

LE BAL de PARIS

de BLANCA LI

AN IMMERSIVE
LIVE SHOW
IN VIRTUAL REALITY

BLANCA LI BackLight

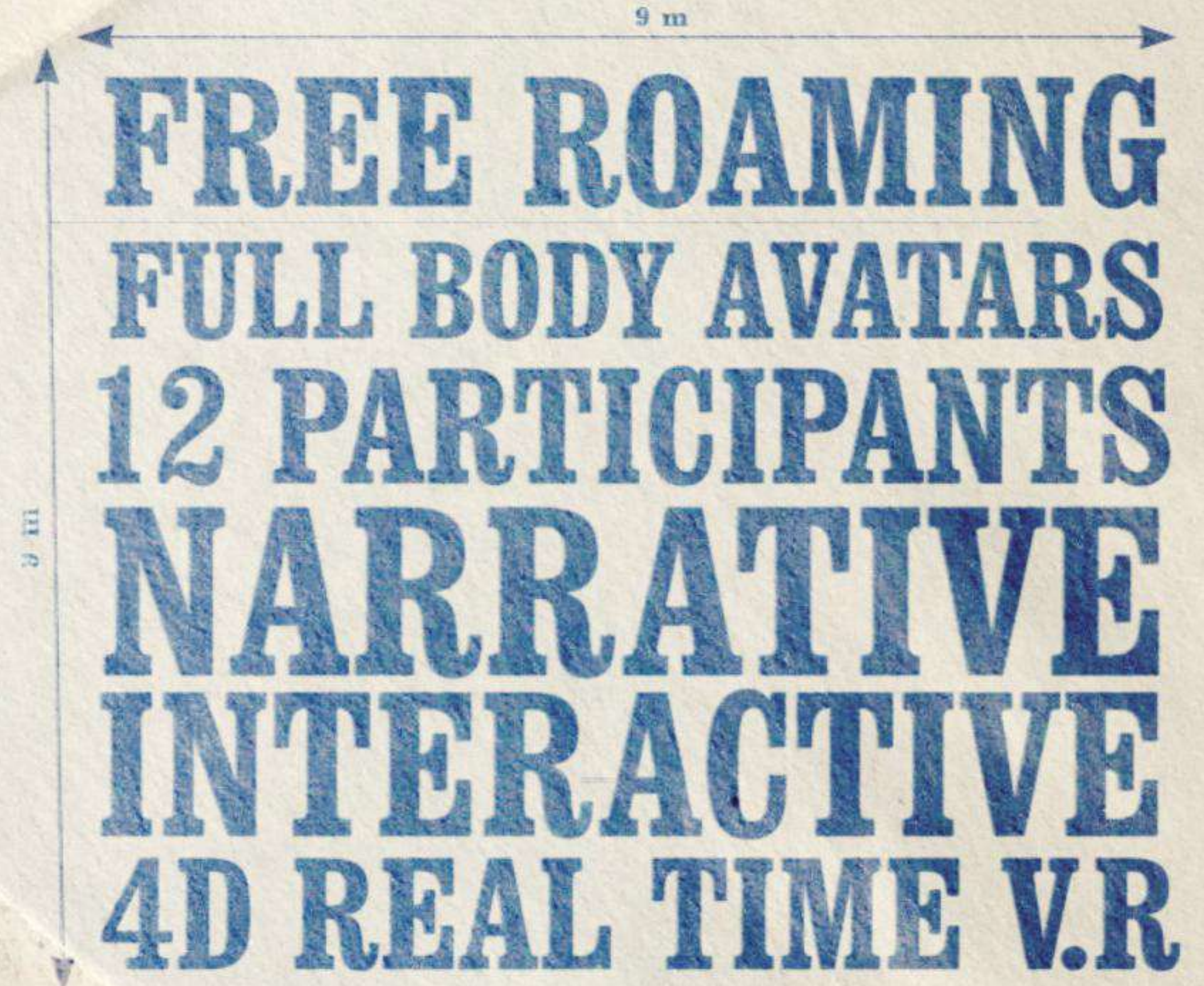
CHANEL



MARCH 2021
LE BAL
de PARIS

AN IMMERSIVE LIVE SHOW IN VIRTUAL REALITY

LE BAL DE PARIS



A total free-roaming VR narrative live show using full body awareness based on off-the-shelf technology (VR headsets, backpacks and trackers on feet, hands and back) to allow up to 12 participants to evolve and interact together in 4D real time in the same 9x9 meters space (690 sqft footprint).

We offer the possibility of having multiple rooms playing simultaneously to host up to **500 spectators/day**.



LE BAL DE PARIS

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LE BAL de PARIS

de BLANCA LI

DISCOVER VR THROUGH DANCE & MUSIC IN A FUN COLLECTIVE EXPERIENCE

Each member of the audience will be invited not only to watch but also to perform. They will embody a character, have the opportunity to participate, move and dance freely along as the story unfolds, interacting with both real and virtual dancers.

Technological innovation in this project includes :

- Simultaneous real time animation in full body awareness for 12 participants.
- Hand contact, lip synching animation
- Elaborate costumes realistic animations

de BLANCA LI

AN IMMERSIVE
LIVE
PERFORMANCE



SUBLIMATED BY 35 MINUTES IN VIRTUAL REALITY

LE BAL de PARIS

PRESENTATION

You are invited by Blanca Li to the biggest ball in Paris ! Music and dance merge with virtual reality to offer you an innovative, festive, artistic and spectacular experience. You don't need to be familiar with dance or virtual reality to dive into this ball that will take you on a journey through different universes.

