NABA innovates fashion show with disguise xR

Confronted with the continuing restrictions imposed by the pandemic, Italy-based <u>NABA, Nuova Accademia di Belle Arti</u> - the international academy of arts and design - needed an innovative way to virtually present its young designers' collections for the February 2021 edition of Rome Fashion Week.

In this case study you will learn how disguise supported NABA and <u>On Air Studio</u> to create an innovative alternative to the traditional catwalk show. Through disguise, they better showcased their students' designs and engaged audiences in a unique visual journey for one of the most important events in Italian fashion.

At a glance

A new way to showcase fashion

After launching fashionview.naba.it as a digital hub for students' projects presented through experimental languages and unconventional forms, Milan-based NABA once again chose to innovate. This time they presented their young designers' A.Y. 2020/21 collection in a virtual format – something new to fashion communications.

Curated and directed by Paolo Bazzani, a NABA Lecturer and Art Director, the nine-minute show used extended reality technology and real-time content from Unreal Engine to take the audience through a journey with ever-changing metaphysical environments.

Challenge

"The main goal of this project was to think outside the box and create a fashion show without a real catwalk," says Matteo Zaniboni, Technical Manager and xR Specialist with On Air Studio. "At the beginning that was a limitation, but in the end it turned out to be an advantage due to the possibility of constantly changing the environments and making them more relevant to each collection of clothes."

A show without a real catwalk

NABA's Paolo Bazzani first inquired about shooting the show using green screens, however they soon turned to the disguise xR workflow - saving themselves hours of post-production time on things like colour spill and camera tracking calibration. Models could also interact with the virtual environment - adapting their performance and making changes live on set instead of having to fix it afterwards.

Bazzani also agreed that xR would be a good fit for the show. For him, the chance to try something different was irresistible.

Challenge

An enthusiastic proponent of xR technology, Zaniboni still held some doubts, mostly around how to choreograph the presentation of the designs.

"I was immediately thrilled to see the possibilities offered by xR technology, but it was necessary to understand the system well to develop a project that met our needs," notes Bazzani.

Recreate a classic catwalk in xR

Zaniboni encouraged Bazzani not to recreate a classic catwalk in xR but to explore 3D scenarios that enhanced the creativity in the clothing designs. The models quickly became comfortable with the xR stage and enjoyed working on it.

"We decided on a storytelling approach integrating the clothes with the show, the virtual sets and the models' movements. I'm quite used to experimental projects and solving things step by step, and NABA supported us in this," says Bazzani.

Solution

Different types of Unreal Engine environments were tested in pre-production to see which worked best to ensure smooth shooting on the xR stage. Experimentation by highly-trained On Air technicians and 3D artist Andrea Zucchetti from EDI Effetti Digitali Italiani, who modified amazing backgrounds in real-time, allowed the project to realise the potential of the disguise xR workflow. Once the scenarios were finalised, a day was devoted to programming on site to set up all the scenes for two days of shooting.

"As always, using disguise allowed me to focus on other aspects of the production," notes Zaniboni. "The disguise gx 2c media server proved to be totally reliable and helped me to meet all the client's needs."

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"Every virtual studio must use disguise xR. disguise's reputation for having the most complete and reliable system for live and virtual shows makes it easy for clients to trust you and for you to guide them through production."

Matteo Zaniboni, Technical Manager and xR Specialist with On Air Studio.

Results

On Air proved that relatively small equipment coupled with big ideas, great enthusiasm and professional dedication can produce great results. During Rome Fashion Week's three-day event, NABA's show scored impressive engagement on renowned Italian online fashion platforms, on Facebook and Instagram posts, and on NABA's own social media accounts. The fashion video was also circulated amongst media, students and fashion stakeholders. Based on this experience, NABA is evaluating ways to use xR for future projects.

At the forefront of Italian fashion

"Our constant research and experimentation with new modes of expression; collaboration with prestigious events, projects and institutions; the great teamwork of our students and faculty; the cooperation of expert stakeholders; and the use of innovative technologies like xR are all key factors that enable NABA to confirm our position at the forefront of Italian fashion education and earn awards and prestigious recognition over the years," says Bazzani.

Success

50
models, staff, students and faculty involved in the project

40,000
views of the all Rome Fashion Week shows on its digital platform

14,000
Facebook and Instagram impressions of all the Rome Fashion Week shows

17,000
impressions via NABA social media

In their virtual fashion show, the disguise xR workflow allowed NABA to achieve their critical goal of reaching their target audience at Rome Fashion Week.

Rome Fashion Week is a driving force in the industry - existing as an important showcase for the creativity and innovation of the school and its best young designers.

Watch the fashion show here.

Equipment used

Designer software
r17.4
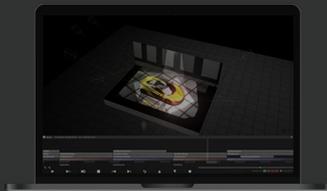
Release 17.4 unlocks RenderStream support to host and manage Unreal Engine real-time content from the disguise timeline.
Find out more.

gx 2c

Built to enable the latest in xR workflows, the gx 2c media server powered the xR environments hosted on the studio's LED stage.
Find out more.

gx 2
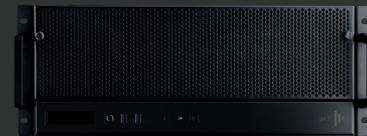
gx 2 technology pushes responsive content to new heights. The media server powered real-time content from Unreal Engine onto the LED screens.
Find out more.

In partnership with:

Art Direction: Paolo Bazzani
Art Director Assistants: Marco Dini, Sara Dessi
Original soundtrack: Guido Tattoni
Video and editing: Raphael Monzini
Virtual environments: EDI Effetti Digitali Italiani (Real-time 3D Art: Andrea Zucchetti; 3D modelling: Jonathen Marsala; VFX producer: Chiara Castelli)
Account: Nicola Grillo/ Franco Gabualdi
Technical Manager/xR Specialist: Matteo Zaniboni
disguise xR Operator: Daniel Pallone
DOP: Lorenzo Bassani, M2L
Render engine: Unreal Engine
LED wall and floor displays: Unitech, Yes Tech
Camera tracking: stYpe RedSpy
Images: Davide Marchesi, Raphael Monzini
Fashion collections: NABA Fashion Design Area alumni: Lucia Grande, Sofia Interligi, Pierfrancesco Pierucci, Mar'yana P'yetsukh, Cristiano Ragazzoni, Melissa Riva, Serena Romei, Alessia Santoro, Niki Signoretti, Luisa Nunziata, Matteo Salamone, Franca Tomaino

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disguise

xR

NABA
NUOVA ACCADEMIA
DI BELLE ARTI

Studio

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:

Join the disguise Community platform:

community.disguise.one

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training.disguise.one

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