

# Portfolio 2024

*[Mathilde Heu]*

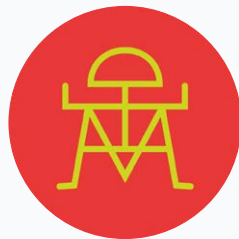


Illustration *[pp. 2-9]*

AR Maps & Artworks *[pp. 10-19]*

Treasure Hunts & Games *[pp. 20-30]*

3D work *[pp. 31-35]*

CV *[pp. 36-37]*

# Illustration

*[Selected works]*

# Illustration

## [The Old Post Office]

**Description:** as a vehicle for exploring social history, I have created an animated video depicting the evolution of the Old Post Office in Tintagel.

A set of characters depict the timeless life cycle of a working family inhabiting a farmhouse. Sons and daughters become fathers and mothers as the building changes around them through the ages.

► [Watch the video here.](#)

**Client:** National Trust, for the Old Post Office, Tintagel.



# Illustration

## [The Old Post Office]

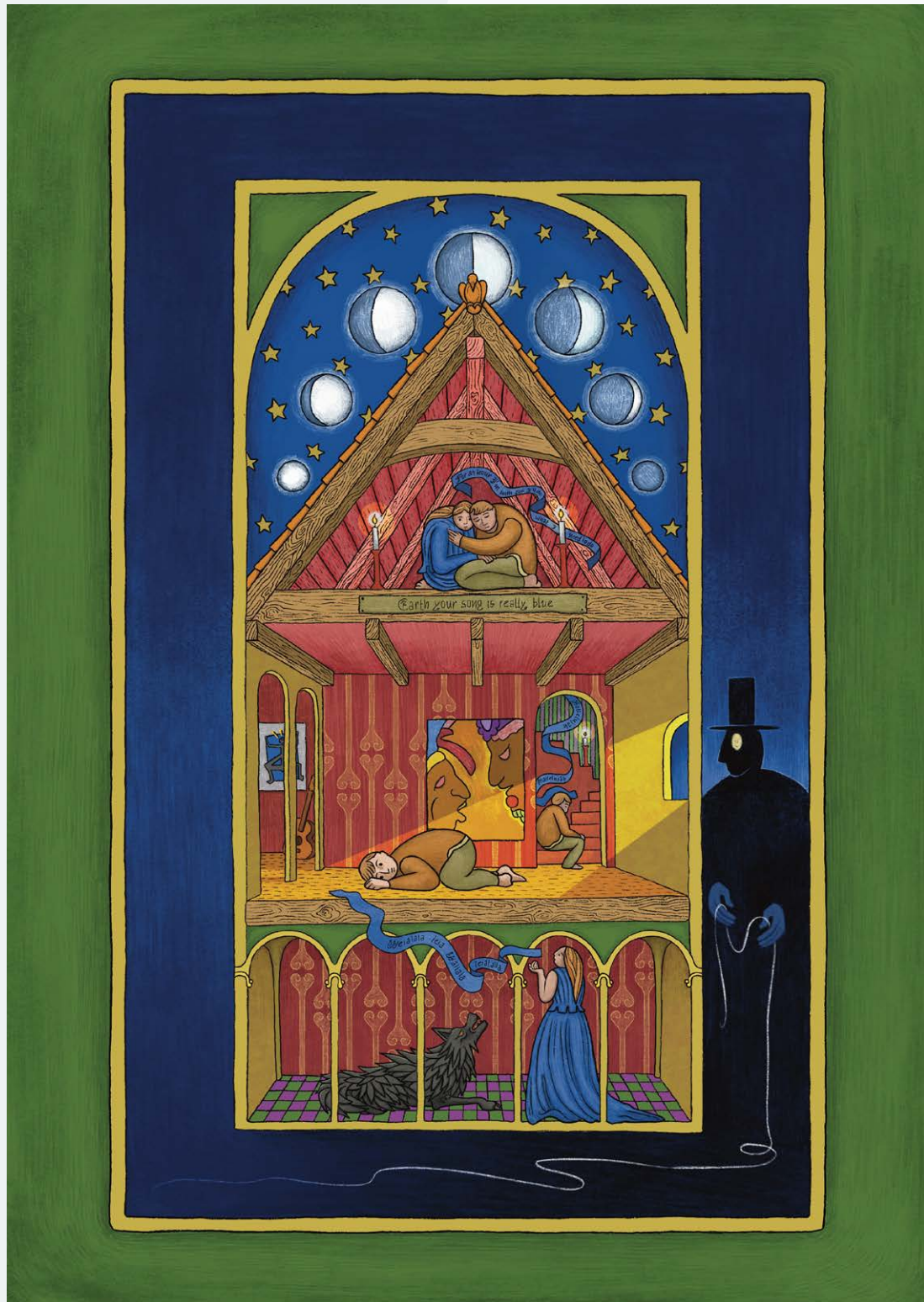




# Illustration

## [*Earth Hour*]

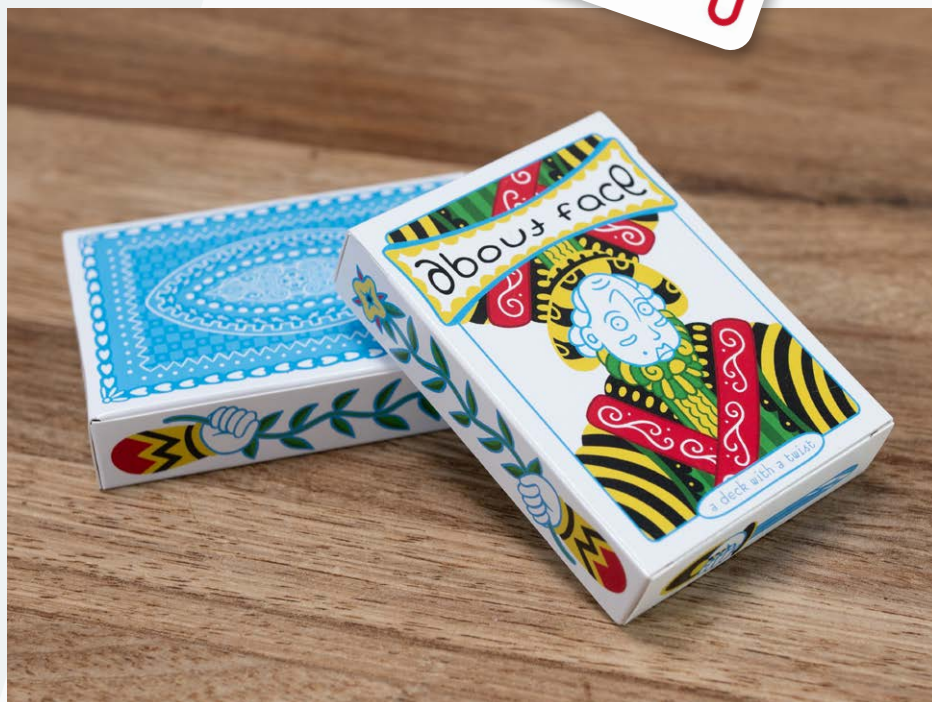
**Description:** this illustration was created in response to the lyrics of 'Earth Hour', a song written by musician Haniell whose lyrics depict a romantic teenager's dream of his first heartbreak and his yearning to understand life's secrets.



# Illustration

## [About Face]

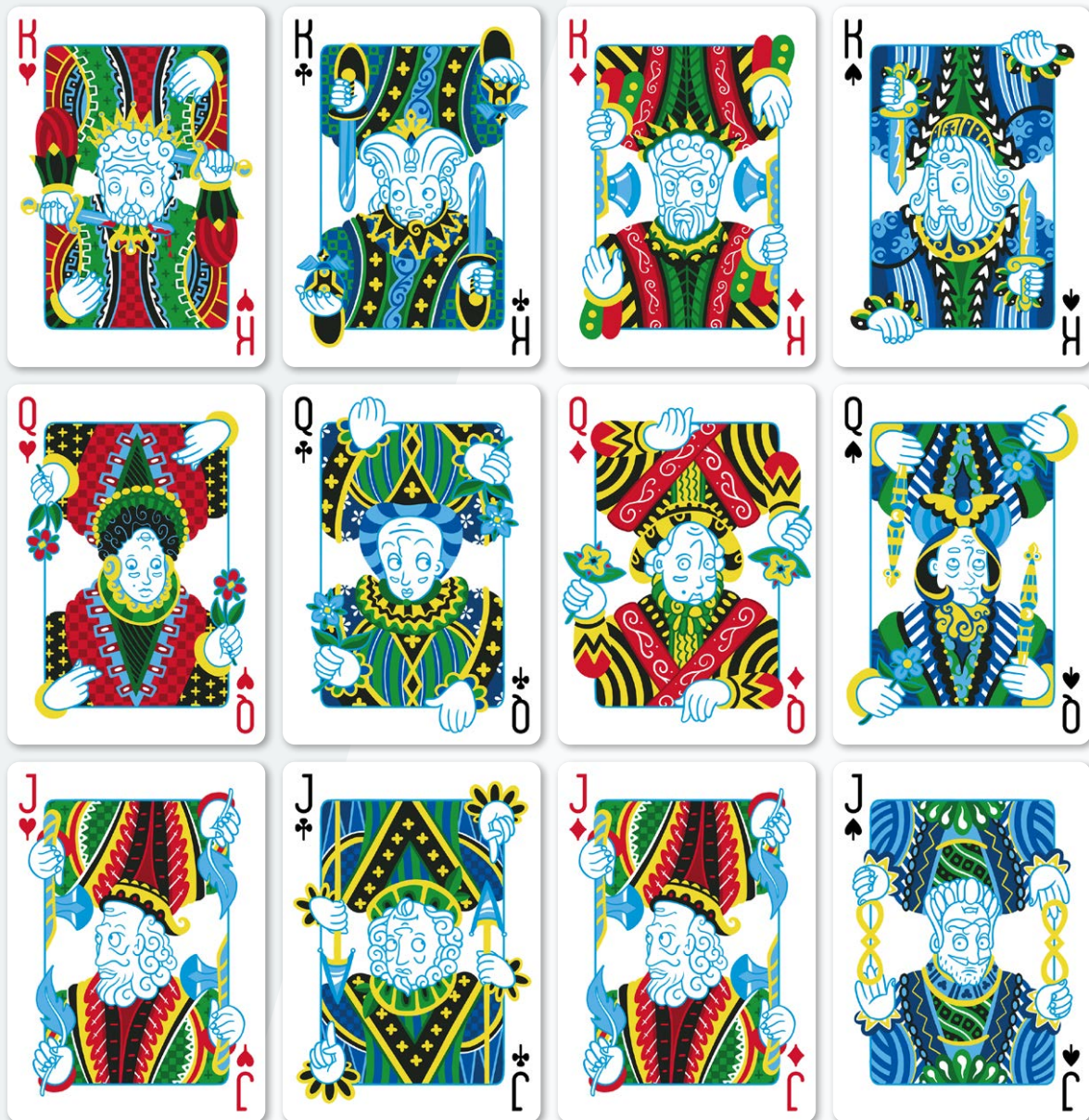
**Description:** on the face cards of the 'About Face' deck, reversible heads lie at the center with the familiar symmetrical bodies at the top and bottom. Thus, rotating them reveals new characters.





