



**Magic CD DVD packaging (4 Gold Medal)**

# Une invention qui vaut de l'or

**Olivier Redon a mis au point une « pochette présentoir dynamique pour disque CD ou DVD », récompensée par une médaille d'or au salon international des inventions de Genève, ainsi que le Prix de l'Institut National De la Propriété industrielle.**

La planche à voile sur mesures pour enfants : c'était lui. Le troisième feu stop à l'arrière des voitures cela aurait pu être lui. « *J'avais 17 ans. L'idée était au point. Mais je n'ai pas déposé de brevet* ».

Olivier Redon a aujourd'hui 42 ans : il ne voulait pas refaire la même erreur. Pour 1300 euros, il a déposé son concept de « pochette présentoir dynamique pour disque CD ou DVD » à l'institut national de la propriété intellectuelle.

Concept : on ouvre la pochette. Se déplie instantanément une pyramide cartonnée dans laquelle s'enclasse le disque. Avantage pour l'utilisateur : il saisit le CD par la tranche sans y déposer de trace de doigt. Intérêt pour l'industriel : il dispose à sa guise de trois faces publicitaires pour un coût inférieur à 50 centimes d'euro l'unité. « *J'ai trouvé un imprimeur à 29 centimes pièce* » précise Olivier avec l'énergie courtoise d'un marchand de tapis bien décidé à prouver l'aspect révolutionnaire de sa pochette, baptisée « Poch'up » sur son site Internet "".



Le salon international des inventions de Genève, le plus côté du vieux continent, semble lui donner raison : début avril, peu avant la clôture, il lui a attribué une médaille d'or avec les félicitations du jury, point d'orgue de cinq journées où le succès populaire ne s'est jamais démenti. « *Sur mon stand, il y avait en permanence entre 30 et 40 personnes, se poussant du coude pendant les démonstrations* ». Dix fois, cent fois, « *peut-être 5 000 fois* », il a produit une légère pression de l'index sur sa pyramide pour la replier sans la froisser. Technique inspirée de l'origami, cet art du pliage de papier japonais ? « *L'idée ne m'est pas venue en une seconde. A l'aide de l'ordinateur, il m'a fallu concevoir le prototype au millimètre près, en tenant compte en priorité des besoins des industriels* ». Cinq cents modèles, un ou deux de sélectionnés. Les grandes sociétés internationales spécialisées dans l'Internet grand public sont - dit-il - les premières intéressées. Pas de contrat signé à ce jour, mais la certitude qu'aucun obstacle ne se dresse plus entre lui et le jackpot. « *Ce sont les gens que je rencontre qui m'y font croire* ».

Malgré sa coupe de cheveux d'ancien champion de « windsurf » hésitant entre sagesse et rébellion, Olivier Redon, Lyonnais d'origine, n'a rien de l'inventeur mythomane.

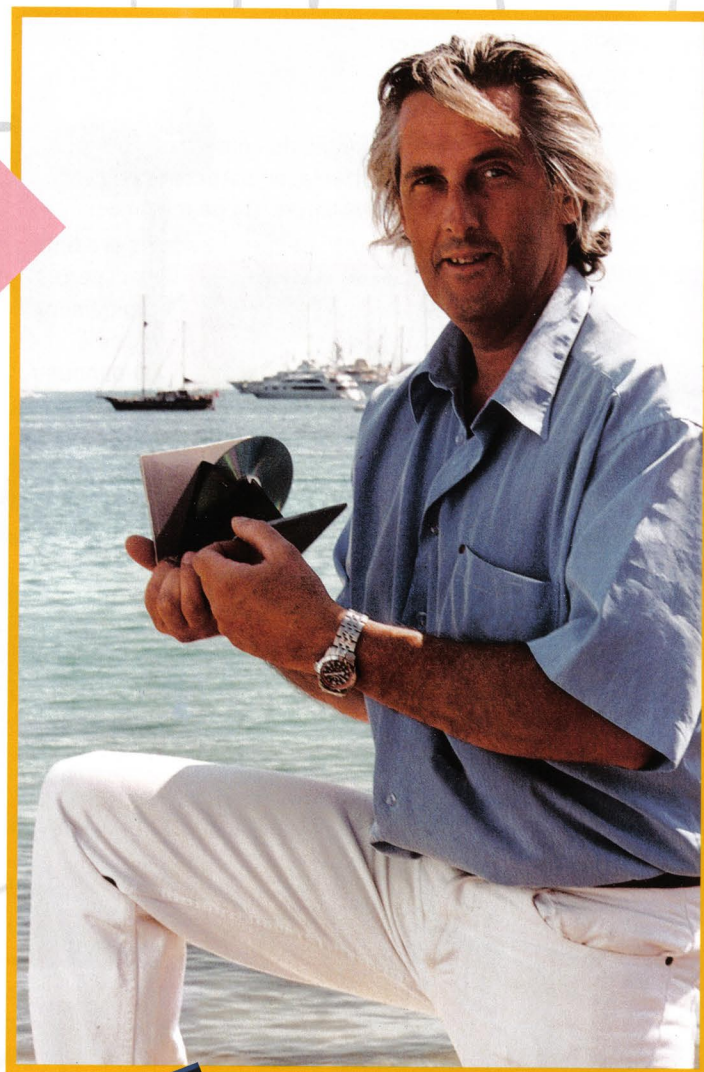
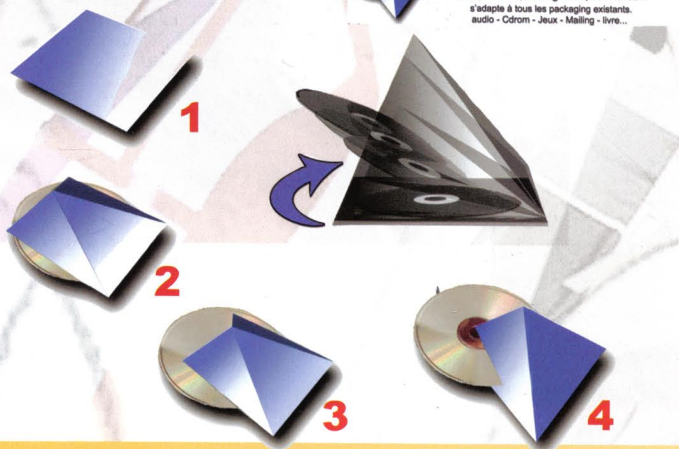
Concepteur de sites Web, ex salarié de « Kaufman and Broad », il a déjà gagné de l'argent grâce à ses trouvailles (la mini planche à voile). Son raisonnement repose sur une logique marketing, au plus près du marché. En cas de réussite de son « polyèdre » qui marie « *la pyramide, symbole de 3 000 ans d'histoire et le CD, signe de la modernité* », il mettra au point d'autres projets, un « *jean révolutionnaire* » qu'il garde au secret, concurrence oblige, ou « *un lecteur DVD qui projette les images* ». L'important, à ses yeux, ce n'est pas le savoir technique, mais la capacité à s'extraire de « *la vie de tous les jours* » pour voir au-delà de la routine, anticiper sur ce que sera demain notre vie sans sombrer dans la science-fiction. Un, état d'esprit « *incompris en France où l'inventeur est dans l'imaginaire collectif un papy qui trouve des choses qui ne servent à rien* ». A méditer, en ouvrant, un jour prochain, le « poch'up » d'Olivier Redon, quand il sera disponible dans son quartier et partout dans le monde.

