# disguise turns clubs digital during ADE's 2020 virtual edition

While electronic music artists and fans could not physically meet at the much anticipated Amsterdam Dance Event in 2020, they connected virtually in the event's very first fully immersive digital edition.

In this case study you will find out how EVOKE Studios, Creative Animal and Univate came together to deliver a virtual clubbing experience for ADE, powered by the disguise workflow.

# At a glance

## The project goal

The Amsterdam Dance Event is one of the world's biggest and most influential electronic music gatherings, attracting hundreds of thousands of music lovers to the Dutch capital to attend conferences and live performances from their favourite artists.

Just like the rest of the industry, ADE had to adapt to the cancellation of live events and host its 2020 edition digitally. But some organisers within the event decided to take their live streams one step further. For EDM label Koolwaters and the Netherlands' largest concert organiser, Mojo Concerts, this meant enhancing their hosted streams into a virtual club experience called Club xR.

Executive Producer and Founder of Univate, Jasper Steenkamp worked with Creative Animal, the new joint venture between NEP The Netherlands, Faber and Univate, to develop Club xR into an adaptive virtual environment. Held at NEP's studios, the club leveraged broadcast-quality AR graphics to push the boundaries of how people can experience live performances from home.
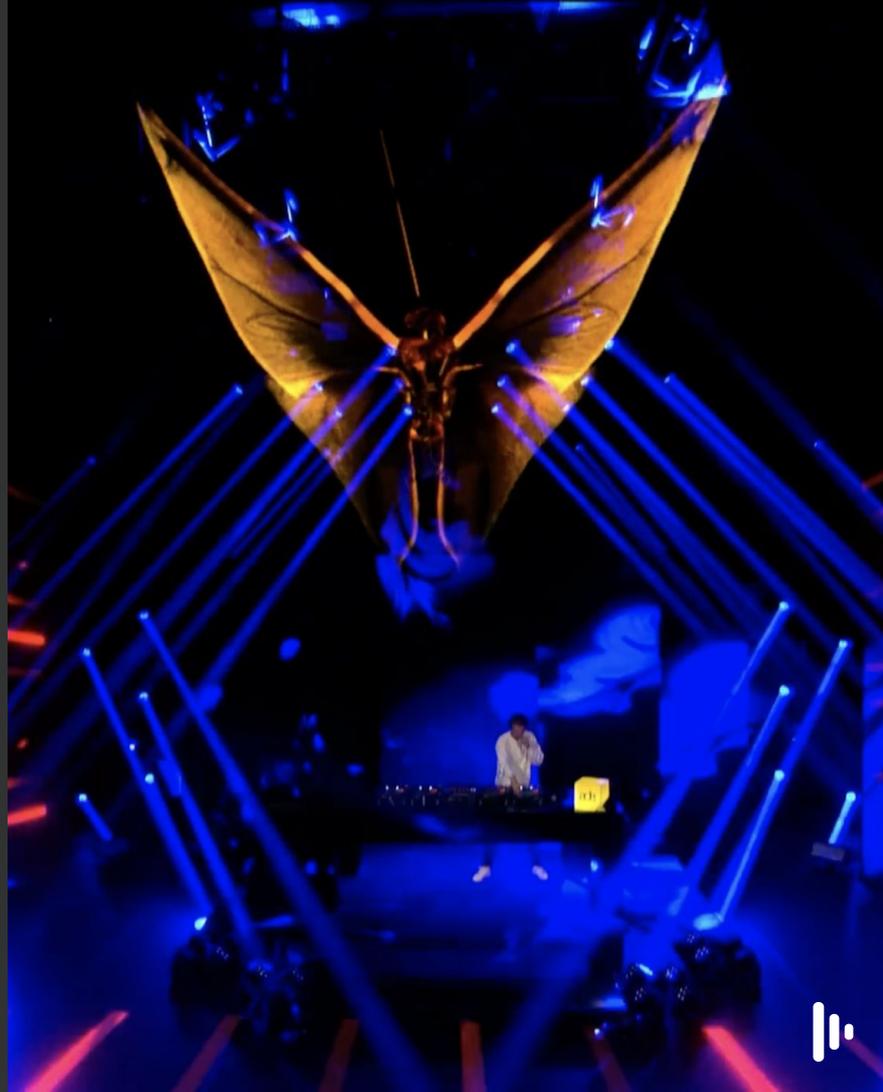
# The challenge

