DREINULLMOTION

AUDI E-TRON BERLINALE LOUNGE

internal use only

we are

DNM. CREATIVE, PRODUCTIVE, IMMERSIVE AND INTERACTIVE.

media content – a vague word for many fascinating applications:
from high-end ad shootings to social-media snippets, from small decorative installations, to large-format pixel mappings, within show stages ‚digitalived' by motiongraphics; from pre-produced, to live and real-time experiences – we're able to cross-fade between technologies and genres as needed, selecting the best format for each channel.

we aspire

DNM. EXCELLENT STORYTELLING, POIGNANT IMAGES, STRONG EMOTIONS.

we strive for the attention of our audience, we want them to react. we want to be lucid, decisive, on point. so that the atmospheres we create reach right through the eye of our beholders and stroke the tingling hairs on their goosebumps.

DNM

brief

Our task at this year's Berlinale was to give Audi's first all-electric car - the Audi e-tron - a major role on the Red Carpet, without making the impression of a prominent product show.

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The presentation intended to enhance both the special atmosphere of the Berlinale and the Audi brand image as the main sponsor of the Berlinale.

e-tron

Berlinale

Offizieller Partner

69 Internationale Filmfestspiele Berlin

DNM

moods

Inspired by car light lines that run through street canyons, the key visual picks up on the idea and puts it in a grid.

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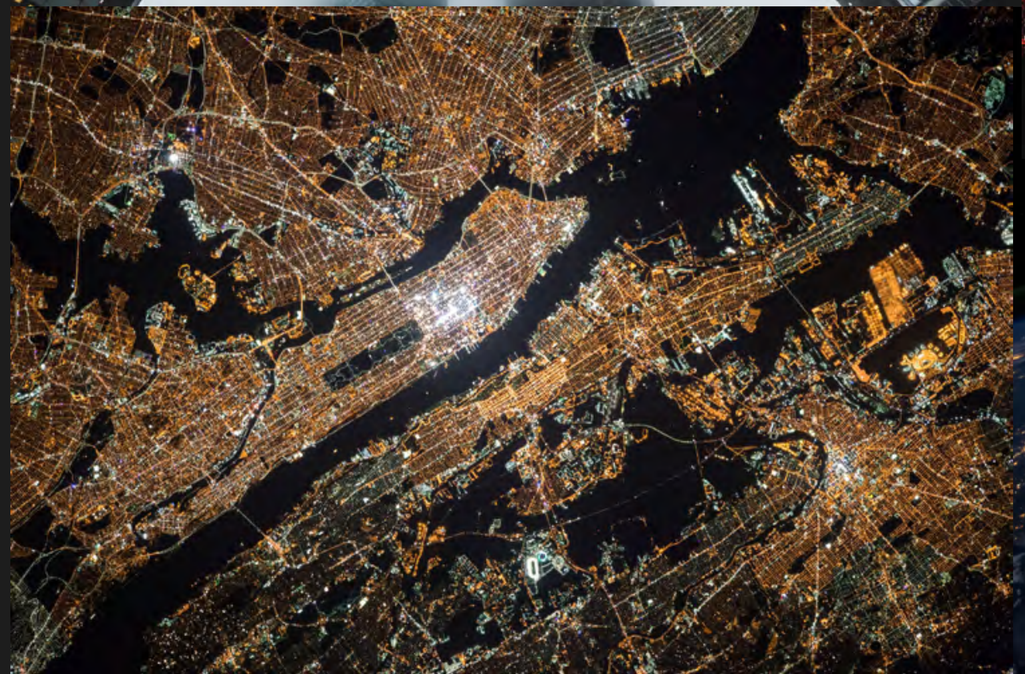
Three-dimensional dark colored cubes disposed like one sees them from a top view, crisscrossed from long bright lines that highlight the bustle of traffic in a modern metropolis like Berlin.

audi berlinale



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key visual

The key visual shows light lines that run through the canyons of houses.

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The lines represent the urban electromobility embodied by the Audi e-tron, which from now on counts as an everyday street scene.

_our draft

_final version

audi berlinale

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concept

The key visual has been adapted to the architecture of the pavilion.

