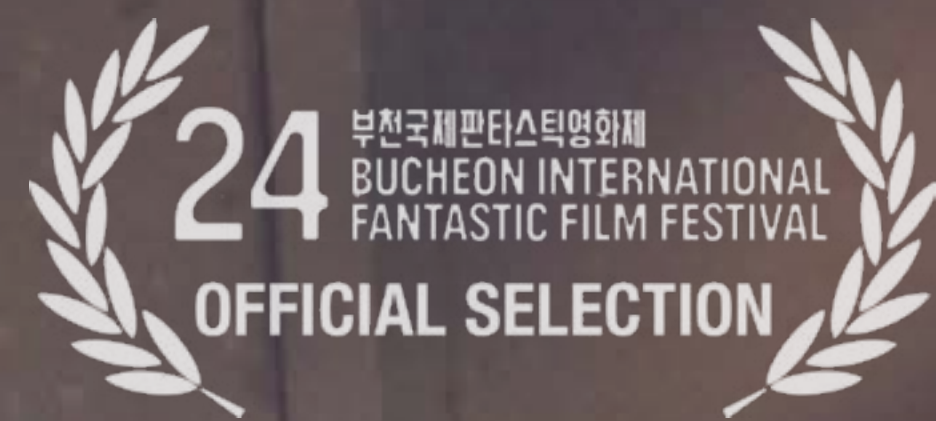


Under the Pillow

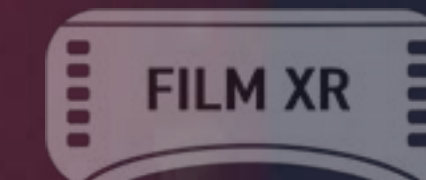


ANNEX
MIFA
2020 Digital Experiences Pitching

GENEVA
INTERNATIONAL
FILM
FESTIVAL
Digital Market 2019

Animated interactive VR-series
24 minutes (3 episodes x 8 min)

Directed by Georgy Molodtsov
Produced by Film XR (Estonia)
Feeling Digital (Belarus)
Mormotik Studio (Russia)



Under the Pillow

Kids' world is a mystery to their parents. But that's exactly the place where magic happens, and adventures are never far!

Mormitten the toy kitten brings the entire family together on a playful journey.

Kids will learn how to solve problems and avoid squabbles with their siblings. At the same time parents will have a chance to explore what it means to be a child.



DIRECTOR'S STATEMENT

⊗ In the early 90s, while the whole country was falling apart into pieces, same processes happened in our family.

⊗ Our father had to leave the family and mother had to take more time for herself and her work, so me and my sister were spending a lot of time together in our room.



However, our father, prominent journalist who covered conflicts and disasters in post-soviet countries, was trying to keep the connection with us even on distance.

He wrote us this story about a toy – kitten Mormitten, who helped us to be stronger and closer to each other.

DIRECTOR'S STATEMENT

Father published this story in one of his newspapers and it quickly became popular among kids. Hundreds of children were sending their paintings and handmade toys to show their own vision of how Mormitten should look like. They shared lots of stories how Mormitten could help them in their family struggles.

When father passed away, we found Mormitten in his belongings. This toy looked quite new and really different from the one we did over 20 years ago.

So we knew that other children, who read the story years after it was written, were still inspired by it.

And that's the reasons we are doing this project now.





Under the Pillow

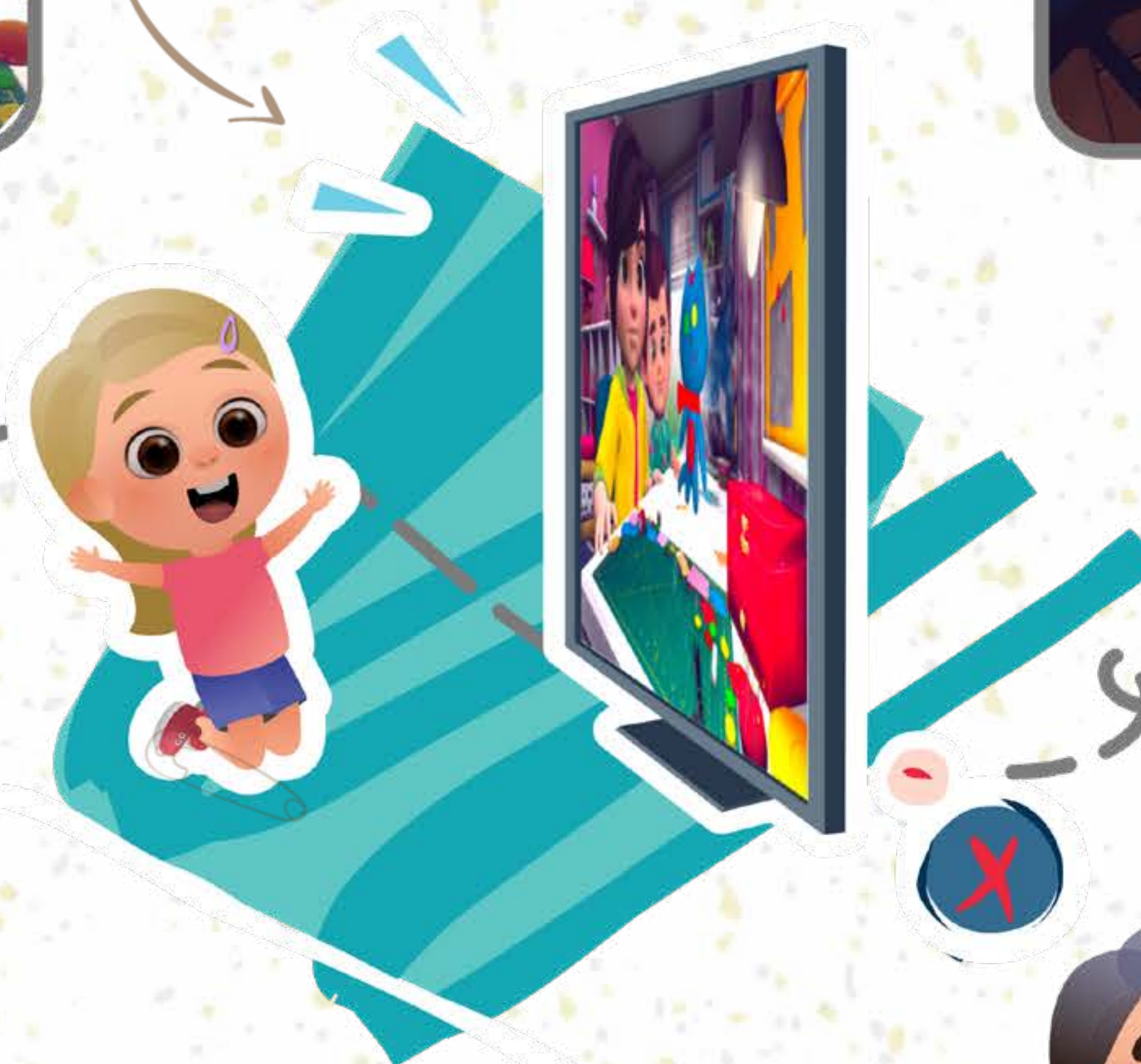
A multiformat family journey, which starts with 3-episode interactive VR animation and goes to all different formats for any family member!

USER'S JOURNEY

Interactive VR



Animation Series



360° Video



AR App



Real-Life Toy



Sewing Kit



VR-SERIES STRUCTURE

Episode One. "Kitten Mormitten" (in production)

Brother and sister are bored being home alone. They decide to create a toy-helper, which we customize with them: paws, tail, nose...and it's done! Kids call him "kitten Mormitten". At night Mormitten decides to see what's inside the old sofa he was put on. We become a kitten and explore the magical world under the pillow...



Episode Two. "New friends" (development)

Mormitten helps to a toy-flashlight in shape of the dog and together they find toys kids were arguing about earlier. Mormitten brings is back under the pillow. Kids are happy. Mormitten start to find, fix and clean toys and other "treasures" every morning, but soon he realize that there is not much left.



