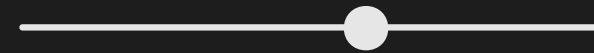


DNM

D R E I N U L L M O T I O N



AUDI E-TRON BERLINALE LOUNGE

internal use only

DNM. CREATIVE, PRODUCTIVE, IMMERSIVE AND INTERACTIVE.

media content – a vague word for many fascinating applications:

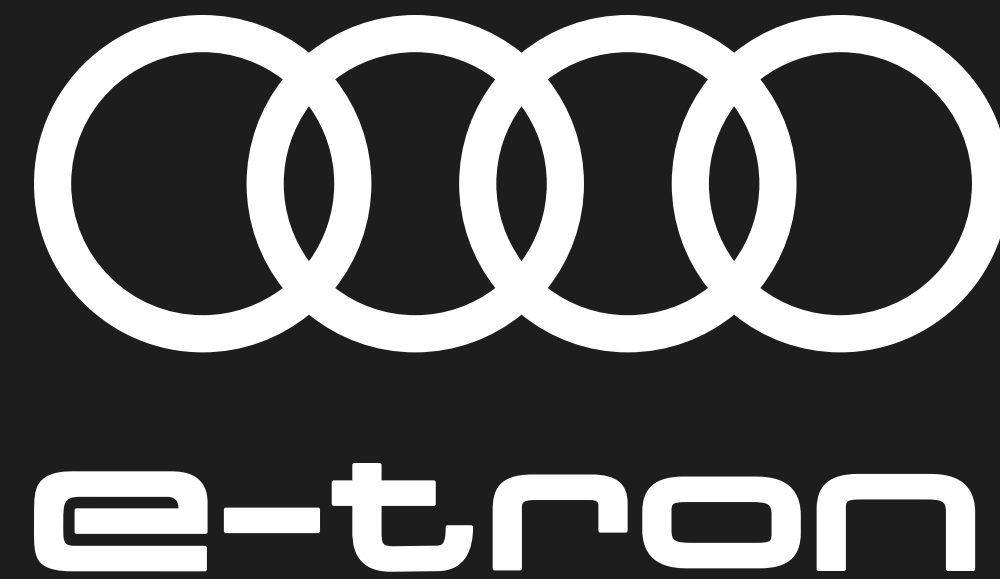
from high-end ad shootings to social-media snippets, from small decorative installations, to large-format pixel mappings, within show stages ,digitalived' by motiongraphics; from pre-produced, to live and real-time experiences – we're able to cross-fade between technologies and genres as needed, selecting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

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.

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.

