

MUSEUM OF THE MOVING IMAGE

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FUTURE OF STORYTELLING AND MUSEUM OF THE MOVING IMAGE ANNOUNCE IMMERSIVE MEDIA EXHIBITION 'SENSORY STORIES'

Featuring seventeen virtual-reality and interactive works that engage sight, hearing, touch, and smell

April 18–July 26, 2015

New York, New York, April 14, 2015—Museum of the Moving Image and the Future of StoryTelling present ***Sensory Stories***, an exhibition that reveals how an emerging group of artists and companies are using innovative digital techniques to change the way audiences experience storytelling. The exhibition, which includes virtual-reality experiences, interactive films, participatory installations, and new touch responsive interfaces, opens on April 18, 2015, and will be on view through July 26, 2015, at the Museum.

“Technology has driven the evolution of moving image entertainment since the invention of film,” said Carl Goodman, the Museum’s Executive Director. “Today, new technologies and interfaces aim to bring the body, mind, and senses into a new relationship with the moving image, one which eliminates the gap between the real and the virtual, the physical and the digital. We asked *Future of Storytelling* to develop an exhibition for the Museum because of their unique expertise in these important developments.”

Conceived and organized by the **Future of StoryTelling (FoST)**, *Sensory Stories* invites visitors to participate in narratives that merge traditional storytelling with groundbreaking new technologies, incorporating full-body immersion, and interaction that includes sight, hearing, touch, even smell.

Charles Melcher, Founder and Director of FoST and co-curator of the exhibition, said, “At its heart *Sensory Stories* celebrates how new technologies are bringing us back into our bodies, allowing us to experience stories in immersive and powerful ways that remind us of the sensory joy of being alive.”

Sensory Stories includes premieres of the fully immersive, virtual reality bird-flight simulator, ***Birdly NYC***; an interactive film from **Google Creative Lab** for the **Google Cube**; the first **oBook**, a platform that expands literature into the dimension of scent, as well as acclaimed work from Chris Milk, Vincent Morisett, the National Film Board of

Canada, The Daniels, and other pioneers in new storytelling technologies. The list of projects is included below and additional information can be found at movingimage.us/SensoryStories

In conjunction with the exhibition, on June 12, FoST and the Museum will present a screening of *The Rocky Horror Picture Show* (1975), which will feature a live, audience-driven reenactment of the film by the official New York City Shadow Cast and a Q&A with founding members of one of the original super fan communities. In addition, FoST will host a series of “Sensory Stories” conversations with the artists from the exhibition. Additional details to be announced.

Projects selected for *Sensory Stories*

***1979 Revolution Game* (2015)**

Creators: Navid Khonsari and Vassiliki Khonsari of Ink Stories

Experience the Iranian political upheaval of the late 1970s as young photojournalist Reza, making life-or-death decisions in a game of personal betrayal.

***Bear 71* (2012)**

Creators: Directed by Jeremy Mendes and Leanne Allison. Produced by the National Film Board of Canada.

The award-winning *Bear 71* is the true story of a female grizzly bear, covering eight years of her life. But this story is unique: Through cameras in the wilderness, you monitor the bear’s movements via an interactive installation that lets you zoom over the landscape, seeing animals and other people as they each play their part—and you play yours—in the story.

***Birdly* (2014/2015)**

East Coast Premiere

Creators: Max Rheiner and the Zurich University of the Arts in Switzerland, with Thomas Tobler and Fabian Troxler. Presented at the Museum of the Moving Image by swissnex Boston.

A full-body virtual reality experience, *Birdly* makes your longtime dream come true: it allows you to fly. The unforgettable experience of becoming a bird and soaring over Manhattan as you flap your wings and feel the wind rush through your hair, is created through a stereo soundscape, immersive visuals, and an ingenious virtual-reality rig. Please note: *Birdly* will be on view from April 18 through May 17, only on Friday (4:00 to 8:00 p.m.), Saturday, and Sunday (during Museum hours).

***Clouds Over Sidra* (2015)**

Creators: Gabo Arora and Chris Milk. A VRSE.works production. Presented in partnership with the United Nations.

Commissioned by the United Nations, *Clouds Over Sidra* was created at the Za’atari

refugee camp in Jordan. Twelve-year-old Sidra leads the user around the camp, home to 84,000 Syrian refugees, as she goes about her day. The film emerged from the U.N.'s desire to use virtual reality to personalize abstract, distant global issues.

