Fact of AI.

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What’s involved in the **creation of a new scent**? When perfumers receive a brief for a new scent, it’s in the **form of a mood board**.

For scent creators to work their magic, these **images must be translated into text descriptions**. **Discover how AI and GenAI turn images into text, then into search criteria**, enabling scent designers to retrieve existing formulas or develop new combinations of fragrances, accelerating the perfume creation process while **augmenting the 'noses'** of perfumers.

Artefact's perfume, Essence of AI, was **born from the unique meeting between Artefact, a pioneer in artificial intelligence, and Robertet Group, an emblematic perfume house with a 175-year history**. The fragrance **olfactively translates Artefact's signature identity** thanks to NaturIA, a **visionary AI tool** resulting from their collaboration. **NaturIA combines traditional craftsmanship and artificial intelligence** to redefine the contours of sensory creation. This synergy between **data and intuition, technology and emotion**, places **people at the heart of innovation**.

Read the Client Case

Lumina: An AI-based Tender Management solution by LAGARDÈRE TRAVEL RETAIL.

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Lagardère Travel Retail (LTR) is the third-largest operator in the travel retail sector, with over 4,900 points of sale in transit hubs and concessions across the Travel Essentials, Duty Free & Fashion, and Dining business segments. Producing **top quality responses to tenders** is part of their core business and a **key growth lever**. They teamed up with Artefact to develop **Lumina, a multi-language AI tool** that revolutionizes the tender response process through analysis of landlord requirements, extraction of internal data, and generation of ultra-competitive proposals. At VivaTech, Artefact Partner **Elina Ashkinazi-Ildis** and Consulting Manager **Loan Besse**, pointed out Lumina's advantages:

- Users can quickly **summarize requests for proposals (RFPs)** and **create accurate, detailed, original content** for RFP responses.
- Users can also **retrieve and reuse relevant content from past responses**, saving time that would otherwise be spent on unnecessary repetition. *"We had two objectives: to enable LTR to **reduce what they pay consultants** to write responses, and to **save time for their teams**, and both were achieved. There were*

significant reductions in the cost of generating tender responses: between 30 and 40% *for people working on tenders."*

LEGRAND: Two GenAI products improve product data quality and information for employees and customers.

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Legrand, a global leader in electrical infrastructure, manufactures a wide range of devices, controls, and cameras. Their catalog contains over 1**00,000 active references**. **Loan Besse**, Consulting Manager at Artefact, explains that **translating this information into 40 languages and keeping it constantly updated can take up to 100k hours** for an average country catalog of 20k products. He demonstrated the ease with which **Gaia**, developed with Artefact, enriches product information by generating marketing content in **multiple languages** and **filling in missing data** – vital to product sheet integrity. **Adoption is extremely positive in 2025**: *"We already have 1**5,000 product sheets generated with Gaia**, bearing in mind that we currently cover around fifteen countries and will gradually extend this over the course of the year."* Legrand and Artefact also developed **Elia, an AI agent** that can instantly answer questions about products, write content, and help build customer arguments.

In addition to our generative AI and agentic AI use cases, visitors to the Artefact stand enjoyed **demonstrations of playful robotics**, and plunged into an **online vision of the climate-changed landscapes of tomorrow**.

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Read the Press Release

Artefact took a step into a new world at VivaTech by **combining robotics with agentic technology** for its first-ever AI-driven robots. The robots are based on **Hugging Face's "LeRobot"** project, with **open-source blueprints and code**. Artefact overcame hardware challenges by replacing some motors to achieve more precise motion. The three stars of the show attracted lots of attention on the booth:

Rob'Art Loop : A hypnotic mechanical ballet where the robot manipulates a ball in loop, demonstrating the power of reinforcement learning applied to robotics.

Rob'Art Draw: A creative assistant capable of drawing requested objects in rea time, balancing mechanical precision and creativity on demand.

Rob'Art Play: A robot player who hosts a game of "Guess who" with humor, illustrating how conversational agents can now interact with the physical world.

FutureGuessr by Artefact 3000: An online game of anticipation to visualize our planet disrupted by climate change.

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FutureGuessr resembles popular geography games. But rather than showing the world as it is today, players are dropped into 360° views of **landscapes in the year 2100, transformed by the effects of climate change based on a +2.7°C warming scenario**. The goal is to guess where you are in this future world.

Charles-Antoine de Sousa, Creative Director of **Artefact 3000**, explained that FutureGuessr was developed with a **proprietary AI image-generation tool** capable of creating realistic, science-based panoramas of unidentified landscapes **before and after climate change**. The game proposes **actions that can be taken** to avoid worst-case scenarios. The aim of FutureGuessr is to help people understand the **tangible consequences of inaction** and the importance of **working towards a more resilient future**. Designed in collaboration with **Réseau Action Climat** and **climate scientist Benjamin Sultan**, each landscape was generated using the **most reliable scientific data**. While the futures presented may be alarming, they aren't inevitable. They depend on the **choices we make today**.

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Vincent Luciani and **Paul Midy**, Member of Parliament for Paris, joined **40 Shades of Next**, the podcast for French tech champions, where they interviewed each other, as Thomas Benzazon of FeuilleBlanche Media moderated. They discussed the **transformative potential of AI** and the roles of **sovereignty**, **innovation** and **collaboration** in shaping a sustainable and inclusive future. They also talked about France's ability to **massively scale up AI tools**, and the importance of neither giving in to fear nor missing out on this **historic opportunity**. The participants touched upon the **potential of AI to transform processes and professions**. *"AI is not just about technology,"* said Vincent. *"It's about **helping our clients use it and reinvent tasks around it**."* They also spoke about the dual role AI plays in **business and defense**: *"The armies that will win the wars of tomorrow, the peace of tomorrow, are **the ones that will have the best AI**,"* stated Paul. Harnessing AI's transformative power **responsibly and inclusively** is paramount. Vincent concluded: *"Technology will keep evolving, but **if we have the right people and mindset, we can ensure that these changes lead to progress for all**."*

Read the Article

What is Artefact? Watch our exciting new corporate film to find out more about who we are and the passion for AI that drives us.

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Sumptuous AI-generated sequences combined with real-life portraits and scenes of people at work **bring the image of Artefact to life**. **Artefact is about Art and Fact**. We **fuse the best talent with advanced technology** for optimal business value through data and AI. We believe in **data and AI adoption to positively impact people and organizations**. We craft bespoke solutions in Strategy & Transformation, AI Acceleration, Data Foundations & BI, IT &

Data Platform and Data & Digital Marketing. We tailor our expertise to the unique journeys of our more than 1,000 clients in every industry across the globe, turning challenges into opportunities, and opportunities into tangible impact. Companies everywhere are **accelerating their business growth through AI with Artefact**.

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