MOVE IT

26 May – 17 June 2020

Youth mobility in the digital era

www.jugendfuereuropa.de/veranstaltungen/MOVE-IT

online event

Photo: Sebastian Voortman

JUGEND für Europa

National Agency (Germany)
Erasmus + Youth in Action
European Solidarity Corps

IJAB International Youth Service of the Federal Republic of Germany

VERKE

FINNISH NATIONAL AGENCY FOR EDUCATION

Estonian Youth Work Centre
20 years empowering youth

Co-funded by the Erasmus+ Programme of the European Union

Immersive for Impact

Crafting stories and campaigns

Felix Gaedtke, Co-founder, NowHere Media

"Storytelling is our speciality. It's the basis for everything we do as a species."

- Yuval Noah Harari

NowHere

We create immersive experiences that enable audiences to view contemporary issues through a critical lens

Partners

Why immersive narratives
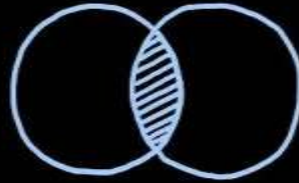
Presence   Proximity   Empathy

Step 1

Imagine a desirable future

An unprecedented challenge

It could take more than a decade to clear Mosul of explosives, U.S. officials say

Loovincy

WIRED

Long After ISIS Collapses, Its Empire of Explosives Wil

ADAM RAWNSLEY SECURITY 11.22.16 07:00 AM

LONG AFTER ISIS COLLAPSES, ITS EMPIRE OF EXPLOSIVES WILL REIGN

SHARE

SHARE
319

TWEET

COMMENT

EMAIL

REUTERS   World   Business   Markets   Politics   TV

ALLNET FLAT

20 00
€ mtl.

WORLD NEWS   JULY 26, 2017 / 1:00 PM / A YEAR AGO

Booby-traps plague north Iraq as Islamic State targets returning civilians

Angus MacSwan

(In this July 26th story, makes clear in para 30 local recruits are internationally supervised)

NEWS / IRAQ

Tal Afar after ISIL: Iraqi army focuses on IEDs and booby traps

It is expected to take four years and up to $4bn to rebuild towns in northern Iraq destroyed under ISIL rule.

by **Charles Stratford**
10 Oct 2017

NowHere

Step 2

Define tangible goals

NowHere

Desirable future: A world where there wouldn't be fatalities due to unexploded remnants of war.

What that would require: Areas of conflict are thoroughly cleared of unexploded remnants of war before civilians can access them .

What that would require: 1. More resources towards clearing unexploded remnants of war.

2. Making sure civilians don't return to unsafe areas until it's safe.

What that would require: Encouraging more funding towards mine clearance and mine risk education.

What that would require: A successful communciation campaign that stresses for the need to ensure additional funding.

What that would require: A powerful, enaging personal story that is engaging.

Step 3

Define target audiences & partners

GICHD, Oculus and NowHere

Step 4

Justify immersive

What if home becomes the place you fear?

