

Armonia

Challenge, Elevate, and Celebrate
Press Kit

Synopsis

The Armonia short is a 7 minute VR experience that was created by Potential Synergy in partnership with Google Daydream and the Tribeca Film Institute.

It opens a magical window to a fantastical bird going thru a difficult transition period. This colorful specimen is beginning to fall apart. As it does, it breathes new life into its broken pieces and tries to pass on what it can, how it can, while it can.



MARCHÉ DU FILM
FESTIVAL DE CANNES

Armonia



Origins

- In August of 2018, we were challenged to create a VR narrative about the elements of nature
- We aimed to tell a universal story that could resonate, one that also tapped into the elements of human nature.
- We chose to explore and celebrate the bittersweet cycle of life and death... with crystal birds

We Created **Armonia**

- **Armonia** is about a crystal bird challenged with the task of teaching its new babies about life before it dies.
- How will the baby's learn the lessons fast enough when the crystal bird only has limited means of communication, movement and sound?
- What we uncover is a celebration of life and love that can only be expressed through animation and music.

The team





Bracey Smith

*Animator**Coder**Composer**Compositor**Developer**Director**Interactive Designer**Marketer**Motion Capture Performer**Musician**Producer**Spatial Interaction Designer**Video Editor**Writer*, is a renaissance man of the modern digital age and has a track record of innovative storytelling with emerging technology.

In 2009, with writer JOSH BERNHARD, he produced and directed the award winning serialized drama PIONEER ONE for 1/10th the cost of a dramatic TV episode. The series was downloaded over 8-million times, breaking every known independent TV distribution record. In 2013, with artist NEIL DVORAK, he debuted the award winning animated short OUVERTURE at MoMA and Lincoln Center.

He is the Chief Creative Developer at **PSi** whose recent VR development clients include marketing agency FCB Health and cryptocurrency startup Omega One. He's released 2 interactive experiences for Oculus. He developed a VR spatial transition technique now called "fringe editing" that was used by Ken Perlin and his Future Reality Lab's production of "Holojam in Wonderland" which premiered at FoST in 2017. The technique debuted in an experience called "The Dream Cube" which was a finalist in Samsung's 2016 Killer Apps for GearVR contest.

www.BraceySmith.com [IMDB](https://www.imdb.com/name/nm1511111/)





Anja Moreno-Smith

Producer/Social Media Influencer, is the active COO of **PSi** where she co-developed two wellness virtual reality apps. She founded Mindfully Augmented where she explores the line between the tech & wellness. Prior to **PSi**, Anja was a reviewer of health tech products and a contributing Blogger for VR Today Magazine.

www.MindfullyAugmented.com



Neil Dvorak

Illustrator/Animator/Composer, his animation directorial debut appeared in MoMA's New Directors New Films festival in 2013. Since then he has animated and illustrated for The Lumineers and The Beastie Boys. His artwork has been featured multiple times in The New Yorker, as well as in IndieWire and The Nerdist. www.NeilDvorak.com



Dan Coletta

Sound Engineer

With an advanced skill set in audio engineering, video production, and project management, Dan has positioned himself to be a triple-threat in the digital media industry. Communication-driven and team-oriented, Dan thrives in highly collaborative environments, with over a decade of experience in taking media projects from conception to completion.

CHAPTER



Karim
Douaidy



David
Grinbaum

Chapter Four is a New York City-based full-service creative boutique that provides and facilitates content creation and innovation through a diverse portfolio of audiovisual products and services for traditional, as well as immersive and emerging media. Founded and ran by a team of award-winning filmmakers and creatives, we are dedicated to delivering some of the most cinematic, ground-breaking, interactive and immersive experiences.

Our team and extended network consists of directors, producers, editors, sound engineers, animators, and more. Our work has been featured in the top TV networks, including ABC, A+E, CBS and NBC; on some of the most lauded film festivals, including Sundance, SXSW, Cannes and Tribeca; as well as on some of the most revolutionary platforms, including Facebook 360 and Oculus Rift.

CONTACT: Anja Smith | Anja@PotentialSynergy.com





XR MEDIA



Joe Mecca

Producer

For the last decade, JM has developed, sold, and managed multimillion dollar marketing campaigns and strategic endeavors for brands and government agencies in New York. He executes international productions and innovates operations through emerging technologies



Kyle Kesses

Producer

Kyle simplifies complex concepts into plain language. He writes Nova's documents, represents the company at New York City events, and manages XR production.

In 2016, he won an Emmy award for writing and voicing a New York Yankees documentary series, later producing his own video series that was screened at film festivals in Los Angeles.



Jacques Lalo

Designer

Jacques perceives each design process as a limitless fruit tree. Through medical school and independent scientific study, Jacques discovered the biological mechanisms behind human sensory input. He understood DNA as a backend code to our front end perception of environments. The essence of creation became a clearer focus and is now evident in his XR design work.

Press & Partners



CHAPTER



Medium

VARIETY



Armonia

The word 'Armonia' is written in a cursive font. The letters are filled with a rainbow gradient: 'A' is red, 'r' is orange, 'm' is yellow, 'o' is green, 'n' is blue, 'i' is purple, and 'a' is brown. A silhouette of a bird is perched on the end of the word.

Challenges minds
Elevates hearts
Celebrates life