### PURE DIGITAL 2003, États-Unis LE DAKOTA DIGITAL

Le Dakota Digital est le premier appareil photo numérique jetable. Il peut prendre 25 photos en résolutions 1 200 x 1 600 pixels. Pour 9 euros, le magasin dans lequel il a été acheté peut les graver sur CD ou les tirer sur papier.

### REDON, Olivier 2004, France LE PACKAGING DYNAMIQUE

Le nouveau système d'emballage pour CD et DVD mis au point par François Redon se déploie automatiquement en forme de pyramide. Les CD et DVD sont ainsi facilement accessibles.



### PROBOTICS 2000, États-Unis LE CYE. ROBOT MÉNAGER

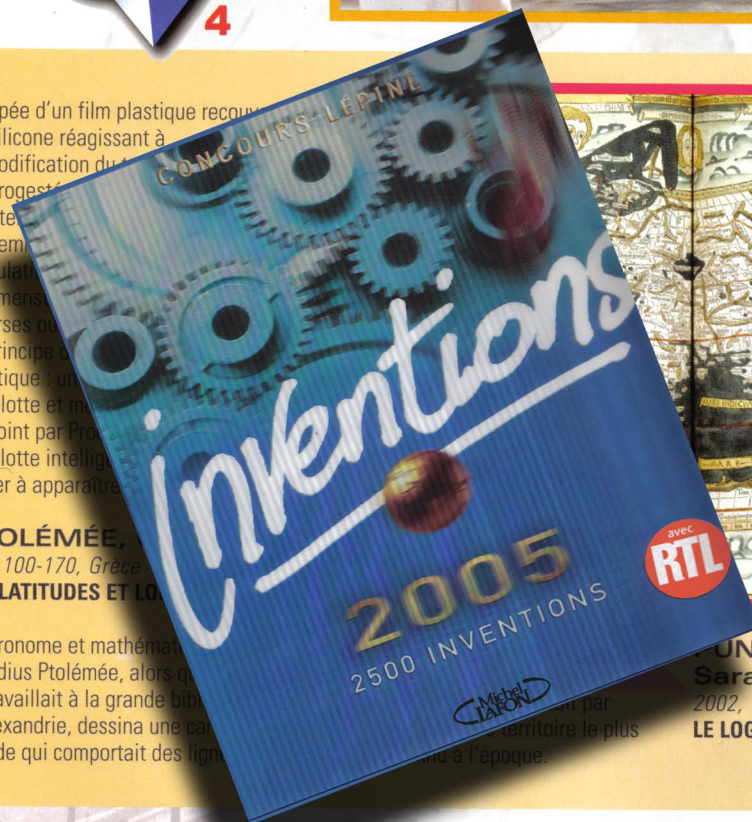
Un domestique proche de R2D2 dans *Star Wars*, ça existe. Cette créature de rêve créée par la société américaine Probotics se nomme Cye. Le Cye est un véritable engin intelligent capable de passer l'aspirateur, de dépoussiérer, d'épousseter les dessous de tables, de contourner les meubles et de nettoyer le sol de chacune des pièces de l'appartement. Il apprend lui-même à se repérer dans son environnement puis se promène seul en obéissant à distance aux ordres par l'intermédiaire d'un PC. Il peut même vous apporter un verre et vous servir des amuse-gueules devant votre programme de télévision préféré.

### PROCTER & GAMBLE 2001, États-Unis LA CULOTTE INTELLIGENTE

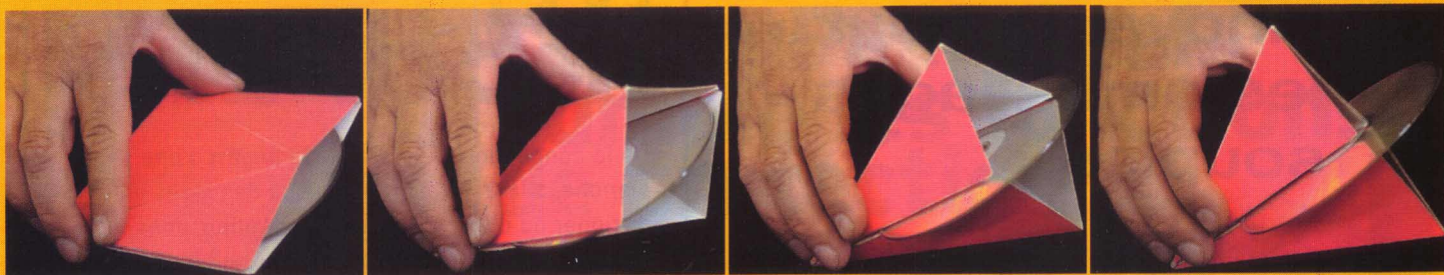
Équipée d'un film plastique recouvert de silicone réagissant à la modification du pH, la culotte intelligente de Procter & Gamble permet de protéger et de protéger les femmes des menstruations diverses ou d'ovulation. Le principe est identique : une culotte intelligente au point par Procter & Gamble permet de retarder à apparaître.

### PTOLÉMÉE, env. 100-170, Grèce LES LATITUDES ET LONGITUDES

L'astronome et mathématicien grec Claudius Ptolémée, alors qu'il vivait à Alexandrie et travaillait à la grande bibliothèque d'Alexandrie, dessina une carte du monde qui comportait des lignes de latitude et de longitude.



