

Final Presentation Script

Introduction - Chelsea

We started this project by making individual pitches and then combining them to come up with the idea of doing a VR experience for Diamond Dogs. We chose to use VR as it's quite popular in the creative industry, especially during COVID. Its meant to be an immersive experience showing Bowies ideas and inspirations for the song, as well as bringing his imaginary world "Hunger City to life"

How it will work – Laura

Meet the group – Chelsea

We all picked our roles for this project so everyone could achieve what they wanted to. We thought by having roles we would be able to divide up the work better so there was more structure to our project.

Song Lyrics – Laura

Me and Chelsea were the storyboard Artists and had to come up with the Storyline for the VR experience. We did this by breaking down the song lyrics and used it to help create our characters, locations and prompts

A combination of ideas - Chelsea

Another way we came up with the storyline was by collecting everyone's initial ideas, and combining them together. Luckily everyone had very similar ideas and inspirations, so all of the ideas merged together quickly

The Concept - Laura

The final themes we ran with revolved around George Orwells 1984, 1970s Manhattan, Glam Rock, Hunger City, Todd Brownings "Freaks" and a lot of Surrealism artwork. Another big theme of our concept was making the viewer feel like they have freedom to walk around and do what they want, however with the timings of the song and prompts, they don't actually have freedom at all and their storyline has already been written for them.

Script Breakdown – Chelsea

Our story is quite long, so a quick breakdown is that The viewer gets trapped inside Hunger City, which is run by a Government Group called The Diamond Dogs. The viewers task is to escape the city with a group of characters called "The Freaks". However, at the end of the story when the viewer thinks they have escaped, it's revealed to them that it was all a trap and they've been captured by

The Diamond Dogs. Below is a list of our sets, characters and inspirations which we will run through in a minute.

The Storyboard – Laura

All shots from the storyboard are from the viewers point of view. It tells you what action we intend the viewer to take, location it takes place in, any sound effects and the lyrics we've paired that scene with. The Storyboard starts very saturated and dull, as the Storyboard develops, more colour starts to appear, because the viewer thinks they're getting closer to the escape. It then ends in Black and white again to signify its game over, and you have to remove the VR headset

Production Design & Hunger City – Chelsea

Laura and I were the design team for the environments, props and sets. We both worked together to create Hunger City and some of the spaces inside it. We've shown this in the form of Reference Boards, Sketches, rough technical drawings and Renders. Hunger City was majorly influenced by images of 70s Manhattan, paired with a 1984 inspired dystopian city. We have 10 sets in total, which consist of streets and whole interiors.

Each of the following set is shown in order of appearance in the storyline

Olympic Studios: Olympic studios is where the viewer starts, we created it using reference of the actual studios in the 70s and it gives the viewer a chance to adjust to the VR environment before going into the heavy stuff.

70s Rock Bar: They are then transported into Hunger City, in a 70s inspired Rock Bar. A lot of influence was taken from real 70s Bars such as CBGBs, which is very dirty, cramped, covered in graffiti but is all about the music and having a mad night.

Bar Street: The viewer is then prompted outside onto Bar Street. Again, it takes a lot of influence from 1970s Manhattan as a very run down and dangerous place. A lot of the images for our Street Design have been taken from Textures.com in the derelict section, as well as using some images on google street view.

Manhattan Chase Rooftop: This set was taken directly from the song lyrics "he lives on top of Manhattan Chase". We looked at the actual rooftop of structure of Chase Bank in New York, and then simplified it to make it look a bit run down and as if Halloween Jack lived up there, to match with the lyrics. We also included a big "Hunger City" sign, as this is a common feature in dystopian worlds, as a stamp of authority.

Liberty Street: Again, another real life reference. Liberty street is a real place, and it's where the viewer lands after they zipline of Manhattan Chase rooftop. We tried to keep the street fairly normal, to give the viewer a chance to come back to reality and calm their nerves

Laura

Abandoned TV Shop: This scene is quite intense as the viewer is near capture as the Diamond Dogs lurk outside the TV shop. The room is set up like an old 70s TV shop but has uncomfortable feel to it as it's used to store CCTV footage of Hunger City

Poster Street: The viewer is prompted to escape onto Poster Street. This street is very eerie and creepy. The walls are covered in posters of eyes, uncomfortable images and conspiracy posters of

2020 as Bowie originally wanted to produce a play taking place in 2020, which we thought was quite weird and so we wanted to make reference to it somehow

Escalator: The escalator is the escape out of Hunger City. We took visual inspiration from the escalator at the Science Museum in London as well as some fan art from Travis Scotts Astroworld Tour, to create an exit out of the city that doesn't really make sense. It was also a nod to Bowies other persona of Ziggy Stardust

Optical Illusion rooms: The escalator leads the viewer up to a smoke filled room inspired by Olafur Eliasson's Weather Project in the Turbine Hall at the Tate. They are then lead into an optical illusion room inspired by Regina Silveras drop room, as Op Art was becoming very popular towards the end of the 60s