Music and dance bring an artistic, collective and immersive dimension never before experienced in virtual reality, involving all the senses and the body.

It is a great love story divided into 3 acts that you will live with 9 other spectators. Two dancers playing the main roles of the plot will invite you, in turn, to a waltz or a cancan. You are free, according to your desires, to observe, dance, interact with the dancers, the other guests or to enter the dance of this party that promises to be unforgettable.

A party lasting more than an hour that begins at the reception, where you will be offered a teaser, before plunging into 35 minutes of interactive and timeless entertainment in virtual reality. A universe as poetic as it is fantastic, imagined by Blanca Li.

A fabulous, entertaining and totally groundbreaking show to be enjoyed with friends or family.

Follow this link to discover images of *Le Bal de Paris de Blanca Li*.

<https://vimeo.com/531341354>

Video : <https://vimeo.com/428252638#at=1>

UN ESPECTÁCULO
EN VIVO INMERSIVO
EN REALIDAD VIRTUAL

Comparte tu experiencia
con el hashtag
#LeBalDeParisDeBlancaLi

TEATROS
del CANAL

BLANCA LI

Backlight

CHANEL

PREVIEW AT TEATROS DEL CANAL MADRID DECEMBER 2020

LE BAL
de PARIS
de BLANCA LI



UN ESPECTÁCULO
EN VIVO INMERSIVO
EN REALIDAD VIRTUAL

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LE BAL
de PARIS
de BLANCA LI



LE BAL de PARIS

18 DAYS OF SHOW

4 V.R ROOMS

4000 TICKETS SOLD

5 TO 6 HOURS OF DAILY SHOW

UP TO 40 SPECTATORS / HOUR

UP TO 240 SPECTATORS / DAY

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SYNOPSIS

Adèle celebrates her coming home to Paris with a great ball organized by her parents in her honor. Pierre, one of the guests, will change the course of the party.

Each group of spectators will participate together, after choosing their CHANEL costume, to a love story unfolding in three acts. They will be guided physically by the principal characters played by the dancers.

The journey will take the audience through a virtual and fantastic universe, with three main locations to party : A monumental Ballroom, a magical garden party, and a Parisian club.

Breathtaking transitions are staged on a lake and aboard a train.

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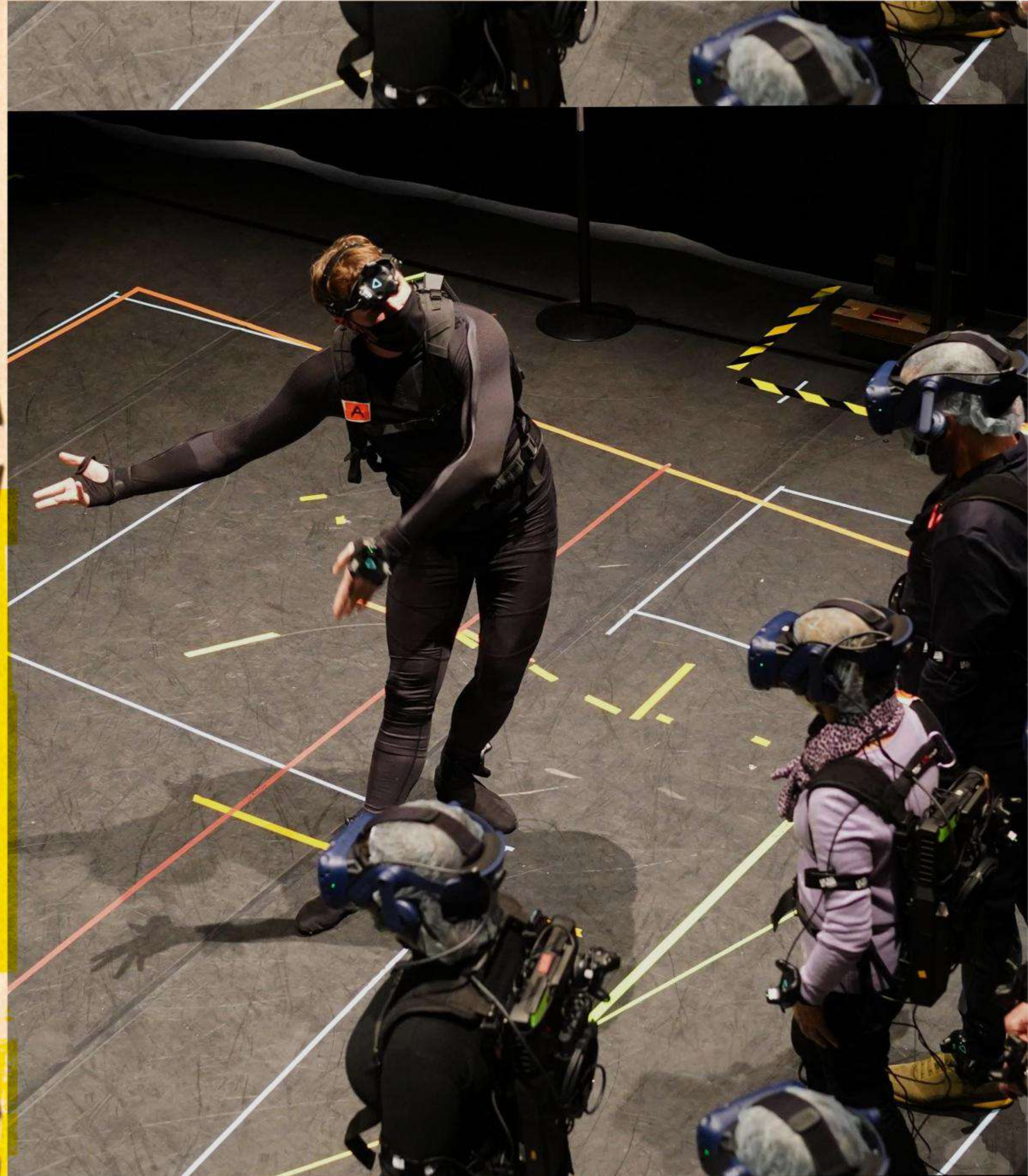