# Illustration

[About Face]







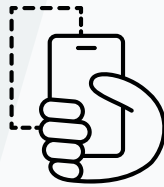
# Illustration

## [Swiss Alps Postcards]

**Description:** here is a series of postcard designs for a Swiss art café: a groundhog fed-up about being woken by Alphorns (a swiss traditional several-meter-long horn); a queen (a cow crowned with flowers, during the Alpine cattle descent); blue tits who have mistaken a deer for a tree.







## AR maps & artworks

### *[Selected works]*

**Description:** my Augmented Reality artworks are interactive and my AR maps are packed with fun challenges, puzzles, riddles, clever folding elements, secret routes and sometimes even music.

They are a great addition to tourist sites, trips, private or corporate events and parties - name the occasion!

**Clients:** Sharky & George, Quadrature, Great Gotham Challenge, Joro Experiences, Cookson Adventures, Bahrain National, Clifford Chance, Roarsome, Chetzeron, Commonwealth Secretariat & National Trust.

# AR Maps & Artworks

## [Venice]

### Try it yourself!

- Download the EyeJack app
- Scan the QR code
- Point your phone at the four red markings

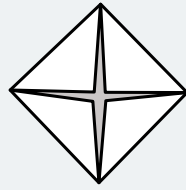
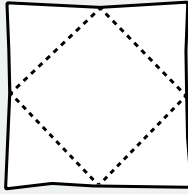


# AR Maps & Artworks

## [Venice]

### Secret fold

- Fold the corners of the map to reveal a secret location!



