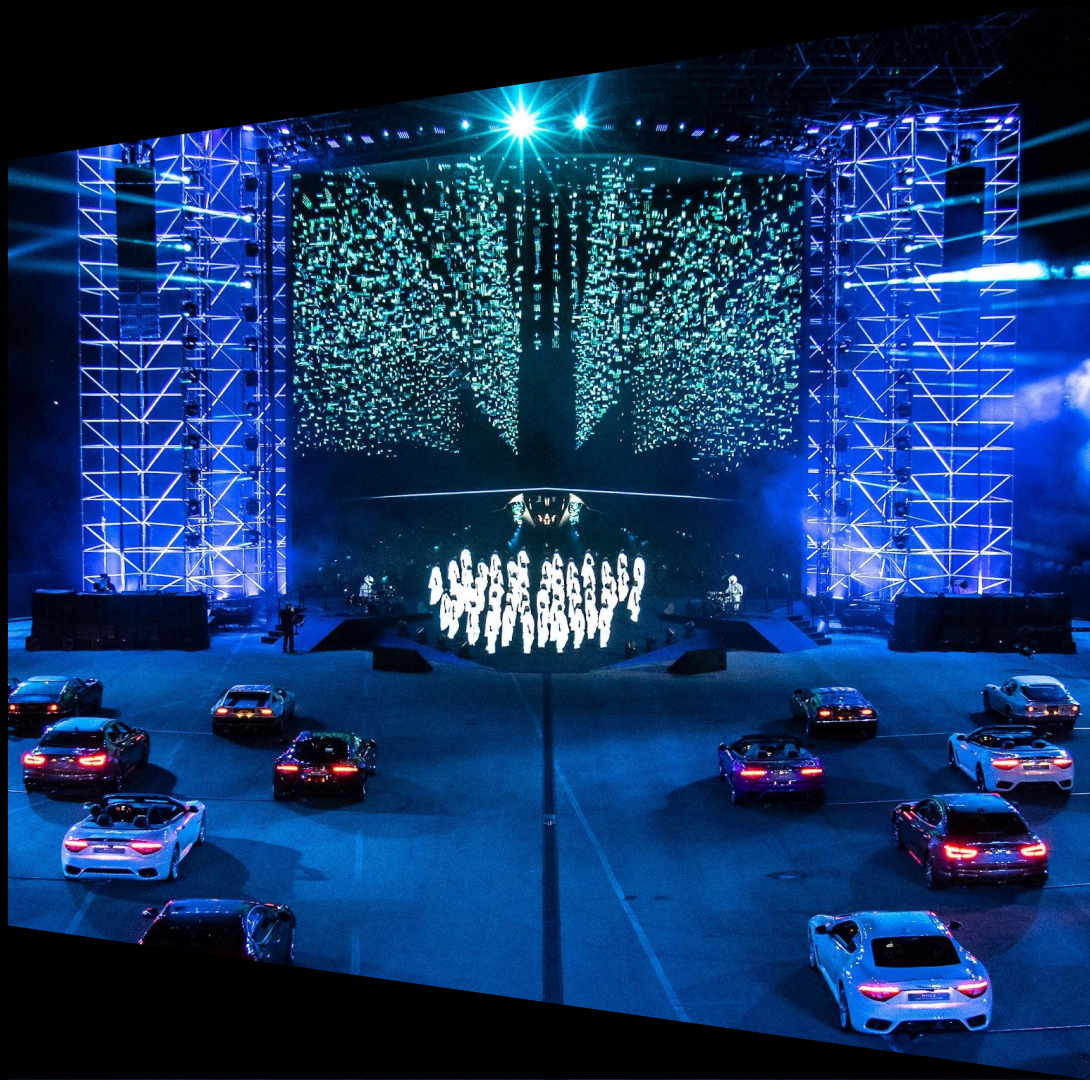


CASE STUDY

Supercharging Maserati's MC20 release with Disguise

To unveil the first super sports car of its Trident brand, luxury automaker Maserati ran a two-day hybrid launch event incorporating Disguise xR workflows. The live event featured various AR effects and video content inspired by the new car and Maserati's new brand ethos - *Time to be Audacious.*



