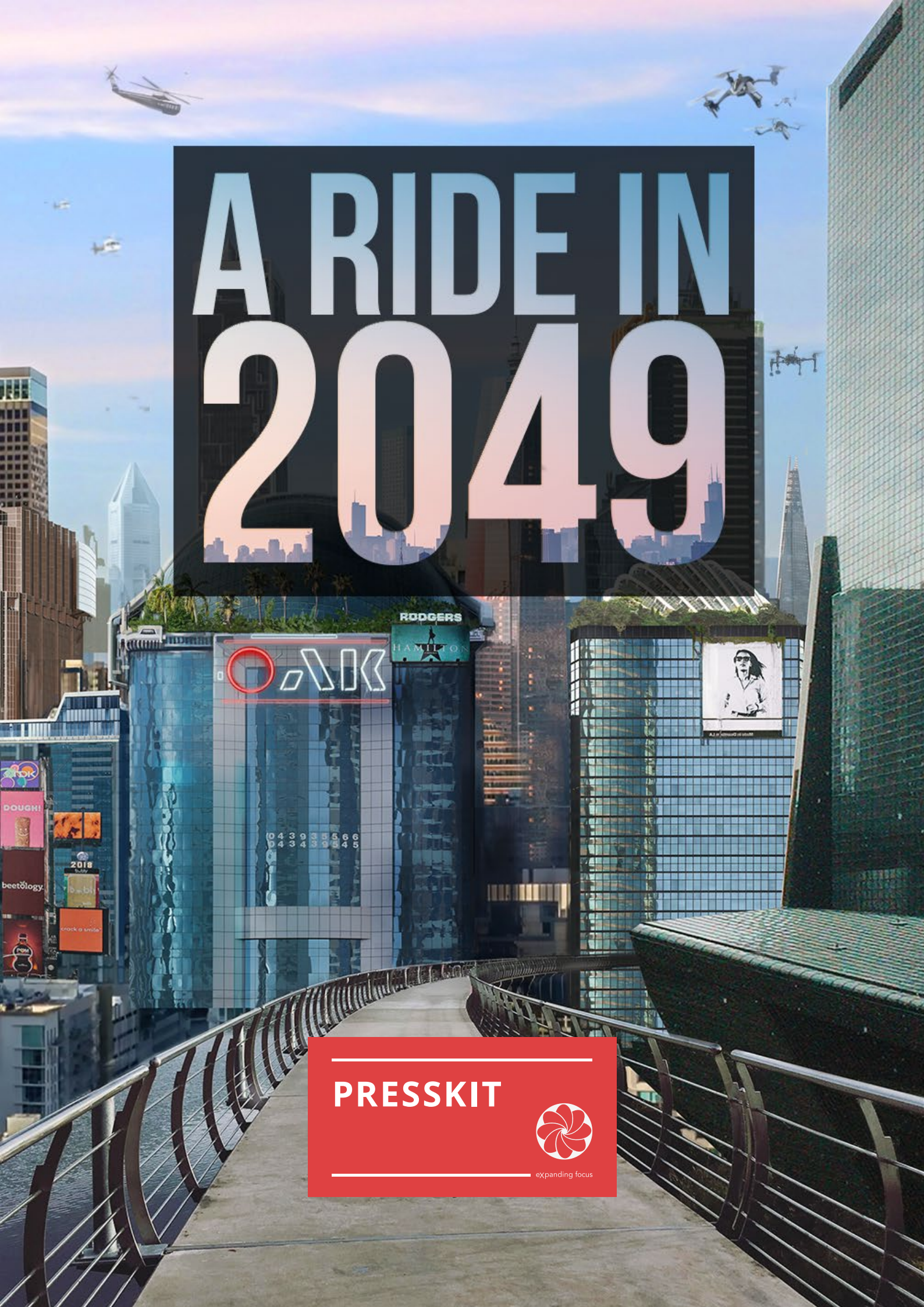


# A RIDE IN 2049



PRESSKIT



expanding focus



## PRESS INFORMATION

*A RIDE IN 2049* is a transmedia virtual reality experience in which users can travel in a virtual tour of Frankfurt, Chicago and Los Angeles in 2049. Mobility of the future will frame the event as a central theme and show how deeply and comprehensive computer-controlled mobility will shape our cities.

One current question will decisively shape the life and appearance of our cities in 30 years: How much space do we want to give to autonomous vehicles? The VR Experience is a journey forward in time to the year 2049, where the users get a first impression and a feeling for the very different visions of real cities in the future. The experience shows that decisions of today will shape the cities of 2049 – and that we have the choice now.

The Experience starts in the Los Angeles of the future. Myra, a future anthropologist and tour guide, welcomes the user. In front of her is a large, futuristic table with a digital citymap. In the back are skyscrapers glowing in the warm light of the sun.

After Myra has explained what the users are going to experience, she then guides them through the future. Myra will show us, that transportation after the completion of digitization will be much more than the mere transport of people and things.

Together with Hessischer Rundfunk and Fraunhofer IAO, expanding focus is exploring the field of Cinematic VR in order to realize a unique experience with a learning factor on the topic of “transportation of the future”. Our funders are WunderbarTogether, the Mitteldeutsche Medienförderung, the Sächsische Landesanstalt für privaten Rundfunk und Neue Medien and Thüringer Staatskanzlei.

