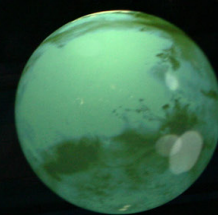


pufferfish



//Eurovision Moscow 2009

Date: July 2009

Location: Olympiyski Stadium, Moscow

Clients: Eurovision 2009 – Procon (PRG)

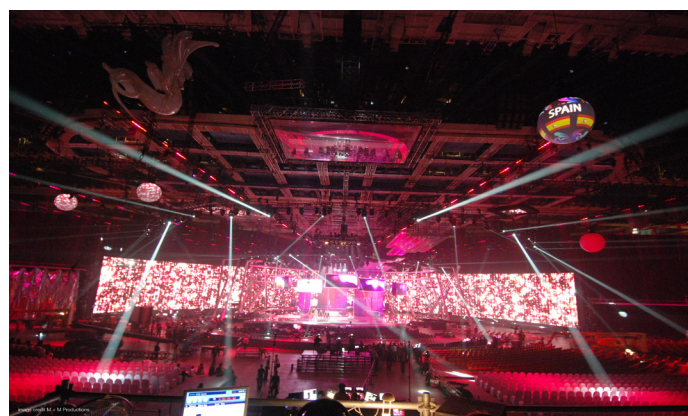
Products: PufferSphere XL 2000

Content: Previz-Ru and others

Sector: Production

Task:

Making its debut as host to the infamously fabulous Eurovision Song Contest, Moscow wanted to make sure it saw the competition sparkle as never before. Production Manager, Ola Melzig, of M and M Productions was tasked to 'blow people's minds' by Show Director Andrey Boltenko, and with the massive Olympiyski Stadium as his canvas he had plenty of potential to connect with the audience.



Delivery

Rather than leave the action solely focussed on the spectacular transforming LED stage, right from the start the opening ceremony immersed the crowd under starlit pyrotechnics, the aquabatic FuerzaBruta and of course six PufferPlanets, as PRG, principle video supplier to ESC Moscow 2009, brought in 6 Pufferfish

PufferSpheres to make their first ever appearance in Russian airspace and their Eurovision debut.

The 2m diameter, air-inflated, internally projected spherical displays served different functions throughout the three shows.



The opening shots reaching excited television viewers saw the camera pan out from a PufferMoon to reveal an entire PufferCosmos stretching across the stadium, through which a giant glowing Thunderbird soared. During all the acts over the three days of competition the spheres were raised to display visuals complementing each unique stage set, whilst between acts their versatility was further utilised to carry digital signage, introducing each nation to the audience. It was the unique flexibility of the PufferSpheres that allowed them to take on so many uses over the course of the show.

Their lightweight design, stable image projection and compact footprint made them easy to move up, down and around as the show's artistic creators dictated. Equally they offered the camera team the ability to fly-by, zoom, pan and jib around the displays, capturing a sense of the scale of the occasion for the television audiences at home.

Their 360-degree viewing angle meant they could be situated out over the crowd where they were visible to all, bringing the entire audience that little bit closer to the acts on stage and keeping them informed of exactly which of the acts they were watching.



Whether as a miniature solar system, bubbling balls of graphics or fluttering spherical flags, the PufferSpheres were stuffed full of content supplied by some of Russia's top designers and rendered through a small battalion of media servers - no less than six Hippotizer V3 HDs distributed through a matrix - all overseen and cued by Timo Kauristo and a GrandMA.

CREDITS

Eurovision Song Contest
Ola Melzig - M and M Productions (photo credit -many thanks)
PRG (Procon)
Show Director - Andrey Boltenko
Lightning Director: Al Gurdon
Art director - Anton Sakara
Previz / CG Supervisor - Alexander Sokolov (photo credit -many thanks)
Technical output and support: Ian Reith, Nev Bull, Lauren Cahill, Dave Newton, Jan Shroeder.
Designers: Dmitri Kostarev, Alex Jaichnikov, Artem Kurenkov, Max Perepelkin, Igor Gurulev, Timofei Penkov, Dmitri Kirianov, Airat Gabbasov and others.
Green Hippo PufferSphere Op: Timo Kauristo
Production house - Raketamedia
Broadcast design - Redsquaredesign, n3design
Additional animation and design - Eyescre