Step 5

Mitigate risks

Hostile environment trainings

Trustworthy local team

Field research

Logistical constraints

Suspicious-looking equipment

Step 6

Design for immersion

A case for photogrammetry

Stereo capture

Scripting with interactions

Time	Visual	Audio	Interaction
03:00	The 360° video ends.	Ahmaied's voice fades out. Music fades out. Ambient track continues.	If you step out of the column/away from the footprints, the 360° video stops playing. You continue exploring the courtyard.
	You discover another pair of footprints with the writing, "Stand by me to experience more."		When you step on the footprints, you enter another 360° world.
03:15	In the 360° video you are standing on top of a rooftop in Ahmaied's neighbourhood. You see a lot of destroyed houses. Some pigeons/birds circling the sky.	You heard Ahmaied saying, "When ISIS came here, I heard fights and clashes. I heard the fighting between between them and the security forces. There were fights everywhere. Planes were bombing, the military was attacking trying to push ISIS back."	
			If you step out of the column/away from the footprints, the 360° video stops playing.
04:00	The main door into the home lights up and glows.		You walk towards it and touch the door.
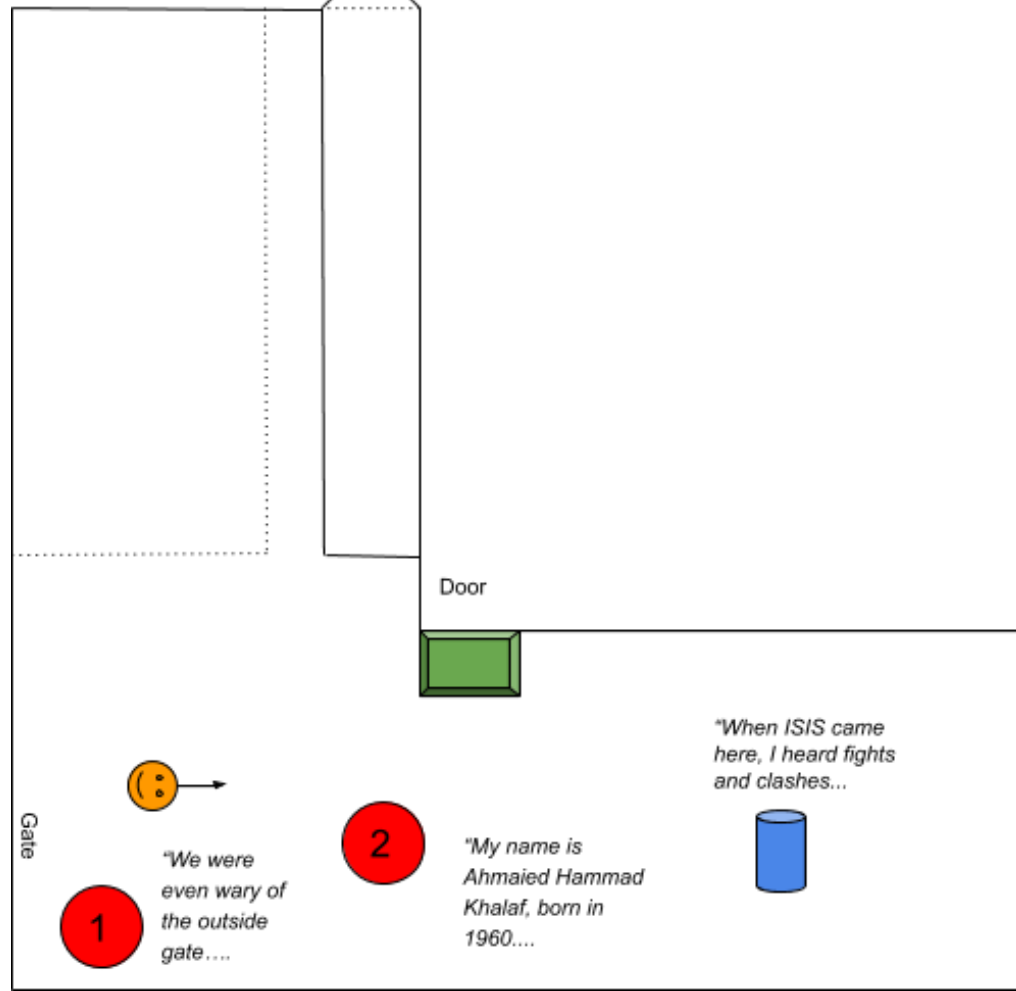
Multisensorial installation

Step 7

Co-create

Multidisciplinary team

Stage 1	Stage 2	Stage 3	Stage 4	Stage 5	Stage 6	Stage 7
Research	Photogrammetry capture	Scripting	Photogrammetry reconstruction	Testing	Set design	Distribution
Pre-production	360° filming	Storyboarding	UX Development	Bug-fixing	Set building	Impact assessment
Photogrammetry training	Stereo billboarding	World building	UI/UX design	Optimising	Multisensorial design	
			Sound design & Music	Impact production	Installation build	
			360 film post-production			