Episode Three. "Magic never ends" (development)

The only thing left to give back is his dog-friend. When brother finds his toy, his sister is sad as there were nothing for her. But brother decides to put something for her and pretend she just didn't look carefully. She is happy again, even if she understands it was her brother, not Mormitten. From that day, they start to put presents on behalf of Mormitten, while Mormitten moved to a living room, where treasures from the guests never ended!



PROJECT ORIGINALITY

“Under the pillow” is a project for the kids inside all of us, no matter the age. It is a universal story about family values and use of imagination. Each episode would have its unique interactive elements which will motivate viewers to explore and participate in the story.

This work is made in two language versions: English and Russian.

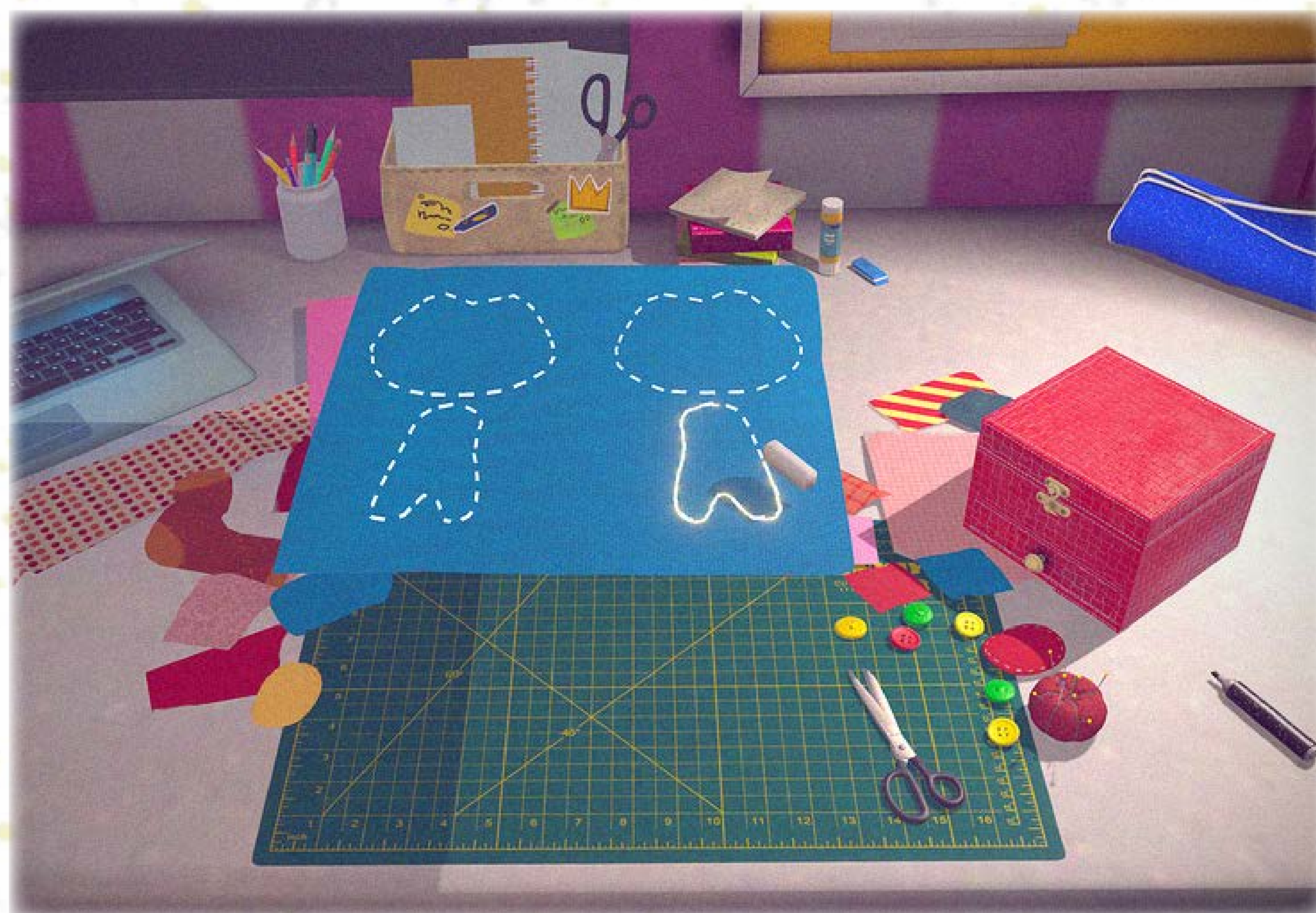
There are quite a few Russian-language VR titles online, yet the audience is much wider than just Russian speaking territories (ex-USSR and CIS countries).

We see a huge market within the Russian-speaking communities in USA, Canada, Australia, Germany, UK, Netherlands, France, Israel. There are several generations of Russian-speaking families with above the average income, who are interested or owning VR headsets already and who are struggling to find a way to make their kids learn more about Russian culture and language.

