

# 3D Animation and Interactive Media in Immersive Performance

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Exploring the Future of Digital and  
Interactive Experiences

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## Immersive Performance

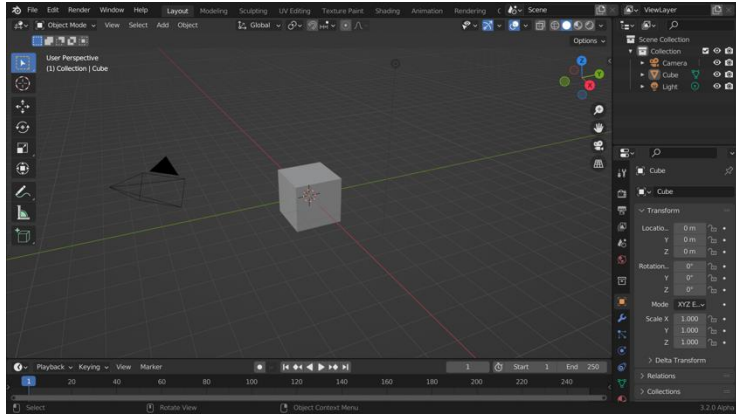
- Multi-sensory experience
- Erasing boundaries between performer and audience
- Foster emotional connections
- Redefine traditional storytelling

# Role of 3D Animation and Interactive Media



- 3D animation enhances visual storytelling
- Interactive media engages audiences in real-time



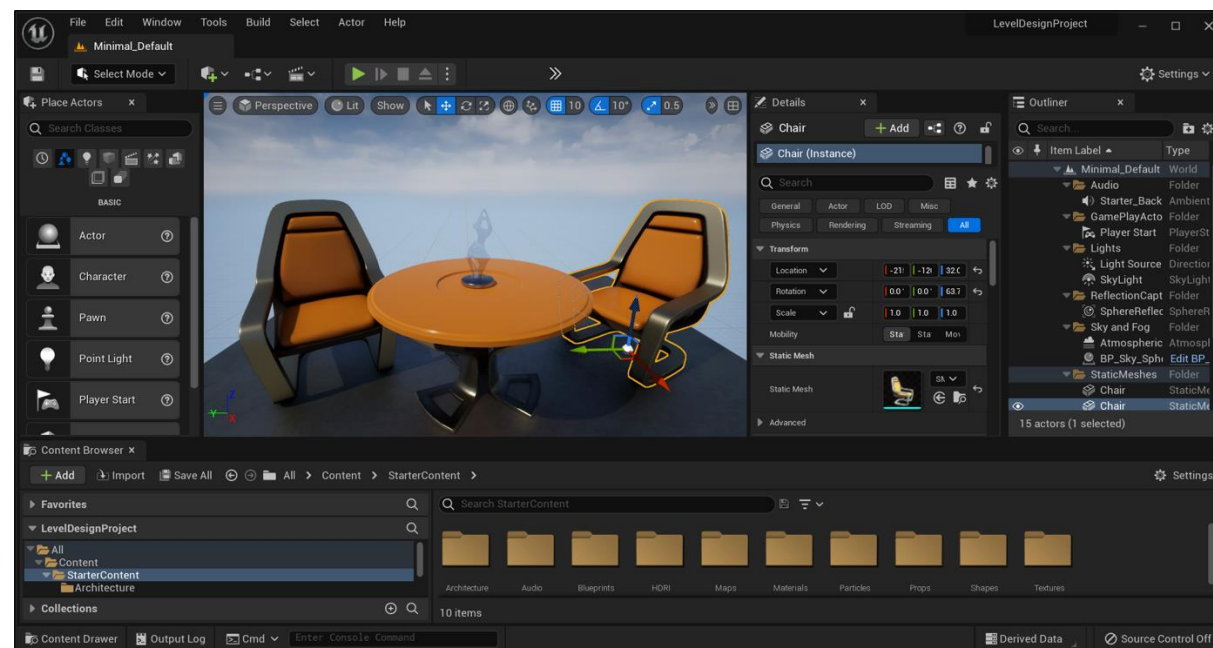
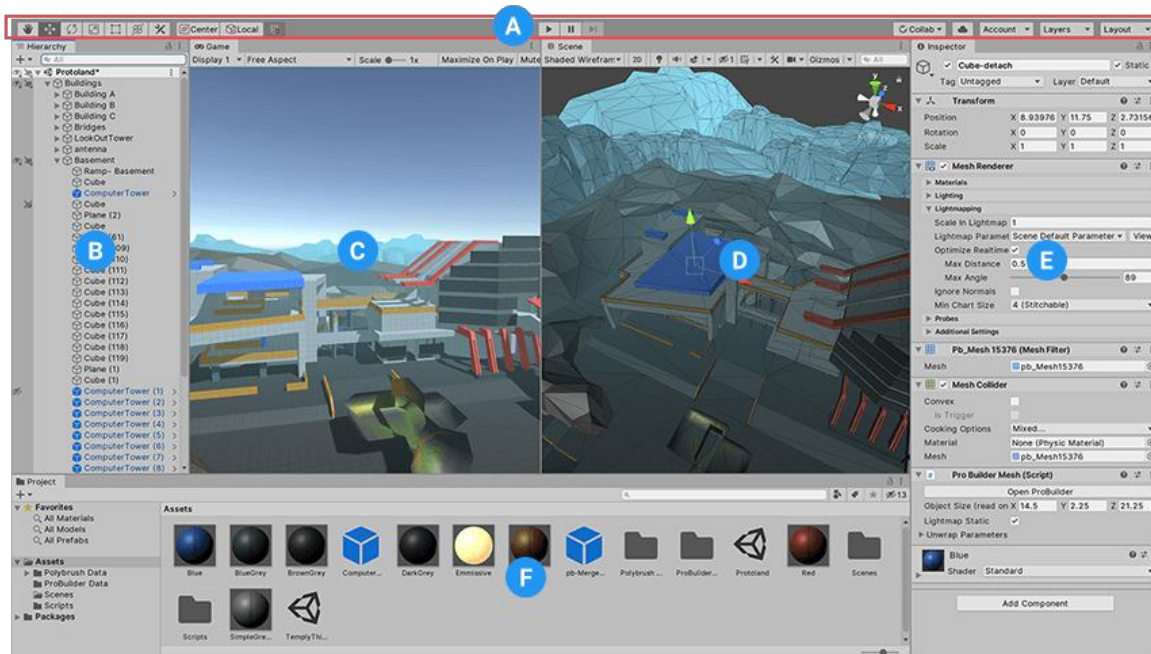