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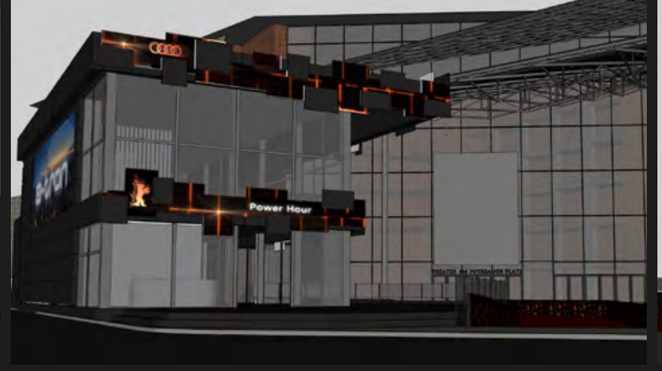
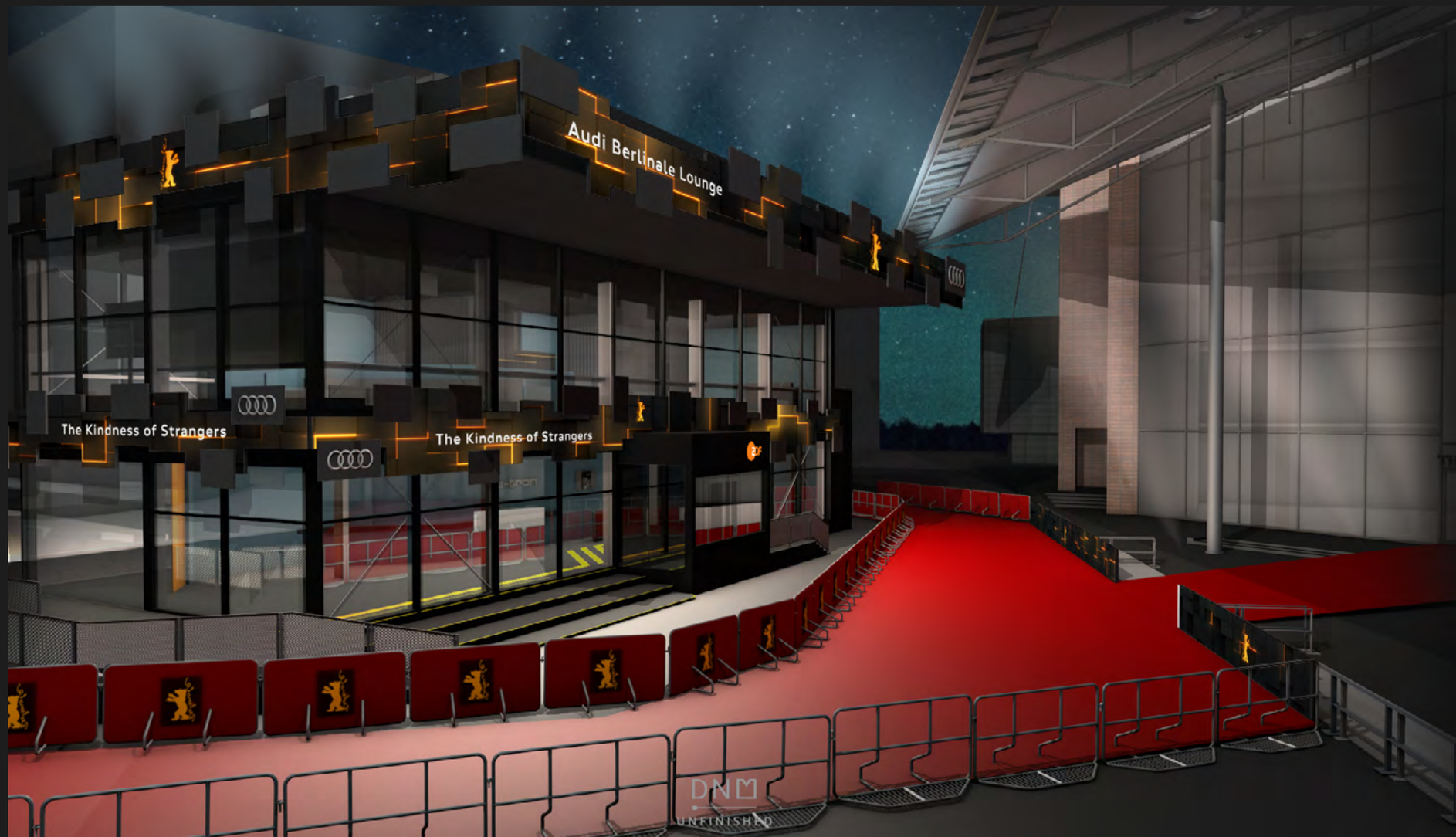
The 3d model defines the look and feel of the scene and the interactive impulses.

audi berlinale





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production

Each day of the event got its own timeline, which had to be variable so that spontaneous changes could be made up to a few hours before the cue.

