

Don't just watch the action, be the action.

DIGITAL PUPPETRY



The Problem

Melbourne International Film Festival offers an emotionally intense cinema-going experience that you need to feel to understand. So, to support the 2017 festival, we had to create something highly innovative and most importantly, deliver on its promise to give you a highly emotive and cutting edge filmic experience.

The Idea

Digital Puppetry combined Virtual Reality and 3D projection mapping in a highly innovative way to create a shared filmic experience for our 'virtual' participants and our 'real' audience.

Let's Get Technical

1. Script & Filmed Faces

Firstly we wrote a short film script. Only the performances of the characters faces were filmed.

2. Live Projection Mapping

These facial performances were projected onto a face mask using live 3D projection mapping.

3. VR Headset Mask

This face mask was attached to VIVE VR headset.

4. Human Puppet

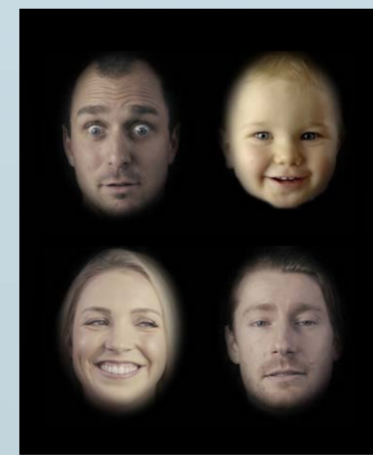
The VIVE VR headset was worn by a human puppet (a member of the audience).

5. Virtual Reality World

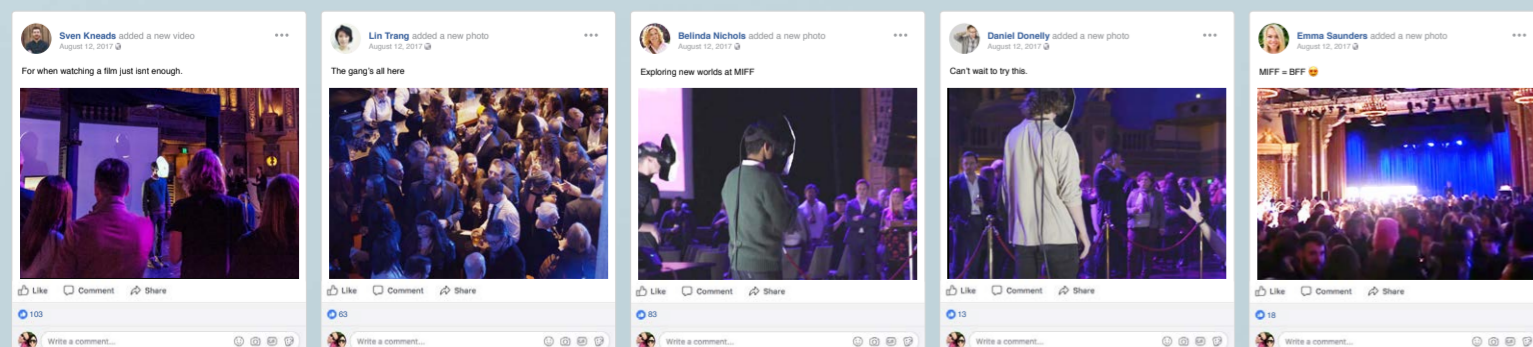
To play the body of the characters in the films we created a virtual reality world.

6. Game Engine

To align and track the movement of the body and projected faces we created a game engine that digitally directed the entire performance through our virtual reality world.



Social



Results

Record Year Ticket Sales
\$2,281,000

Social Followers
117,000

615,000 Web Sessions
50% increase on 2016