Step 8

Track impact

SXSW 2019 FILM FESTIVAL — JURY AWARD WINNER

stere+psia OFFICIAL WINNER — Advanced Imaging Society APSA

WINNER — HOME AFTER WAR — SIMA 2019

WINNER — HOME AFTER WAR — SIMA 2019

WINNER — HOME AFTER WAR — SIMA 2019

WINNER — HOME AFTER WAR — SIMA 2019

BEST VIRTUAL REALITY VIDEO — NYC 2019

75 MOSTRA INTERNAZIONALE D'ARTE CINEMATOGRAFICA LA BIENNALE DI VENEZIA 2018 — Official Selection

OFFICIAL SELECTION hotdocs 2019 OUTSPOKEN.OUTSTANDING.

OFFICIAL SELECTION BIFF 2018

FONDATION Martin Bodmer

OFFICIAL SELECTION FIPADOC 2019

OFFICIAL SELECTION THESSALONIKI DOC FESTIVAL 2019

GLOBAL HEALTH FILM FESTIVAL 2018

40° CAIRO INTERNATIONAL FILM FESTIVAL

HINAKUN

NOMINEE Cinematic VR Award 2018 VR NOW Con & Awards

6th SILK ROAD INTERNATIONAL FILM FESTIVAL

NeMaf

Tollwood

BRIDGING THE GAP FMX2019 April 30 - May 03, 2019 www.fmx.de

Ji.hlava IDFF 2018 Official Selection

BEYOND

VR DAYS OFFICIAL SELECTION 2018

INCONVENIENT FILMS human rights film festival

VRHAM! VIRTUAL REALITY & ARTS FESTIVAL 2019

MARCHÉ DU FILM

SANDBOX IMMERSIVE FESTIVAL

BIFAN

Donostia / San Sebastián HUMAN RIGHTS FILM FESTIVAL

FILM iNDEPENDENT

z hdk Zürcher Hochschule der Künste Zurich University of the Arts

ONA19

Step 9

Repeat

The path to immersive impact

Imagine a desirable future, think BIG → Chart impact goals → Define your target audience and partners → Mitigate risks → Justify, exploit immersive