### UNYARATABUNBUH, Saranyou 2002, Thaïlande LE LOGICIEL ANTIMOUSTIQUE



## Poch'Up: un pliage ingénieux

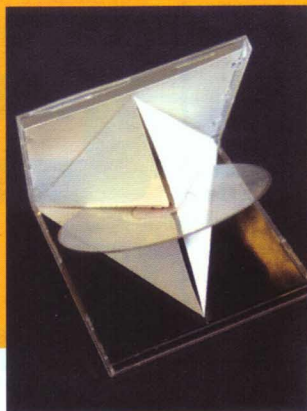
**Une feuille, un geste**  
Poch'Up repose sur un ingénieux pliage qui permet de transformer une pochette à plat en pyramide de présentation d'une simple pression.



PHOTOS: LUC PERENOM

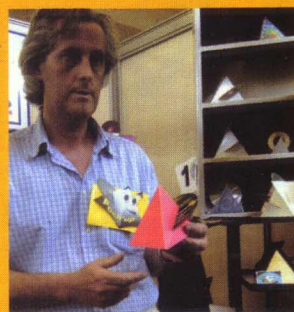
### Présentoir

Système breveté, Poch'Up est « une pochette présentoir dynamique pour disque CD ou DVD ». Un carton ou un plastique suffisamment rigide conviennent pour réaliser la pochette.



### Étui pour CD

Le système se décline de différentes façons. Poch'Up peut ainsi s'insérer dans un étui, afin de faire automatiquement sortir le disque lors de l'ouverture.



### L'inventeur

Olivier Redon, 42 ans, exposait son système Poch'Up dans le cadre du Concours Lépine qui se déroulait lors de la Foire de Paris du 29 avril au 9 mai. Résultat ? Une nouvelle médaille d'or.

**Poch'Up d'Olivier Redon** est un système de pliage breveté qui permet de transformer un simple étui de disques en pyramide de présentation. Explications.

# Transformer un étui en pyramide dynamique

Comme Emballages Magazine a déjà eu l'occasion de l'expliquer (lire 705 et supplément au n° 707, mai 2004), Poch'Up est une « pochette présentoir dynamique pour disque CD ou DVD ». Olivier Redon, son concepteur, a fait appel au cabinet spécialisé Breese Majerowicz pour déposer le brevet et le modèle. Et a participé à plusieurs concours pour faire connaître son invention. Olivier Redon a déjà obtenu, au mois d'avril, une médaille d'or avec les félicitations du jury au Salon international des inventions de Genève ainsi qu'un Prix 2004 de l'Institut national de la propriété industrielle (Inpi). Et, plus récemment, une Médaille

d'or au Concours Lépine. Belle moisson ! Il faut dire que Poch'Up a de quoi séduire. Il s'agit, en effet, d'un système de pliage qui permet de transformer, en un seul geste, une pochette rigide en carton ou en plastique en une pyramide de présentation de disque. En outre, l'inventeur a poussé ses recherches très loin afin d'obtenir un dispositif très simple. Constituée d'une seule pièce, la découpe à plat tient dans un format A4. Aucun élément extérieur n'est nécessaire pour faire fonctionner le système. La découpe peut s'insérer dans différents dispositifs. Dans un étui, la pyramide se déploie au centre et fait sortir le disque automatiquement.

De même, plusieurs pyramides associées permettent de présenter plusieurs disques en même temps. Olivier Redon vise, en priorité, le marché des CD promotionnels tels que ceux des fournisseurs d'accès à internet (FAI) et autres promoteurs immobiliers. Il regarde aussi les pochettes de DVD ou encore de CD. Mais Olivier Redon a encore quelques étapes à franchir avant de passer au stade supérieur. Si l'industrialisation de la fabrication de la découpe et de l'étui imprimé et décoré ne pose pas de problème à l'industrie du cartonnage, il y a encore du travail sur la mécanisation du remplissage. A suivre... ■

**HENRI SAPORTA**

## De l'étui à la pyramide avec Poch'Up

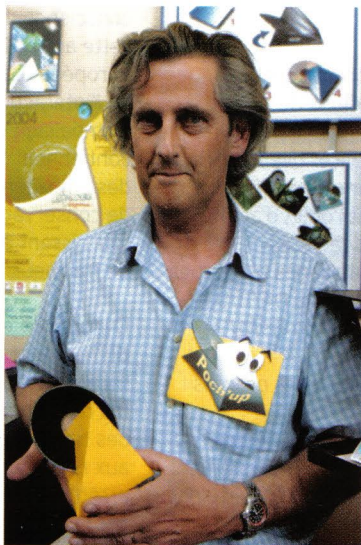
Olivier Redon a breveté une « pochette présentoir dynamique pour disque CD ou DVD ». Un ingénieux système de pliage qui permet de transformer un simple étui en pyramide de présentation. Effet garanti.

**A**vec Poch'Up, Olivier Redon a inventé une « pochette présentoir dynamique pour disque CD ou DVD ». Afin de protéger son invention, l'inventeur a fait appel au cabinet spécialisé Breese Majerowicz pour déposer le brevet et le modèle. Il s'agit très simplement d'un système de pliage en une seule pièce qui permet de transformer en un seul geste une pochette à plat en carton, ou en plastique rigide, en une pyramide qui présente le disque à l'utilisateur. Effet garanti. D'autant que, durant les quelque douze mois de mises au point et de tâtonnements, Olivier Redon a poussé ses recherches très loin afin d'obtenir un dispositif d'une simplicité confondante.

Digne de l'origami, la découpe à plat, qui tient dans un format A4, est ainsi particulièrement impressionnante. En outre, le système se décline de toutes les façons possibles: la pyramide se déploie, par exemple, à l'ouverture d'un étui quand plusieurs pyramides juxtaposées permettent de présenter plusieurs disques en même temps. Efficace. Avantage induit: Poch'Up oblige l'utilisateur à prendre les disques par la tranche.

### Médaille d'or

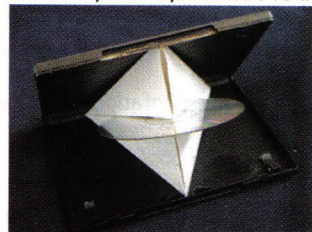
Si Olivier Redon vise, en priorité, le marché des CD promotionnels tels que ceux des fournisseurs d'accès à Internet (FAI) et autres promoteurs immobiliers, il regarde aussi les pochettes



Olivier Redon, 42 ans, exposait son système Poch'Up dans le cadre du Concours Lépine qui se déroulait lors de la Foire de Paris, du 29 avril au 9 mai.