Dark Room Sex Game (2012/2015)

Creators: Copenhagen Game Collective

In a game without visuals—only audio and touch—you work with a partner to find a mutual rhythm. Once in the groove, you journey with your partner to the end of the game, achieving what can only be called a satisfying climax.

Evolution of Verse (2015)

Creator: Chris Milk. Presented by Annapurna Pictures, Digital Domain 3.0, and VRSE.farm

Evolution of Verse, the inaugural virtual-reality film from director Chris Milk's production company VRSE, nods at cinematic landmarks by the Lumiere Brothers and Stanley Kubrick, while suggesting the possibilities of virtual reality. The photo-realistic, CGI-rendered film takes viewers on a journey from one beginning to a new beginning.

Goldilocks and the Three Bears: The Smelly Version (2015)

World Premiere

Creators: Melcher Media and Vapor Communications

Be the first to experience a new dimension in storytelling: the oBook. *Goldilocks and the Three Bears: The Smelly Version* retells the classic story with the help of the oPhone, a device that emits different scents at key points in the story. Like Goldilocks, you'll be searching for—and eventually finding—a smell that's just right.

Google Cube – Untitled (2014)

U.S. Premiere

Creators: Google's Creative Lab in Sydney, directed by Steve Ayson and Damien Shatford. Produced by the Sweet Shop.

An interactive film in which you can move between six different plotlines, the Google Cube is a platform where each side of the cube tells a story. Those six stories unfold simultaneously, and it's up to you to turn the cube and discover how they connect. In "Untitled," the cube shows characters acting out seven basic plots—six for each side, and the seventh bringing them together.

Herders (2014)

Creators: Félix and Paul Studios (Félix Lajeunesse and Paul Raphael)

Virtual reality is just beginning to mature as a technology—but some filmmakers are already making it into an art form. In *Herders*, a virtual-reality film, you journey across the globe and into the lives of Mongolian nomads. Experience a herd of yaks and horses rushing by, watch a meditative musical performance and accept an invitation into a yurt for an intimate family dinner.

Hidden Stories (2015)

World Premiere

Creators: Project conception and direction by Red Paper Heart. Stories provided by Jay Allison and Viki Merrick, from Atlantic Public Media and WCAI in Woods Hole, MA. A sensory wall, illustrated with a diverse set of objects, reacts as you near it. Through sight and sound, you're invited to crouch down and listen as each object comes alive to tell you a story about a person who is deeply connected with it. This intimate experience, enabled by a complex mix of sensors and unique devices, unlocks the hidden lives of the objects and structures around us.

John Lennon: *The Bermuda Tapes* (2013)

Creators: Michael Epstein and Mark Thompson with Design I/O and WhyHunger. *The Bermuda Tapes* follows John Lennon on his life-changing 1980 journey through a mid-Atlantic storm to Bermuda. Hand-drawn animations, documentary-style audio narratives, and playful interactive elements create an impressionistic telling of his adventure.

Mimicry (2012)

Creators: Emilie Tappolet (Apelab) and Raphael Munoz (Aprobado) with the University of Art and Design, Geneva.

Mimicry consists of two works that at first appear to be static images but actually reflect the movements and expressions of their onlookers. *Le Petit Baptiste* features a baby inspired by traditional Renaissance painting that mimics the visitor's facial expression. *Le Voyageur Contemplant une Mer du Nuages* is named after a Caspar David Friedrich painting of a traveler looking onto a mountain landscape. Viewers facial movements affect the weather in the landscape.

Parade (2014)

U.S. Premiere

Creators: Interaction design studio Dpt. and ceramic artist Laurent Craste
Parade is an interactive sculpture. Swinging a hanging lamp activates the shadows of two vases. The resulting scene unfolds as a dance or as combat. What appears as shadows are actually a video created in real time to match the movement of the lamp, which is detected by a Kinect sensor.

Possibilia (2014)

Creators: Daniels (Daniel Kwan & Daniel Scheinert). Presented by Xbox Entertainment Studios. Produced by Prettybird Pictures in collaboration with Interlude.