## Rivalling the energy of live events

The teams behind Club xR were tasked with delivering three live DJ sets, two of which were themed for Koolwaters' 20-year anniversary, and one for Drum'n'Bass label Korsakov, hosted by Mojo Concerts. To develop this new live stream format and deliver a range of engaging themed looks, EVOKE Studios were brought in to bring to life unique virtual environments and looks in Notch and power them using the disguise workflow.

"We landed on the AR workflow for its flexibility and the way it blends with physical lighting and haze, maintaining the feeling of a real live show," EVOKE Studios Managing Director, Vincent Steenhoek explains.

"Because of the last minute nature of the project, and acts being confirmed equally late, it meant we needed workflows that could react fast to deliver quickly. This is where Notch and disguise AR and xR shine over competing workflows, allowing us to deliver reliably," he adds.

# The solution

## A reliable, fully integrated workflow

The ambitious project could not have been delivered without the strategic partnerships between the teams involved and the right supporting workflows, Vincent says. Comprising a collective of long-time disguise and Notch experts, EVOKE Studios provided technical and workflow support, concept development and some technical direction to Creative Animal's vision.

Together, the teams delivered six hours of AR broadcast worldwide, integrating various video conferencing software through Notch, to allow performers and audiences to see and interact with each other in real-time.

"We have become intimately familiar with the disguise xR and AR workflows in recent months," Vincent adds. "It is the most integrated solution on the market right now. As much as it is still in development, we know we can trust the work that disguise puts into its software and that we can rely on its support when that is necessary. It is a solution we can reliably plan with and deliver."

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**Vincent Steenhoek, Managing Director at EVOKE Studios**

# Results

The team mapped AR graphics and video content onto the Virtual Studio's LED surface, all combined with real physical lighting and synced to the live music.

For six hours, Club xR turned Faber's studio into a dancefloor, creating a unique 3D visual experience and mimicking the feeling of dancing in a club, albeit safely and remotely. Hundreds of fans tuned into the live stream via Zoom and could be seen dancing in front of their screens as individual Zoom clouds were mapped onto the LED screens along with the VJ content.