Poch'Up repose sur un ingénieux pliage.

Système breveté, Poch'Up est « une pochette présentoir dynamique pour disque CD ou DVD ».



de DVD ou encore de CD. Les débuts de Poch'Up sont pleins de promesses. Olivier Redon a déjà obtenu, au début du mois d'avril, une médaille d'or avec les félicitations

du jury au Salon international des inventions de Genève ainsi qu'un Prix 2004 de l'Institut national de la propriété industrielle (Inpi). Et il était présent au Concours Lépine,

à la Foire de Paris. Si l'inventeur n'a pas encore signé de contrat ferme à ce jour, une chose est sûre: Poch'Up ne laisse pas indifférent... ■

**HENRI SAPORTA**





**Living with coyotes**  
in Almanac country *page 3*

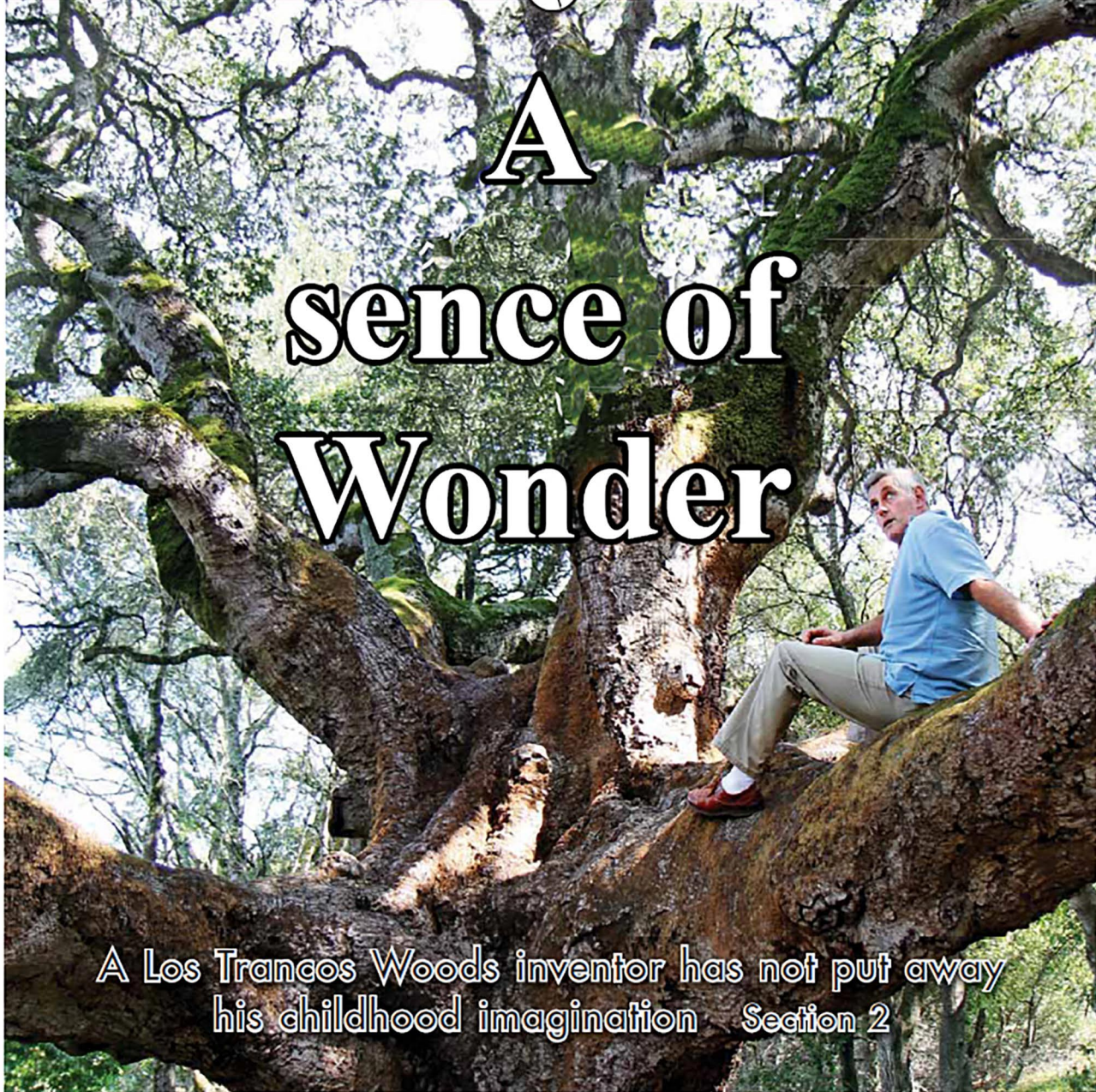
# The Almanac

THE HOMETOWN NEWSPAPER FOR MENLO PARK, ATHERTON, PORTOLA VALLEY AND WOODSIDE

APRIL 13, 2011 | VOL. 46 NO. 33



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## A sence of Wonder

A Los Trancos Woods inventor has not put away  
his childhood imagination Section 2

# Portola Valley-based optical illusionist creates the impossible



by Jennifer Yoshikoshi 6 hours ago



Olivier Redon holds up one of his optical illusions that is designed to look like a creature whose eyes and head follow the viewer as they move about, at his home in Portola Valley on June 24, 2024. Photo by Magali Gauthier.

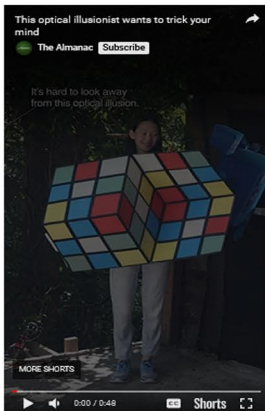
What if it was possible to shrink an adult man with just a cardboard box? This perplexing image has been made possible with the “Shrink Machine” made by French optical illusion designer, Olivier Redon and his 16-year-old daughter Chloe Redon. By strategically tricking the human eye, Olivier uses his art to make the impossible possible.

“I want to create things that nobody has ever made before,” said Olivier, a Portola Valley resident.

The “Shrink Machine” is one of over 100 illusions that Olivier has invented, all of which decorate his home office — enough to create his own museum.