Imagine controlling the most important moment of a couple's relationship: their breakup. In *Possibilia*, a man and a woman are having a fight directed by you. This interactive short film, starring Alex Karpovsky (*Girls*) and Zoe Jarman (*The Mindy Project*), lets you determine the tone and actions of a couple in the process of becoming two single people.

Pry (2014)

Creators: Tender Claws (Samantha Gorman and Danny Cannizzaro)

Experience a story where you can literally read between the lines: *Pry* is a tablet app about James, a Gulf War veteran who's struggling with traumatic memories. As you read his story, you can physically pinch apart his words to uncover new text, videos, and more, revealing layers of his experience--and new forms of reading.

Way to Go (2015)

Creators: Vincent Morisset (AATOAA) with Philippe Lambert, Édouard Lanctôt-Benoit, and Croline Robert. Produced by Hugues Sweeney and Boris Razon in association with the National Film Board of Canada.

An interactive film that immerses you into a walk—or, if you wish, a run—through a wild forest, *Way to Go* mixes hand-drawn animation with 360-degree video. You have full control over the angle through which you can view the wilderness around you—and the speed at which you'll arrive at your mysterious destination.

Welcome to Pine Point (2014)

Creators: The Goggles (Michael Simons and Paul Shoebridge) and the NFB Digital Studio Vancouver. Produced by the National Film Board of Canada.

Pine Point was a mining town in Northwest Canada that was abandoned when its mine closed. Now in ruins, the town exists as a locus of nostalgia in the memories of its former citizens. This interactive web documentary brings Pine Point back to life using interviews, photographs, text, and home videos to construct a digital scrapbook of the town.

Sponsors for *Sensory Stories*

Presenting Sponsor: [Phi Centre](#)

Creative Developer: [SubRosa](#)

About Future of StoryTelling (FoST)

The Future of StoryTelling is an annual summit and community platform that draws leaders from the worlds of media, technology, and communications to explore how stories are changing in the digital age. In addition to the summit (October 7-8), FoST produces a daily blog, a weekly online speaker series, a monthly newsletter, quarterly influencer salons, international technology exhibitions and showcases, the FoST Prize for Innovation in Storytelling, and dozens of short films highlighting the big ideas shaping the storytelling landscape. For more information, visit futureofstorytelling.org.

About Museum of the Moving Image

Museum of the Moving Image (movingimage.us) advances the understanding, enjoyment, and appreciation of the art, history, technique, and technology of film, television, and digital media. In its stunning facilities—acclaimed for both its accessibility and bold design—the Museum presents exhibitions; screenings of

significant works; discussion programs featuring actors, directors, craftspeople, and business leaders; and education programs which serve more than 50,000 students each year. The Museum also houses a significant collection of moving-image artifacts.

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Press Contacts:

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MUSEUM INFORMATION

Hours: Wednesday-Thursday, 10:30 a.m. to 5:00 p.m. Friday, 10:30 to 8:00 p.m. Saturday-Sunday, 11:30 a.m. to 7:00 p.m.

Film Screenings: Friday evenings, Saturdays and Sundays, and as scheduled. Unless otherwise noted, tickets for screenings (\$12.00 adults / \$9.00 students and seniors / free for Museum members) will be available for advance purchase online at movingimage.us. Screening tickets include same-day admission to the Museum's galleries.

Museum Admission: \$12.00 for adults; \$9.00 for persons over 65 and for students with ID; \$6.00 for children ages 3–12. Children under 3 and Museum members are admitted free. Admission to the galleries is free on Fridays, 4:00 to 8:00 p.m.

Location: 36-01 35 Avenue (at 37 Street) in Astoria.

Subway: M (weekdays only) or R to Steinway Street. Q (weekdays only) or N to 36 Avenue.

Program Information: Telephone: 718 777 6888; Website: movingimage.us

Membership: <http://movingimage.us/support/membership> or 718 777 6877

The Museum is housed in a building owned by the City of New York and located on the campus of Kaufman Astoria Studios. Its operations are made possible in part by public funds provided through the New York City Department of Cultural Affairs, the New York City Economic Development Corporation, the New York State Council on the Arts, the National Endowment for the Arts, the National Endowment for the Humanities, the Institute of Museum and Library Services, and the Natural Heritage Trust (administered by the New York State Office of Parks, Recreation, and Historic Preservation). The Museum also receives generous support from numerous corporations, foundations, and individuals. For more information, please visit movingimage.us.