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

—
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



key visual

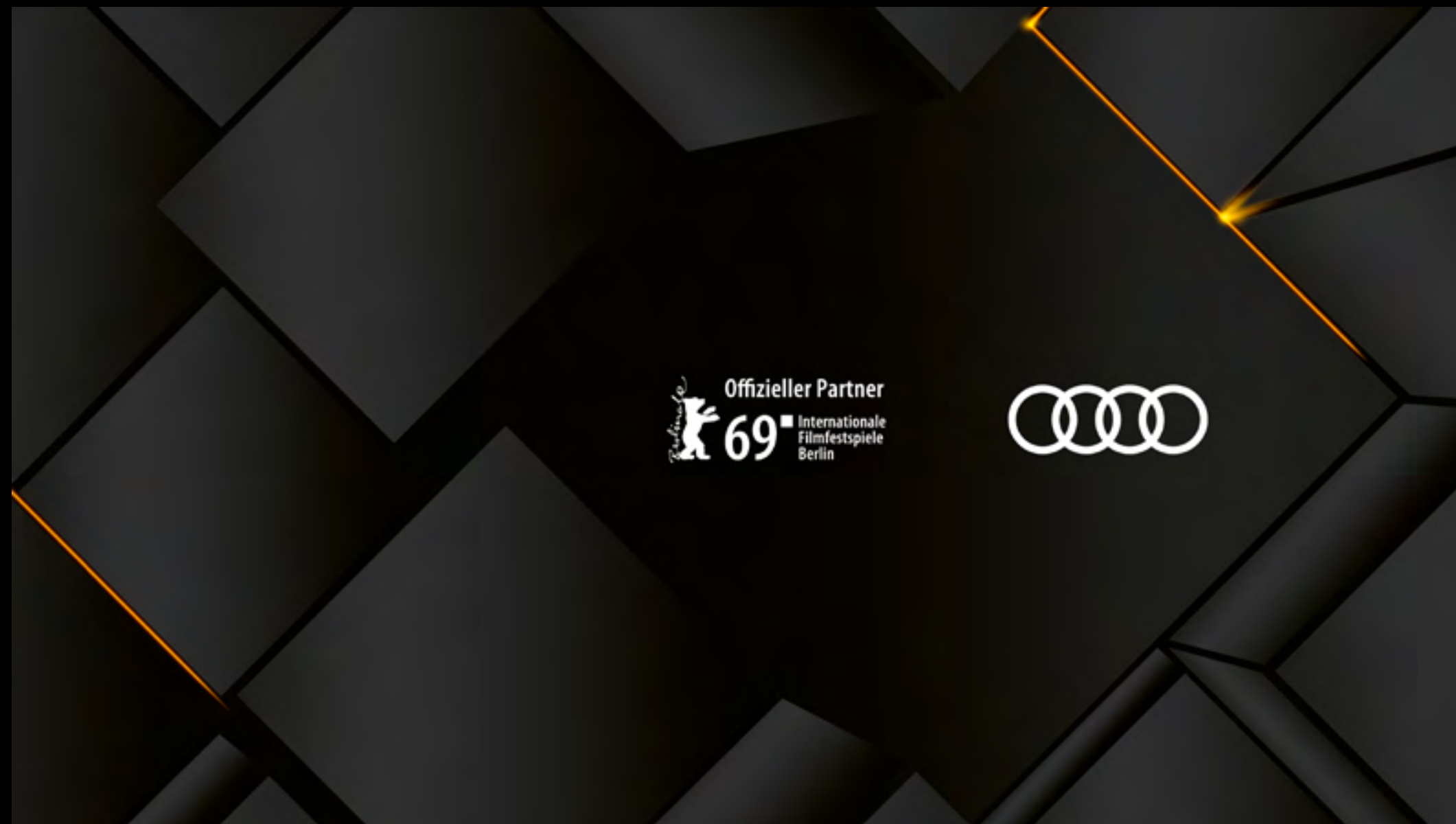
The key visual shows
light lines that run through
the canyons of houses.