- Open-source 3D creation suite
- Modeling, rigging, animation, simulation, rendering, compositing, motion tracking, etc.



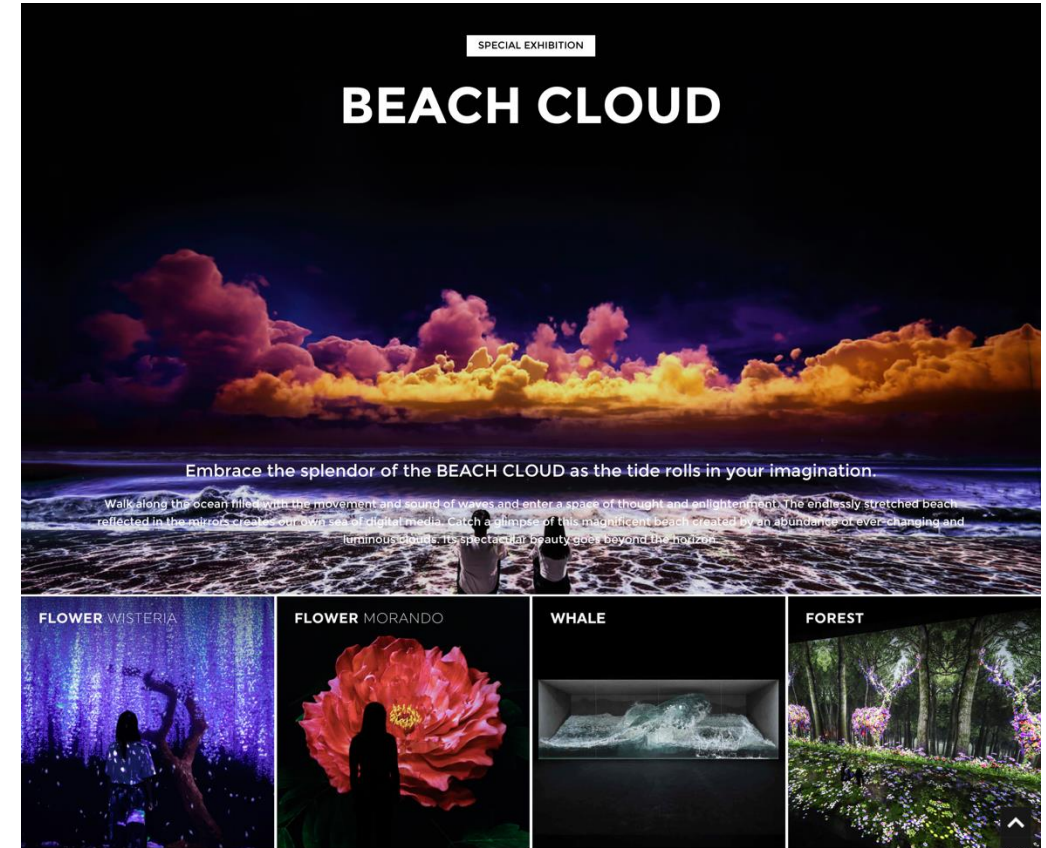
### **Project Gold - Blender Stylized Rendering Showcase**