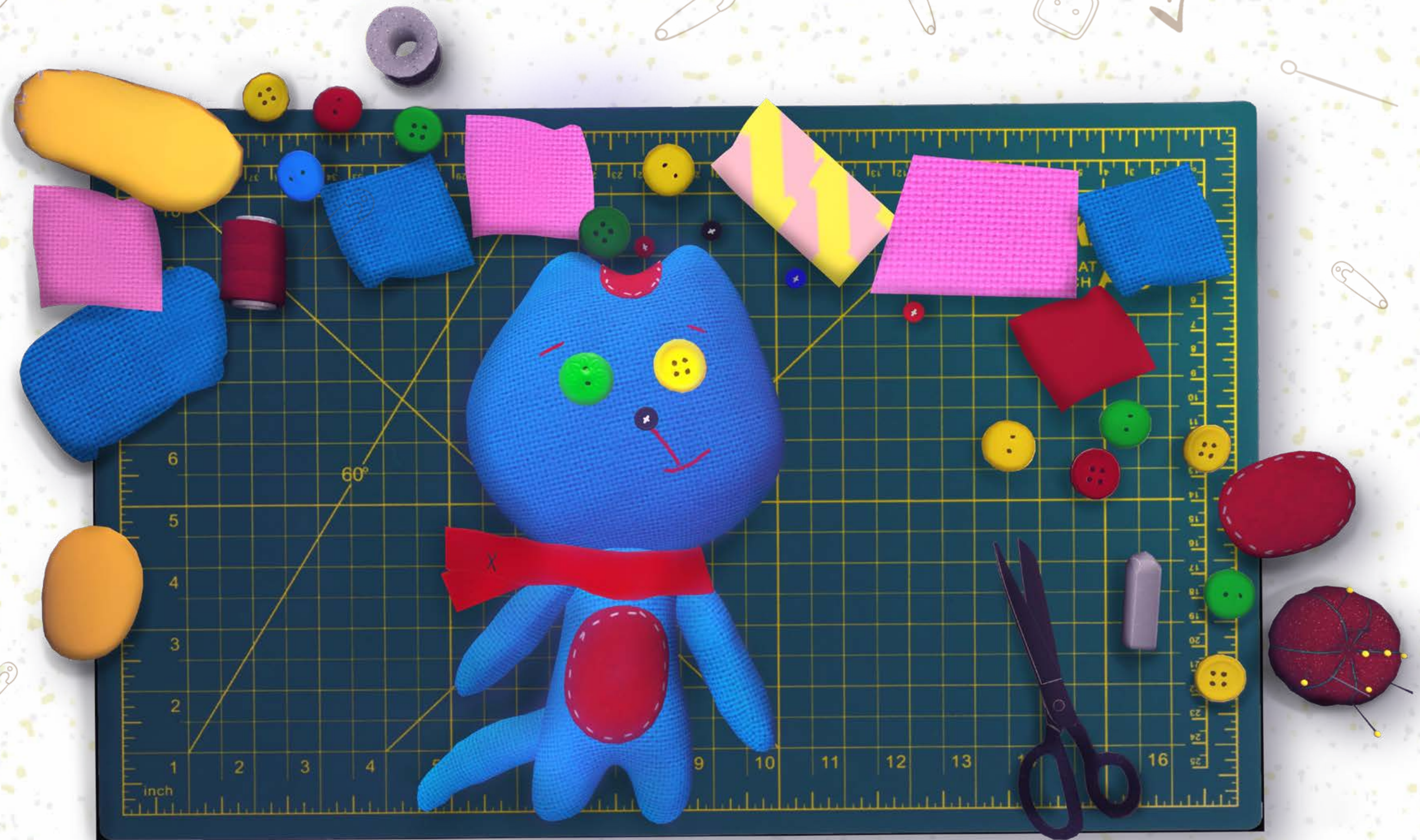
1. Choose Fabrics



2. Use chalk to trace the sewing patterns



CREATE YOUR OWN KITTEN



CREATE YOUR OWN KITTEN

3. Use scissors to cut along the lines

4. Stitch two pieces

5. Choose the color of the tail and paws

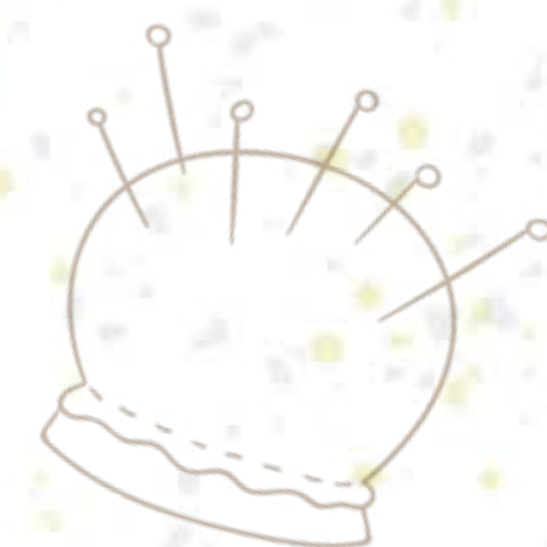
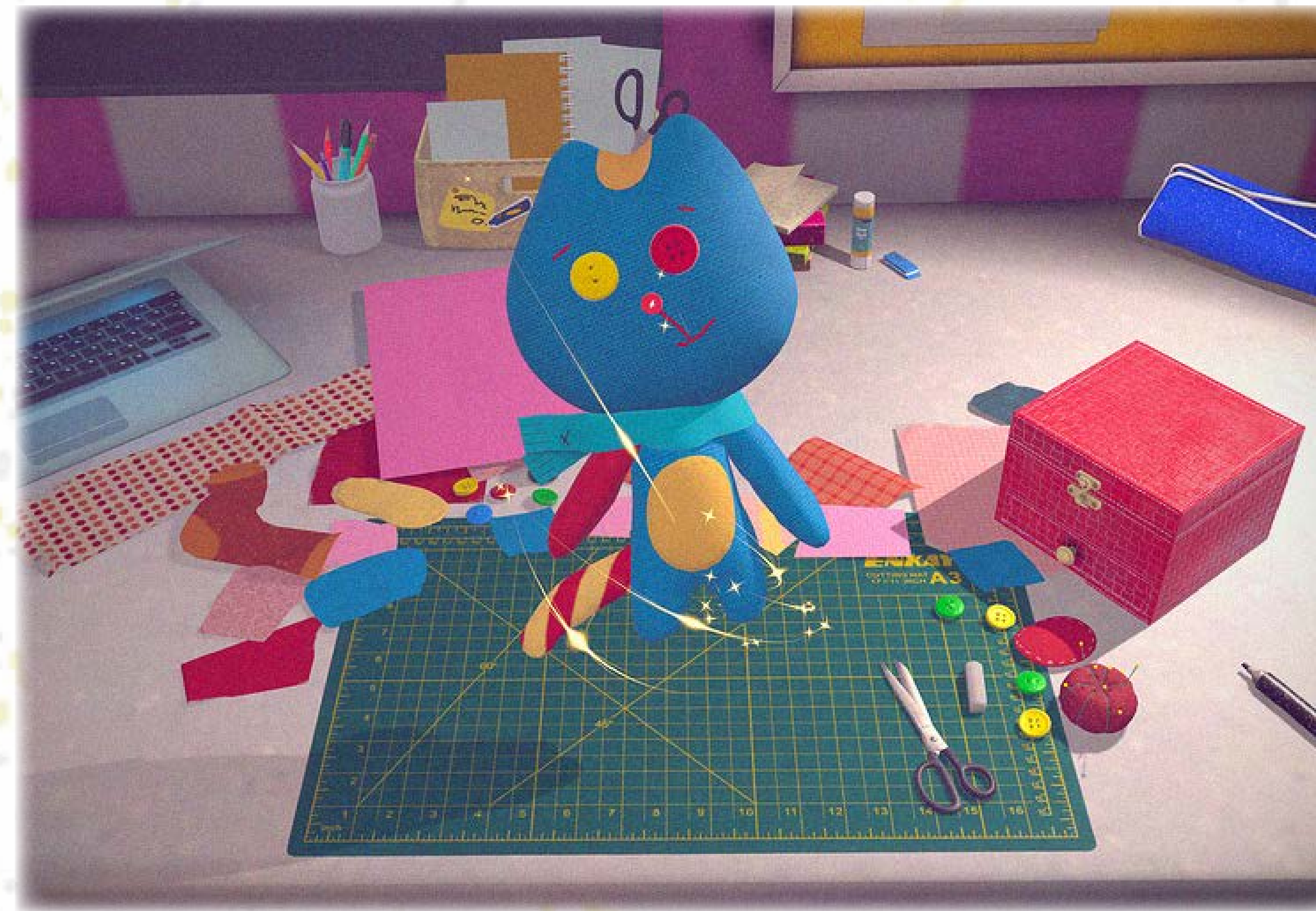