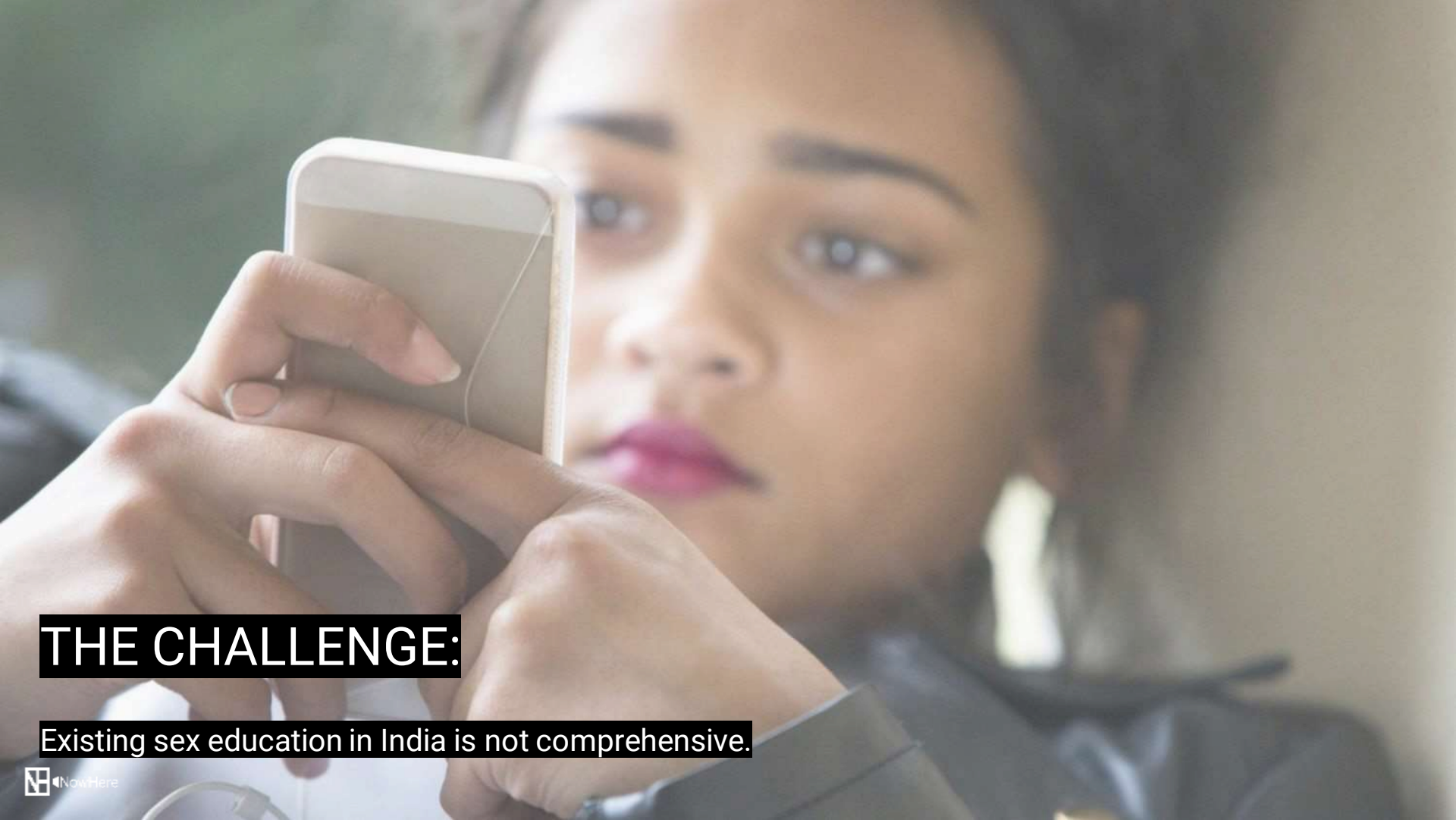REPEAT! ← Track your impact ← Co-create ← Create for platforms based on audiences
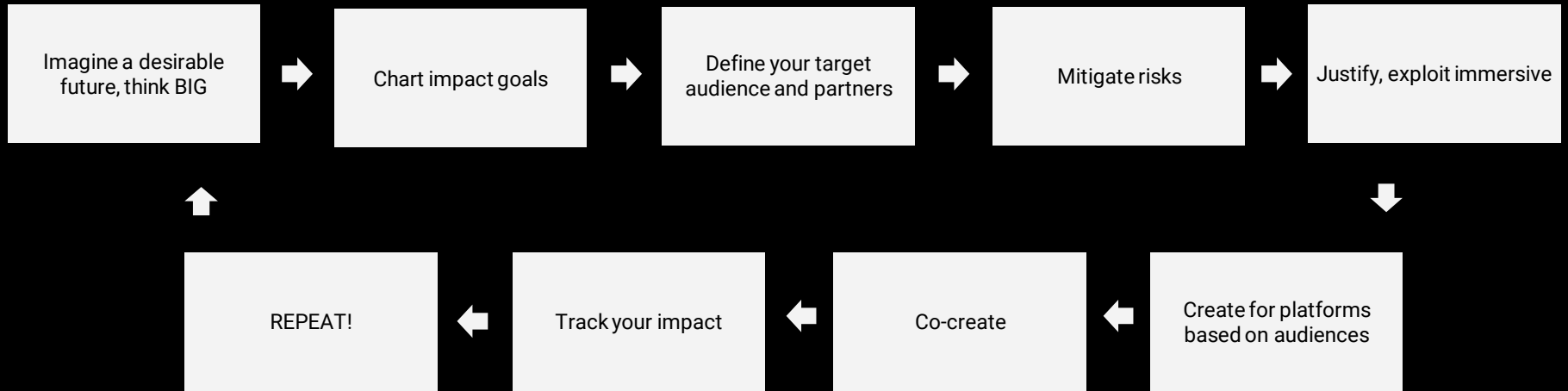
NowHere