[https://youtu.be/nV\\_awXI9XJY](https://youtu.be/nV_awXI9XJY)



# 3D Animation Creates Immersive Environments

- 3D animation builds detailed, lifelike environments, transporting audiences to otherworldly spaces
- Animated environments can interact with live performers, adding depth and realism
- Projection mapping and virtual set extensions transform physical spaces dynamically



D'Strict, South Korean Art Tech Group, Brings Immersive Exhibition to Hong Kong  
<https://www.tatlerasia.com/lifestyle/arts/dstrict-arte-m-exhibition-hong-kong>





**2023 d'strict SHOWREEL**

<https://youtu.be/1gBEMU24Ilk>

**d'strict**  
*Arttechfactory*

# Interactive Media

- Allow audiences to actively participate
- Motion tracking for real-time interaction between performers and digital elements
- Audience participation influences the narrative or visuals



## Magic Bench - Disney Research Los Angeles

[https://youtu.be/JnLk2\\_Xbr90](https://youtu.be/JnLk2_Xbr90)





# Interactivity Enhances Engagement

## Real-time interaction

- Audiences feel more involved when they can influence the performance in real-time

## Personalised experiences

- No two performances are the same, making each one unique



**Freespace Dance 2024**

泰國藝術家 Kornkarn Rungsawang 的獨舞作品《舞求必應》

<https://www.instagram.com/p/DC83-C5NsND>



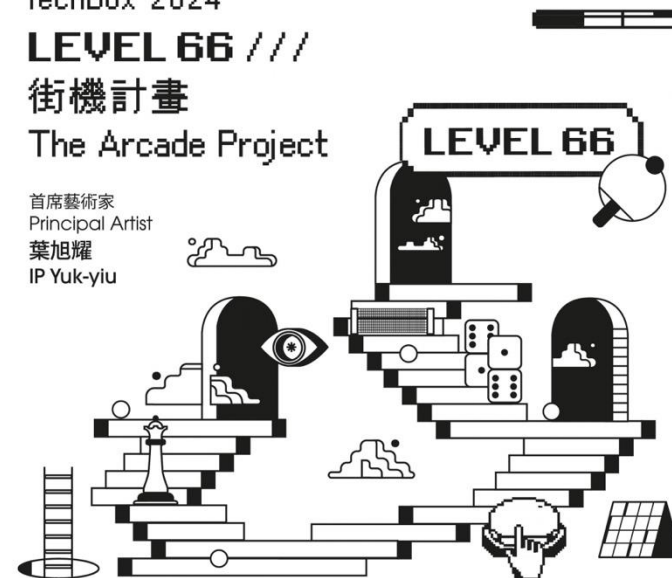
## TechBox 2024 : LEVEL 66 — 街機計畫

<https://www.westk.hk/tc/events/techbox2024>

<https://www.instagram.com/reel/DCqdNB4SMFD/>

TechBox 2024  
**LEVEL 66 ///**  
街機計畫  
The Arcade Project

首席藝術家  
Principal Artist  
葉旭耀  
IP Yuk-yiu

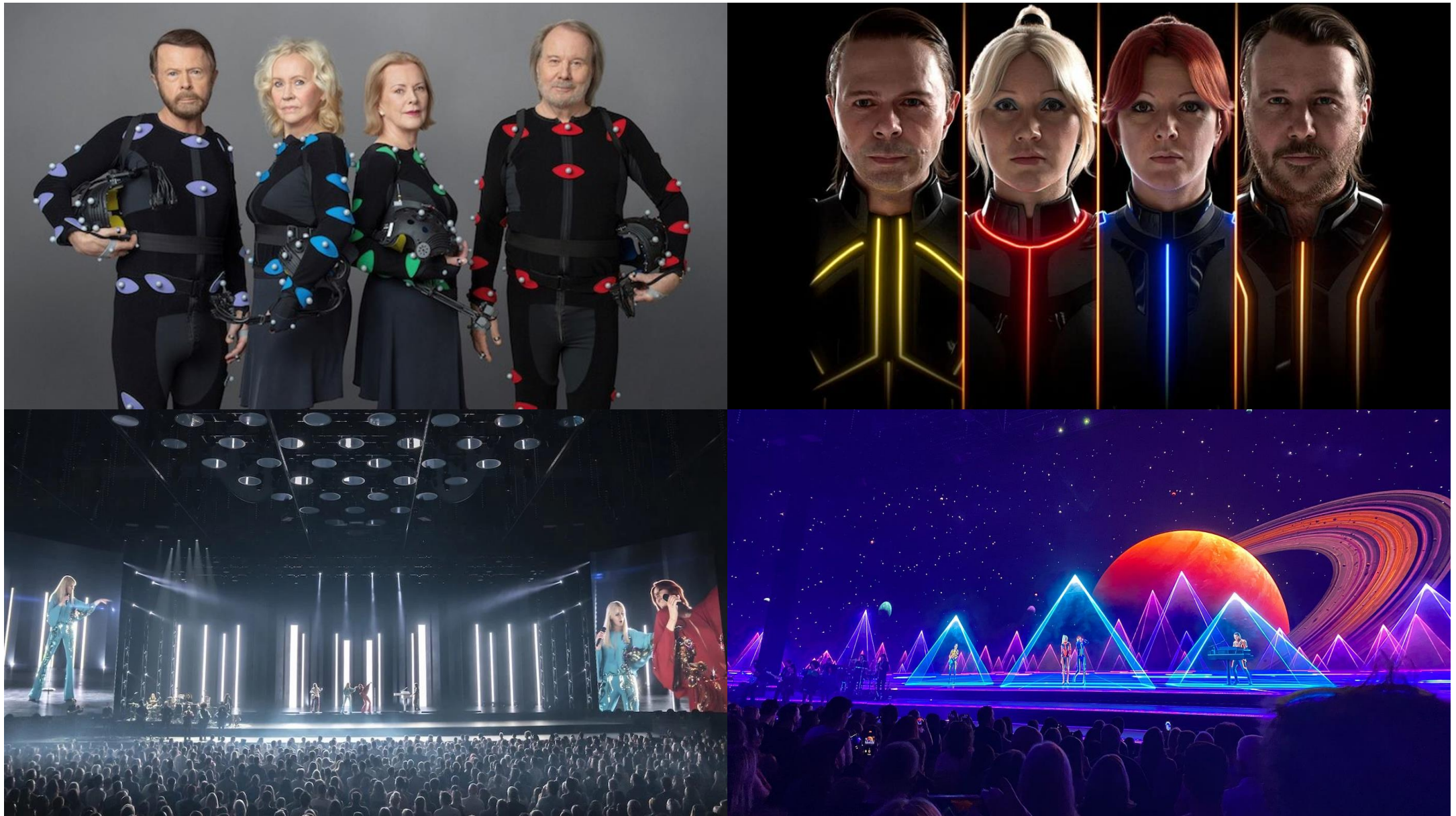


# 3D Animation x Interactivity

- When combined, 3D animation and interactive media create fully immersive, participatory experiences
- Enhances emotional connection
- Expands creative possibilities for performers and directors



