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INTRODUCTION

Banksy, the famous yet anonymous British graffiti artist, has created The Walled Off Hotel - a fully functioning hotel in Bethlehem which overlooks the wall separating Israel and Palestine in the occupied West Bank. The adjoining museum is focussed on street art. Both have become a must-see destination for tourists from all over the world, as well as for graffiti artists and activists.

Our VR experience invites you to learn about the art of Banksy, the Middle East conflict - and take an adventure with the rock star Ka.

Through our VR experience we hope to build a virtual platform for tourists and artists by creating graffiti on the wall and turning this monument of oppression into a canvas for expression, debate, and exchange.



Kakapo Ka



Ka, is a special kind of parrots called Kakapo. He was the lead singer in a rock band who came to Palestine for a concert. He woke up the next day after the concert with a hangover to realize that his band left him behind. His mates took his passport by accident and since he can't fly over the wall, he got trapped in Bethlehem since then. He watched the Hotel getting built, and he knows every detail in it. He is living in the royal suite pretending to be a plastic bird as part of the decoration. Every now and then, he offers a private tour to one of the guests in return to help him cross the wall to the other side. The escape plane is to spry magical graffiti of a hole on the wall to escape through it.

STORY 1/3

After starting the experience, we will find ourselves in the hotel lobby. We start to stroll around and realize that the access to every door is banned. By looking at the desk, we find a key and a letter from Banksy, that tells us to enter a secret hidden door and explore the hotel to find the way out. Thanks to the introduction we find the door that looks like a huge bookshelf, enter the key and after opening we get teleported to the stunning presidential suite.

We're standing right in front of a jacuzzi, which is surrounded by a mass of plants that almost give us a jungle feeling in the room. There is also a water tank with bullet holes in it. While we're still wondering about that, we realize some movements between the plants. There must be something sitting in between. And indeed we recognize a camouflaged little bird that is hiding from us, but obviously also curious and jumping around and coming closer. A green parrot with a bright blue beak. We're trying to give him a hand, and he takes the chance and climbs on it. Then something unexpected happens: This cute guy starts to talk to us! He tells us that he is very thirsty and asks us to put on the water in the jacuzzi. Of course, we help him and the water starts lapping out of the bullet holes in the water tank.



STORY 2/3

Kakapo is beyond happy and sipping. After he gains some energy, he starts to tell us his story. About his species "Kakapo" that can not fly, about the hotel itself, and about a magical spray can that can help us find the way out of the building. His voice almost cracks with excitement and just by ending his last sentence he starts to jump away and shouts out "follow me, follow me!" That's what we're doing - follow him to a red decorated room in the presidential suite. Only a small flickering lamp on the ceiling makes it hard to recognize, but the dark red walls in there are covered with white ornate graffiti letters. Kakapo explains that we have to find the words love, joy and happiness and mark them with the lamp. If we can do it to light up the darkness, a magic key will appear. After a short time we find all the words and how he predicted the key for the next room turns up, and we're able to move on.



STORY 3/3

During our journey through the hotel we explore different rooms, find hidden gems and get more magic keys, with the help of our new little friend. We end up in the museum, which is full of beautiful art pieces, and find a spray can. Kakapo gives us an explanation about that again. It's not just a simple spray can, like we all know, it's a magical one. This special item has the ability to dissolve any object in our surroundings, just by spraying on it. With this trick, we have the chance to finally get out of the hotel because we can spray on the locked entrance door, and it will decompose in a breathtaking way. After that, we can finally go outside, of course followed by our happy friend Kakapo. Standing in front of the impressive gray wall, the user art part begins. It's possible to take parts of the wall with our hands, rearrange them, build statues or create unique art pieces that can be shared in social media. Also, there can be the possibility to create individual 3D objects (that can be produced by a 3D printer), AR filters, a rating system and much more to increase the scope of the experience.