As a father-daughter duo, Olivier and Chloe work together to bring joy to the community by creating 3D optical illusions. Olivier has been inventing since he was a teenager but only started making illusions in the last three years. Chloe helps her father with writing descriptions and proposals to form partnerships with museums, conferences and galleries.

Olivier has a passion for art, science and magic. As an optical illusionist, he can wear the hats of all. He harnesses his child-like wonder and imagination to create illusions that elicit joy. “I’m an



Portola Valley-based optical illusion artist Olivier Redon and his daughter, Chloe, share his creations. Video by Magali Gauthier. Music by [Bensound.com/royalty-free-music](#). License code:

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communication and writing to witness to which Olivier feels proud to witness. "It's not easy when you're 16," he said.

Olivier has been using his creativity to create unique items for Chloe ever since she was a child. In 2010, he invented the "Moonbike," an all-terrain bicycle that could be turned into a balance bike when its wheels were removed. When Chloe was learning how to write, he created a pencil holder to teach her how to correctly hold a pencil and improve her handwriting. He also created a 3D tic-tac-toe game set that she frequently played with her friends.



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LET'S CONNECT



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Olivier Redon with the vast collection of optical illusions he has created in his home office in Portola Valley on June 24, 2024. Photo by Magali Gauthier.

"I think in a lot of different parts of life, you can find creative ways to do [things], even in math class, there's lots of different ways that you can go about doing things and I guess that's kind of a part of being creative," Chloe said.

With Olivier's experience as an inventor, he is wary of others copying his ideas. He protects his creations by obtaining a copyright for each illusion and invention. He said that he's had artists and researchers steal his ideas in the past, some even try to profit off of them.

After some time of hesitating to share his art, Olivier is starting to open up. As a response, others are showing excitement and amazement at his "impossible" shapes and illusions.

"It's been really exciting and I've been really happy that people have been gaining more interest in [optical illusions]," said Chloe.

On June 9, they presented their illusions at the [Bay Area ART and Math](#) conference, which was attended by scientists, mathematicians and researchers. Olivier said that the guests showed lots of interest and fascination toward his creations.



Recently, Olivier and Chloe's illusions gained the interest of researchers, YouTubers and neuroscientists. After three years of creating, they're journey to spread joy through illusions is starting to take off as they continue to share their work with the rest of the world.

to create illusions that elicit joy. "I'm an old man but inside I am a young man," he said.

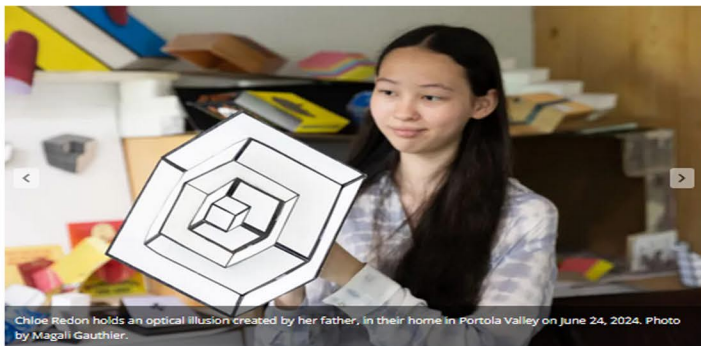


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In 2021, they won the [Best Illusion of the Year](#), annual awards for illusion creators curated by the [Neural Correlate Society](#), for their "[Oh La La Box](#)," a double-inverted perspective cube.

Every creation by the pair is made of cardboard and each illusion can take anywhere from one day, three months or even a year to perfect. He says that anyone, anywhere can create illusions.



"To create you need a lot of time," said Olivier. "You need to train your brain and work very hard to create something new. I can create because I have no limitation."

According to Olivier and Chloe, the optical illusion industry is mainly made up of neuroscientists, math professors and researchers, many of whom use software and technology to create new illusions that bring "impossible" shapes to life. Unlike everyone else, Olivier creates with the power of his imagination and his keen eye for illusions.

As a Portola Valley resident, "we're living in the mountains and everything is green. If I really need inspiration, I go walk, see the animals, the greens, it's so beautiful," said Olivier.



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He is constantly creating and "when he gets home, it's one of the first things that he's super excited to do," said Chloe, who is the first to see Olivier's new creations.

The goal behind creating the art was never for money, clarified Olivier, who purely finds happiness in sharing his illusions for children to enjoy.

Chloe explains that the philosophy behind creating art is that "it's part of the creator's fun" and "enjoyable to see people's reactions to it."

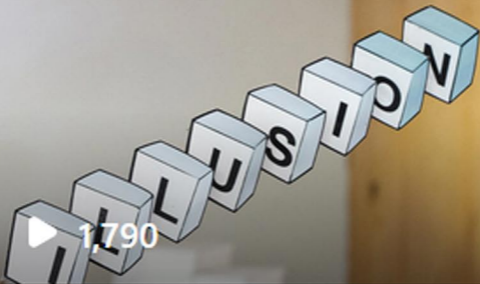
While working alongside her father, Chloe is gaining professional skills in



Small versions of a 3D optical illusion cube created by Olivier Redon in Portola Valley on June 24, 2024. Photo by Magali Gauthier.



**This optical illusionist  
wants to trick your mind**





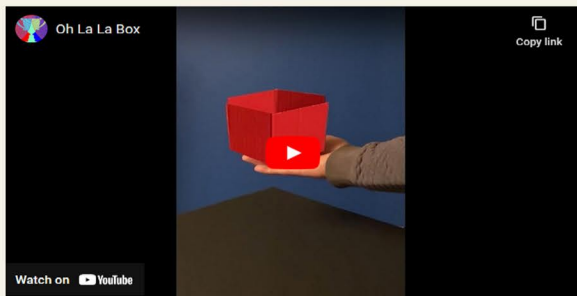
**Olivier Redon with the vast collection of optical illusions he has created in his home office in Portola Valley on June 24, 2024. Photo by Magali Gauthier.**

# A WORLD OF ILLUSION

Welcome to another Thursday post celebrating curious mind stuff. This week, we enter the world of illusion!

I have created many optical illusions over the years, and I am fortunate enough to be friends with some of the smartest and most inventive folks in the field. Olivier Redon is certainly one of those people. Working with his daughter Chloe, Olivier creates new illusions and wonderful twists to existing ideas. A generous soul, his pieces are as playful as they are fooling.

Here is his Oh La La Box, which won the Best Illusion of the Year in 2021. Simple but brilliant.....