—

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

audi berlinale

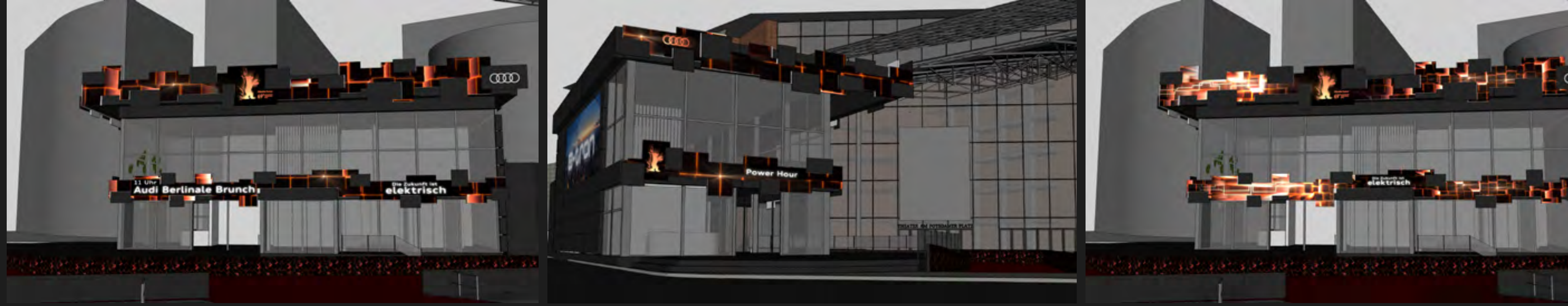
_our draft



_final version

DNM

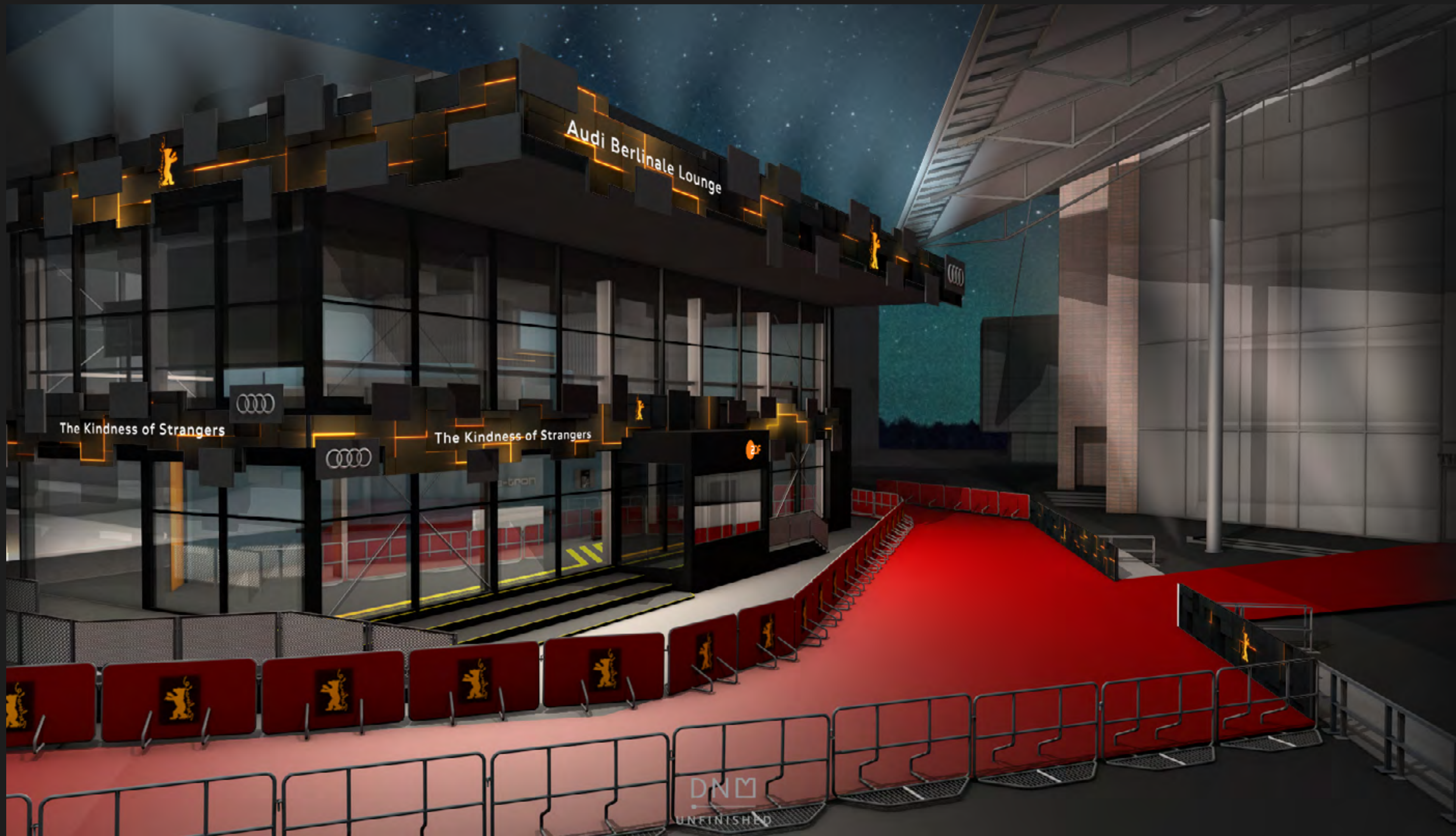
concept



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

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

audi berlinale



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.