INTERACTIVE SET-UP

Le Bal de Paris de Blanca Li is an immersive, participative and interactive project.

In one VR space, up to 10 participants will be able to move freely in a space of 80 to 100m², in full body awareness. They will be visible in the virtual setup and will be able to take an active part in the plot. They become the guests of different parts of the story, under the appearance of a personalized Avatar.

The show is designed to be performed simultaneously in 5 different spaces in the same venue, bringing the audience capacity to 50 persons per hour (max 500 per day with 10 sessions).



©Bernabe Cordon

**LE BAL
de PARIS**

TARGET AUDIENCES

The project, as it is conceived by Blanca Li, aims to welcome the widest possible audiences.

The whole artistic approach of this project is based on the idea of sharing, participating and inclusion. The plot, based on a cathartic love story, is timeless and universal. The comfort sought in the sensations offered to the spectator (no rapid movements, vertigo or dizziness) makes it a very accessible experience, even for an audience unfamiliar with virtual reality.

During the preview in Teatros del Canal in Madrid from December 19th 2020 until January 8th 2021, more than 4000 spectators experienced a first version of the show in a 4 VR Spaces version, with rigorous health safety protocols. *Le Bal de Paris de Blanca Li* is an amazing opportunity for socializing through dance. The show gathered spectators of all ages : teenagers, adults, elderly persons. The show can even welcome people in wheelchairs as it has been experienced





WHAT THE PRESS SAYS ABOUT IT

The spectator will have gone through a singular, surprising and liberating experience. This complex high-tech artistic proposal is at the same time brilliant, stunning and timely. Le Bal de Paris [de Blanca Li] takes you inside a fantasy very far away from the pandemia, where you can forget your problems, the virus and the crisis for an unforgettable moment.

Omar Khan / SuzyQ - Spanish dance magazine

"It's absolutely crazy, we really get onboard for a journey."

Anna Reinhardt / Télématin, France 2

"It is very exciting to see how people enjoy it so much."

Custodio Pastor / El País

"Le Bal de Paris, an hallucinating experience, absolutely unique and unforgettable. All this gives birth to a groundbreaking artistic experience, that the audience will remember forever."

Iñaki Ferrera, FanFan

"In Blanca Li's show, we touch each other, we dance with each other, we explore fantastic places together. We are in the center of a party, in the center of the void, in the words of poet Roberto Juarroz... I went so far up that in that magical world, that's where I asked my companion for marriage and he told me yes..."

Nuria Ruiz de Viñaspre / ARTES HOY digital arts magazine.

de BLANCA LI



STATEMENT OF INTENT

When a few years ago, I started dreaming up this project to create the first virtual reality immersive live dance show for 10 spectators and 3 dancers, to be performed up to five times simultaneously, I knew challenges would be many, artistic ones, technical ones and economical ones. What I could not foresee, was that a worldwide pandemic would completely upset the conditions for such a performance, and even slow down the electronics component supply chain I needed for the technical equipments. Today, I'm very happy that I succeeded, to look back on what I achieved and to have a result so close to the goals I had set, all thanks to the support and collaboration of extraordinary partners.

The presence of dancers, the festive mood from music and songs, choice of avatars, of language, and a story everybody can follow, make it an experience suitable for all audiences, an unmatched creative entertainment in the world. One that reveals the potential of VR technology, above the level so far reached. A true feast in Virtual Reality

For the subject, I was inspired from the beginning by traditional operettas and fantastic musicals, but I ended up rewriting an original script transposed in unreal and timeless space time, at the same time retrofuturistic, classical, contemporary and above all, hallucinating.

The participation of talents such as Vincent Chazal for the visual creation direction, Tao Gutierrez for the musical direction and composition, the VR team from BackLight Studio, and the CHANEL team, allowed me to create a totally original experience, faithful to my dreams, together with the support from an incredible diversity of partners which I convinced to get on board with me : Fabrique d'images, Actrio, Epic Mega Grant, Hewlett Packard, HTC Vive Arts, Media Europe Creative, Film Fund Luxembourg, and of course, French CNC. This project could never had seen life without the energy and trust on a daily basis from the team of Blanca Li Company.

Last but not least, Los Teatros del Canal took the challenge to program the avant premiere run of a show that had never been performed, during the pandemic, and i could test in full scale the capacity and viability of the technical model, with 4,000 spectators, many of them who had their first experience in VR at a groundbreaking scale.

I can't wait to share with you this project that I dreamt of for so long.

Blanca Li

LE BAL
de PARIS

MUSIC

Composed and directed by **TAO GUTIERREZ**

MUSIC

In Le Bal de Paris de Blanca Li, the music plays a very important role. The songs tell the story and convey the characters' feelings. The music sets the mood for the three acts of the show, and also creates moments for the public to dance, following the dancers and interacting within the show in a unique way. During all of the three acts, the music defines the characters and the story.