A man after my own heart, most of Olivier's creations are built from cardboard and paper, and show how to transform the ordinary into the extraordinary. In another instance, the dynamic duo have joined books and boxes together in impossible ways....

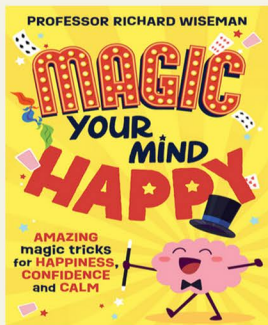


Our paths first crossed when I created a version of the Beuchet Chair, only to discover that Olivier had pretty much the same idea several years ago (mine involves an addition of a fake cloth to help with the illusion of continuity)!



Olivier has also used the same idea to make objects shrink and grow in desktop version. Genius. Olivier is based in San Francisco and creates for the fun of making something new and the joy of sharing it with younger minds. Who knows, perhaps there will be a museum dedicated to his work.

I asked Olivier three key questions about his work..



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# A WORLD OF ILLUSION



## How do you find your creative ideas?

Very interesting question. At first, I paid attention to what was around me. But then, over time, I noticed that there were no big changes in the world of optical illusions, and so I decided to do something about it and create something new myself. Now I have more than 50 optical illusions that fill 3 rooms in my house!

## Who are your heroes of the world of optical illusions?

Jerry Andrus, because he invented so much, yet had no computer or printer! He just worked with metal, cardboard, or wood. I found Jerry Andrus via the internet in 2022, but I didn't know him before that because I wanted to create my illusions without knowing about what already existed.

## Should all the classrooms in the world have optical illusions?

Of course! It is so much fun to play with your brain and especially for adults, children, teachers and students.

You can find out about Olivier's great work [here](#) and read more about it in this [article](#).

What do you think? Leave a comment and let us know.



Discover more from Richard Wiseman

## Alex Bellos's Monday puzzle

Mathematics

Alex Bellos

Mon 2 Mar 2026 07:10 GMT

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# Can you solve it? You won't believe these optical illusions!

The magical art of Olivier Redon



Photograph: Olivier Redon

Look at the Coca-Cola can in the main image.

It is not a can, but an optical illusion - a trick of perspective. Can you work out what is going on?

The illusion is the latest masterpiece from Olivier Redon, a French-American inventor, who has had his creations used in museums and on TV programmes around the world.

For today's puzzles, I present five of Redon's most brilliant images. The challenge is to figure out how he managed to create them.

### 1. Ceci n'est pas une canette

Another look at the can. What are you actually looking at?



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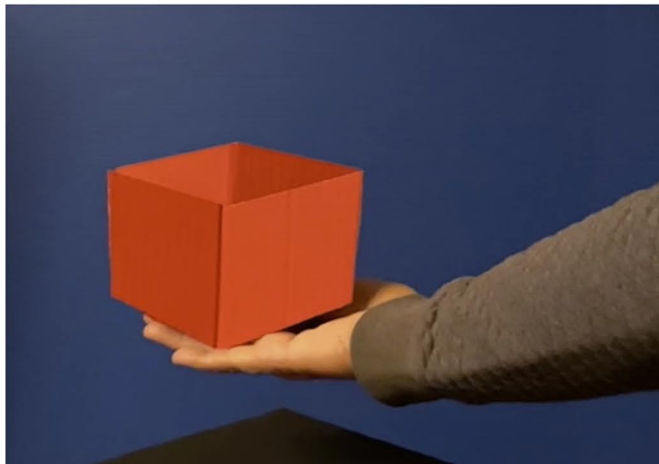
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## 2. The Oh La La Box

*This is not a red box! What is Redon actually holding in his hand?*



## 3. Twin dinos

*This iPhone image is of two dinosaurs that are the same size. How did Redon take the image?*



## 4. Fragile

*This is a portrait of Redon and his daughter. How was it taken?*

#### 4. Fragile

This is a portrait of Redon and his daughter. How was it taken?



#### 5. The transparent cube

This looks like cube with words on three external sides. But can you see what you are really looking at?



I'll be back at 5pm UK with the reveals for each of these images. Please do return. The illusions are sensational.

PLEASE NO SPOILERS.

Instead, please discuss your favourite optical illusions.

All photographs are copyright Oliver Redon. You can check out his website [olired.com](http://olired.com) here and follow him on [LinkedIn](#).

I've been setting a puzzle here on alternate Mondays since 2015. I'm always on the look-out for great puzzles. If you would like to suggest one, [email me](#).

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**Did you solve it? You won't believe these optical illusions!**

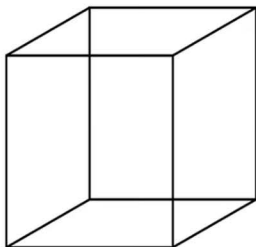
A magician reveals his visual tricks



Photograph: Olivier Redon

**Earlier today** I posted five optical illusions by Olivier Redon, a French-American inventor. Here they are again - with demonstrations of how he created the effects.

Three of the images are inspired by the Necker cube, a two-dimensional drawing of a cube that can be understood in two ways: either with the bottom left face at the front, or the top right face at the front. Once your eyes settle on one interpretation, it is hard to see the other.

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## 1. Ceci n'est pas une canette

*Here's an image of a can. But what are you actually looking at?*



The illusion convinces you that you are looking at the outside of a complete can, when in fact you are looking an inverted internal segment of can with the top stuck on upside down. The eyes see the shape as curved outwards, when in fact it is curved inwards.

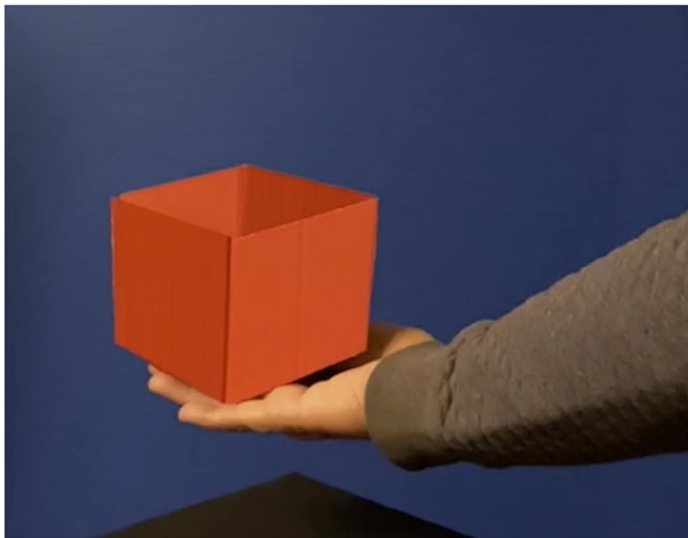


The image at the top of this article shows the two pieces you need to create the illusion: the top disc, and the side section, which are then fitted together.