audi berlinale

01_Fassade	01_01_pav_day_clearloop_oben	
02_Bande	01_01_pav_day_clearloop_unten	
03_Overlays-General	01_02_bande_day_clearloop	
03_Overlays-Facilien	00_03_typo_B-Lounge_oben	
	01_03_typo_daily-schedule_one	[JUMMITT]
	01_03_typo_schedule_item_one	[JUMMITT] [01-02_17:00-18:00]
	01_03_typo_daily-schedule_two	[DATUM]
	01_03_typo_schedule_item_two	[JUMMITT] [01-02_17:00-18:00]
01_Fassade	01_01_pav_night_clearloop_oben	
02_Bande	01_01_pav_night_clearloop_unten	
03_Overlays-Facilien	01_02_bande_night_clearloop	
	01_03_typo_schedule_slot_01	
	01_03_typo_schedule_slot_02-13	
02_Overlays-Facilien	02_01_pav_red_ide_oben	1 Sekunde
02_Bande	02_01_pav_red_ide_unten	1 Sekunde
02_Bande	02_02_bande_red_ide	1 Sekunde
03_Knowledge-Facilien	02_03_typo_movie_title	[JUMMITT] [01-03]
03_Knowledge-Facilien	02_03_typo_director	[JUMMITT] [01-03]
03_Knowledge-Bande	02_04_typo_movie-title_bande	[JUMMITT] [01-03]
03_Overlays-Facilien	03_01_pav_impulse_oben	1 Sekunde
03_Bande	03_01_pav_impulse_unten	1 Sekunde
03_Overlays-Facilien	03_02_bande_impulse	1 Sekunde
03_Bande	04_01_pav_photo-ide_oben	1 Sekunde
03_Overlays-Facilien	04_01_pav_photo-ide_unten	1 Sekunde
03_Overlays-Facilien	05_02_bande_impulse	1 Sekunde
03_Overlays-Facilien	05_03_typo_Elec-Berlinale_glow_while_loop_unten	1 Sekunde
03_Overlays-Facilien	05_03_typo_Elec-Berlinale_neue_audi_elron_while_loop_unten	1 Sekunde

Ms/Sec: 187.271 Time: 00 : 00 : 03/00 : 00 : 11

01_01_pav_day_clearloop_oben	(317): 0 Sekunden
01_01_pav_day_clearloop_unten	(318): 0 Sekunden
01_02_bande_day_clearloop	(319): 0 Sekunden
00_03_typo_B-Lounge_oben	(320): 0 Sekunden
01_03_typo_daily-schedule_one	(321): 0 Sekunden
01_03_typo_schedule_item_one	(322): 0 Sekunden
01_03_typo_daily-schedule_two	(323): 0 Sekunden
01_03_typo_schedule_item_two	(324): 0 Sekunden
01_01_pav_night_clearloop_oben	(325): 0 Sekunden
01_01_pav_night_clearloop_unten	(326): 0 Sekunden
01_02_bande_night_clearloop	(327): 0 Sekunden
01_03_typo_schedule_slot_01	(328): 0 Sekunden
01_03_typo_schedule_slot_02-13	(329): 0 Sekunden
02_01_pav_red_ide_oben	(330): 0 Sekunden
02_01_pav_red_ide_unten	(331): 0 Sekunden
02_02_bande_red_ide	(332): 0 Sekunden
02_03_typo_movie_title	(333): 0 Sekunden
02_03_typo_director	(334): 0 Sekunden
02_04_typo_movie-title_bande	(335): 0 Sekunden
03_01_pav_impulse_oben	(336): 0 Sekunden
03_01_pav_impulse_unten	(337): 0 Sekunden
03_02_bande_impulse	(338): 0 Sekunden
04_01_pav_photo-ide_oben	(339): 0 Sekunden
04_01_pav_photo-ide_unten	(340): 0 Sekunden
05_02_bande_impulse	(341): 0 Sekunden
05_03_typo_Elec-Berlinale_glow_while_loop_unten	(342): 0 Sekunden
05_03_typo_Elec-Berlinale_neue_audi_elron_while_loop_unten	(343): 0 Sekunden