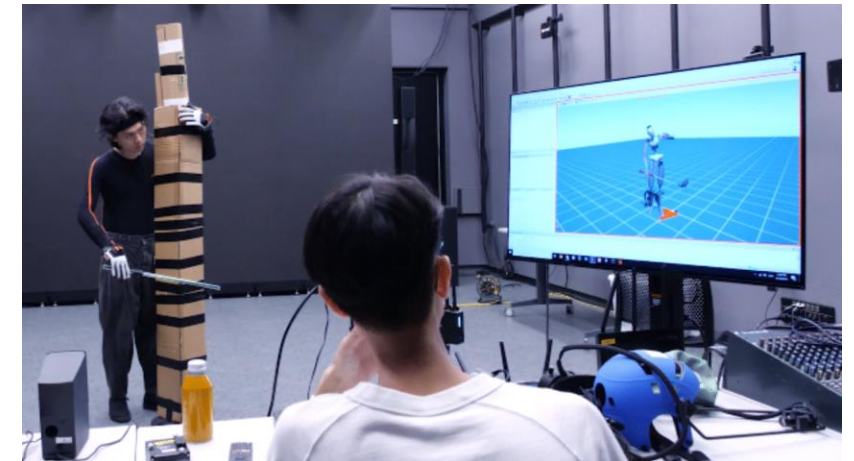




**Abba announce new album *Voyage* and virtual concerts in London**

<https://www.bbc.com/news/av/entertainment-arts-58428407>





## The Eyes

<https://www.kwanalan.com/the-eyes>



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Le bal de Paris | 布蘭卡·李《巴黎舞會》

[https://www.hk.artsfestival.org/tc/programme/VR\\_Interactive\\_Dance\\_Le\\_Bal\\_de\\_Paris\\_de\\_Blanca\\_Li](https://www.hk.artsfestival.org/tc/programme/VR_Interactive_Dance_Le_Bal_de_Paris_de_Blanca_Li)

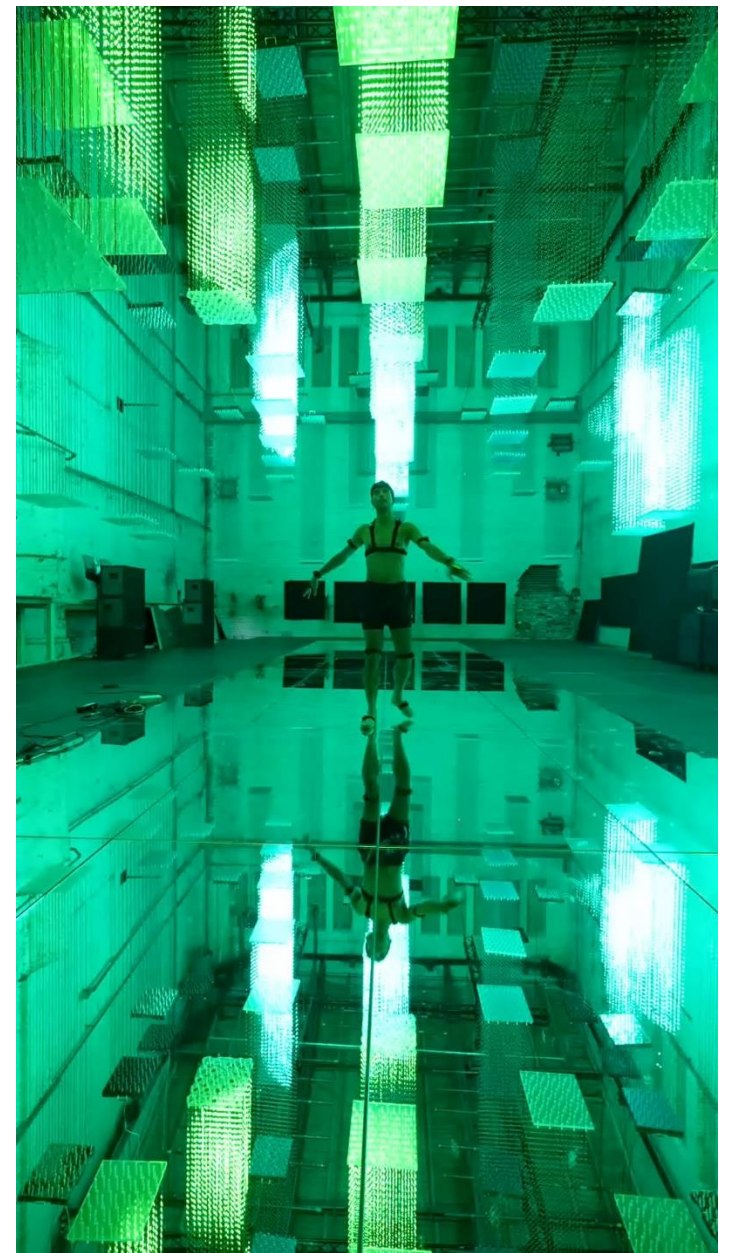


The background is a dark, abstract composition. A 3D cube, rendered in a light blue-grey color, is positioned in the upper right quadrant. From the base of the cube, several bright, colorful streaks of light—yellow, orange, and teal—radiate outwards, creating a sense of dynamic energy and movement. The overall aesthetic is futuristic and high-tech.