In the first act, we hear the sounds of a classical waltz orchestra recreating the music played at the large ballrooms in the middle of the XIX century. For this act, the music was recorded in Berlin, with the Babelsberg Film Orchestra.

The second act occurs in a garden with an small gypsy band playing from the band stand. The mood is festive and inspired in balkan gypsy music. The recording of the gypsy band songs was made in Madrid, on the original score composed by Tao Gutierrez.

For the third act, set in a Parisian cabaret, the music draws you toward a wild Cancan played by a jazz big band that makes the audience dance, clap and laugh, for a special moment. The music for the third act was also recorded in Berlin, with the Omniversal Earkestra.

All songs are recorded and available in French, English and Spanish ; Chinese and German versions are coming next.

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© Pierre Attrait

PROGRESSIVE IMMERSION IN LE BAL DE PARIS

The scenery have been designed by Pierre Attrait, regular artistic collaborator of Blanca Li for stage work.

The immersion in the graphical and musical world of the show will begin well before putting on the virtual reality headset. Participants will be welcomed in a ball where they will be offered dance lessons, a drink or a glass of champagne, in a scenographic setup using the visual identity of the virtual experience. They will be able to immerse themselves in this atmosphere until they are called upon to an equipment space from where they will enter the virtual reality part of the experience.

At the exit, they will have the opportunity to return to the ball and to continue the real life party. They will be able to share their impressions of the experience with spectators who are waiting to get in, improving the social dimension of the experience.

The real life ball offered in parallel of the virtual reality is an integral part of Le Bal de Paris experience.

LE BAL de PARIS

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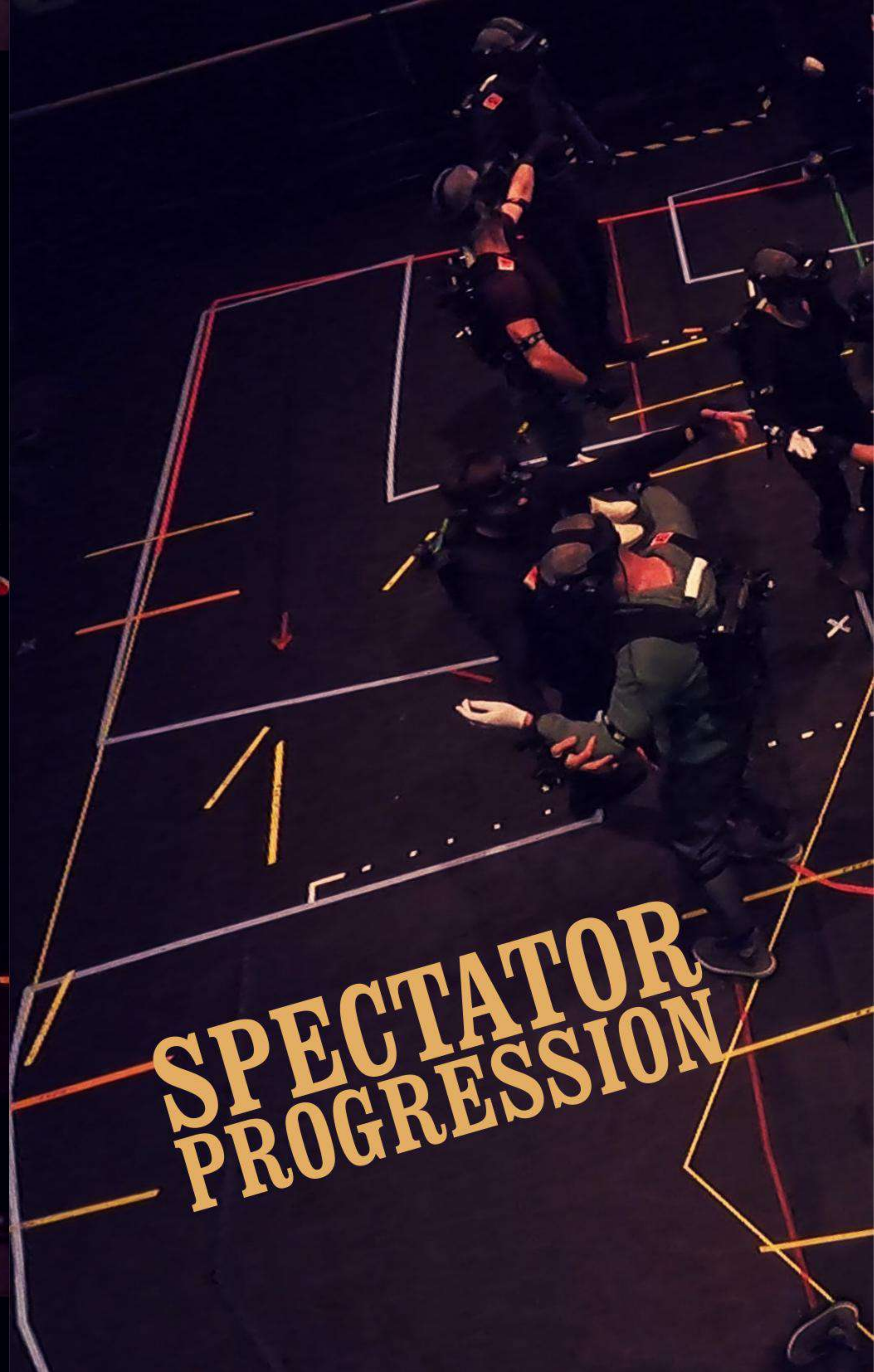
In the virtual world, the participants become the guests of the various parties. They are hybrid and stylized creatures with a human body and an stylized animal's head.