CREATE YOUR OWN KITTEN

6. Choose buttons for the eyes, nose and mouth

7. Meet a custom kitten Mormitten

8. Visit the world under the pillow



CHARACTERS / MORMITTEN

Texturing

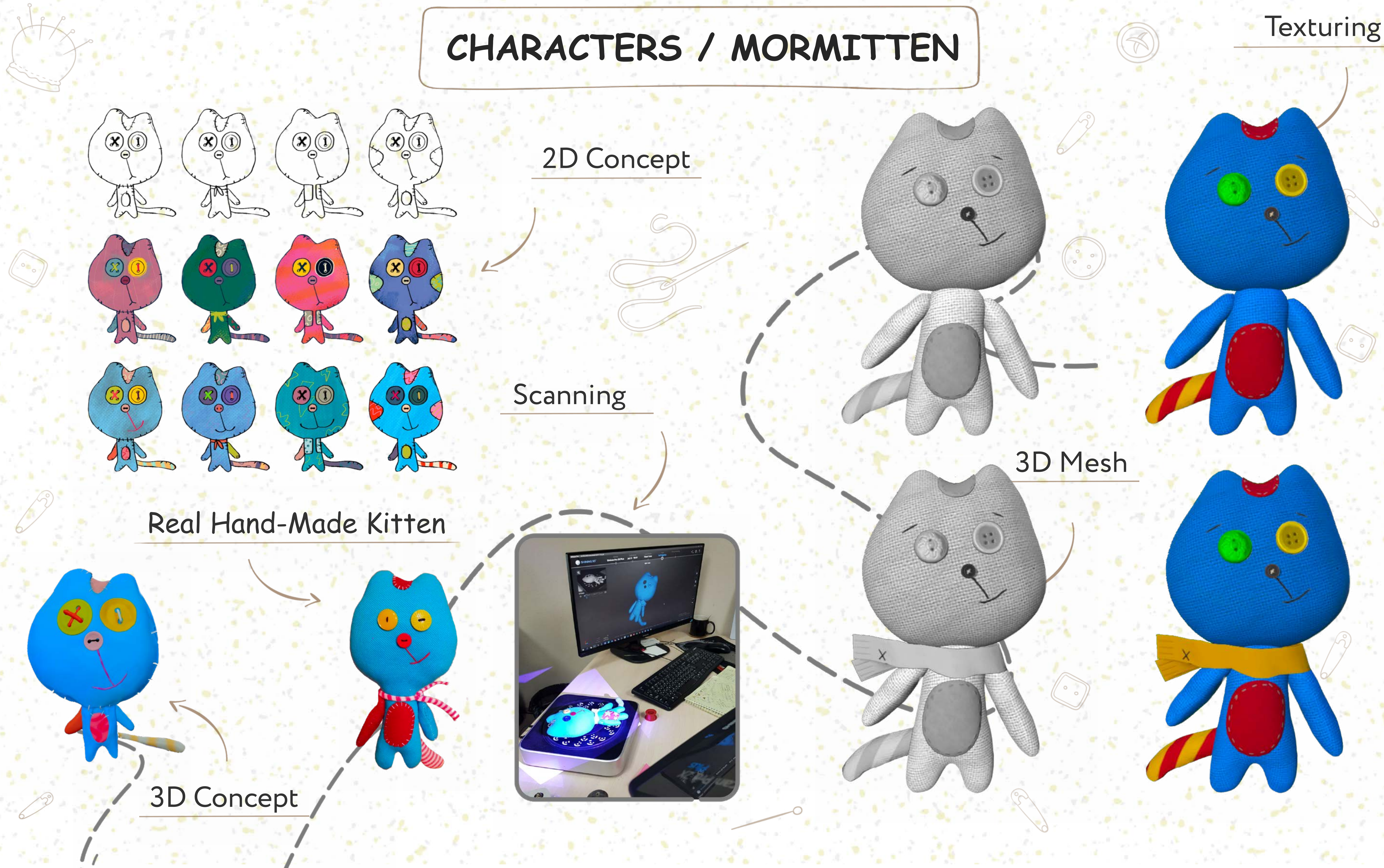
2D Concept

Scanning

3D Mesh