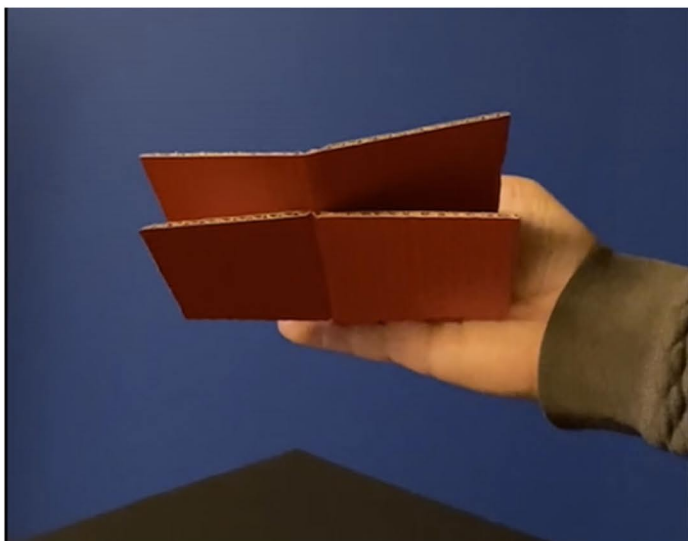
## 2. The Oh La La Box

## 2. The Oh La La Box

*This is not a red box! What is Redon actually holding in his hand?*



Amazingly, the cube is two pieces of cardboard...



...in an X shape!



As with the Necker cube, once you see the faces as sticking out (or in), it is very difficult to see them as sticking in (or out).

The still images don't do this illusion justice. The video is quite remarkable. It is hard to believe your eyes.

oh la la Box "Best illusion of the year" Copyright Olivier Re...

Copy link

Watch on YouTube

Double inverted perspective cube

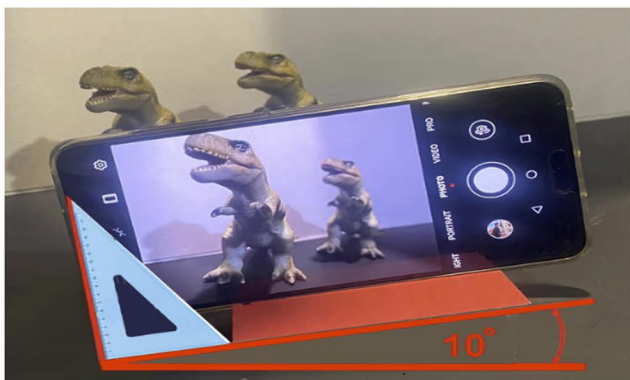
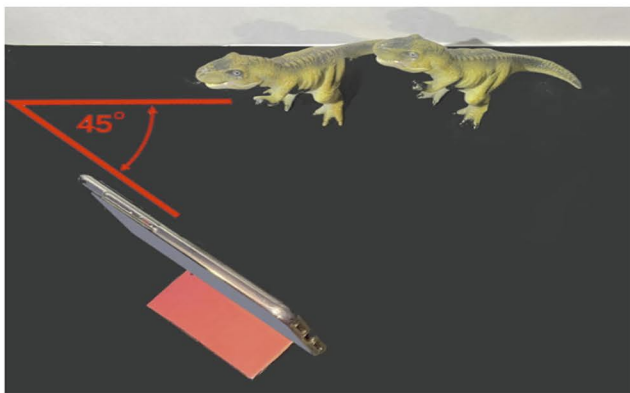
The image shows a YouTube video player interface. At the top left is a profile picture of a man and the text "oh la la Box 'Best illusion of the year' Copyright Olivier Re...". At the top right is a "Copy link" button. The main area is a video thumbnail showing a hand holding a red cube against a dark blue background. A red play button is overlaid on the cube. At the bottom left is a "Watch on" button with the YouTube logo. At the bottom right is the title "Double inverted perspective cube".

### 3. Twin dinos

*This iPhone image is of two dinosaurs that are the same size. How did Redon take the image?*



This illusion plays with lines of perspective. All you need to do is take pictures of the dinos at both a horizontal and a vertical angle.



4. Fragile

*This is a portrait of Redon and his daughter. How was it taken?*

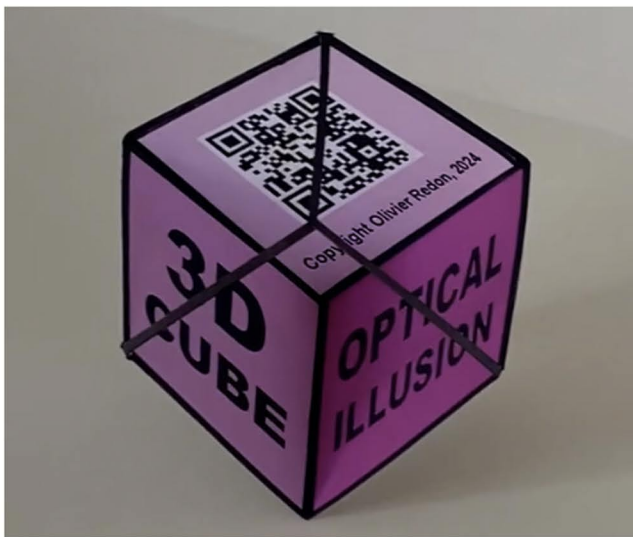


Ta-dah!



## 5. The transparent cube

*This looks like a cube with transparent sides. But what is it?*



This one is the Necker cube again. The three squares with writing on are *not* the outward faces. They are the inward faces!



