

ACROBATS, CLOWNS AND STUNTMEN. A FIRE-SHOW MASTER AND A BALLERINA... STOP!

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It is the first – and still the only – 360-degree immersive music video in Latvia, filmed for the song “Stop!” by the band Pienegu Vins.

It can be confusing in the beginning, because what in the world does “immersive” mean? Easy, it is a panoramic experience in which the action happens all around and at the same time. Thus one of the main tasks of the project was to come up with as many short stories as possible and connect them all both in the script and on the stage so that every space available is filled with action. The video therefore looks different to everyone, depending on the viewing perspective. As an additional value to this unorthodox music video, one can watch it on different types of devices, thereby making the experience truly unique. You can watch it on a computer, navigating between the stories with the help of the arrows on your keyboard or with a mouse. Or, if you have a smartphone or a tablet with a gyroscope in it, you can physically move along with the plot, pretending you’re in the middle of the action, following one of the many stories told in the video. Just imagine holding your phone and spinning around while following the video!

An interesting fact about this project is that the rig holding the five GoPro action cameras was handmade, a creation of the director himself. Another fact is that the filming crew deserve the title of “panoramic pioneers”, because this technology was still slowly developing and, at the time that the video was released, video platforms such as YouTube were still not very keen on supporting



this kind of material. But mere months after the video was presented to the public, YouTube was right on board, and recently Vimeo has also joined the party, which proves that the world of technology doesn't stand still. But one of the most remarkable aspects of this project was that, despite the number of actors who participated in the filming of the video (which was slightly over 100 people, among them several acrobats, stuntmen, a fire-show master and a ballerina from Paris – wow!), everything was filmed in only one day. The filming location was also quite symbolic – a historical circus arena in Riga, which is perfectly round and matches the concept of the panoramic video and even some of the tune's lyrics: "The music's going round and round", exactly like the video.

So, if you are ready for your world to be rocked (or, better said, funk'd), put on your headphones and follow this link – pienenuvins.lv/stop360/ – to watch the first and only 360-degree immersive music video in Latvia! Also watch the "making of" video to know exactly what the musicians and the crew went through to create this masterpiece. And may your immersive experience be truly spectacular!