DNM

impressions

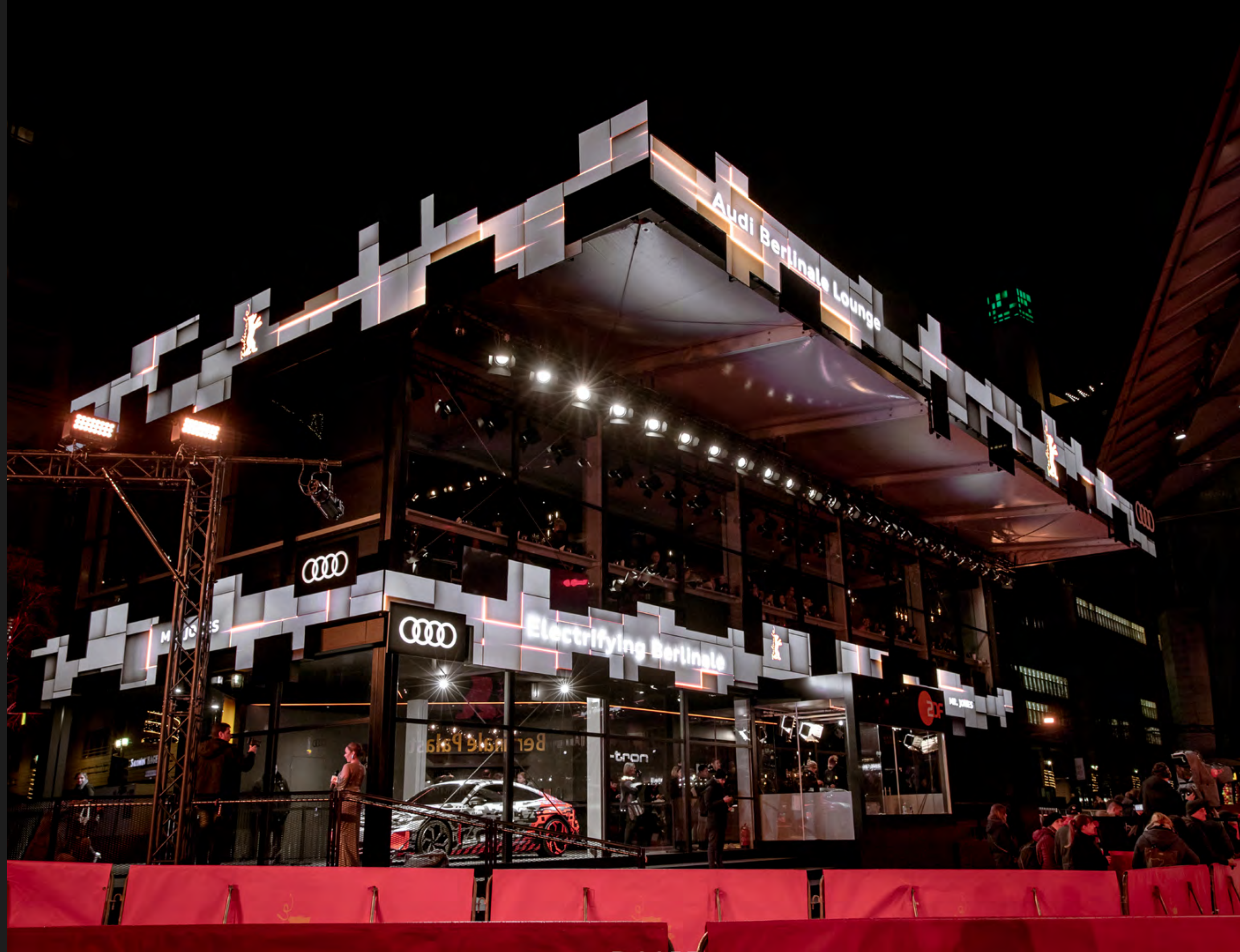


_daylightsetup audi berlinale

DNM

impressions

_galatsetup audi berlinale



DNM

impressions



audi berlinale



DNM

impressions



_redcarpet panel 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

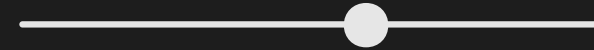
400 IMPULSES

40 DAILY EVENT ANNOUNCEMENTS

1 AWARD SHOW



D R E I N U L L M O T I O N

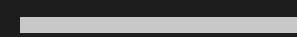


THANK YOU

DNM | DREINULLMOTION GMBH

WALLSTRASSE 16

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