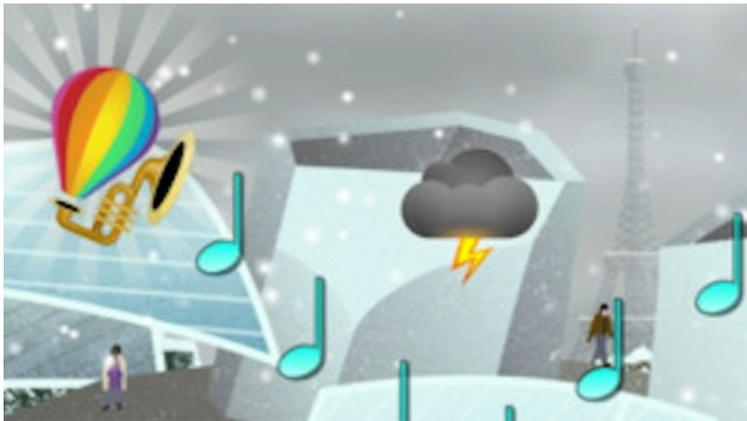


MARKETING

## Fondation Louis Vuitton goes on sonic journey via mobile gaming app

May 31, 2017



*Lucky Vibes is played in the sky above Fondation Louis Vuitton; Image credit: LVMH*

By STAFF REPORTS

Luxury goods conglomerate LVMH is seeing who rules the Parisian skies in a gamification effort tied to its Fondation Louis Vuitton.

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Working with London-based culture tech studio, Amphio, Fondation Louis Vuitton has launched the "Lucky Vibes" game for Apple iOS devices. Amphio's mission statement is to reimagine what is possible in today's digital world, an objective that is currently at the forefront of business, even for those in the luxury space.

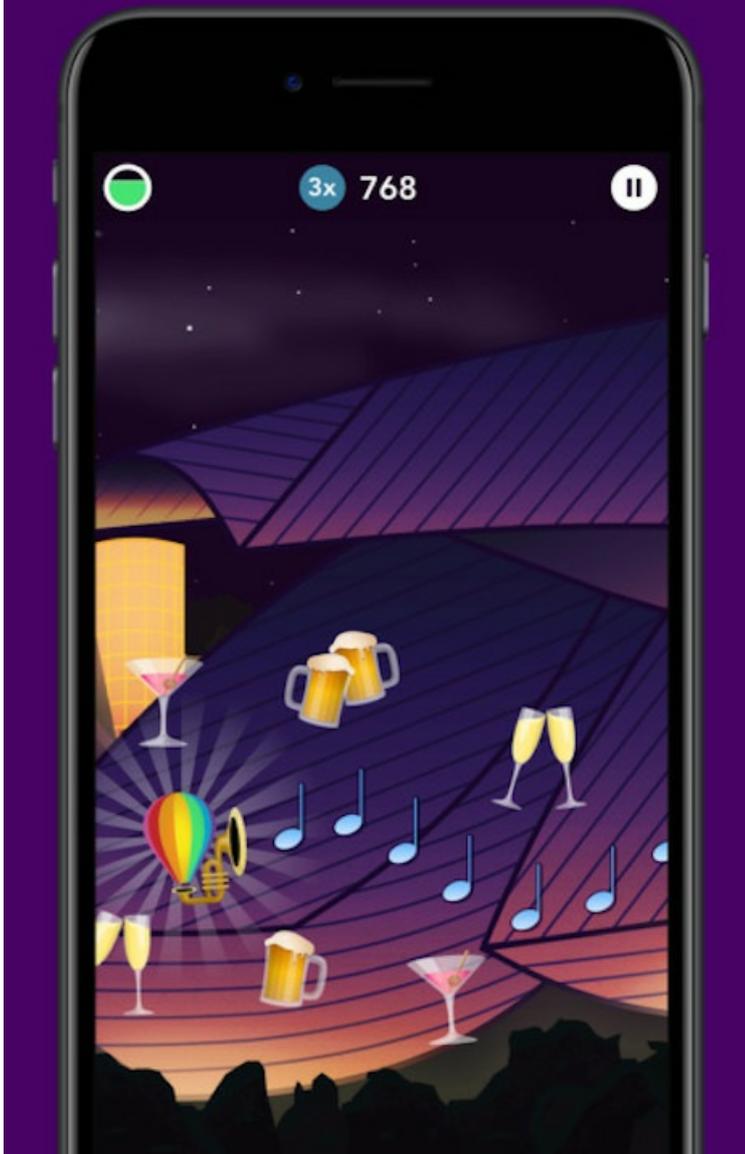
Vibin' in the skies

Lucky Vibes challenges players to create music by "surfing" sound waves in the sky above Paris' Fondation Louis Vuitton.

As the user floats along in a "tuballon," a cross between a tuba and hot air balloon, they must collect as many music notes as possible. But, users must be wary of other obstacles in the skies such as beer steins, sailboats and piano keys, all of which are emojis on the iOS platform.

By steering clear of objects and collecting music notes, the user can unlock four different levels. All of Lucky Vibes' levels have been inspired by the dynamic architecture and life at the Frank Gehry-designed Fondation Louis Vuitton.

Steer clear of obstacles  
and unlock new levels



*Lucky Vibes features 4 competitive levels; Image credit: LVMH*

On certain days, Lucky Vibes will host competitions where the user can enter her high score to win VIP prizes from Fondation Louis Vuitton. If she is dethroned from the top of the leaderboard, Lucky Vibes will send out a notification to race against the clock to regain the title.

Lucky Vibes is free on [iTunes App Store](#) and is best experienced with headphones.

Fondation Louis Vuitton uses mobile applications to increase visitor interaction, regardless of the guest's age.

The Fondation Louis Vuitton enhances the experience guests have at its art and culture museum through the adult-facing Fondation Louis Vuitton app and ArchiMoi, an app adapted for children visiting along with their parents. While mobile apps have become commonplace within museums exhibits, implementing ones that are geared toward younger guests will likely leave a lasting impression that will lead to loyalty as they mature ([see story](#)).