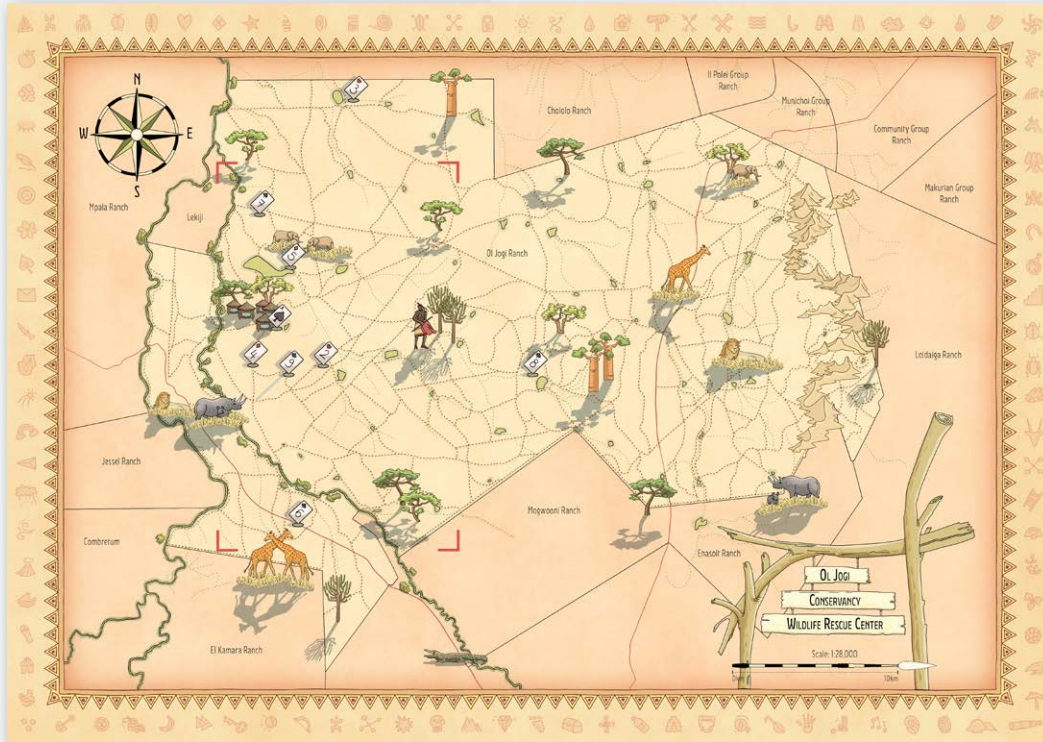


# AR Maps & Artworks

## [Ol Jogi Ranch]

### Try it yourself!

- Download the EyeJack app
- Scan the QR code
- Point your phone at the four red markings 📱!
- Sound on!



### WELCOME, OL JOGI ADVENTURERS!

Your quest unfolds this morning amidst Kenya's untamed beauty. Equipped with this map and the app on your phone, you will embark on an expedition that will test your creativity, intellect, and team spirit.

After finding your team's vehicle and driver, it's up to you and your team to determine where you need to go as you search for clues, crack puzzles, and complete a set of challenges that will test all you have learned while staying at Ol Jogi.

Each clue you decipher will bring you closer, each puzzle solved is a step forward, each challenge correctly completed ensures greater success - and speed is of the essence - all contributing to final points in your quest to be the Ol Jogi Challenge 2024 winning team.

So let the spirit of exploration and discovery guide you as you navigate along the winding tracks of Ol Jogi. Your journey awaits, so open the Keebox to start your adventure...

**Open the Briefcase**  
In order to open the four-digit lock attached to the briefcase, answer the following questions and combine them together:

1. A U.S. Army post, famous for safeguarding the nation's gold reserves is known as \_\_\_\_\_ Knox
2. A \_\_\_\_\_ fairy may leave a penny under your pillow whilst you sleep
3. A diverse ecosystem thrives in a coral \_\_\_\_\_
4. Bees live and work together in a \_\_\_\_\_

**TEAM SAFARI CHALLENGES**

**Egg Survival**  
Preserve your egg against sabotage! Points will be awarded if your egg is unbroken at the end of the challenge.

**Ol Jogi Trivia Challenge**  
1. Which endangered herbivore species is found in Ol Jogi, which holds the single largest population of this species left in Africa?  
2. Name one of the two rivers that flow through the conservancy.

3. Name three critically endangered species that you can find on Ol Jogi.
4. What are the names of the two rhinos that Ol Jogi have in their care at the rhino orphanage?
5. Name two species of Vulture that are seen on Ol Jogi.
6. What innovative structures are introduced along Ol Jogi's perimeter fence to facilitate wildlife movement?
7. How many confirmed mammal species are there in Ol Jogi Wildlife Conservancy?  
a. 28  
b. 67  
c. 80+
8. How many confirmed carnivore species are protected within Ol Jogi Wildlife Conservancy?
9. When was Ol Jogi Wildlife Conservancy established as a rhino conservancy?
10. What programme does Ol Jogi use to manage the conservancy and collect data?

**Rare Animal ID Challenge**  
Points will be awarded for accuracy, rarity, photo quality and how interesting the Fun fact is.

Spot, photograph and correctly identify a rare animal, bird or insect as you drive and write the names of the creature here. Use the field guide within the vehicle to help you out.

Common name: \_\_\_\_\_  
Scientific name: \_\_\_\_\_  
Fun fact: \_\_\_\_\_

**Plant ID Challenge**  
Points will be awarded for accuracy and how miraculous its usage.

Spot, photograph and name a tree or plant that you know has

conservation or medicinal usage as you drive to the next location and write what it is used for:

Name: \_\_\_\_\_  
Usage: \_\_\_\_\_

**Limerick**  
Create a limerick about your experience in Ol Jogi that highlights your team's creativity. Here's an example:

*In Ol Jogi, a safari did start,  
With creatures that stole every heart.  
With lions that roar,  
And elephants galore,  
Adventure played its part from the start!*

**Safari Challenge**  
Your final challenge will be revealed in a locked safe with a four digit code. Points will be awarded for team participation, creativity and imagination.

**Lodge Masai Challenge**  
When safely back at the lodge, there will be one last opportunity to win points for your team.

Scorecard	Points
Egg Survival	
Trivia	
Rare Animal ID	
Plant ID	
Limerick	
Safari Challenge	
Lodge Masai Challenge	
Speed	

# AR Maps & Artworks

## [Roma]

### Try it yourself!

- Download the EyeJack app
- Scan the QR code
- Point your phone at the map!



