

Press Release

Berlin, May 2019

### Das Totale Tanz Theater 360 at Festival de Film in Cannes

After successful stops in Berlin, Amsterdam, Copenhagen and Beirut the VR Music video to the Virtual Reality Dance Experience, developed by the Interactive Media Foundation and Filmtank, co-created with Artificial Rome, will be presented at the Festival de Film in Cannes in May 2019.



Quelle: Marché du Film

After Alejandro González Iñárritus VR installation "Carne y Arena" had celebrated its premiere in Cannes 2017, the film festival created for the year 2019 the mixed reality programme "Cannes XR". At the probably most important film festival „Das Totale Tanz Theater 360“ will be shown in France for the first time.



2019 © Interactive Media Foundation gGmbH / Das Totale Tanz Theater: Capture der virtuellen Bühne mit Tanzmaschine

**Das Totale Tanz Theater**, inspired by the stage experiments at the Bauhaus and the writings of Oskar Schlemmer, deals with a subject which has lost none of its relevance.

“100 years ago, Oskar Schlemmer thought and experimented on the relationship between man and machine in the context of industrialisation and mechanisation. Today we are faced with the same issue through the lens of the development of artificial intelligence. And this is where **Das Totale Tanz Theater** takes its cue, using the means of the 21st century”, says Diana Schniedermeier, Managing Director of the Interactive Media Foundation.

**Das Totale Tanz Theater** provides an integrated, immediate experience thanks to the interplay between the different arts and cutting-edge digital technology. Based on the Interactive Media Foundation’s idea and dramatic composition, the choreographer Richard Siegal developed a piece of choreography that was digitised using body scanning and motion capture techniques and rearranged in three-dimensional space. The experts at Artificial Rome designed the scenography and costumes and oversaw the technical realisation. The dramaturgy is accompanied by electronic music composed by Lorenzo Bianchi Hoesch.

### **Das Totale Tanz Theater 360**

Based on the interactive virtual reality installation **Das Totale Tanz Theater**, and in partnership with the TV networks ZDF and ARTE, the Interactive Media Foundation developed **Das Totale Tanz Theater 360**. The six-minute 360° video draws viewers into an intricately designed virtual stage that presents Richard Siegal’s choreography accompanied by a song specially created for the video by Einstürzende Neubauten.

More information and tour locations are available online at [www.dastotaletanztheater.com](http://www.dastotaletanztheater.com)

**Das Totale Tanz Theater** wird gefördert durch den Fonds Bauhaus heute der Kulturstiftung des Bundes und das Medienboard Berlin Brandenburg.

#### **Contact:**

Diana Schniedermeier  
Reichenberger Str. 88, 10999 Berlin  
+49 30 921013220  
dttt@interactivemedia-foundation.com

#### **More on the Interactive Media Foundation**

The Interactive Media Foundation is an internationally operating creative studio that develops concepts for young target audiences covering culturally and socially relevant issues. An interdisciplinary team is constantly exploring new and proven narrative formats ranging from digital formats and films to events and workshops that succeed in reaching relevant target audiences with topics from the fields of art, technology, the environment and healthcare. The productions of the non-profit organisation based in Berlin are regularly recognised with national and international awards in the fields of education, art and media.  
[www.interactivemedia-foundation.com](http://www.interactivemedia-foundation.com)

#### **More on Artificial Rome**

The creative studio Artificial Rome combines aesthetics and technology into digital experiences with a very special ‘human touch’. Straddling the line between commercial and artistically challenging projects, their work has been and continues to be recognised with numerous international awards.  
[www.artificialrome.com](http://www.artificialrome.com)

#### **More on Filmtank**

The multiple award-winning production company with offices in Hamburg, Berlin and Ludwigsburg originally produced documentary films, but today produces a whole galaxy of content. While the Hamburg and Ludwigsburg sites mainly develop films for cinema, the Berlin office specialises in cross-media content. Filmtank’s productions have received numerous international awards, including the groundbreaking cross-media project “Netwars – Out of Control”. All Filmtank productions share one common goal: to overcome boundaries, creatively explore significant themes and broaden horizons.  
[www.filmtank.de](http://www.filmtank.de)