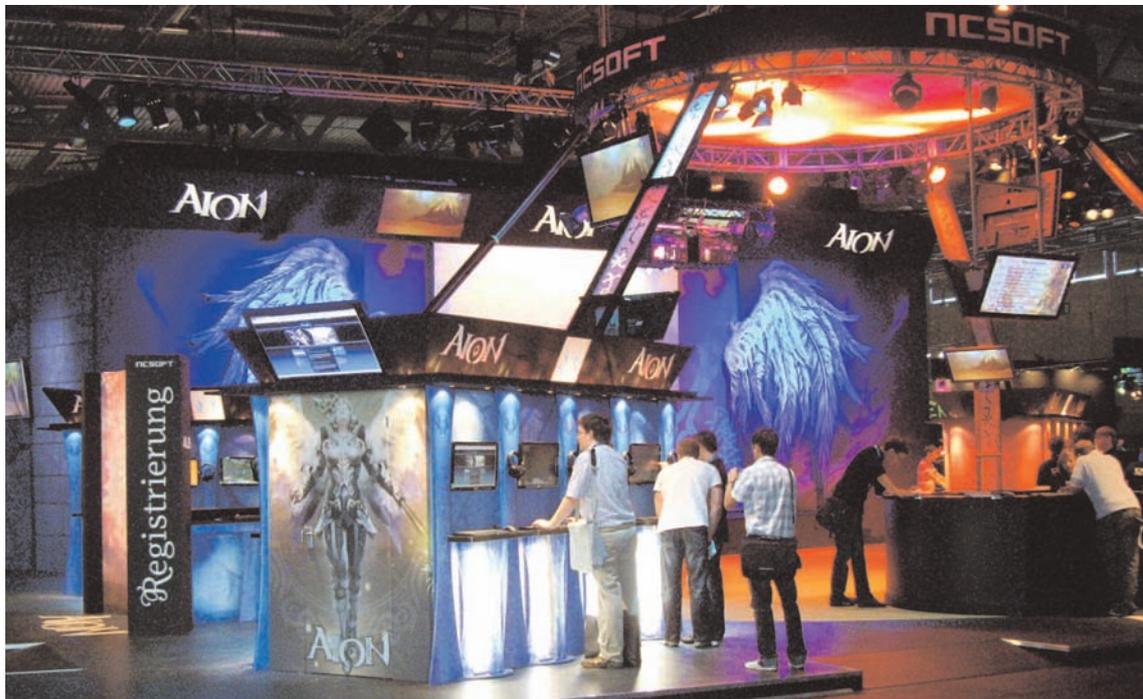




Gamescom

We were brought in by Dylan Marks at Boxcar Productions to help with the launch of a brand new multiplayer online role-playing game at Europe's largest interactive games and entertainment trade fair based in Cologne. Entitled Aion, the game was developed by gaming company, NCsoft, who wanted the launch to make a significant impact in the gaming world, engage the public in the story and deliver a real theatrical punch.

"I've worked with Stage One over many years and knew that they could deliver the level of theatricality we were wanting to achieve for this launch" said Dylan Marks, Boxcar Productions. He continued, "once they were on board we were then able to work together to instil the client with the confidence that the ambitious ideas for the launch could be delivered."



STAGEONE

In order to achieve the desired impact various fantasy elements of the game were integrated into the vivid set created by Mike Woodage and designed to reflect the celestial world in which Aion is set. We were asked to build the entire set, which included the stage set, where the formal launch was to take place and a 19m x 20m gaming area. We were also asked to utilise our automation skills to fly two of the game's characters that were brought to life for the launch.

The stage area included dressing rooms, a backstage area, two very realistic side walls constructed to represent stone work, a giant digital print backdrop, a gauze to allow theatrical bleed through, a tracking screen, plus our fly track system, Qtrack, for the flying of the two characters. We also constructed giant scenic representations of a pair of character wings which were positioned either side of the proscenium. These were formed using our 3-axis CNC machine and then scenically painted.



CASE STUDY: GAMESCOM



The stand contained four interactive gaming pods, each with eight gaming stations, numerous graphics, integrated lighting and scenic backdrops, all reflecting elements from the game. Each pod was joined to a flown circular truss, via striking scenic panels. The truss was clad with cut out acrylic backed NCsoft logos, monitors and a printed stretch fabric ceiling, through which lighting effects could be achieved. Finally, we constructed registration desks and a help point desk, all with applied graphics.