



Verge Aero x The Weeknd

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Challenge:

Visualize a drone show for a large sporting event or entertainment event that creates excitement and captivates a large audience.



Solution:

In order to promote an upcoming concert, Verge Aero will be partnering with The Weeknd to create visuals that will be seen in both the city of the performance, and at the live performance itself.





Location and Date:

Rogers Centre, Toronto Canada

June 22, 2023



Verge Aero:

Located at the University of Pennsylvania, Verge Aero develops and manufactures all necessary parts for their drone shows. Founded in 2016, they have gone from working in garages and living rooms to being featured on Americas Got talent: Extreme, Electric Daisy Carnival Las Vegas, and a music video for PNAU.



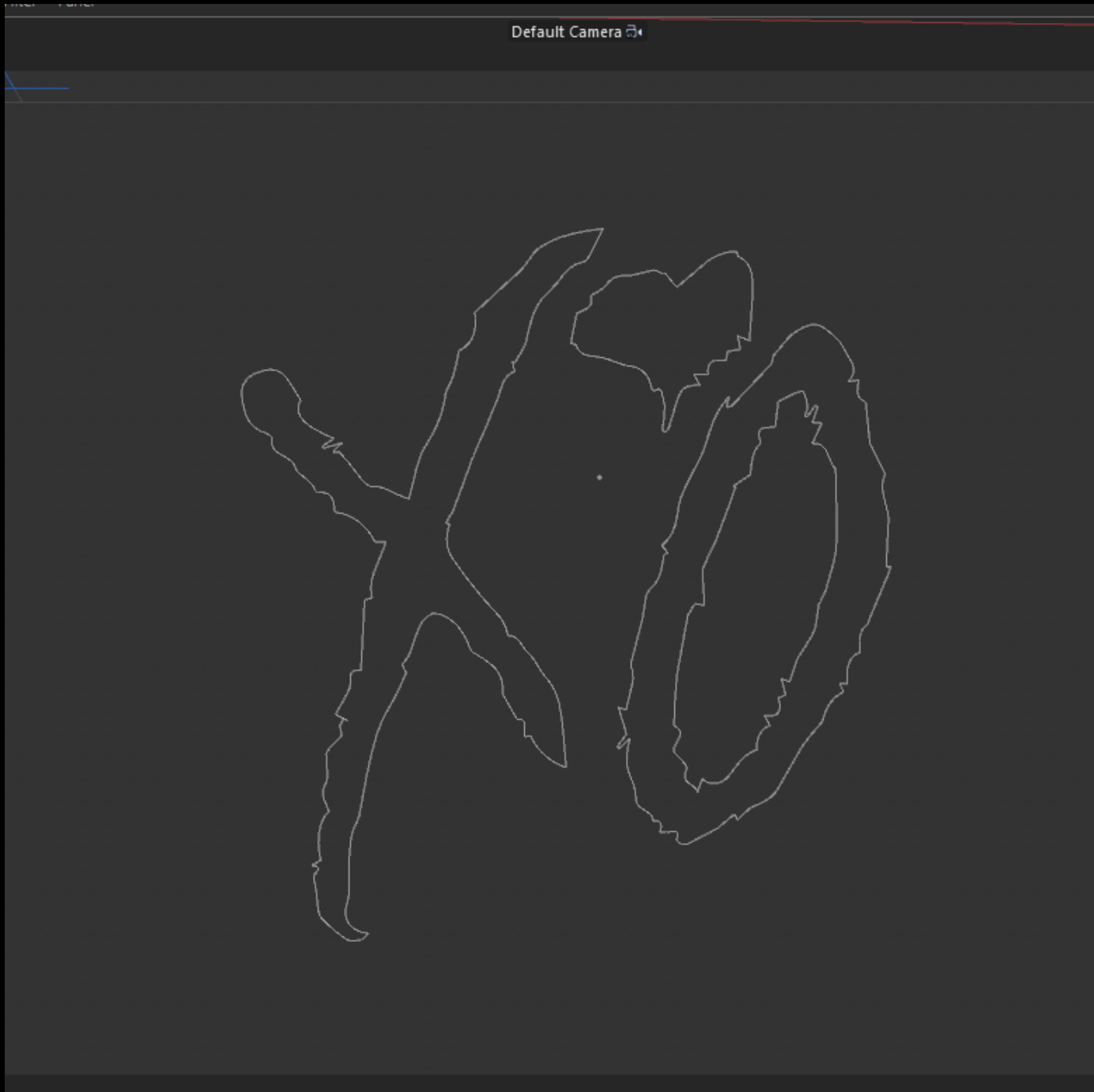
How:

Using C4D, AE, and Nuke, up to 250 3D drones will be created, animated, and composited over live action footage, to create a believable representation of how this event might look.

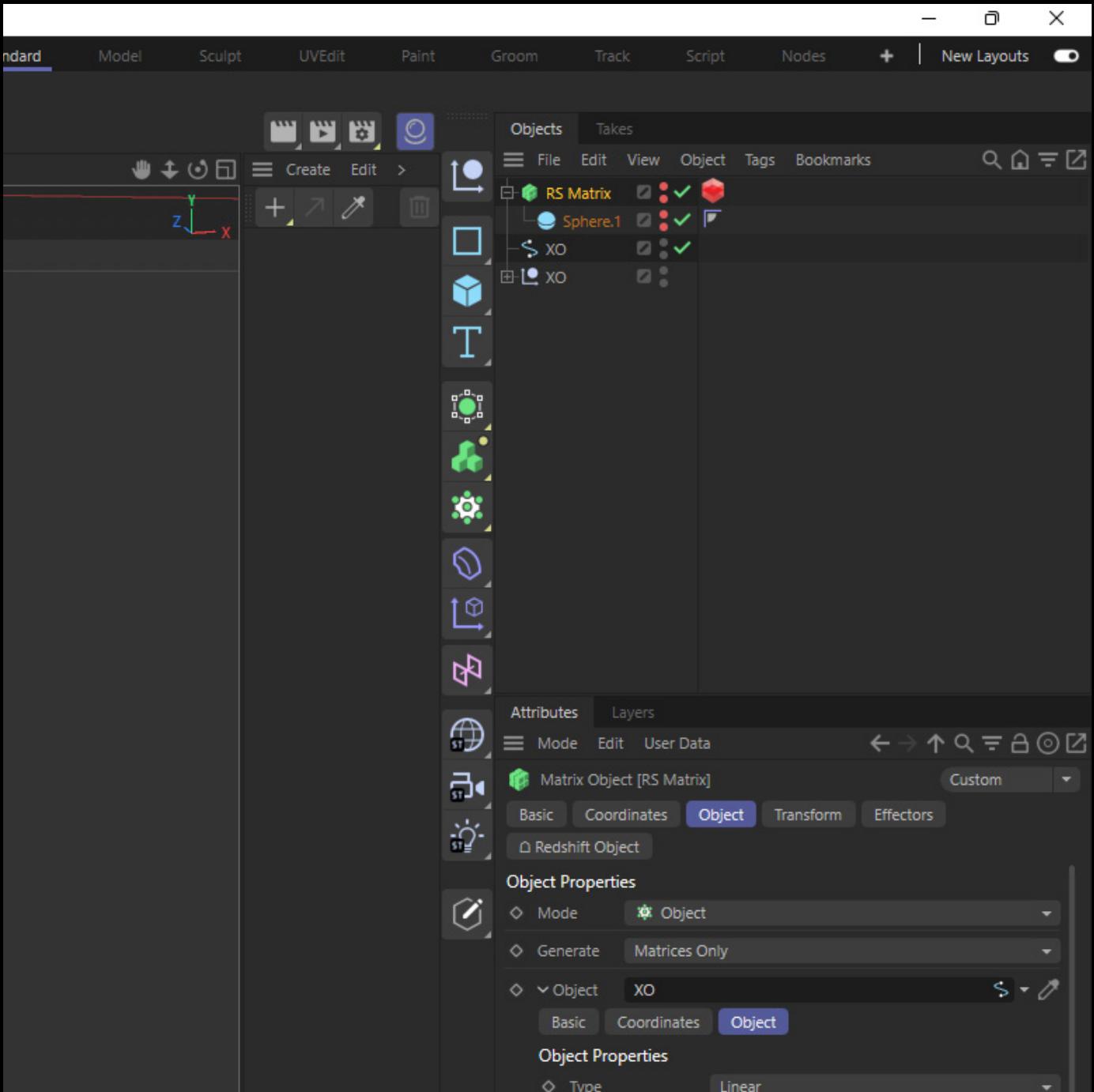


How SPLINES:

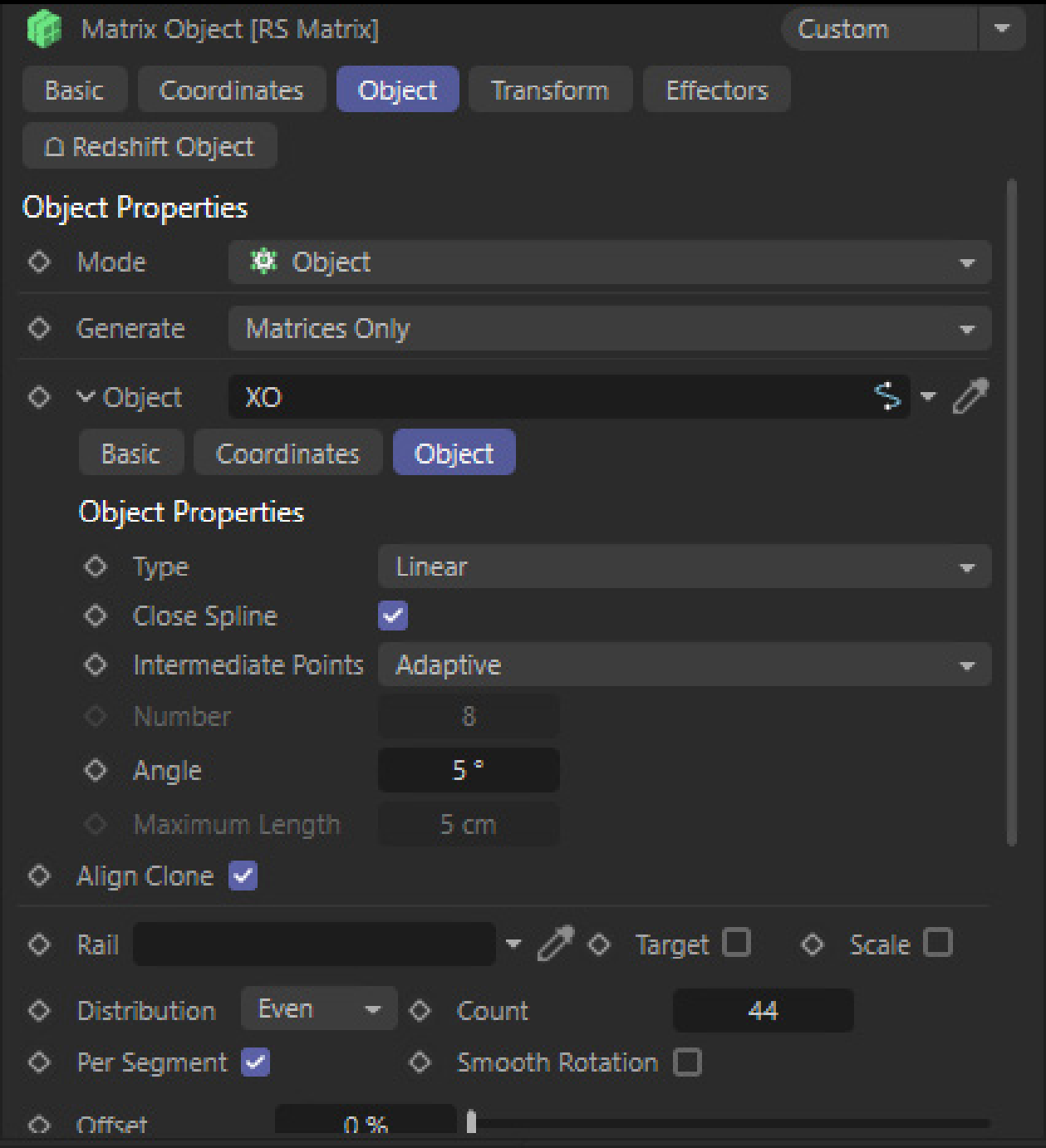
1. Choose spline



1. Add spline to