At a glance

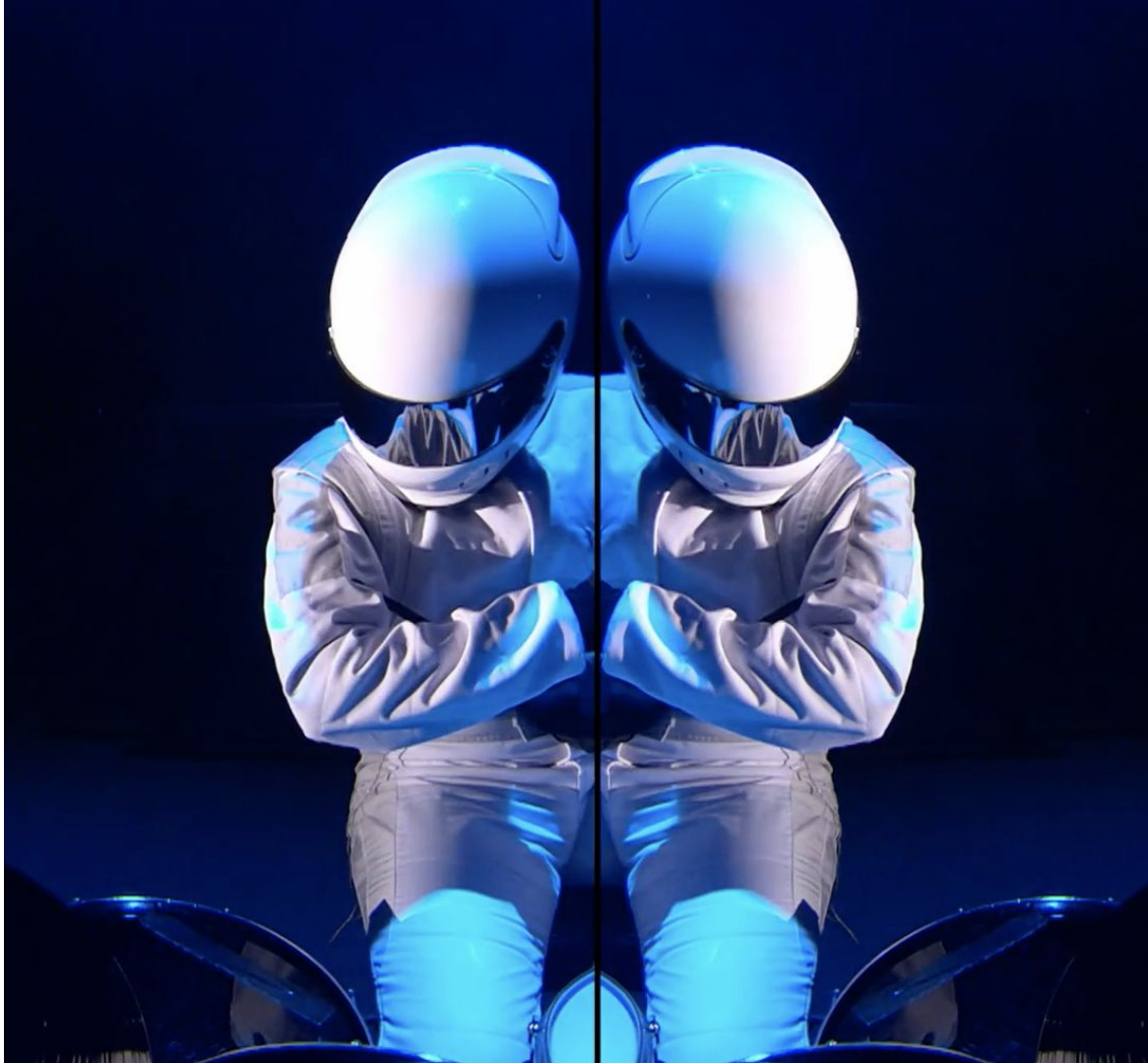
In this case study you will learn how Disguise helped Feelrouge Worldwide Shows power a multi award-winning event that prompted +27 million online views.

The creative concept

The aim was to create a never-seen-before automotive event format, pushing the boundaries of storytelling with a contemporary approach that engaged the audience on multiple levels.

Feelrouge, under the creative direction of Marco Klefisch, were responsible for the live communication of the Maserati New Era, the brand's new vision of their astonishing heritage. "Maserati gave us enormous freedom to deliver the show project exactly as we had conceived it," Marco explains. The format was a two-day physical and live streamed event, which also included a complete tour of the Maserati plant.

