



MARK ROBERTS MOTION CONTROL

IN PARTNERSHIP WITH
dimension

BALENCIAGA – AFTERWORLD: THE AGE OF TOMORROW POLYMOTION STAGE CASE STUDY

BALENCIAGA'S FUTURISTIC FUSION OF VOLUMETRIC CAPTURE AND VIDEO GAMING IS A QUANTUM LEAP FOR FASHION SHOWS.

MULTI-PLATFORM GAME AFTERWORLD: THE AGE OF TOMORROW, PROVIDES A RADICAL IMMERSIVE ADVENTURE AND DEEP DIVE INTO BALENCIAGA'S FALL 2021 COLLECTION. BRINGING TO LIFE THIS PROJECTED FUTURE, DIMENSION COLLABORATED WITH BALENCIAGA FOR ONE OF THE MOST INNOVATIVE VOLUMETRIC PROJECTS EVER UNDERTAKEN.

VIRTUAL MODELS, ASSEMBLE

With Fashion Weeks around the world forced online, Balenciaga imagines the next generation of virtual catwalk shows. Players take an interactive journey based on “mythological pasts and projected futures” exploring the Fall 2021 collection modelled by 50 volumetric characters.



Images courtesy of Balenciaga

TAKING THE CATWALK TO THE MODELS

Models were captured on Polymotion Stage Truck, our state-of-the-art mobile volumetric video and avatar creation stage, which is in partnership between MRMC, Nikon, Dimension and Microsoft.

A self contained studio, the Truck operated under safe-shoot conditions in Paris.

AUTHENTIC TO THE COLLECTION'S GENIUS

Volumetric video authentically captured the look and motion of the garments, while our advanced processing pipeline enabled certain footwear and eyewear, featuring reflective surfaces and unique forms, to be faithfully recreated and tracked onto the final digital models.



PARALLEL WORLDS AND THE FUTURE OF FASHION

Realistic avatars and game tech, such as Unreal Engine, will continue to advance and converge. For fashion brands this unleashes innovative new ways to creatively experiment, tell stories and launch collections in sustainable ways. What Balenciaga have achieved creating Afterworld: The Age of Tomorrow as a 3D web-based experience is phenomenal and blazes a virtual trail.

[FIND OUT MORE CLICK HERE](#)

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Balenciaga’s visionary campaign is an incredible first for volumetric capture. As we enter the era of volumetric and XR content, richer multi-platform storyworlds like Afterworld point towards the mind-blowing possibilities for fashion and brand entertainment. Polymotion Stage was designed to capture content at scale on location to help create these brave and wonderful new worlds.

Simon Windsor, Joint MD, Dimension

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‘We are extremely pleased to be a part of Balenciaga’s brilliant launch the Afterworld: The Age of Tomorrow. This project highlights new ways to reach consumers with volumetric capture and shows the creativity for brands and fashion to showcase collections in a digital age. Polymotion Stage Truck is designed to travel to talent and capture content for any creative delivery.

Sara Gamble, Head of Volumetric Solutions
Mark Roberts Motion Control

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