Club xR has allowed artists to continue performing in new and exciting ways, transporting remote audiences to a dancefloor like they've never seen before.
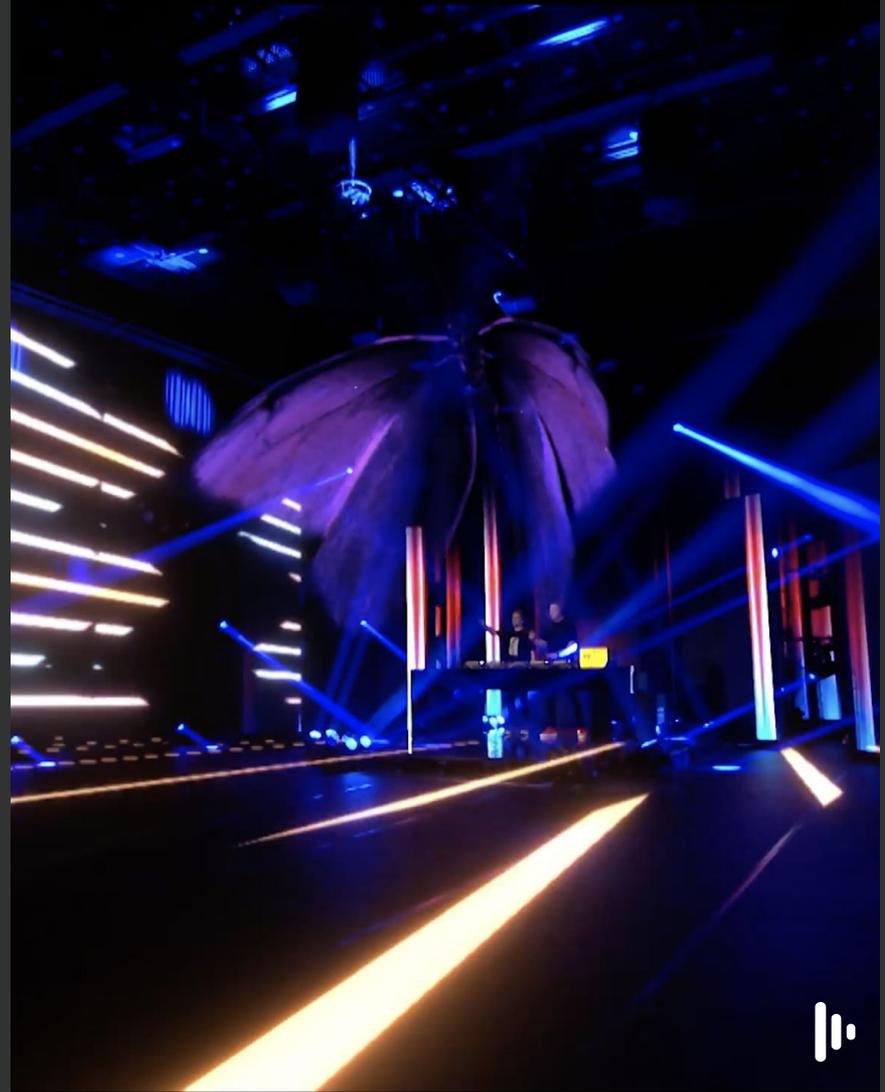
# Success

| 3 | 6 | 100s | 100,000s |
|---|---|------|----------|
| DJ sets | hours of live music | of Zoom audience members | video recording views |

"The collaboration between the partners on this project was excellent, and the result of the concept really came together. It was exciting to see the end result on the night," Vincent concludes.

Watch Evoke's Club xR reel here.
Learn more about how the event came together here.

# disguise equipment used

### Designer software r17.3
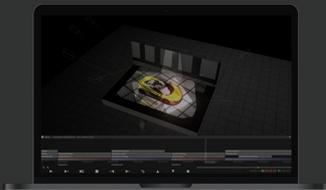
Release 17.3 is optimised for fast and efficient working, enabling the team to deliver the show quickly and with minimal crew on site.
Find out more.

### gx 2c
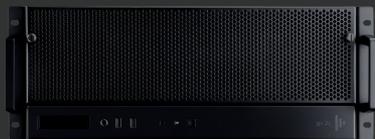
Built to enable the latest in xR workflows, the gx 2c media server powered AR and real-time Notch content for the show.
Find out more.

### 4x4pro
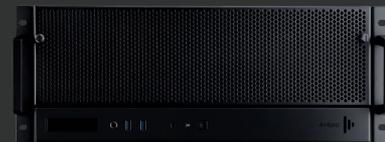
Capable of driving up to 16 HD LED processors for large video surfaces, the 4x4pro served as actor and understudy machines backstage.
Find out more.

# In partnership with:

Produced by: <u>Creative Animal</u>
Executive Producer: Jasper Steenkamp
Studio & facilities: <u>NEP The Netherlands</u>
AV equipment supplier: <u>Faber Audiovisuals</u>
Creative direction: <u>Univate</u>
Visuals: <u>Studio Rewind</u> & Univate
Workflow, content, consultancy: <u>EVOKE Studios</u>
Camera tracking: <u>Mo-sys StarTracker</u>
Real-time content: <u>Notch</u>
Lighting & Sound supplier: <u>Ampco Flashlight</u>
Images: EVOKE Studios

**powered by**
disguise
xR

EVOKE

# Get in touch!

Curious to know more about us? Want to master our production toolkit? Need support on your project?
Our team will be happy to speak to you, whatever your query:

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