first.stage

Fast and easy previsualisation for creative industries

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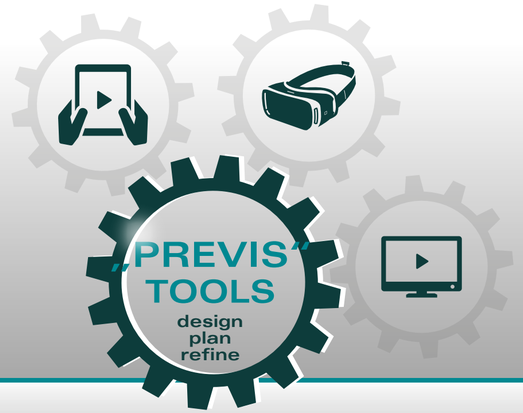
THE AIM OF THIS PROJECT

To develop creative tools for use in theatres, animation and film production. Enabling simple, fast and cost-effective pre-production. This is known as previsualisation or just ‘previs’.

ANIMATION

THEATRE

FILM



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THE TOOLS ARE:

- easy to use
- fast
- cost-effective
- high-quality
- efficient

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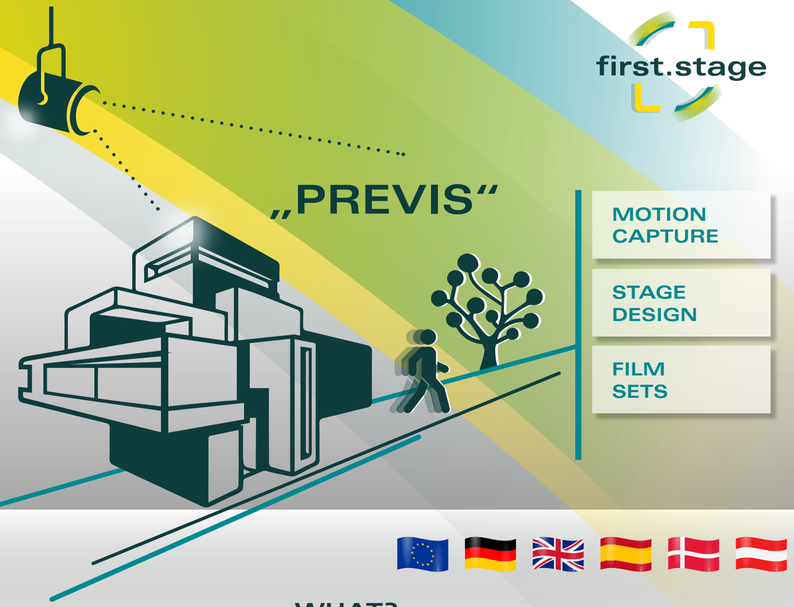

TIMELINE

June 2016

1. Jun. 2016 Kickoff Meeting in Bremen

17. Oct. 2016 University of Bremen Visits Application Partners

22. Nov. 2016 Central Meeting Madrid

29. Feb. 2017 Previs Software Requirements Defined

15. May 2017 Demo Live Stream

20. Jun. 2017 Central Meeting in Linz

31. Jul. 2017 Demonstrator Release 1

23. Oct. 2017 Demonstrator Release 2

8. Nov. 2017 Demonstrator Release 3

13 - 15. Nov. 2017 Central Meeting in Copenhagen

27. Nov. 2017 Demonstrator Release 4

4. Dec. 2017 Demonstrator Release 5

31. Jan. 2018 Review Meeting in Vienna

22. Jan. 2018 Demonstrator Release 6

8. Mar. 2018 Demonstrator Release 7

2017

2018

May 2019

WHY?

Previs is an essential phase in the design process of time-based visual media. Current best practices for smaller productions, lower budget animation and theatre and performing arts shows are often conducted in physical media.

Digital previs tools require skills that are not available in the previs teams of many productions.

WHAT?

The first.stage project will **develop tools** that **support producers** in creating compelling shots and ideas through convincing imagery:
film directors will be able to visualise their ideas and plan before building or filming a real movie set; **stage designers** will be able to create and optimize stages quickly and easily.

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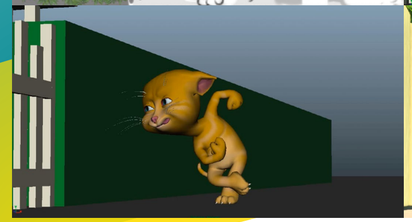
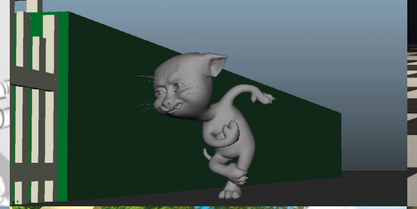
The first.stage project will **change creative industries** in a substantial way, by providing not only tools that are affordable to smaller studios, filmmakers, theatres and other companies working in the medium of **visual narrative art**, but also by making these **tools easy and intuitive to use**.





BRING YOUR 3D SCENES TO LIFE:

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The first.stage project will furnish the creative industries developing and producing visual narrative media with several advantages:

Due to the **ease of operation** and the **decreasing prices**, **equipment and software** for production chains in film and performing arts are now becoming **affordable** for the **consumer markets.** This will allow the users to experience previsualisation anew, and lets them create with the skills they already possess, in a medium that is close to the one the actual production will occur in.