cloner/matrix

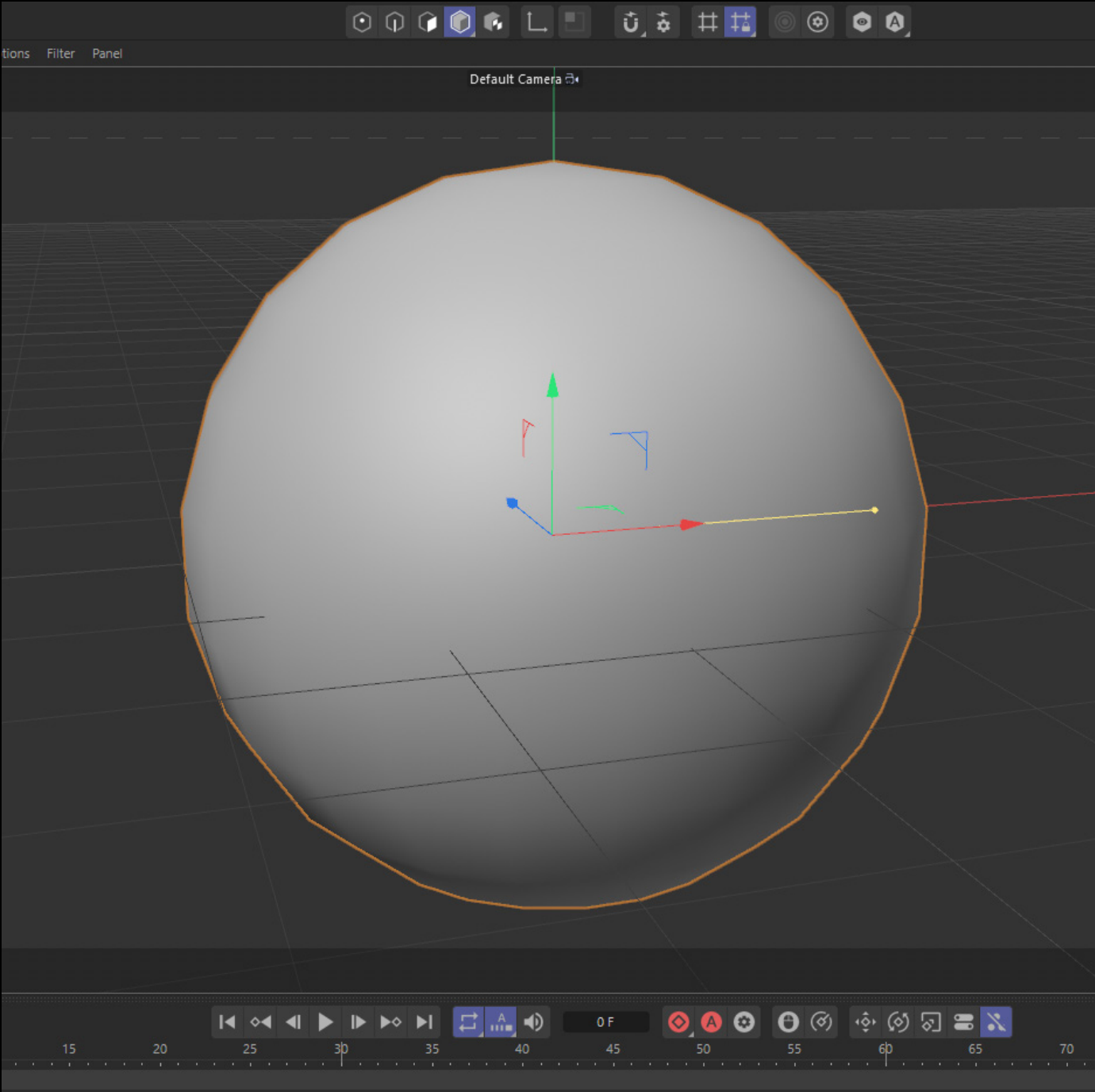


1. Adjust "Count" to