# Future of Immersive Performance







**Dragon O<sup>2</sup> — FutureBased LED Technology**  
<http://instagram.com/ledpulse/>



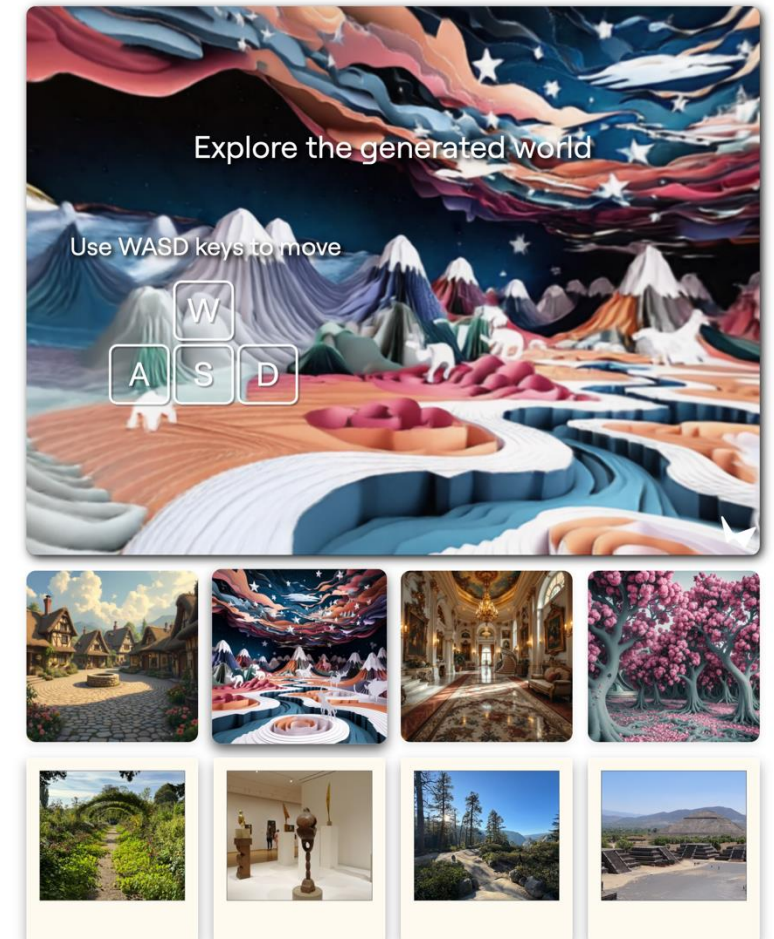


## Explore a World

It's your turn to explore some worlds!

Below we show 3D worlds generated from fantastical images<sup>[1]</sup> and everyday photos<sup>[2]</sup>

Use arrow keys or WASD to move, and click and drag with your mouse to look around:



**World Labs - AI system that generates 3D worlds from a single image**  
<https://www.worldlabs.ai/blog>

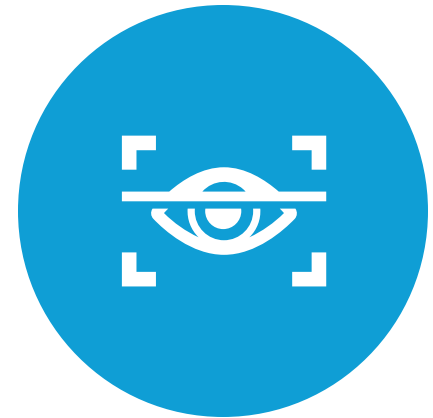
# Future of Immersive Performance



VR/AR/XR technologies –  
fully immersive virtual spaces



Personalized interactions and  
AI assisted storytelling



Blurring physical and digital  
boundaries





Thank You