Lifestyle

## OUTSIDE THE BOX Everyone sees a red box – but you have a high IQ if you can figure out what's really going on in under 15 seconds

This illusion uses a neat trick to fool your brain

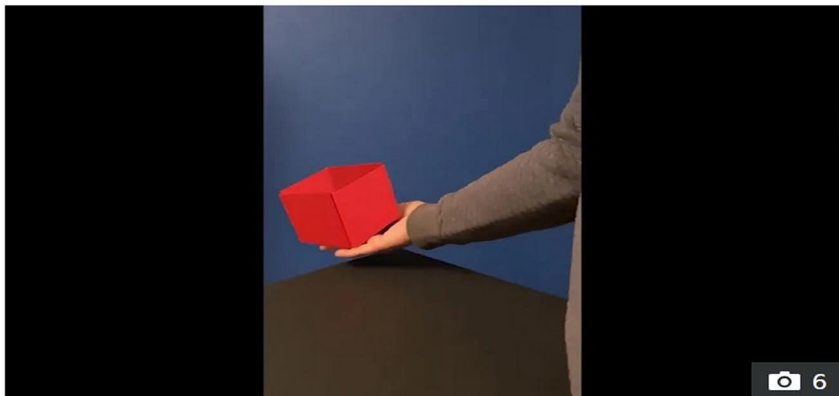
[Cheyenne R. Ubiera](#)

Published: 11:36 ET, Dec 18 2023 | Updated: 11:57 ET, Dec 18 2023



**IF you can figure out what's happening in this optical illusion in less than 15 seconds, you might have a high IQ.**

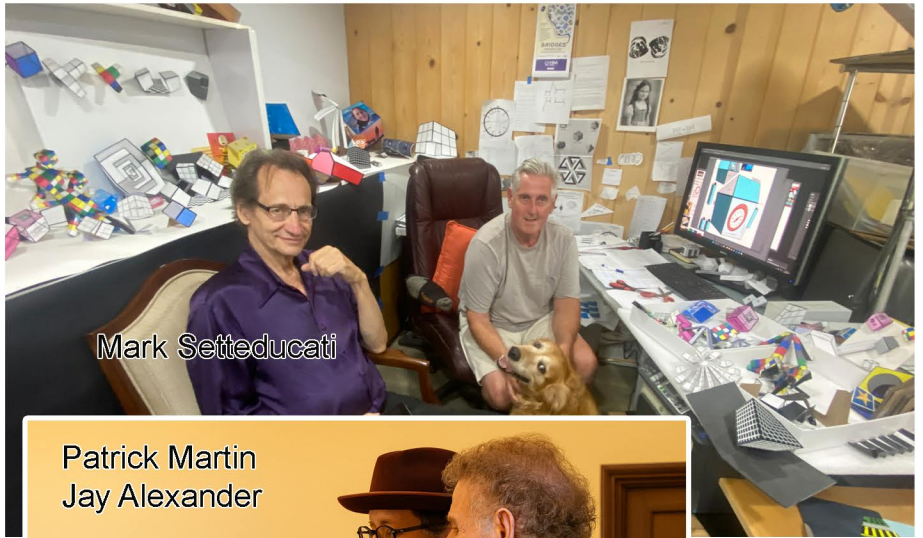
At first, it appears as if the person is holding a solid, 3D red box but it's soon revealed that the shape is actually flat.



**This looks like a 3D box at first but if you look closely you'll realize it isn't**

Credit: youtube

The illusion was created by Olivier and Chloe Redon and is known as the "Oh La La Box," which won the [Best Illusion of the Year Contest](#) in 2021.



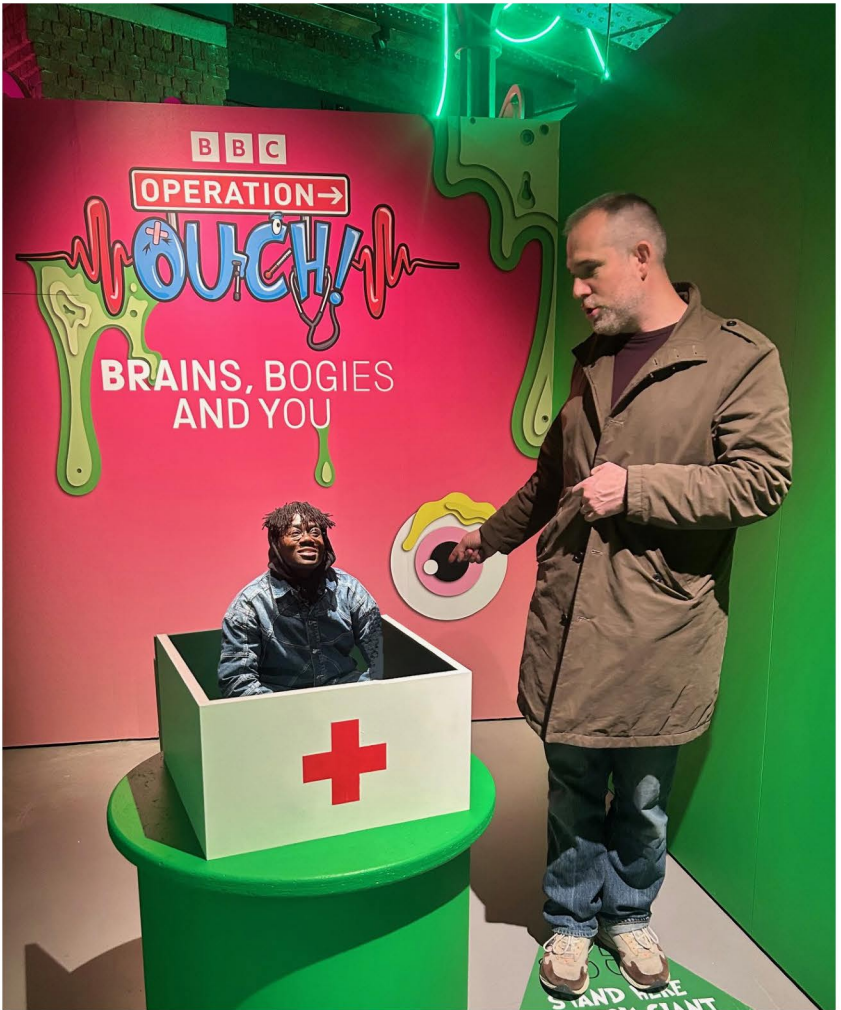
Mark Setteducati



Patrick Martin  
Jay Alexander



Justin Flom



Illusion design for interactive exhibits in the Science and Industry Museum's Operation Ouch! Brains, Bogies and You exhibition in Manchester.

Their work includes participatory sensory illusions such as the "You've been shrunk!" interactive, where visitors can take photos using optical illusions designed by Olivier Redon.



Best Illusion of  
The Year Contest  
2024



Best Illusion  
The Year Contest  
2021