For this experience, Blanca Li imagined a virtual collection created by a renowned Parisian fashion house. She approached Chanel which represents an active femininity, full of audacity and timelessness. The values which perfectly suit the spirit of *Le Bal de Paris de Blanca Li*. Chanel accepted to be part of the adventure and created a virtual haute couture collection.

Costumes are animated with innovative programming developed by Backlight Studio to simulate real fabric movement and design, a world premiere in this context.

When putting on the headset, each participant will have to choose the outfit and skin tone of the character under whose features he will appear during the experiment.

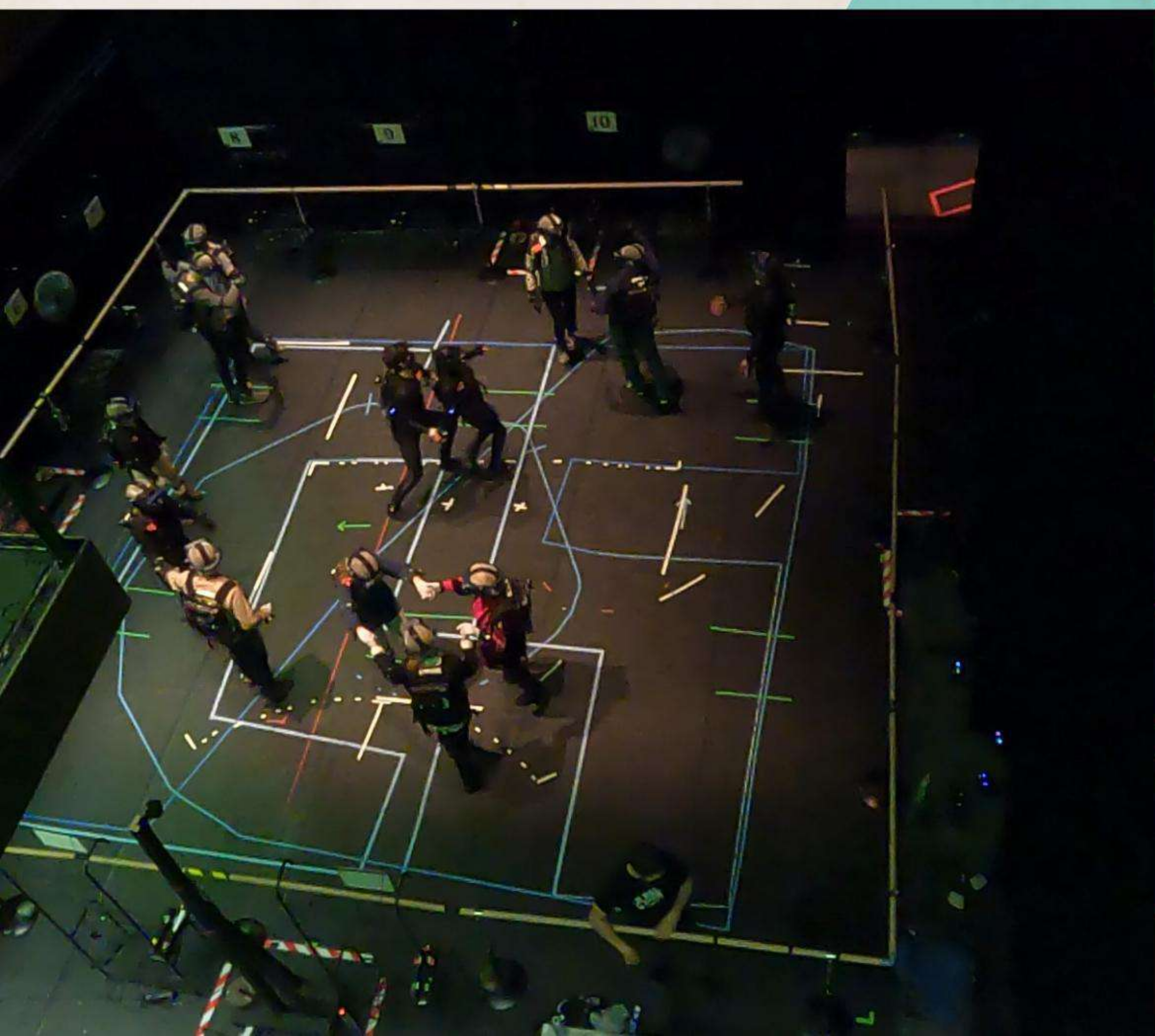




LE BAL de PARIS

1. Ballroom

Minimum space depending on the venue's capacity, with the following installations : bar, scenography, dance classes, performances of dancers. The spectator is welcomed in this space at his arrival. He progressively gets in the world of Le Bal de Paris de Blanca Li, and its festive spirit... After 15 to 30 minutes, he is invited to go out to the VR area to get equipped with the devices in order to discover the VR part of the experience.



2. VR space(s)

Hosts theatrically welcome participants by distributing them around the game area, in front of the shelves with the number they were assigned to. Hosts help the participants to put on their VR equipment which is on these shelves. The space is marked out by a guardrail. When the hosts have checked that everything is in place, the participants lower their headsets on their eyes and enter the VR world, start choosing their costumes. They can also choose the language of the experience.