Real Hand-Made Kitten

3D Concept

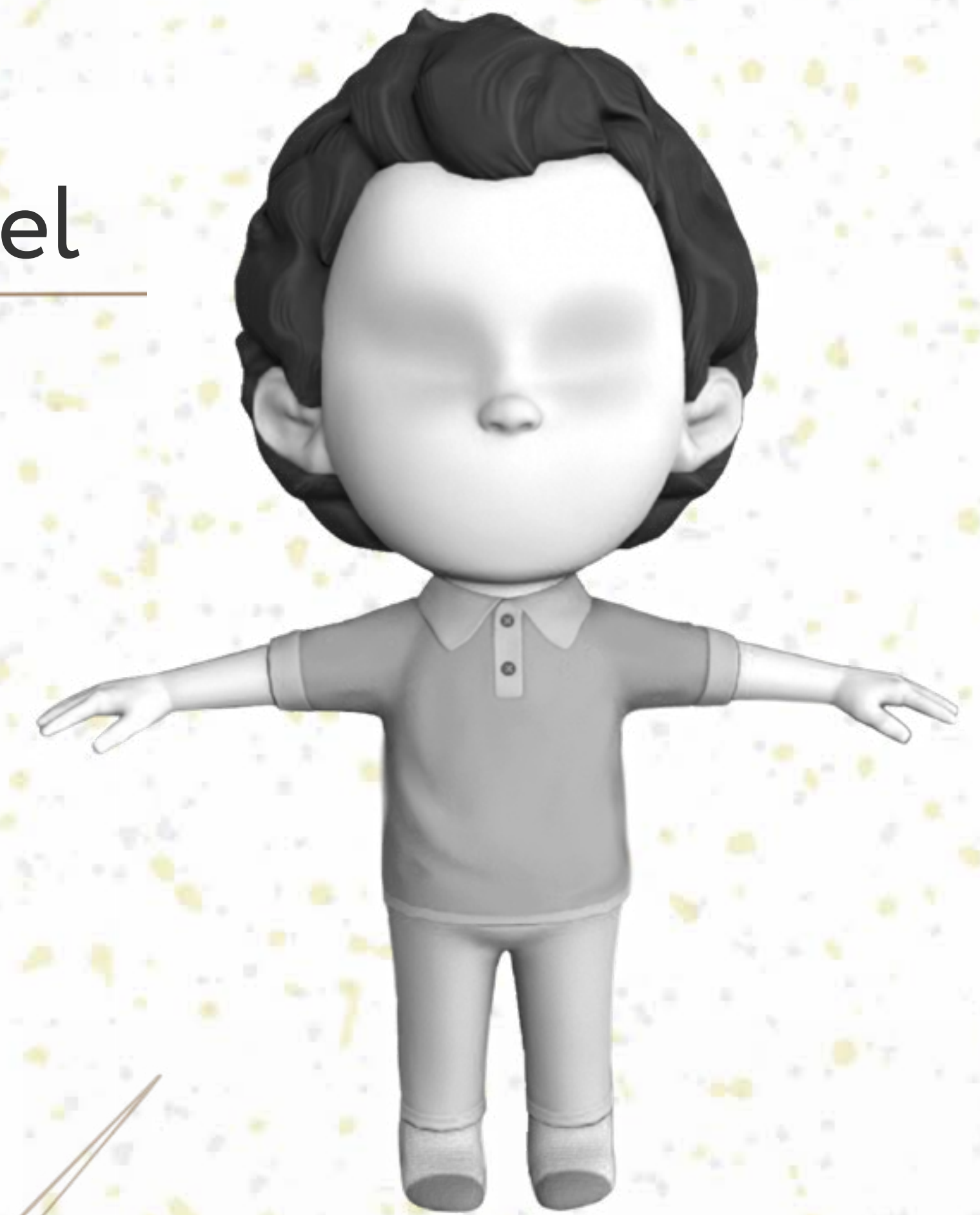


CHARACTERS / GOSHA

2D Concept



3D Model



"Made in VR" Concept



Texturing



CHARACTERS / YULYA

2D Concept



3D Model

Texturing

"Made in VR" Concept