One of the focuses of the first.stage project is to **integrate the previs as seamless as possible into the overall production,** thus creating synergies and allowing co-located teams to work together to a degree that has previously not been attainable without considerable fiscal backlash.

POSSIBILITIES

Cinematography & Choreography I Lighting Moods
Layout & Timing I Motion Capture

SPECIFIC OBJECTIVES OF THE PROJECT:

- Understand the requirements
- Research and develop methods and tools for content creation
- Research and develop content layout and animation methods and tools
- Test and evaluate the developed methods and tools
- Disseminate the results

THE GOAL

The goal of the EU-project first.stage is to **research, design, develop, evaluate**, and showcase natural user interfaces that improve **previsualisation** in **film**, **animation**, and the **performing arts** by **speaking the language of the artist rather than that of a technician**.

It should further support distributed **teamwork**, as production teams are often spread over many places and only meet in person for short bursts.

This criterion should be met by approaching the **design** with **natural user interfaces (NUI)** working with gesture, body, touch and speech.

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THE FIRST.STAGE CONSORTIUM

Leading the consortium is the **University of Bremen** who are researching intuitive and natural interaction for previsualisation and combining the results of the other project partners.

InfoConsult from Bremen has been successfully involved in the acquisition and administration of national and international R&D projects since 1997. Many projects were successfully supervised during that time.

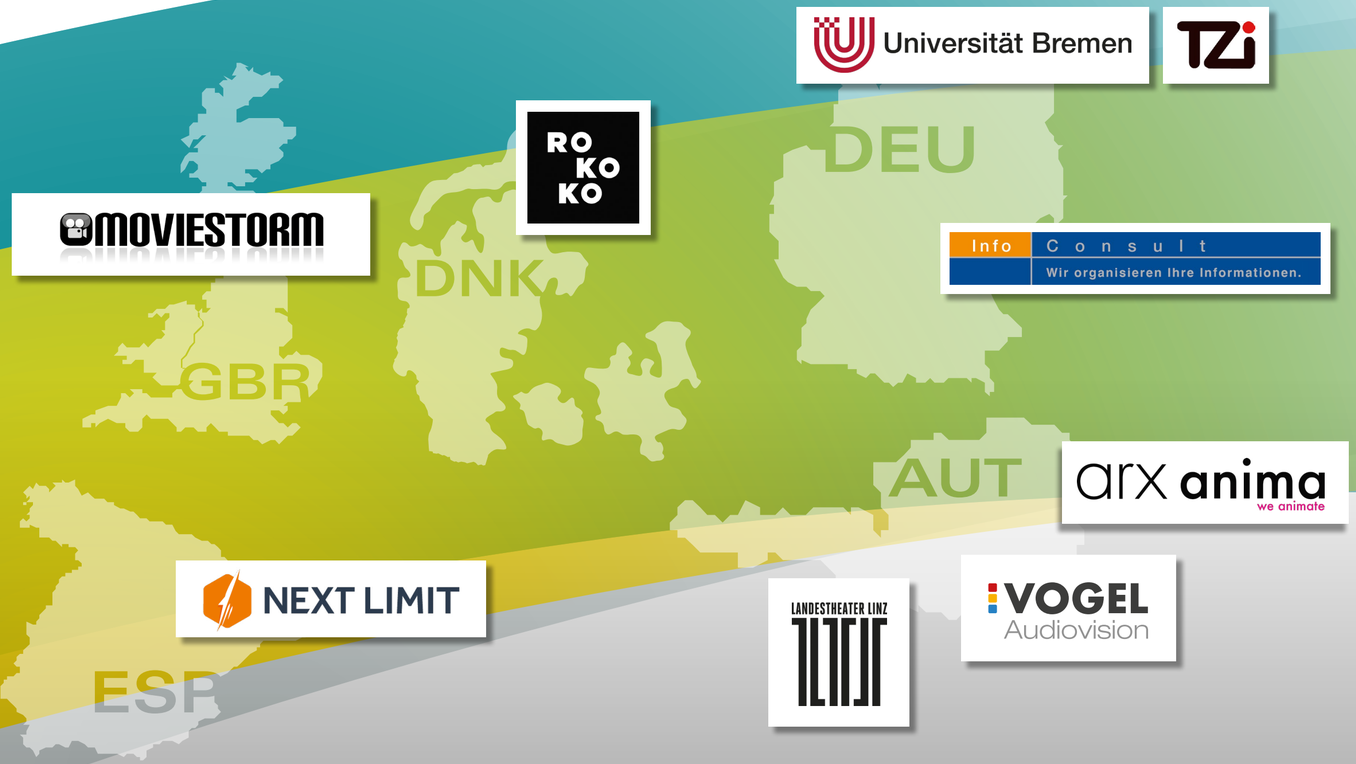
Moviestorm from Great Britain brings many years of expertise in the development of previsualisation software and is implementing the tools and developing novel prototypes for previs.

Next Limit Technologies from Spain are integrating their award-winning graphics and simulation software used in high-end film and TV productions around the world.

RoKoKo Electronics from Copenhagen, Denmark, provide state-of-the-art motion capturing technology, seamlessly integrating virtual actors and movements into previsualisations.

The Austrian partners, all leaders in their fields, explore and evaluate requirements from industry: the **TOG**, the theatre and orchestral society of Upper Austria for stage production, **Arx Anima** from Vienna for computer-animated films, and **Vogel Audiovision**, Linz, for film, TV and commercials.

These partners will test and evaluate the first.stage tools in cooperation with creators working on concrete projects.



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