VR Experience - 35 minutes :

This is where spectators will be able to follow the story of Adèle de la Rivière. They will be invited to dance with the professional dancers present in this space who will also guide them through transitions and activities. The music and songs can be heard through the headsets, localized and synchronized with the mouth animations of the characters.

Return of the equipment - 5 minutes :

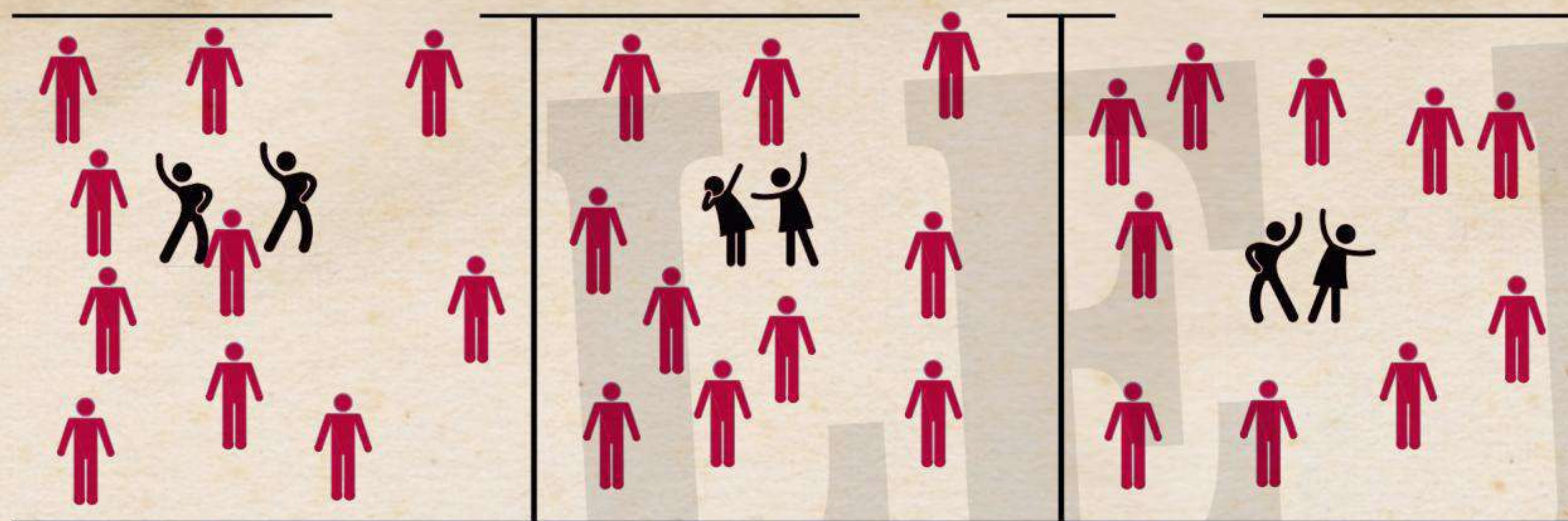
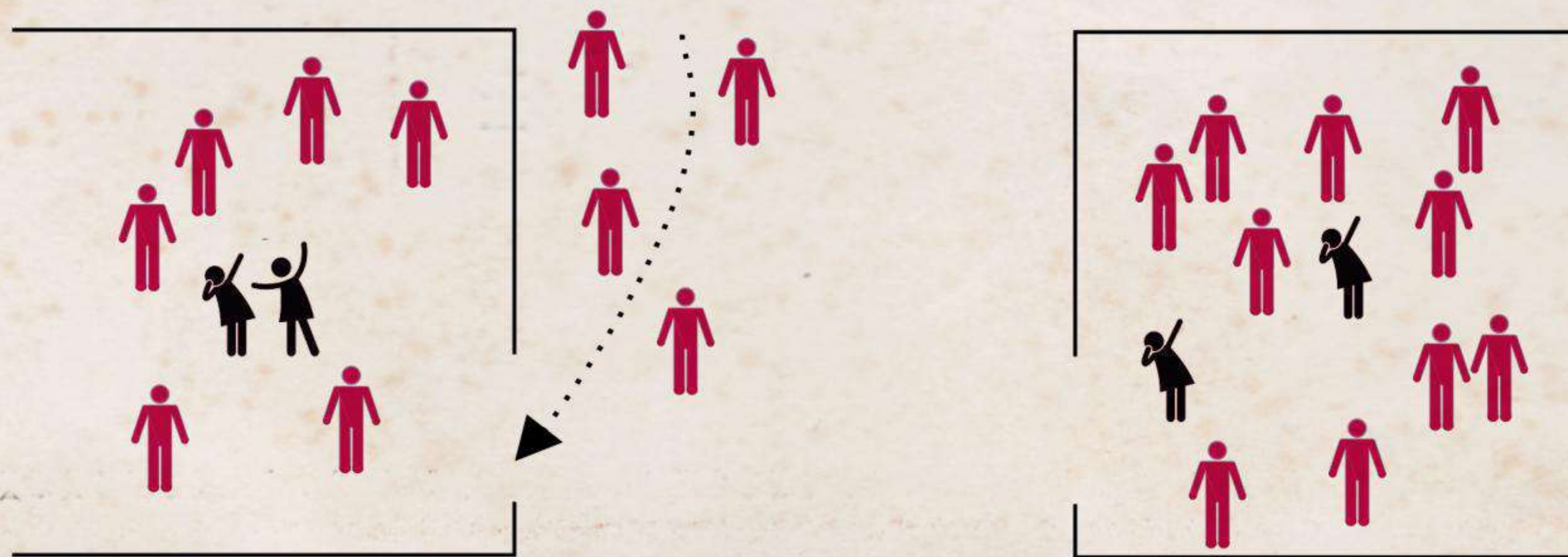
At the end of the VR experience, the participants return to their number to remove their equipment, helped by the hosts who clean the equipment to get them ready for the next participants.