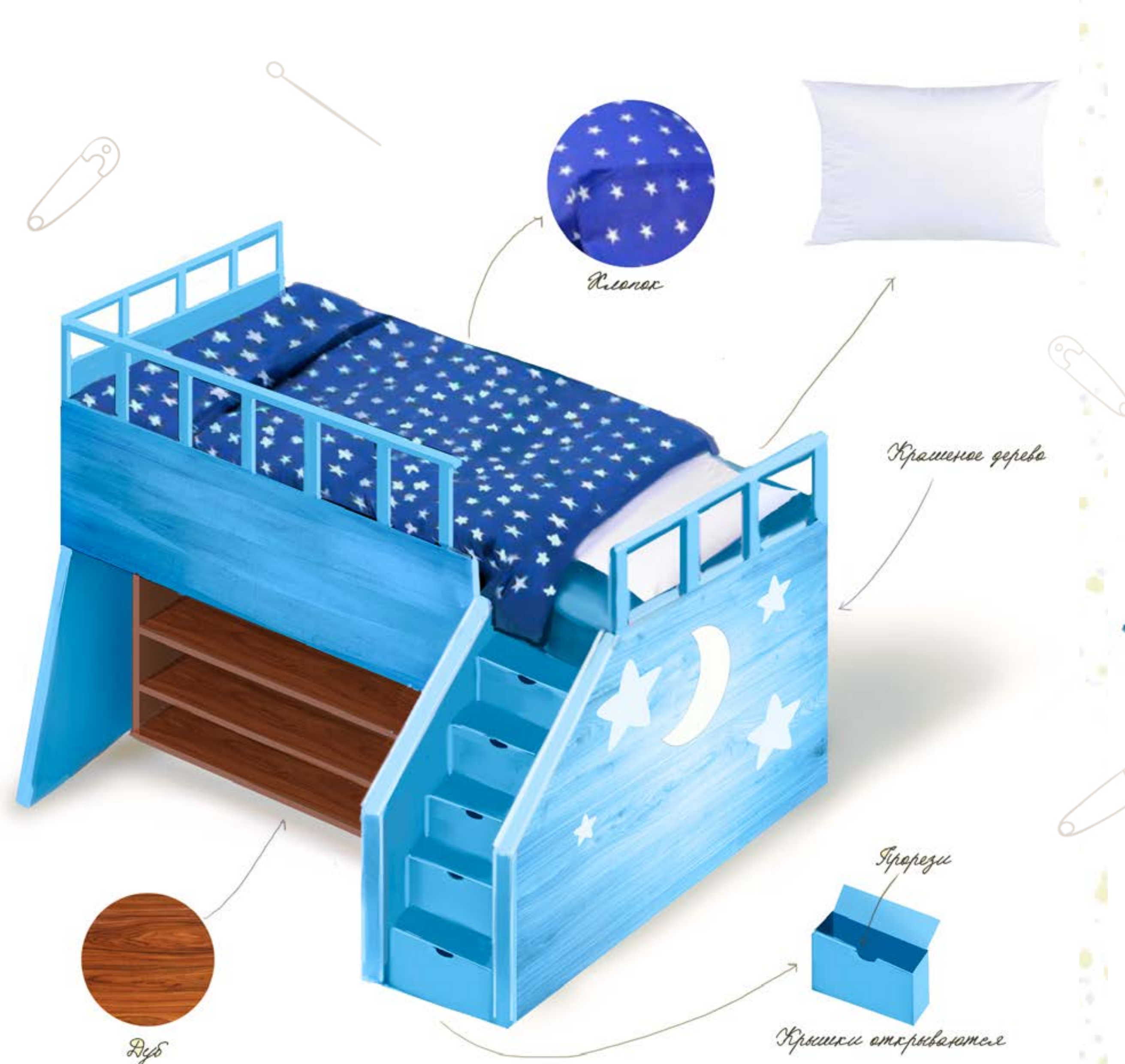


BEDROOM

2D Concept



"Made in VR" Concept



"Made in VR" Concept



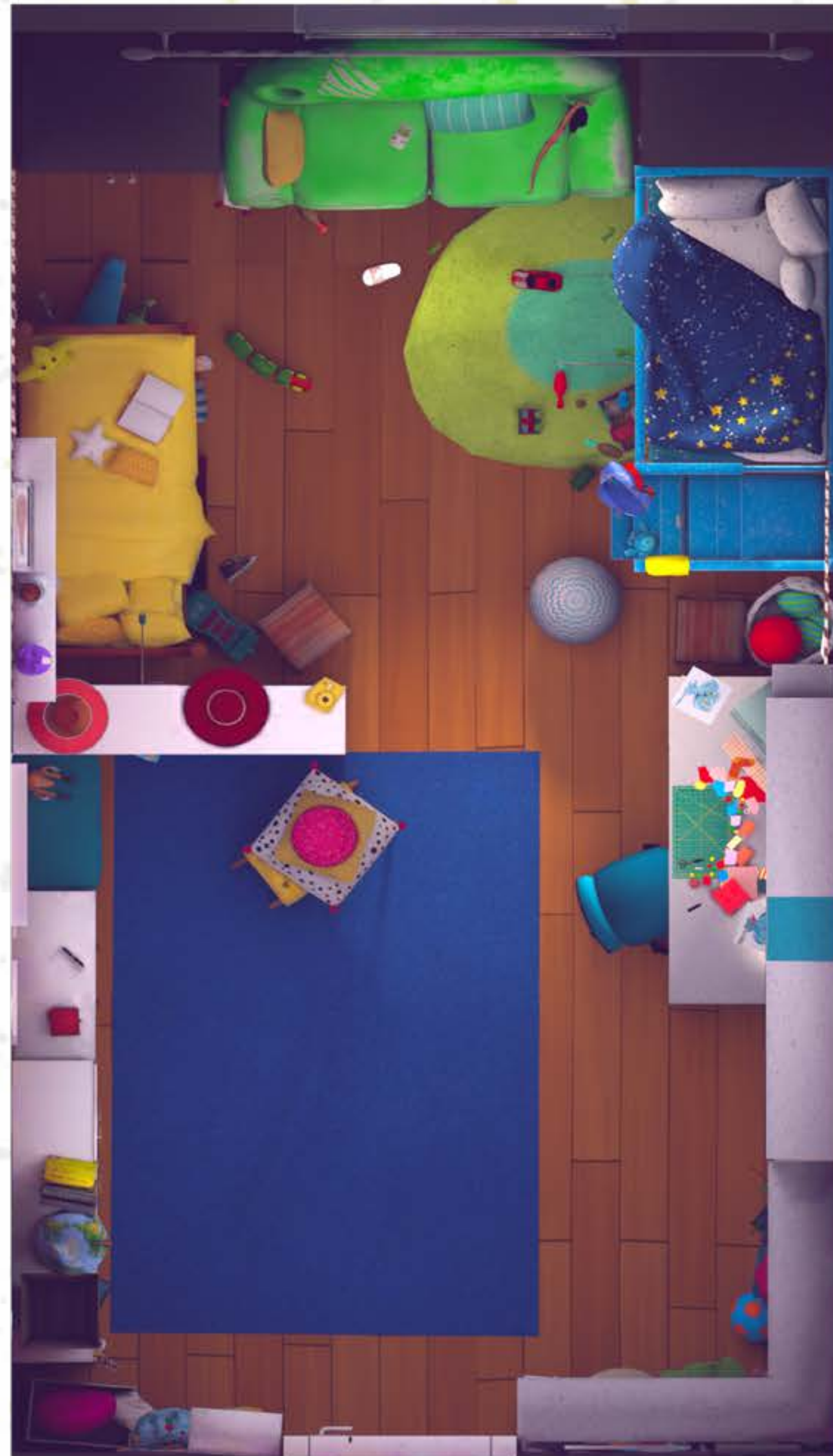
BEDROOM



BEDROOM

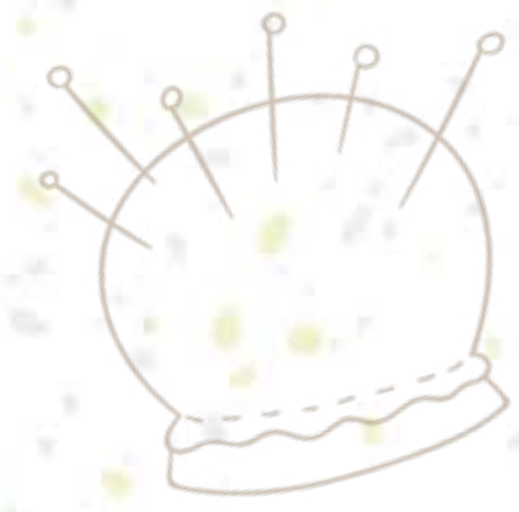
Room Plan

Props



3D Room

Texturing