More than a year in development, the narrative connected the on-site and digital experiences with a statement of hope, courage and audacity during the pandemic, that embraced the brand's new vision of Time to be Audacious.



At a glance

The set-up

The event was held at the famous Autodromo di Modena race track and live streamed around the world. The experience blended a huge open-air, drive-in installation stage with 630 square metres of LED video screens on three different axes, where various AR elements were mapped with the help of Disguise xR's camera calibration features - the first time this has been achieved on a screen of such proportions.

The creative design team led by Feelrouge also applied the Disguise workflow and three GX 2C servers to map real-time rendered 2D video content from Notch onto the screens.

“The idea was to create a totally new kind of monolithic stage with anamorphic visual effects designed onto a static structure.”

The visual narrative was complemented by a live performance, light show, sound system and original soundtrack. A fleet of 50 Maserati cars were showcased in the grandstand, creating an evocative drive-in theatre setting for over 500 live guests, accommodated in socially-distanced seating.



The challenge

Connecting on-site and digital experiences

To engage on-site spectators as well as viewers at home, the team had to create a fluid narrative and find that perfect rhythm that would connect the on-site and digital experiences.

A key element here was the ambitious vision to achieve camera calibration on a large 630m LED screen with two cameras, whilst under time pressures and severe weather conditions. A violent storm occurring during set-up dramatically reduced the number of days set aside for rehearsals.

Another key concern was achieving the proper use of light and photography for a show taking place in an open air location at night. “We needed different levels of light design. I think that xR workflows for live events can make giant steps in this direction. There are infinite possibilities to enrich the final output on a ‘cinematic level,’” Marco points out.



