

The commercial aspect of the Grand Duchy of Oniroscopy explained to our partners.

Preface :

The Grand Duchy of Oniroscopy could not be established and can only exist because San Damon created Oniroscopism in 2004.

(Photographic process filed under patent in 2004).

It takes a universe, a very personal matter, for such a project to be made and to make sense.

Why settle (to position yourself) in the Grand Duchy of Oniroscopy ?

There is something that is not agreeable, something against which it is impossible to fight. It is the air of time.

The air of time, this is the connection and the living through the internet, notably by Smartphones, but this is also to be vegan, organic, is to recover an authenticity, it is not polluting or as little as possible , is to ask, for example, the art of keeping its "artisanality" by a true approachetc.....

Communicating in a new and genuine way through the Internet, through the virtuality that finally is almost no more, it is the air of time. If you have never set foot in Brazil, you Will know what books, movies and / or internet tell you.

To be too early is never interesting, people take time to understand, to follow, by cons on the other hand, being just a little before the hour is crucial it is crucial to be just a little before the hour to understand, to anticipate what will happen.

This is so then. That a sort of magic extirpates emurges itself, because everybody knows that what is presented is possible, conceivable.

It is mainly that the air of time and becoming the actor is necessarily primordial to advance towards what will be.

What are the objectives of external communication through a virtual country like the Grand Duchy of Oniroscopy ?

External communication allows not only to make known your company name and to develop its notoriety otherwise but also, and above all, it allows to associate it with emblematic actions, strong values, commitments.

The objective of external communication is to disseminate transmit a discourse constructed but close to people, to convey a desired or desired image by sharing essential values of the company, to expose its specific position in a competitive market and to Areas of expertise.

Unlike internal communication, it is aimed at all external actors of the company with varying degrees of proximity. These actors represent the eco-system of the company.

The 3 main objectives of the external communication are :

- 1.) Objective of identification and capitalization: Awareness, memorization, information.
- 2.) Business Objective: Support of marketing strategies, including shared and symbolic products.
- 3.) Social Objective: Responding to needs of proximity expressed by the environment and arousing the desire to be a player from near or far from this famous "air of time"

There are 2 types of external communication :

- 1.) Marketing communication marketing or commercial communication. It is often the first type of communication developed by the company, because it supports its sales approach.
- 2.) Institutional communication is based on the values of the company and not on the specificities of the product or brand. It describes the company's performance, its social role, its technicality, its commercial results, its management and its ethics.

The Grand Duchy of Oniroscopy adopts, by the very fact of this first in the world first : the birth of a virtual country, a positive surprise or more exactly a positive surprise effect and by applying what we call E.B.P (Exchanges Between Partners).

Two leitmotifs, a tune the air of time and a positive surprise effect, make the Grand Duchy of Oniroscopie a partner that allows companies to have a positioning that opens up to a wider social reputation.

In short :

It is a partnership in the etymological sense of the term, it goes without saying that this must be discussed internally in order to keep under the seal of confidentiality the partnership confidential, its various axes and possibilities of production.

The partner company will benefit from the aura, visibility and values of the Grand Duchy of Oniroscopy, its networks of influences and a link, therefore, with contemporary art and works of art. San Damon.

Various conferences on various subjects related directly or indirectly to the Grand Duchy of Oniroscopy will be given by renowned intellectuals and academics and / or our partners will be invited or quoted.

This is a custom that San Damon has set Some time after its his creation of Oniroscopism (see documentary films in the chapter “San Damon, then documentary films or documentary films on the G.D.O of this site” and . It is not insignificant to specify the scoring staggering scores of visibilities reached by these films, stressed by the press of "intellos".

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Quotes from intellectuals and academics :

Bernard Dewit (Lawyer intellectual rights Specialist)

I wanted today to give you my thoughts after being confronted with works of San Damon, his projects, what he realizes, what he has realized and I must say that I am impressed because I am facing a complete artist, a photographer, a painter, a sculptor, a musician, it is not obvious.

(...) But it is still quite extraordinary since we have exhibitions there that have been held throughout the world (...)

(...) This artist did not content himself with making photographic, musical, sculptural works, it he has also taken a step, very recently. This step, is to create a State (...)

(...) there is a currency, he has created a currency, he has created a currency called Oniros, this currency has notes he created, which he drew. This State also has traditions that he creates, that he imagines, this state has a geography, a geography that he imagines, this state even has an identity card. This state has an identity card on which one will find the Name of each individual who decides to be part of it. This identity card which will be individualized with a specific number, with links on the digital plan and thus, this identity card will constitute, in some sort, a unique artwork.(...)

Well, here we started from a dream, but this dream is gradually becoming reality, this dream that can also be a source of inspiration for our societies because this State targeted by this artist is a State that also has ethical requirements. Ethical requirements because for him the animal and the human must be put on an equal footing. There is no question of a fur trade, there is no question, I will say, of showing oneself cruel towards animals.

Didier Dequévy (Penal and Criminal lawyer)

(...) the name that will be given to the country that will be created in the world of oniroscopism, is the Grand Duchy of oniroscopy, with structures that have a presidency and a government that will have its ministers. With people who will each have responsibilities in this world and who will decide things a little differently and in ways that are a little less sinister than in our present societies and devoid of all these political tensions that we know today.

Antonino Mazzù (Philosopher from U.L.B)

The Grand Duchy of Oniroscopy is a creation of San Damon, the idea has aroused in me some reflections on the relationship between dream and image, reality and politics.

Who knows, and this I say in the form of a question, who knows whether the oniroscopic idea of the virtual State (and yet real in some respects and real and yet virtual on other sides) would not be a way to restore a perspective of the State and some of its ideological assurances.

Jean De Munck (Sociologist from U.C.L)

The idea of a Grand Duchy of Oniroscopy which is proposed by San Damon seems to me everything but absurd; it emerges, of course, as an aesthetic fiction, and emerges in a universe that is a universe in transformation and already testifies of a kind of invention, creativity.

I will give you two examples: the first example is the treaty just concluded by the Grand Duchy, not by Oniroscopy, but by the Grand-Duchy of Luxembourg with the State of Estonia, a European nation, in order to create a digital embassy.

(...) From diplomacy of a completely new type to a nation of a completely new type, to a virtual nation, there is evidently only one step that San Damon crosses, a little in scout visionary, I would say.(...)