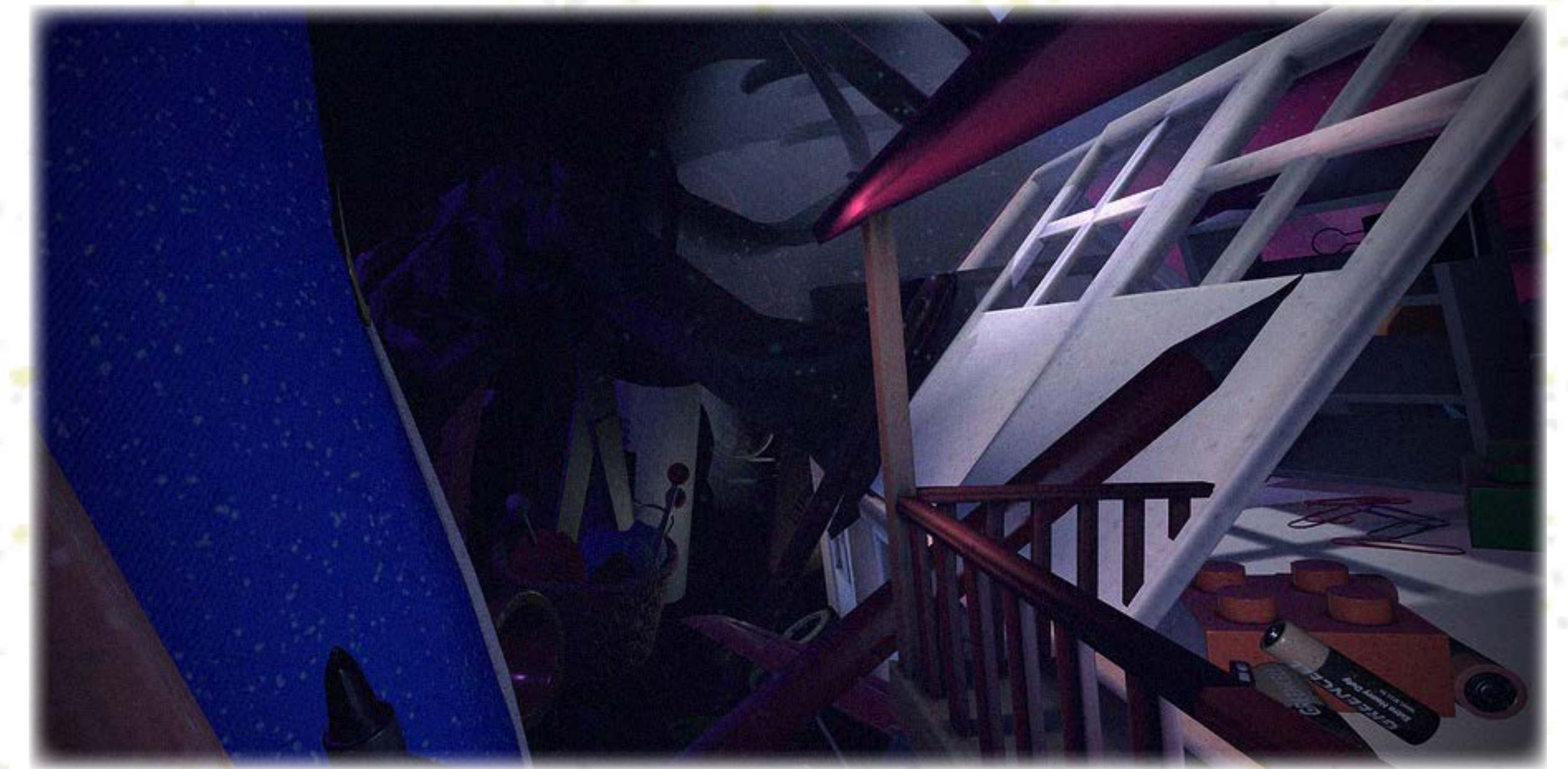
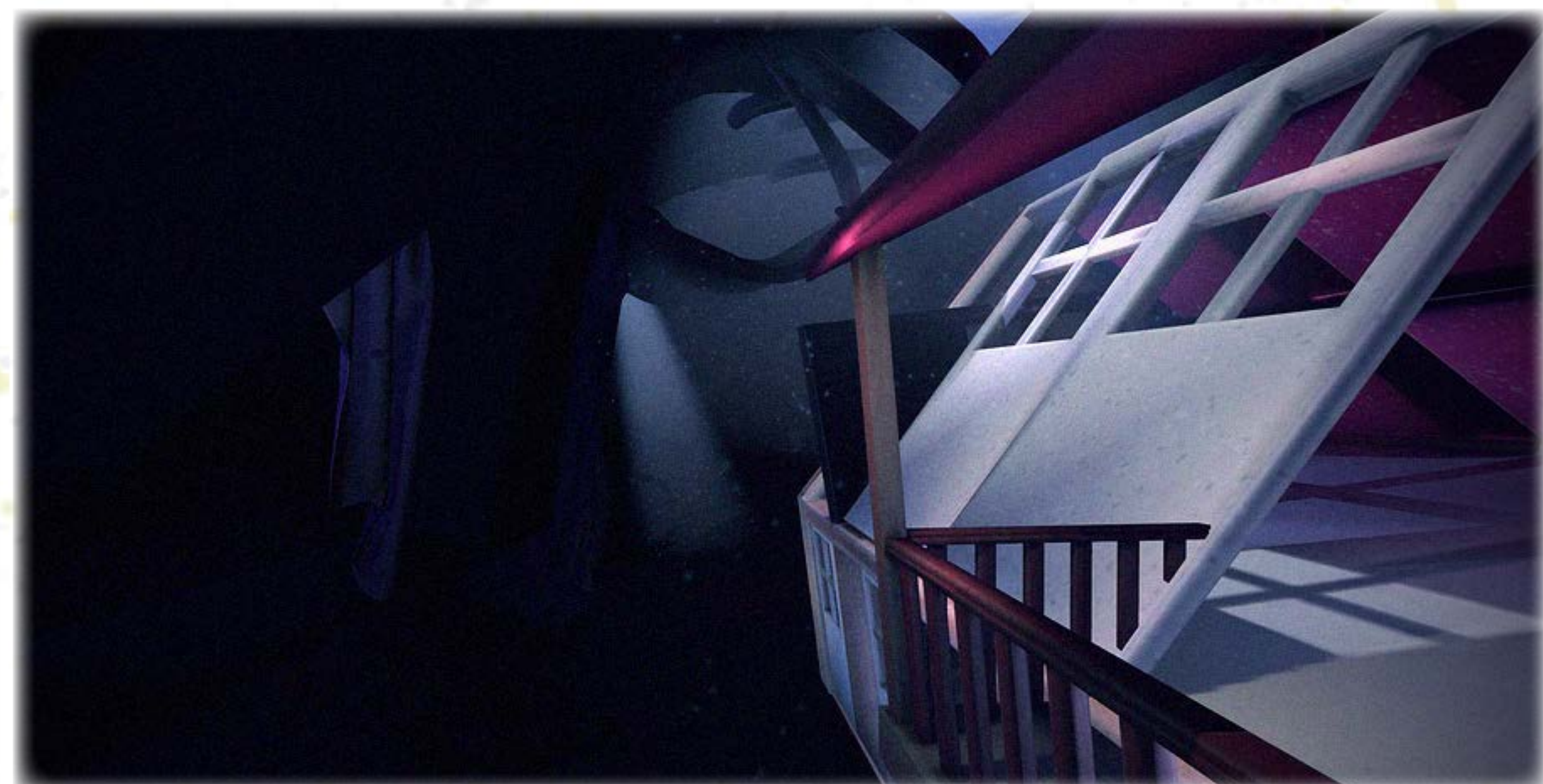
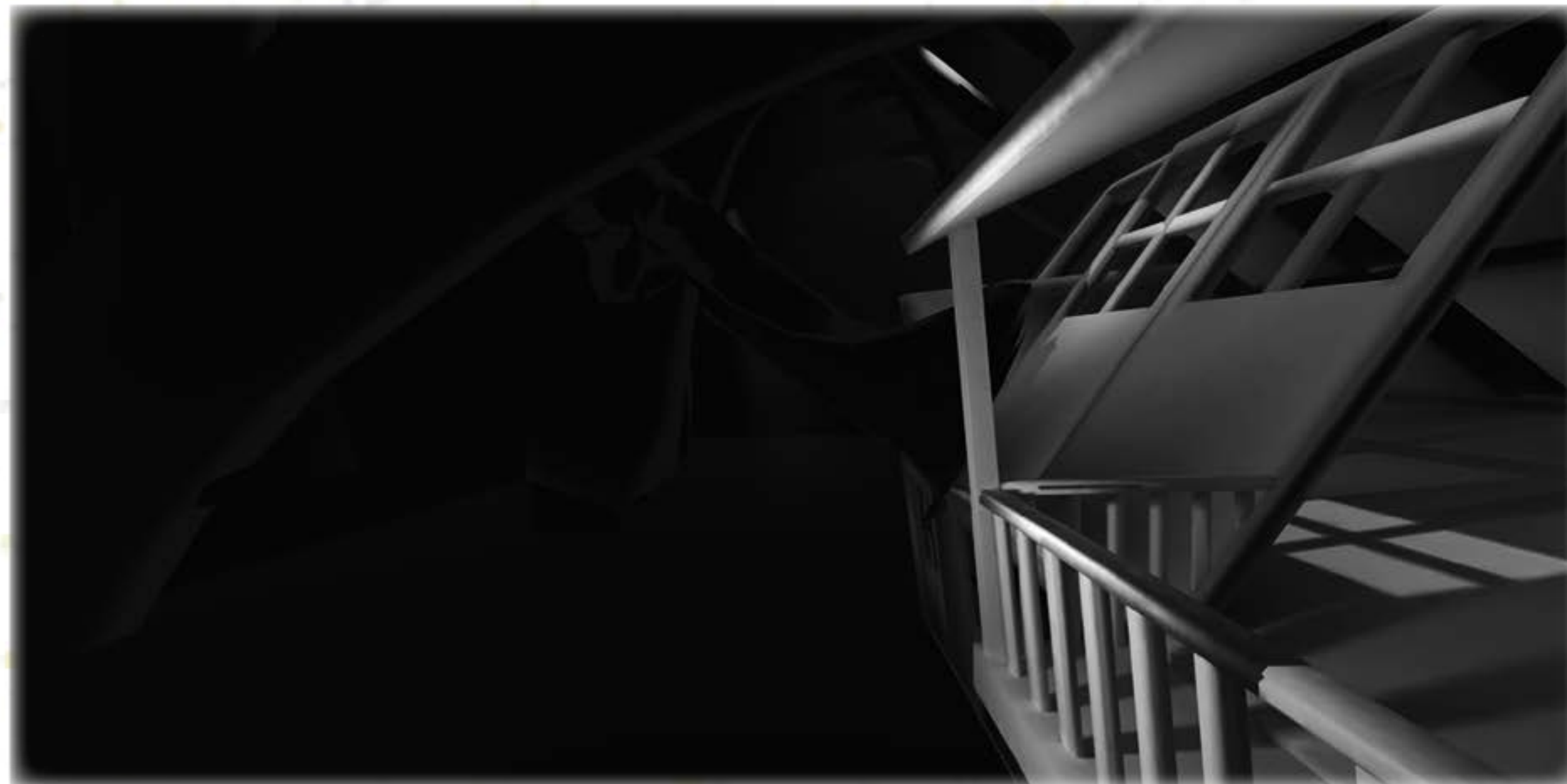
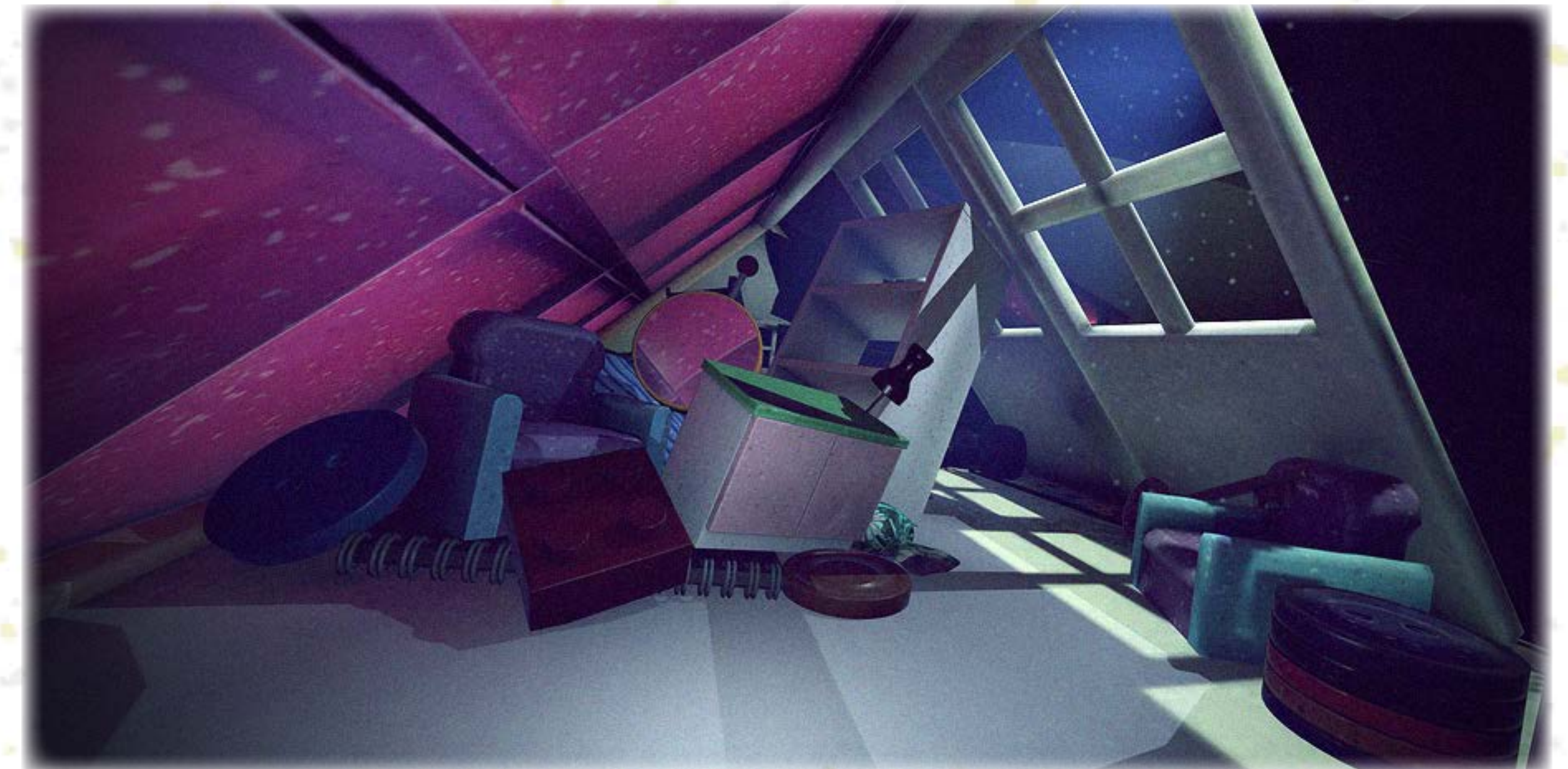
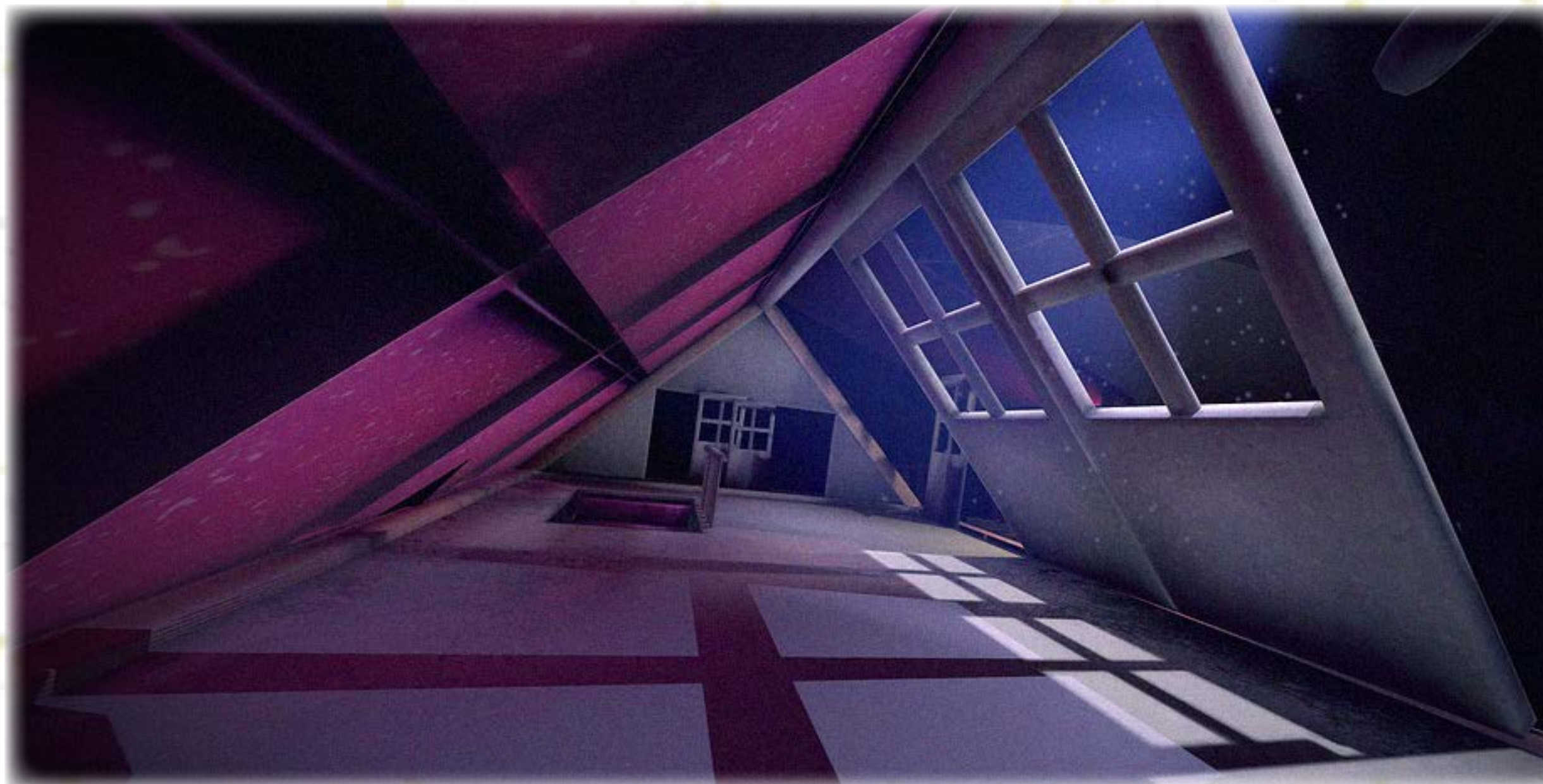
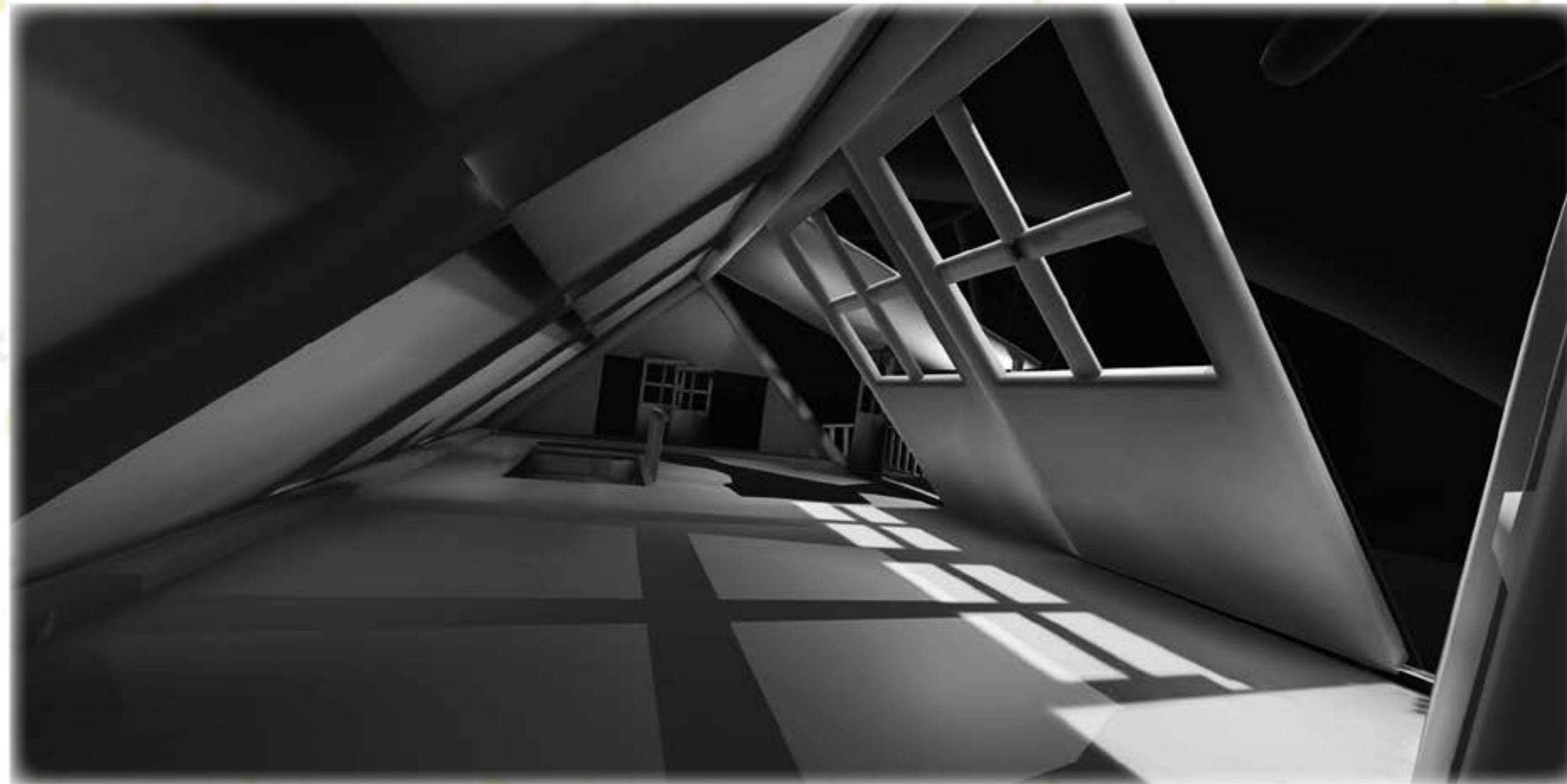
THE WORLD UNDER THE PILLOW