desired number.

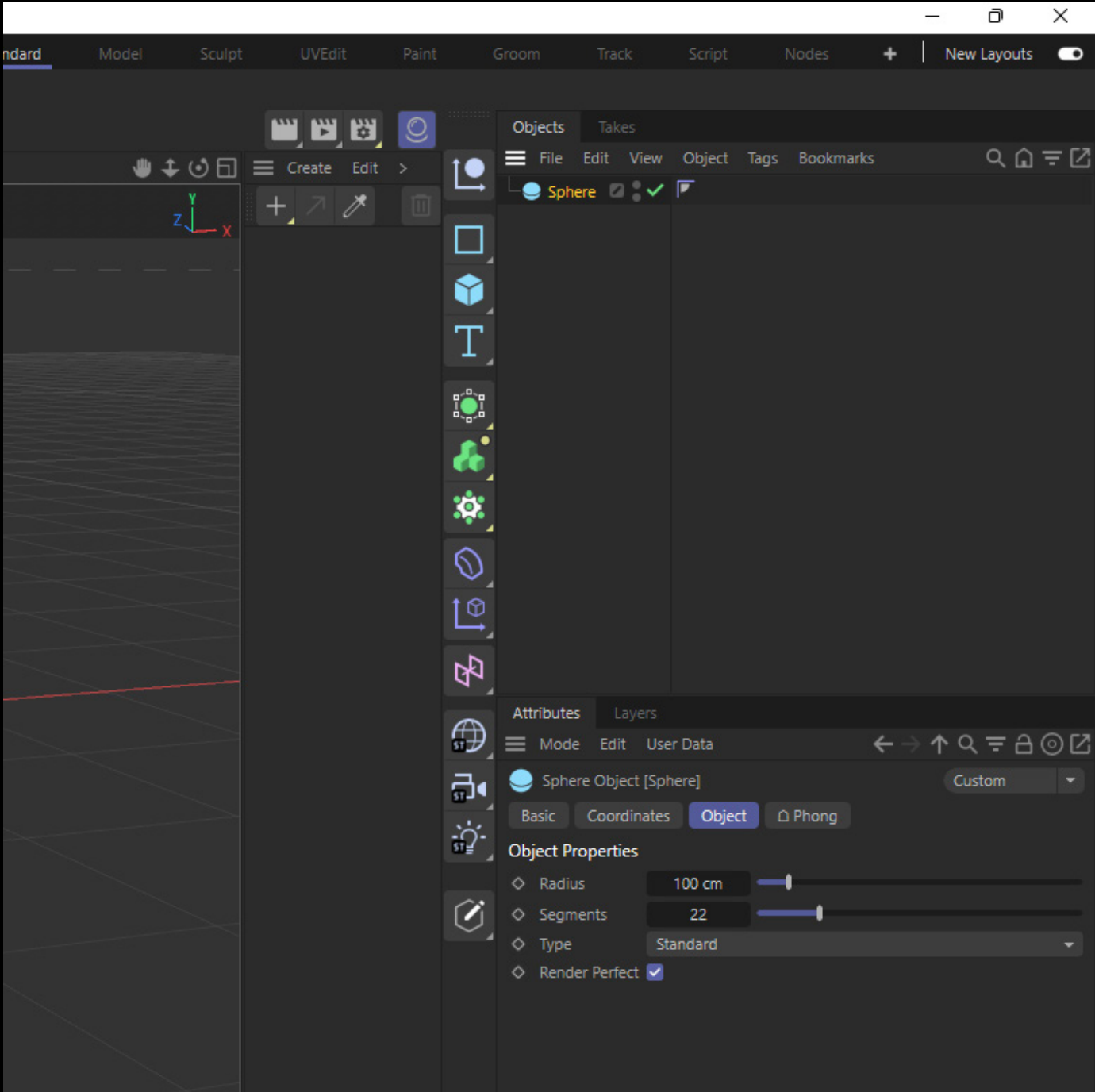


How GEOMETRY:

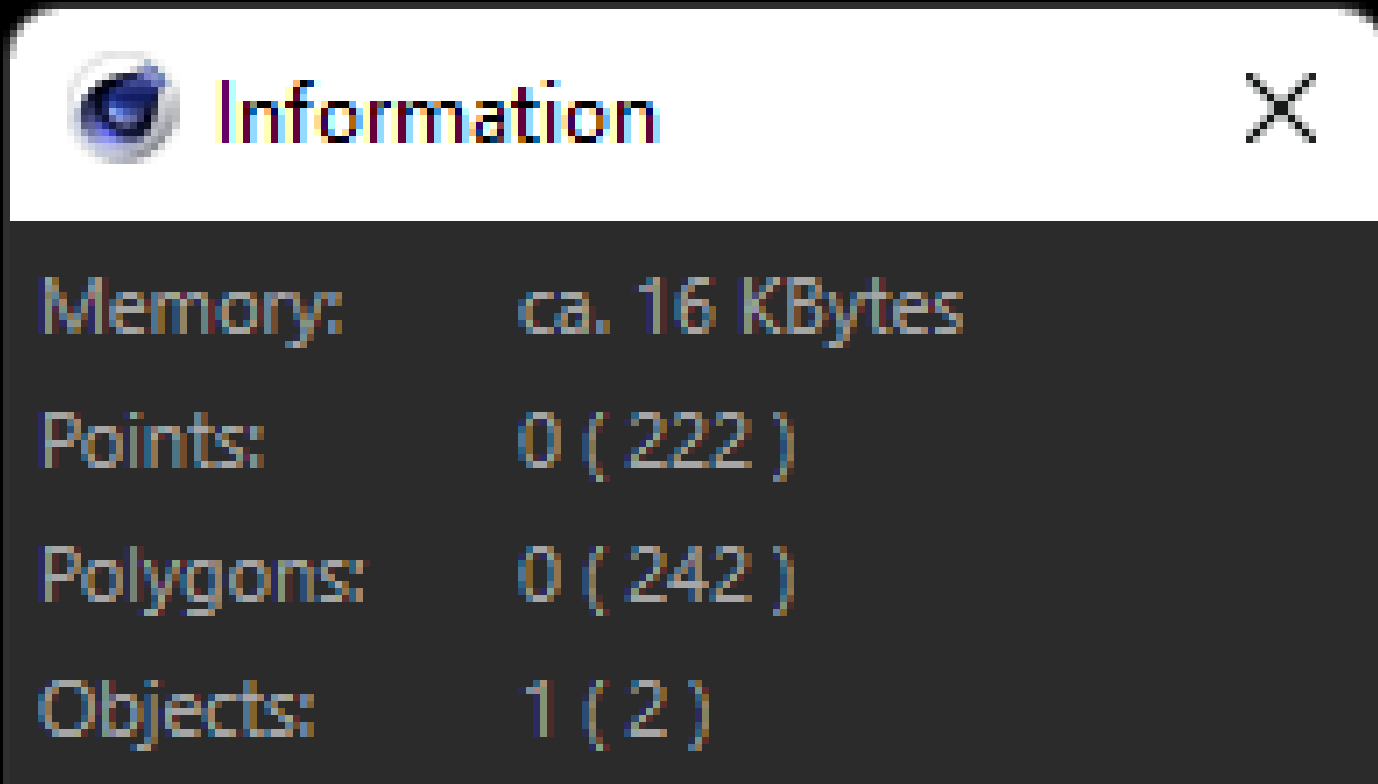
1. Choose geometry



2. Adjust segments



3. Ctrl - i to check number of points.



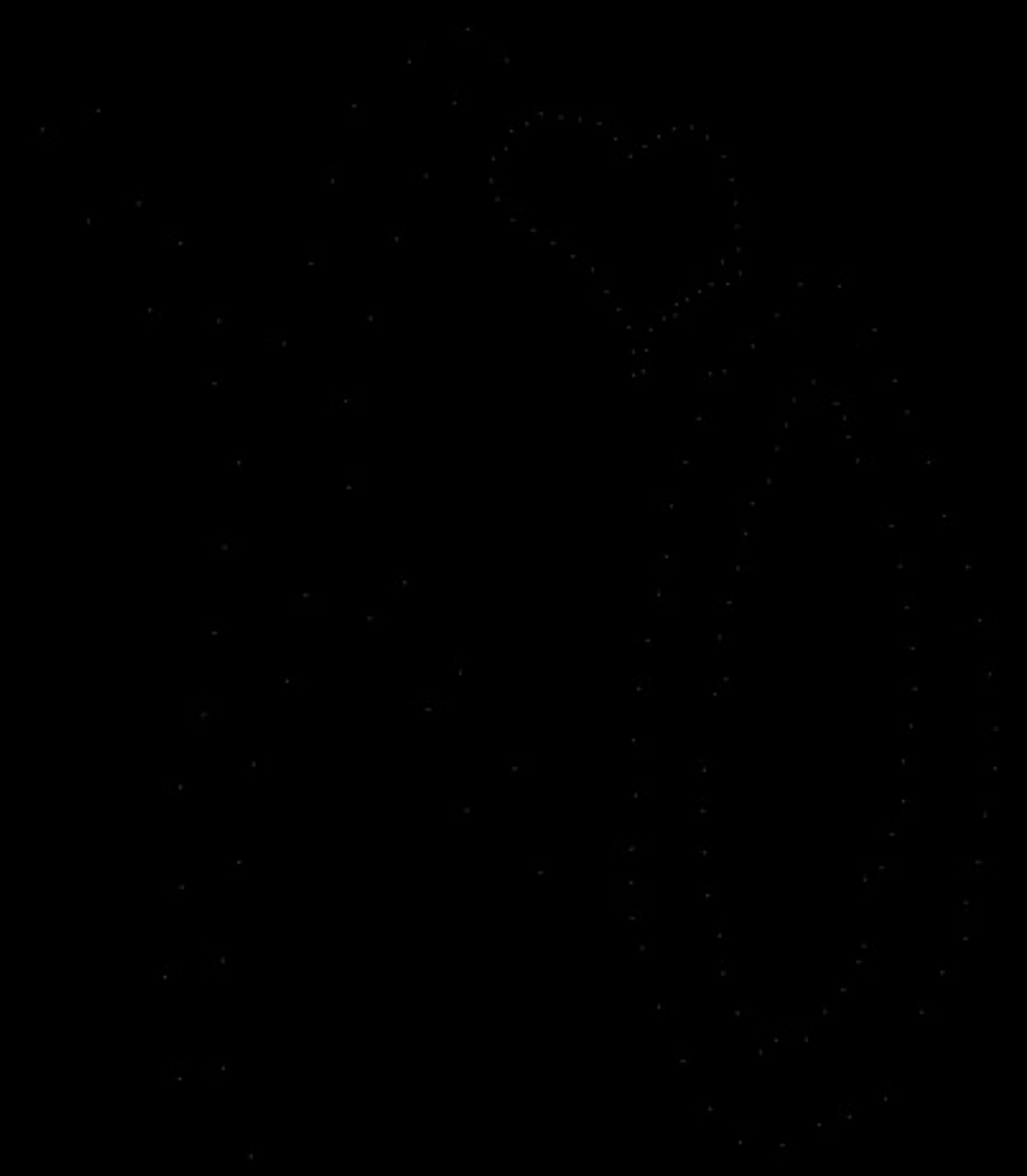