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impresssions

_daylightsetup audi berlinale

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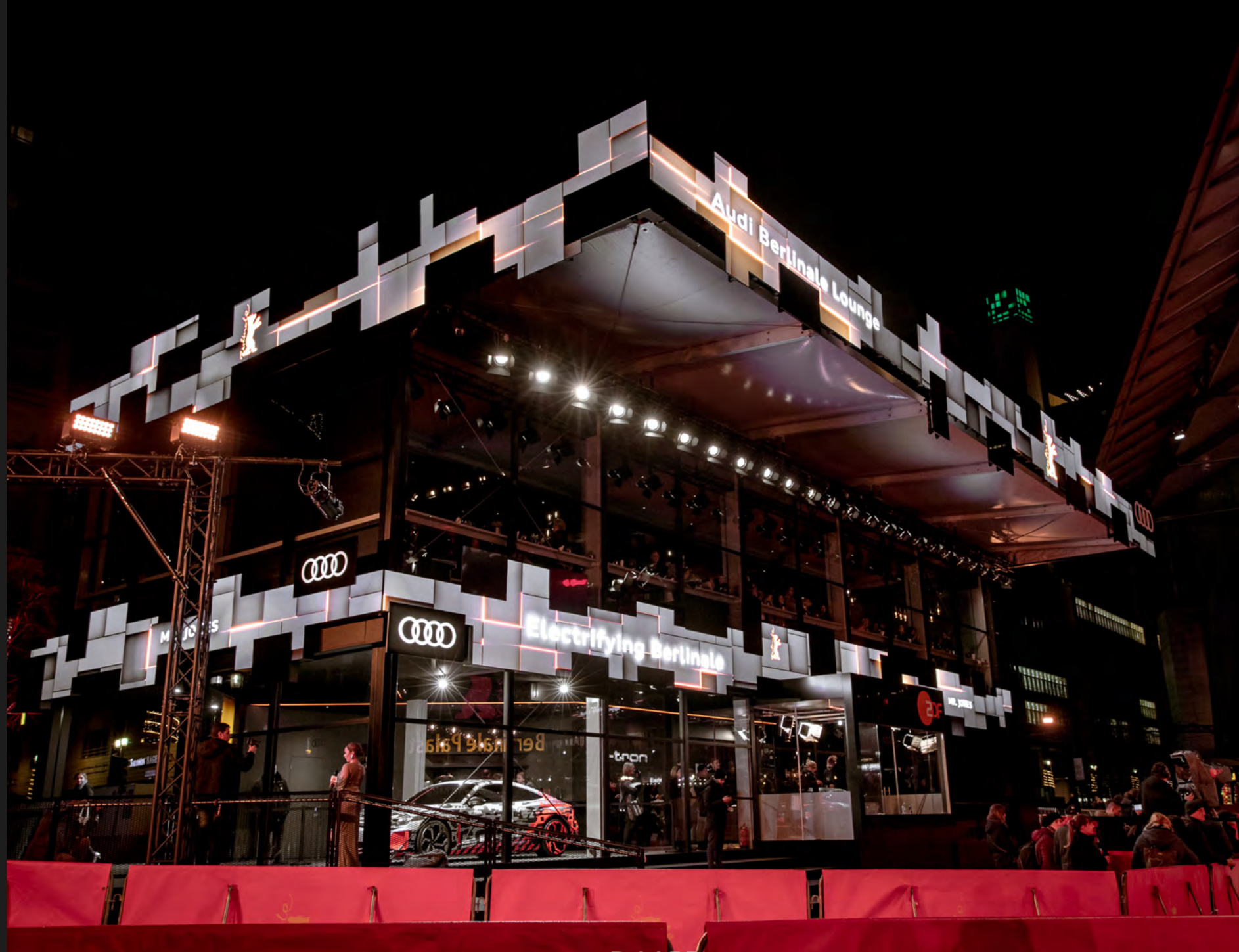
impresssions



_galatsetup audi berlinale

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_redcarpet panel audi berlinale

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_redcarpet panel audi berlinale

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facts

audi berlinale

TEC

21K PIXEL WIDTH DISPLAY SIZE
ALL FULL CGI
120 HOURS OF RENDERING ON 20 GRAPHIC CARDS
1 DAY REHERSAL

CONTENT

1 OPENING GALA
27 MOVIE PREMIERES
100 AUDI E-TRONS
400 IMPULSES
40 DAILY EVENT ANNOUNCEMENTS
1 AWARD SHOW

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THANK YOU

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