3D Model



Props



Texturing



THE WORLD UNDER THE PILLOW



PROJECT CREATOR



Georgy Molodtsov
director, producer
Film XR (Estonia)

An award-winning film and VR director, festival programmer and social entrepreneur. Programming director of VR Sci Fest (Sweden), curator of the Open Frame Award for VR within goEast Film Festival (Germany), creative producer of Russian VR Seasons initiative. Co-founder of VRability social good project.

MA in Film and Video 2015, School of Communication, American University, USA (Fulbright Fellow). Studied documentary filmmaking in All-Russian State University of Cinematography (VGIK) in 2003-2008.

Web site: www.gmolodtsov.com



PROJECT DEVELOPERS



Feeling Digital is a VR/AR studio based in Minsk, Belarus. List of customers includes Multiplica, a_Bahn, Wargaming.NET, UNFPA, MIFF Listapad, UNDP and Goethe Institut Minsk.

Besides commercial projects for brands and enterprises their portfolio contains numerous social cultural initiatives and events: annual Cinematic VR festival and VR Laboratory, workshops for artists, art exhibitions using VR and AR.

<http://feelingdigital.pro>



We really hope that this work would inspire parents and their children to spend more time together and do something unique by themselves in both virtual and real life!

www.underthepillowxr.com

www.facebook.com/underthepillowxr

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