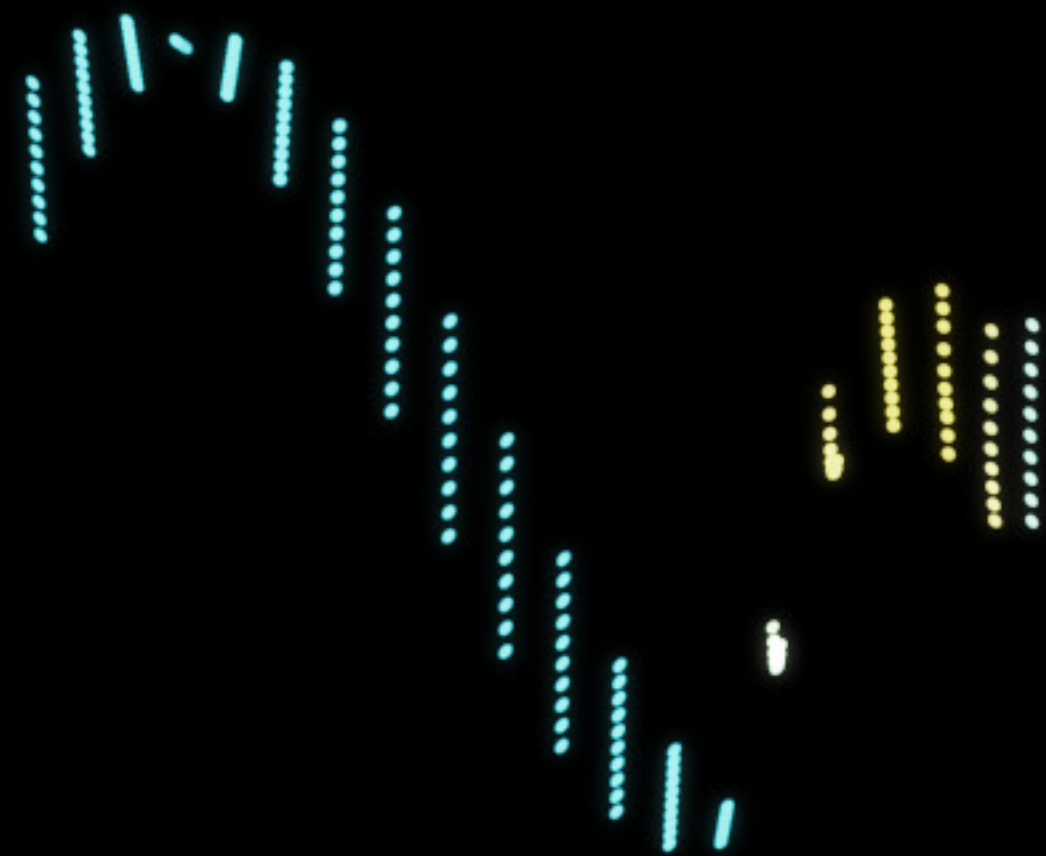
Design:

Pulling from colors, shapes, objects, and emotions that might be associated with The Weeknd and his music, Verge Aero Drones will visualize a variety of designs to help set the mood for this concert.



Visual Development







Thank You.