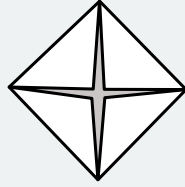
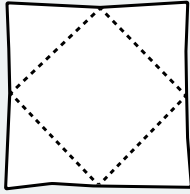


# AR Maps & Artworks

## [Roma]

### Secret fold

- Fold the corners of the map to reveal a secret code!



# AR Maps & Artworks

## [Hermès]

**Description:** Sharky & George commissioned me to create a map of the Soho Farmhouse for a corporate event held by Hermès, the French luxury-goods manufacturer. On this occasion the client didn't want any AR, so we packed the map with a series of fun activities and challenges.



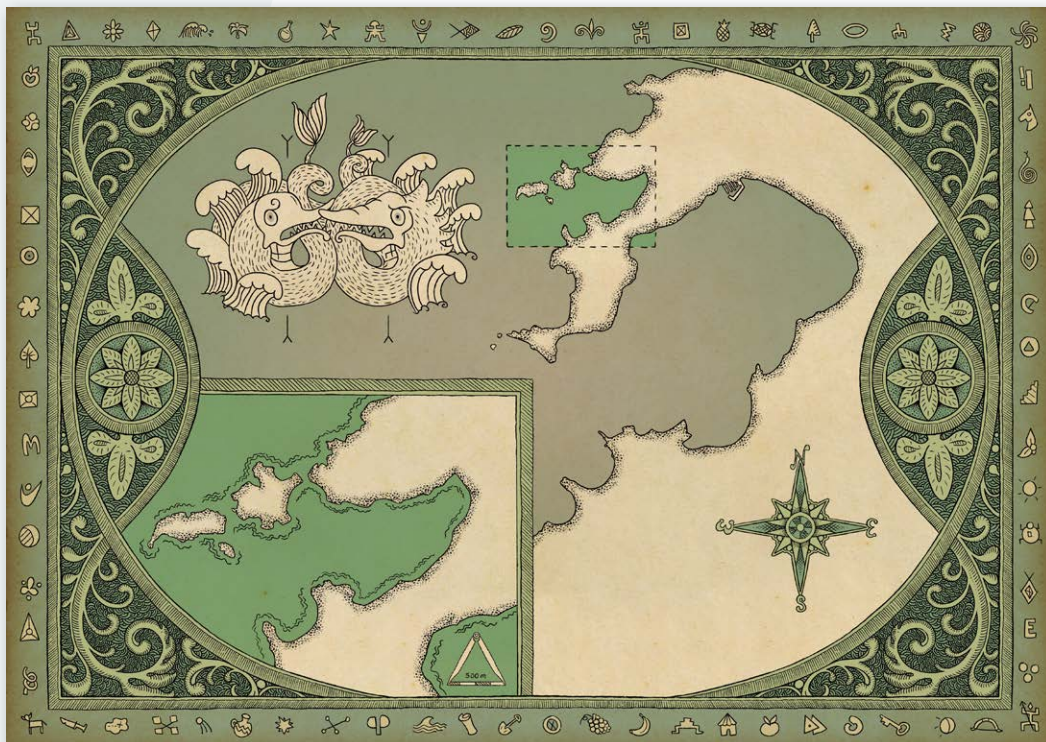
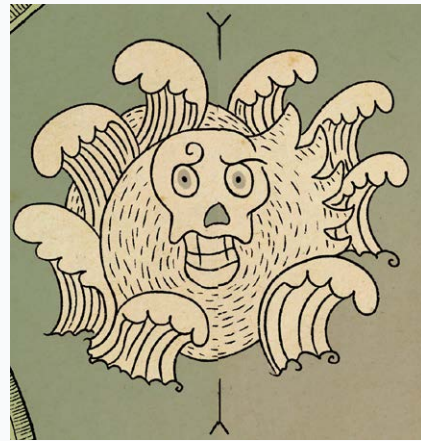
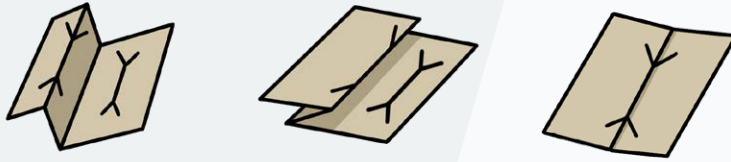


# AR Maps & Artworks

## [CuLebra Island]

### Secret fold

- Fold on the marks to reveal the secret skull island!



## AR Maps & Artworks

### *[Roarsome Express]*

**Description:** Roarsome commissioned me to design and create an interactive art installation for their pop-up shop at Harrods. I designed the colour palette of the gondola and created an augmented reality illustration with original music by Haniell and animation by Maria Piva.