Peace VR Caucasus

Love Matters Junior
Prototype
NowHere

THE CHALLENGE:

Existing sex education in India is not comprehensive.
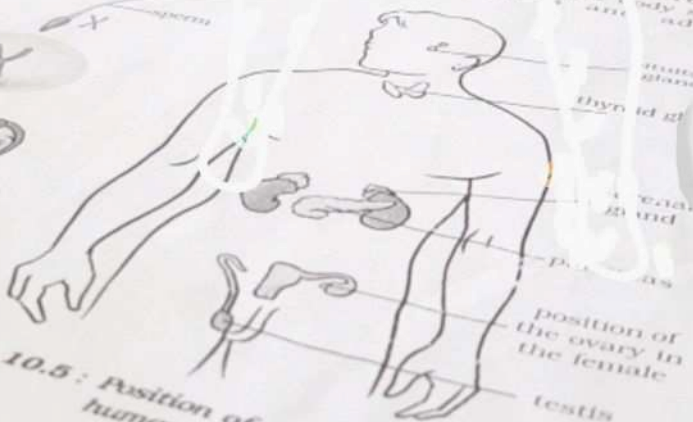
NowHere

ONE SOLUTION:

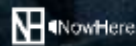A smart phone AR App that supplements the existing curriculum.
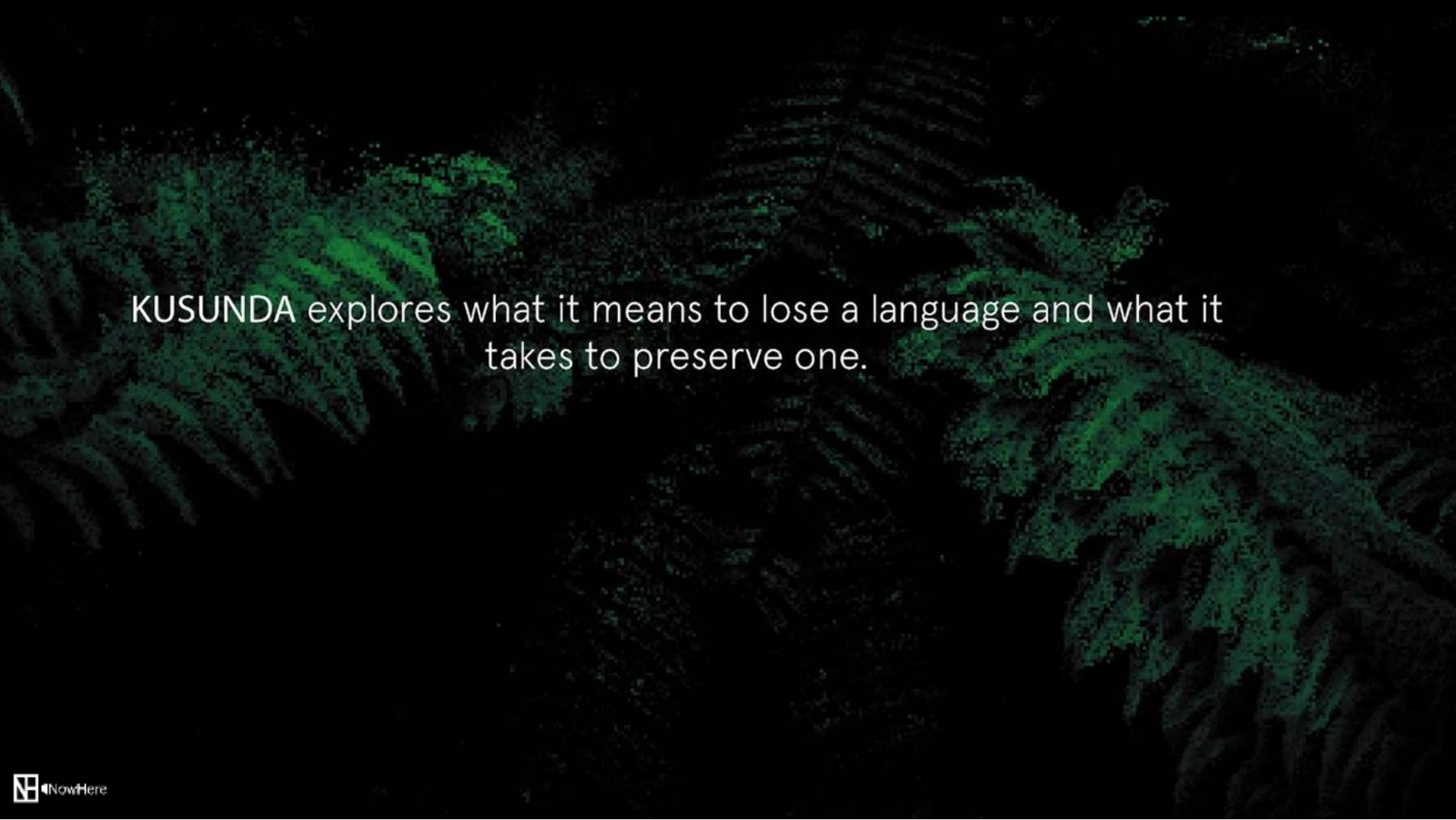
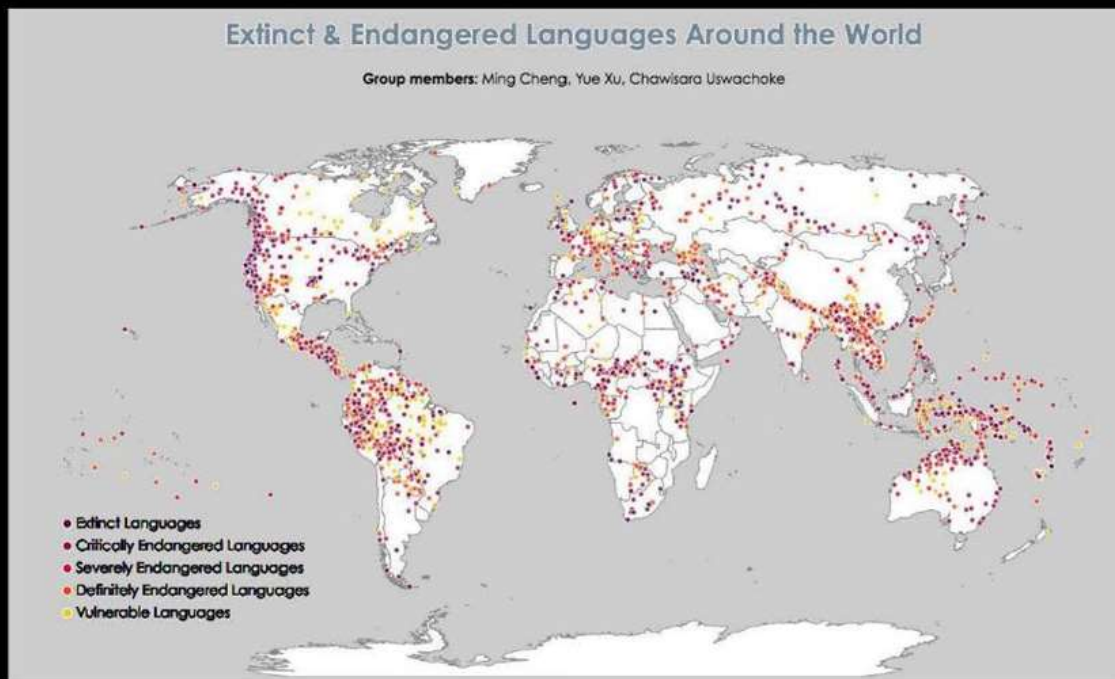THE PUBERTY SHOW
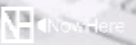
KUSUNDA

Speak the Unspoken

Gayatri Parameswaran
Felix Gaedtke

NowHere

KUSUNDA explores what it means to lose a language and what it takes to preserve one.

URGENCY & RELEVANCE

50% of the world's languages are endangered, every two weeks a language falls silent.

Thank you!

felix@nowheremedia.net