3. Back to ballroom

Back to the ballroom where the spectator can continue dancing as long as he wishes and share his impressions with his friends or with the spectators who have not seen it yet.

Each module has the equipment for **10 people** and can be replicated **up to five times**, which allows to accommodate around **50 people** every hour, that is to say more than **200 people** every **4 hours** of representations or **500 people a day** in a full day of 10 hours opening, reaching a level of audiences unmatched until now in VR. (Preview run in Madrid was tested with 6 hours sessions for 18 days and 4 modules, allowing a total box office of 4000 tickets sold).

Each module is independent, so they can be installed in separate spaces or inside the same large hall. It allows to **adjust the installation of the project** to different types of venues or different architectures.



Equipment required per module

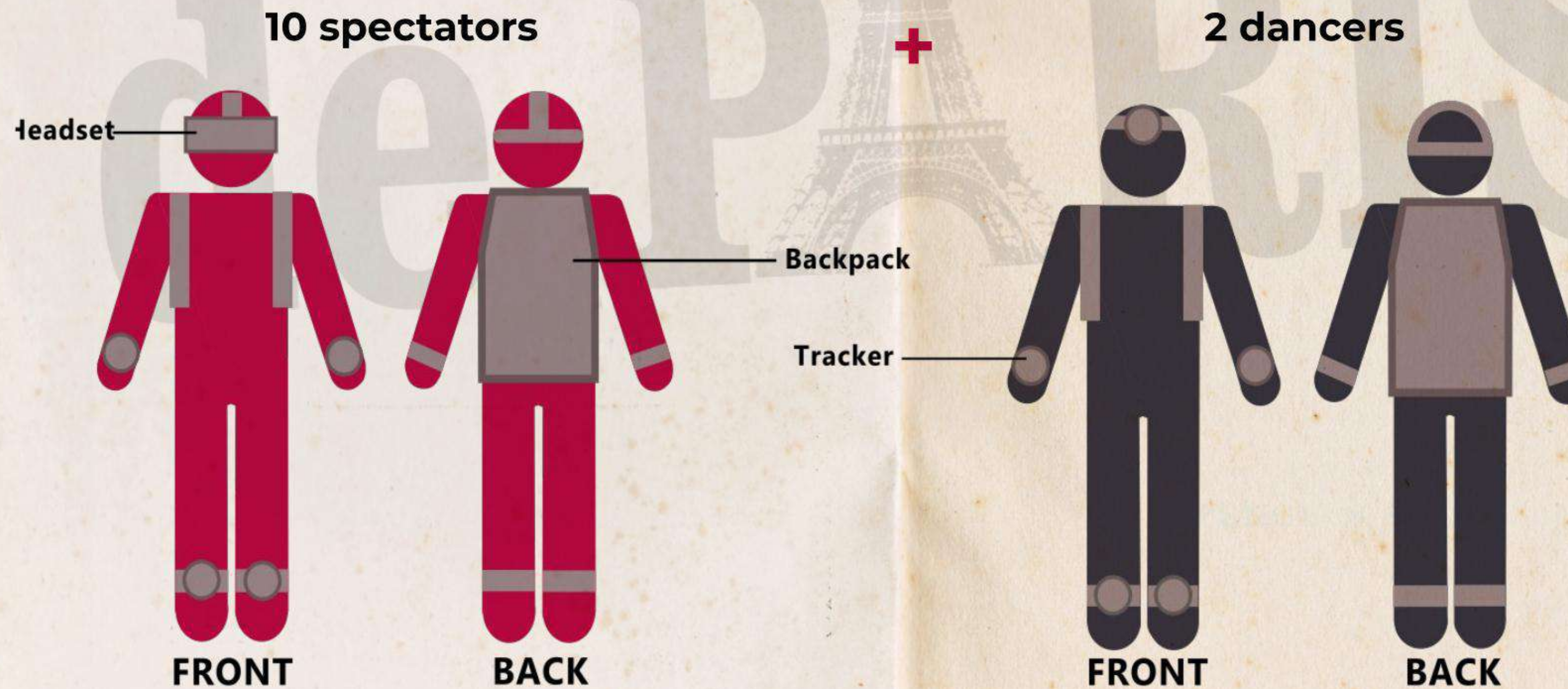
- 10 HTC Vive headsets (+ 2 in spares)
- 12 VR Backpack (+3 in spares)
- 60 trackers (+10 in spares)
[5 per spectator and dancer]
- 1 local WIFI router and Network
- 15 battery charging stations
- 30 extra sets batteries
- 1 Gamemaster desk computer
- cabling, straps, electrical supply 48A

TECHNICAL SET-UP

Spectators see their movements reflected in the virtual environment thanks to 3D in real time. Two dancers, equipped in order to be in live motion capture in the experience, interact and guide the public while embodying the main characters of the story. *Le Bal de Paris de Blanca Li* has required a long research process. Thanks to it, we were able to create a tracking as optimum as possible in order to render the fluidness of the dancers and the public movements. So far, spectators and dancers wear Vive headsets and trackers from HTC. They are also equipped with VR backpack computers.