# AR Artwork

## [Roarsome Express]

### Try it yourself!

- Download the EyeJack app
  - Scan the QR code
  - Point your phone at the previous illustration!
  - Sound on!
- [See it in action at Battersea Power Station here!](#)





# Treasure Hunts & Games

## *[Selected works]*

I design custom treasure hunts tailored to your needs.

The difficulty of the puzzles and challenges can be adapted to every level: from families with young children to the puzzle aficionado.

My treasure hunts are designed to be un-staffed, so they require little management.

**Clients:** Chetzeron, Roarsome, Midnight Madness, Sharky & George

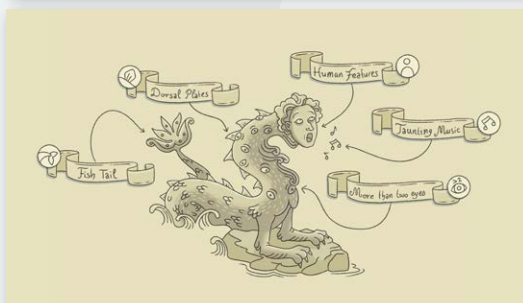
# Treasure Hunts & Games

## [Monsters Map]

**Description:** starting at "Ye are here", players must navigate their way home through a series of islands inhabited by monsters. Each island and monster possesses unique characteristics, whether in physical appearance or geographical features. These traits will guide the players in choosing appropriate weapons to defeat each monster.

► [Explore the map here.](#)

**Client:** Midnight Madness (LDN)





# Treasure Hunts & Games

## [Royal Heist]

**Description:** Royal Heist is a puzzle adventure and tabletop game. The Queen has been attacked. The noblemen Sir Owen, Sir Patrick, Sir Nolan, Sir Albert & Sir Ulrich are the main suspects. The goal of "Royal Heist" is to solve puzzles and riddles to understand what really happened to the Queen.

**Client:** Sharky & George

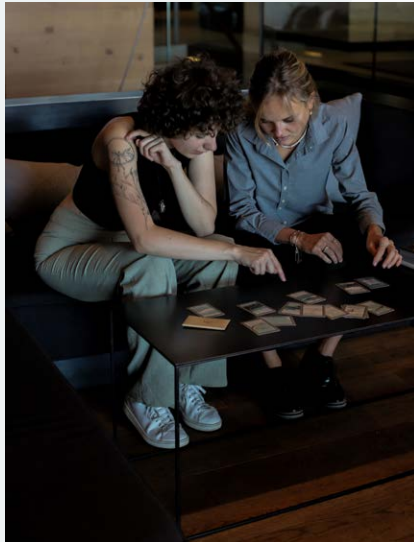


# Treasure Hunts & Games

## [Peak Enigma]

**Description:** 'Peak Enigma' is a treasure hunt inspired by the nature surrounding the Chetzeron hotel, uniquely situated at 2112m of altitude. I designed a game that can be played among friends or as a family, and which can be completed in 1 hour. The game contains illustrations, sound & props.