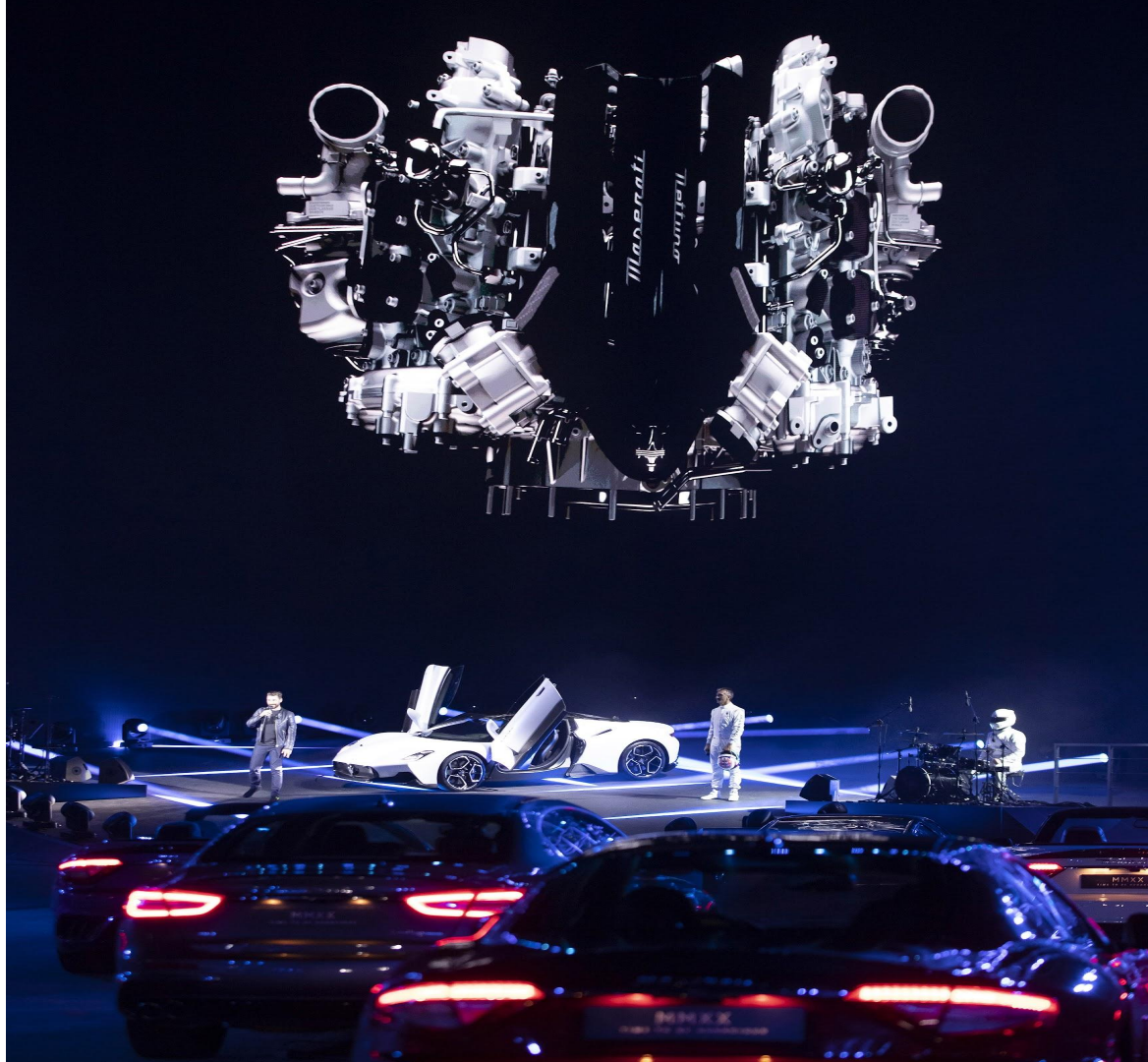
The solution

Technology as the engine of the narrative

Feelrouge was responsible for the set design concept, content design and artistic direction, and worked with several creative experts who were versed in Disguise and Notch workflows, to bring the vision to life.

The team designed the creative content displayed on the LED screens on stage, including various AR elements powered by disguise, visible to viewers watching the live stream remotely. These included a countdown to the start of the show, a creative display of Maserati's Trident branding, as well as various geometric shapes and metallic visual effects, concluding with a floating manta ray which served as the inspiration for the exterior design of the MC20.

“When we use technology as the engine of the narrative, we must respect existing rituals and adopt their behavioural aspects in order to be effective. The technology used in the show followed this approach and empowered the storytelling in a one-to-one way. In this sense it was fundamental,” Marco explains.



“What I felt was remarkable sensitivity for the creative output, open dialogue, especially during the pipeline phase, which was very close to the needs of the show. Our Disguise partner on-site was very positive and open to the challenge. I felt their trust and reliability, both on human and technological levels.”

Marco Klefisch
Creative Director

Results

On the creative side, the team mixed different styles and tools to generate something new and fresh. “Put simply, this was a very clear example of hybridisation.”

disguise’s automated camera calibration features saved the team significant time, following unexpected delays caused by the weather. Having a Notch expert on board also allowed them to incorporate live generated 3D elements into the video feed, rendered from the camera’s perspective, to enable the AR content to float above the audience in-camera.

Integration between the Disguise and Notch workflows allowed the team to make edits in network while on site, so they could match colours, AR and video content with the lights and run post production.

Management of the Alembic data on Notch files required using disguise’s powerful GX 2C media servers, which allowed for fluidity in frame rates. Three GX 2C systems operated front-of-house with a Disguise 4x4PRO media server active backstage and another on hand as an understudy.



Success

The event has earned Feelrouge top prizes, including the Grand Prix and Best Event Agency, at the BEA World 2020 - a global ceremony recognising and promoting excellence in events and live communication across the world - as well as Best Event of 2020 with gold prizes in Brand Experience and B2C Events at BEA Italia.

Talking about the ability of Disguise to take any narrative to the next level, Marco said: "If you want to address the need for a massive 360° involvement of the senses, you have to adopt a flexible device to work with, and the Disguise workflow could be just what's required. Disguise adds a new allure to the narrative, pushing the senses across infinite landscapes, even while focusing on a simple topic as its epicentre.

152.1

million
impressions

27.9

million
video views

8.3

million
engagements

12

awards won



Disguise equipment used



DESIGNER

Designer is the ultimate software to visualise, design, and sequence projects at every stage, from concept all the way through to showtime.

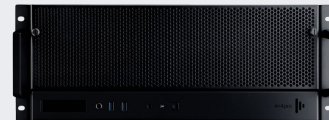
[Find out more](#) →



GX 2C

The GX 2C media server delivered dynamic Notch video content across the show's innovative visual canvas.

[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

Executive Producer: Valentina Saluzzi, Feelrouge Worldwide Shows

Creative Direction: Marco Klefisch, Feelrouge Worldwide Shows

Technical Project Manager: Fabio Orzali

Disguise xR Specialist: Nicholas Di Fonzo

Images: Feelrouge Worldwide Shows

Client: Maserati



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.

Get in touch

Get Started