The Experience was directed by Peter Baumann, winner of the 41st Student Academy Awards in the Category Best International Short-Film (Student Oscar in Bronze). All Cinematographics were covered by Christoph Iwanow, who worked for ARD, Microsoft and BMW as cinematograph.

*A RIDE IN 2049* was shot in the KinderMedienZentrum in Erfurt. Kristen Bush as Myra was filmed in a blue 360° environment and implemented in post production in a fully computergenerated 360° 3D world.




Our partners from Mitteldeutschland include the VFX studio blendFX, Lumalenscape for further VFX and post-production work as well as 3D modeling and a large number of freelancers.

With our partners and our freelance experts in the fields of storytelling, conceptart, modelling and unity we started an iterative process to create the story, the world and the interaction. We went into iterative circles, designing all the aspects at the same time - influencing each other. We learned that it is inevitable to create concept art and design in space rather than on a sheet.

In a study, the Fraunhofer IAO investigates which feelings and attitudes the users experience. An academic science documentary about the mobility of the future takes up the results of the study and puts them into international mobility research.

*A RIDE IN 2049* is part of the “Deutschlandjahr USA 2018-19” WunderbarTogether, a comprehensive and collaborative initiative funded by the German Federal Foreign Office, implemented by the Goethe-Institut, and with support from the Federation of German Industries (BDI).

More information and details about A Ride in 2049 and our projects:

 [expanding-focus.de](http://expanding-focus.de)  
 [@expanding\\_focus](https://twitter.com/expanding_focus)  
 [@expandingfocus](https://www.facebook.com/expandingfocus)

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## PROJECT DETAILS

German Title	2049: Zeitreise Mobilität	Gaffer	Daniel Pauselius
Featuring	Kristen Bush	Light Engineer	Oliver Joest
Executive Producer & VR Director	Alexander Herrmann	Light Assistant	Viktor Boche Stephan Lau
Director	Peter Baumann	On Set Audio Recording	Sebastian Löffler
Director of Photography	Christoph Iwanow	Script Continuity	Leon Babucke
Creative Technologist	Simeon Conzendorf	Voice Over Myra German	Hedi Honert
Costume Design	Hellen Nordmann	Voice Over Commercials	Sam Burton
Commissioning Editor HR	Bettina Oberhauser Ina Dahlke	Driver / Set Assistant	Stefan Nöbel-Heise
Digital Consultant HR	Stephanie Schimo	Studio	Studiopark KMZ Erfurt
written by	Peter Baumann Alexander Herrmann	Catering	Moloko Good Catering - Haschke & Winter GbR
Scientific advice	Steffen Braun Susanne Schatzinger Elisabeth Nagl Patrick Ruess (Fraunhofer IAO)	Agency of Kristen Bush	Friends Connection Agency; Isabelle Münch
Production Manager	Thomas Bernhardt	Agency of Peter Baumann and Hedi Honert	lux talents Brigitta Watzka & Natasha Schoellkopf
VFX Producer	Stefan Hannig	Public Relations	Burkhard Schütz
First Assistant Director	Tom Kretschmar	Co-Producer	Hessischer Rundfunk
Concept Art	Sam Burton Martin Kepler	Scientific advice and studies	Fraunhofer IAO
Unity Lead	Friedrich Schadow	Supported by	Blend FX Lumalenscape
Unity Programming	Anna Seel	Funders	WunderbarTogether; Mitteldeutsche Medienförderung; Sächsische Landesanstalt für privaten Rundfunk und Neue Medien; Thüringer Staatskanzlei
3D Modeling	Sebastian Nerlich Nico Banisch		
Shading	Marco Habeck		
Sound Design	Philipp Barth		
3D Audio Implementation	Felix Maringer		
Hair & Makeup	Katharina Kraft		

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**Experience "A Ride in 2049" with your Oculus Go/Quest!**

<https://www.oculus.com/experiences/go/2368536463210706/>

**or watch it on your preferred device on YouTube (german audio).**

<https://www.youtube.com/watch?v=yT1pyf9oXGk>

**After watching, please take part in the survey!**

<https://www.befragung.iao.fraunhofer.de/3/limesurvey/index.php/943642?lang=de>  
(Survey is active until end of September)



## PRESS & COVERAGE

### Hessischer Rundfunk

<http://bit.ly/2kfGcgt>

<http://bit.ly/2lzfjJ2>

### Fraunhofer IAO

<http://bit.ly/2lzEGFW>

### Spactor: Virtual Reality-Inszenierung "2049: Zeitreise Mobilität"

<http://bit.ly/2lBHmCX>

### idw Envisioning tomorrow's transportation in Germany and the USA

<http://bit.ly/2jUG99q>

### Mobilitätsnetz Spessart

<http://bit.ly/2jUG99q>


### Wunderbar Together


<http://bit.ly/2jXrnyK>

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## IMAGERY




Images can be found in a ZIP container on our NAS:  
<https://nas.expanding-focus.de/sharing/90Wj9pSyu>



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