**Client:** Chetzeron Hotel



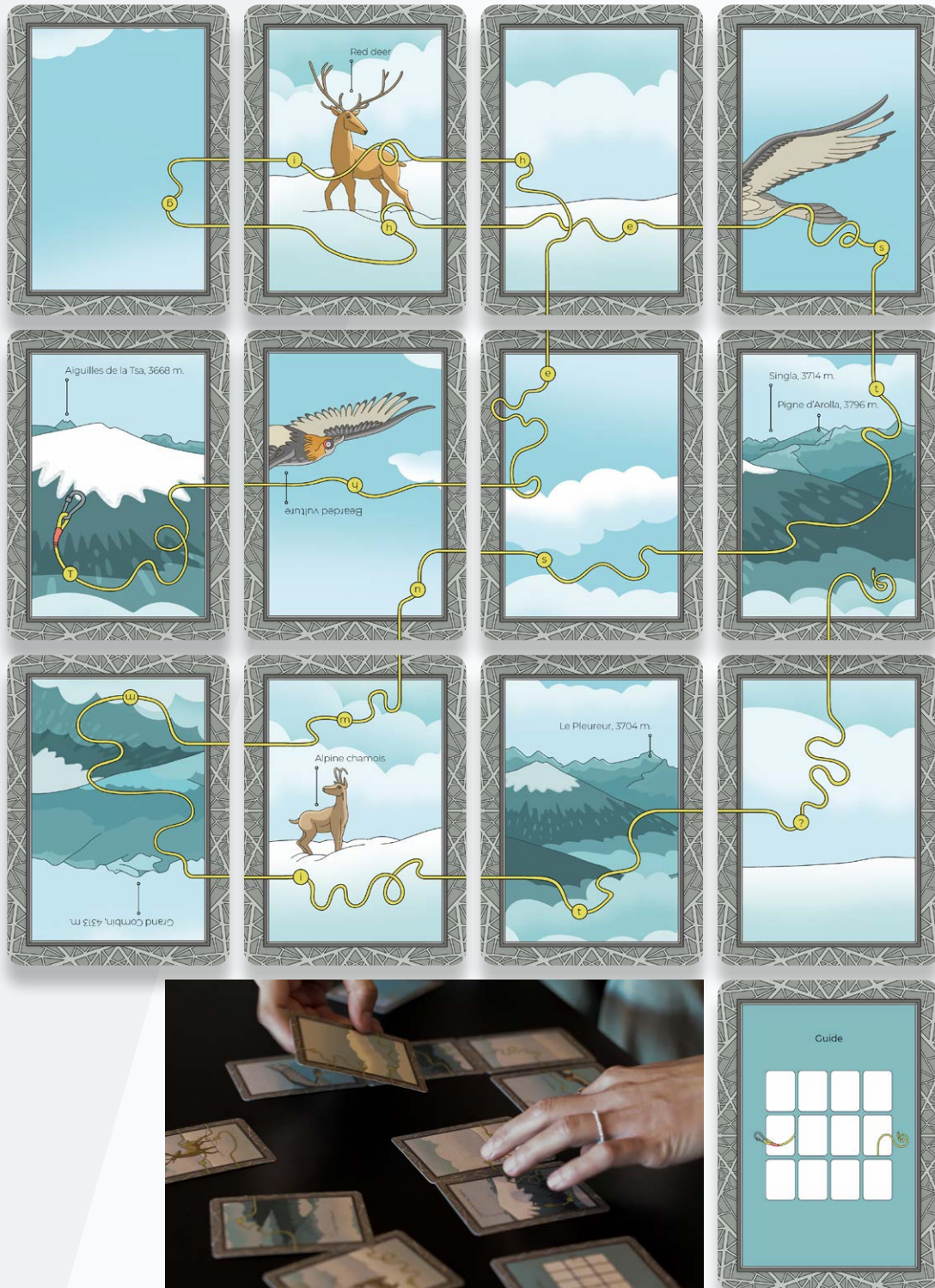


# Treasure Hunts & Games

## [Peak Enigma]

### Mountain puzzle

- Find the deck of cards
- Solve the maze puzzle
- Answer the question!





# Treasure Hunts & Games

## [Peak Enigma]

### Wine bottle puzzle

- Observe the labels
- Find the hidden letters
- Reorder the bottles to spell a word



# Treasure Hunts & Games

## [Peak Enigma]

### Postcard puzzle

- Find the postcards
- Overlay them as to answer the following question:
- How many people are enjoying the slopes?



# Treasure Hunts & Games

## [Peak Enigma]

### Sound puzzle

- Find the Marmot
- Listen to its sound
- Find the path that will lead it back to its burrow!





# Treasure Hunts & Games

## [Pentire Point]

**Description:** 'Roarsome Treasure Hunt' is a nature trail installed in Pentire Point, Cornwall. I designed a simple game that can be played with very young children, and which can be completed in 1 hour. It consists of finding local animals. Colouring in the fields of the corresponding symbols reveals a key which can be exchanged for a reward at a nearby café!

**Client:** Roarsome





# Treasure Hunts & Games

## *[Pentire Point]*





# Web Puzzle

## [Midnight Madness 2024]

### Interactive Web Puzzle/Game

- This control room contains three puzzles
- Solve them to repair the portal
- You are now ready for MM24!
- ► [See it in action here.](#)



# 3D work

*[Selected works]*



## 3D work

### *[Mr Doodle: Museum Mayhem]*

**Description:** Mr Doodle (Sam Cox) asked me to interpret his doodles into 3D characters, so that he could in turn doodle on them! I designed and modelled the characters in Z-brush (3D modelling software) whilst working closely with Duncan Carter who directed the project and was in charge of the sculptures production.

The following images show a selection of 3D renders and photographs of the final artworks exhibited at the Holburne Museum's exhibition 'Museum Mayhem', Bath. ► [Watch the video here.](#)