Technical crew : 1 game master and 2 hosts/assistants (provided by venue) attend the spectators at all time in each VR space. Minimum space of 9 x 9 meters with 3 meters height, to accomodate one VR space.

We can go up to 5 simultaneous VR spaces.



Who impersonate the guests of the Ball

Who impersonate the main characters of the story
Guide spectators and interact dancing with them

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COVID PROTOCOL

- ❖ At the entrance of the theater, the public go through a temperature check. They have hydroalcoholic gel distributors and the possibility to change their mask if they want. Each group of 10 spectators is isolated from the other groups, following a path not crossing other groups and entering VR space without mingling with other spectators.
- ❖ At the entrance of the VR room, the public have access to hydroalcoholic gel distributors in order to wash their hands before receiving a single use pair of gloves. They will receive a protection mask to be worn in front of the VR glasses and a hygiene cap. Headsets are equipped with PU leather face covers. The trackers are fastened on a silicon bracelet for better hygiene.
- ❖ Inside the VR room, the spectators are welcomed by two technicians and two dancers wearing masks and gloves. They will equip the audience.
- ❖ The public is able to move freely inside a big space of 80 m², that is to say 6m² per person per room (including the two dancers).
- ❖ At the end of the experience, before attending a new group of spectators, five persons per room clean all the equipment with disinfectant (virucide) wipes. Headsets are sterilized between each spectator with a Cleanbox™ (UVC technology) for an optimal disinfection.

DISTRIBUTION

This show can take place in a large variety of venues : theaters, auditoriums, museums and exhibition places, temporary spaces converted especially to accomodate the experience, etc.

Different business models are developed to adapt the show to different locations and durations :

- For short runs the company provides the whole material, complete artistic and technical team.
- From medium length runs, we can recruit local teams that we will train.



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BLANCA LI

CREATION, LIBRETTO, DIRECTION & CHOREOGRAPHY

VINCENT CHAZAL

VISUAL CREATION DIRECTION

TAO GUTIERREZ

MUSICAL DIRECTION & COMPOSITION

ETIENNE LI

PRODUCER

BACKLIGHT

VR DEVELOPMENT

CHANEL

COSTUMES

BLANCA LI CREATOR, LIBRETTO, DIRECTOR & CHOREOGRAPHER

After 5 years of training with Martha Graham in New York, Blanca Li founded her own independent dance company in 1993 in Paris. For the past 27 years, her shows have toured around the world's most prestigious stages. She has also directed three full-length feature films and a 360° film. Well known institutions, fashion designers, stage and film directors regularly seek her contribution as a choreographer and filmmaker. Her passion for new technologies gives them a special place in her various creations. She was elected member of the Académie Française des Beaux-Arts in April 2019.

VINCENT CHAZAL VISUAL CREATION

After graduating from Penninghen (ESAG) in artistic direction, Vincent Chazal has been working since 1992 as a graphic designer, VFX / AD and motion designer, notably in post-production, for PH groupe, St Louis. As a multifaceted professional, he is curious about new technologies, he likes to «cook» images, experimenting with a variety of techniques, media and software to get off the beaten track. He has worked with Blanca Li on various projects in the past twenty years.

TAO GUTIERREZ MUSICAL DIRECTOR & COMPOSER

Back in Spain after 11 years in New York, where he completed his musical training, Tao Gutierrez began a career as a composer of film music. He has composed, produced and recorded numerous musical scores for the Blanca Li Company and for the theater (El Eunuco, Titus Andronicus - Festival of Mérida). His work has been awarded multiple prizes (best film music at the Montpellier Film Festival, Malaga ...). He created El Interprete, a musical show that was sold out all over Spain and Latin America for 4 years.

ETIENNE LI PRODUCER

Etienne Li has held the position of administrator and show producer for the Blanca Li Company since 1992. He is in charge of negotiating co production contracts and he elaborates production budgets for Blanca Li's projects. He also advises her on the strategic and financial aspects of her artistic career. Having studied Mathematics at the École Normale Supérieure and Columbia University, he also teaches engineering students. Etienne Li diligently and pleasurably devotes himself to learning new languages or technological competences as well as initiating collaborations at the crossroads of art and science.

BACKLIGHT VR DEVELOPMENT

Backlight is a production company specialized in animated films and VR experience. Producers, writers, directors and developers from diverse backgrounds in visual creation, communication and video gaming are part of one team with a shared passion for beautiful images and powerful storylines. They imagine, direct and produce passive, interactive and dynamic experiences in Virtual Reality.

CHANEL COSTUMES

Chanel fashion house has a very old link with dance. Gabrielle Chanel always had a strong interest for this art and she has mixed and worked with leading figures of the dance world, like Nijinsky and Serge Lifar. Today, Chanel still supports dance, especially by patronage for companies (Opera de Paris) or ballets all around the world. For Le Bal de Paris de Blanca Li, the Chanel fashion house dares to design clothes for virtual reality.

BackLight

THÉÂTRE
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LA DANSE
chailot

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DEL CANAL**

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STUDIO**

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d'images**

**EPIC
MEGA GRANTS
RECIPIENT**

CHANEL

ARTE

**VILLE DE
PARIS**

**medienboard
BerlinBrandenburg**

**FILM FUND
LUXEMBOURG**

Co-funded by the
Creative Europe **MEDIA** Programme
of the European Union

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BLANCA