**Image credits:** © Mr Doodle / © Holburne Museum



# 3D work

## [Mr Doodle: Museum Mayhem]





# 3D work

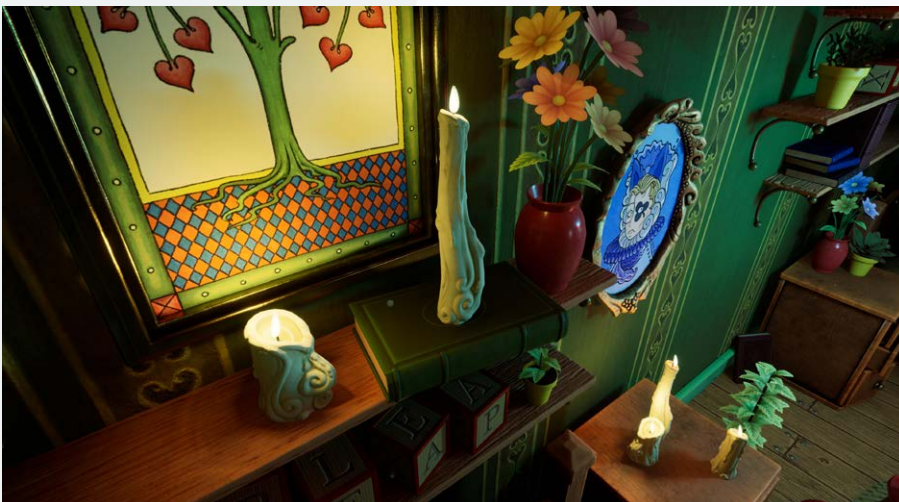
## [Mr Doodle: Museum Mayhem]



## 3D work

### [The Forgotten Room]

**Description:** 'The Forgotten Room' diorama is the result of my set coursework at Escape Studios for the "Video Games Art Production" programme. I commissioned Haniell a music soundtrack to enhance the atmosphere of the diorama. ► [Watch the video here](#). The course was funded by Arts Council England, 10K DYCP grant.



# CV

*[Mathilde Heu]*





## Bio

Hi! I'm [Mathilde Heu](#), a UK-based illustrator with a background in fine art and contemporary art. I love designing and creating site-specific illustration-based projects. These can take many forms: animated videos, treasure hunts, family trails and Augmented Reality maps. I am particularly interested in projects that engage, educate and communicate with an audience (cf. Old Post Office brief). I have a deep understanding of brand guidelines and can seamlessly integrate my artworks into your organisation. When the project requires it, I also work in 3D (cf. Mr Doodle brief). I have experience in supervising projects and I often work with composer Haniell and animators Maria Piva and Dani Fish.

## Education

**Video game art production**, Pearson College/Escape Studios, London(UK), 2023.

**2D charcter design**, Pearson College/Escape Studios, London (UK) 2023.

**Master in Contemporary Art**, Royal College of Art, London (UK), 2018.

**Bachelor in Visual Arts**, ECAV (édh  a), Sierre (CH), 2016.

## Selected Commissions

[The National Trust](#), 'The Old Post Office' animated/illustrated video, Tintagel (UK), 2024

[Mr Doodle](#), Holburne Museum '[Museum Mayhem](#)': 3D modelling and creation of Mr Doodle's Sculptures, 2024.

[Chetzeron Hotel](#), 'Peak Enigma' treasure hunt, Crans-Montana (CH), 2022-23.

[Raise Your Hands](#), 'Interactive web puzzle', London (UK), 2023

[Roarsome](#), 'AR Roarsome Express installation', London (UK), 2022-2023.

[The Commonwealth Secreteriat](#), design and illustration of the '[Respect in the Commonwealth](#)', London (UK), 2021.

[KMDT 'Greater Than Lion'](#), 'Stage set: Greater than Lion', Messums Wiltshire (UK), 2021.

[The Great Gotham Challenge](#), 'Various puzzle illustrations', New York (USA), 2021-2022.

[Midnight Madness](#), 'Various puzzle illustrations', London (UK), 2018-present.

[Sharky & George](#), 'Augmented reality maps & various puzzles', London (UK), 2018 - present.

[Chronyko](#), 'Ruben's Diary, treasure hunt', Reading (UK), 2018-2019.

## Selected Work Experience

**Imperial College** - Reach Out Makerspace, 'Reach Out Academic Leader', Imperial College, Nov 2018 - Jan 2019.

## Selected Exhibitions

A Dance Of Scale - **Assembly Point** - London (UK), 2019.

Le Grand K - **Science Museum** - London (UK), 2019.

HIX Award - **Coutts Bank** - The Strand, London (UK), 2019.

Are You Ready - **Museum of London** - London (UK), 2017.

## Selected Award(s)

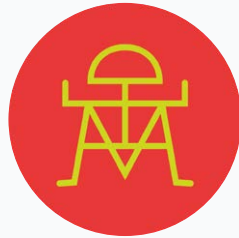
**DYCP £10k grant**, Arts Council England, London (UK), 2022.

## References

**Jon Stewart** (National Trust, General Manager, North Cornwall, [jon.stewart@nationaltrust.org.uk](mailto:jon.stewart@nationaltrust.org.uk))

**Fergus Adamson** (Sharky & George, Managing Director, [fergus@sharkyandgeorge.co.uk](mailto:fergus@sharkyandgeorge.co.uk)).

**Thank you!**  
*[Mathilde Heu]*



This pdf is up to date for 2024, please see  
my website for more. My website also contains  
interactive elements to play with!

I'd love to meet over a video chat.

[mathildeheu.com](https://mathildeheu.com)

[mathilde.heu@gmail.com](mailto:mathilde.heu@gmail.com)