ROOMS

Banksy Lobby

Presidential Suite - Prototype

Military Camp

Palestine Bar

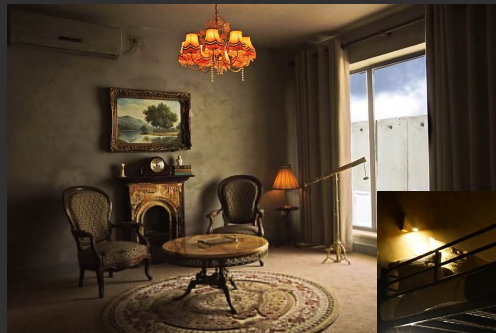
Binoculars room

Museum

Gift Shop

Wall

Abstract Space



PROTOTYPE PRESIDENTIAL SUITE 1/4



PROTOTYPE PRESIDENTIAL SUITE 2/4



PROTOTYPE PRESIDENTIAL SUITE 3/4



PROTOTYPE PRESIDENTIAL SUITE 4/4

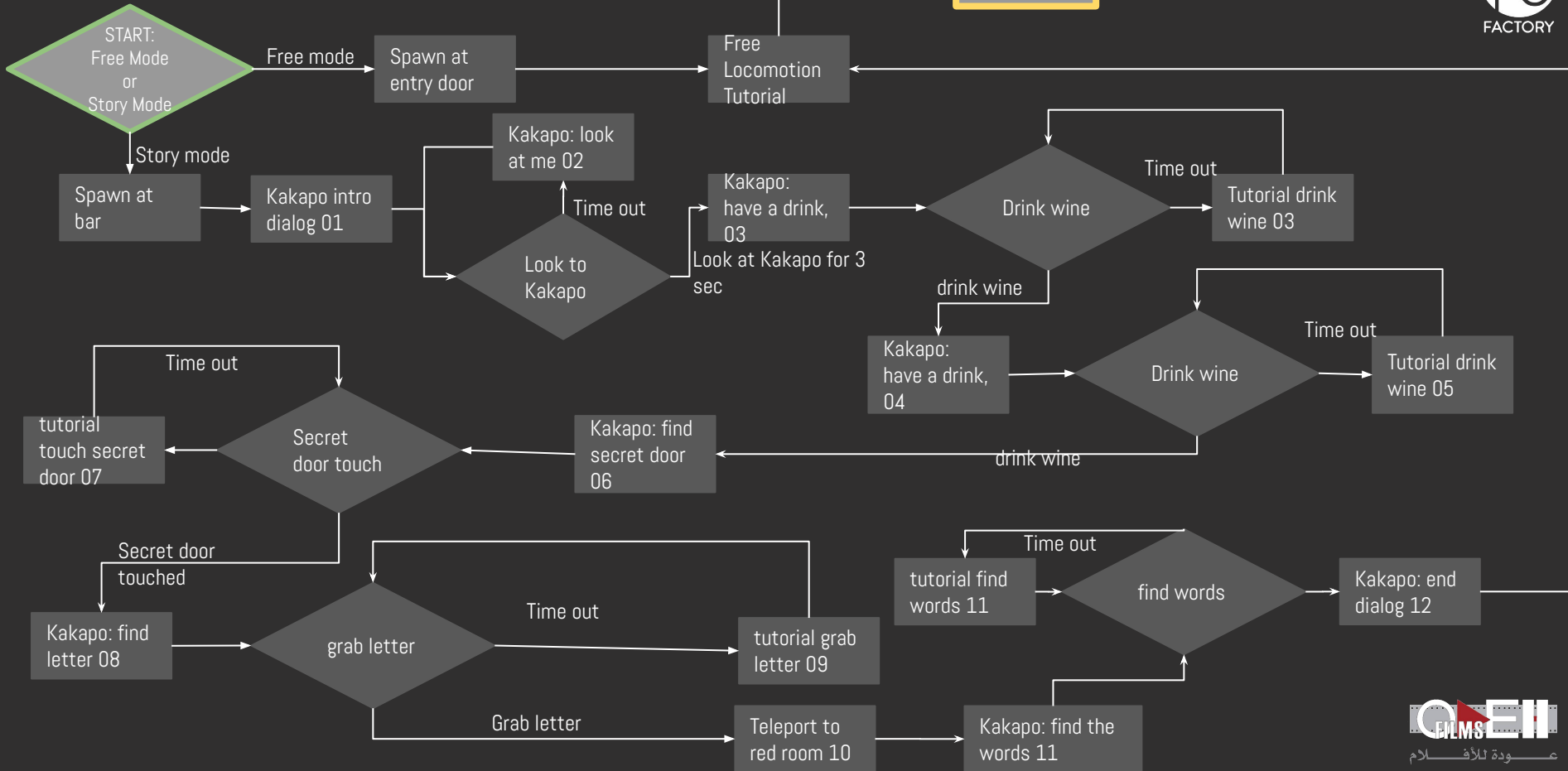


PROTOTYPE FLOW CHART



FACTORY

Free Locomotion



عودة للأفلام

DIALOGS PROTOTYPE



Look at me... hey hey...

Welcome to the walled off hotel, the worst view in the world. My name is mister Kah, I'm a very special parrot... our kind is called Kakapo, we are smart and pretty, but we can not fly.

Have a drink, my friend... grab it with your hand

I have two hobbies... the first is to drink wine... and the second is to sing... back in the days I was the lead singer in a rock band. We had a concert here and the next day the left without me... and since then I am trapped in Palestine because I can not fly over the wall... have you seen the wall? he he he I am kidding... of course you did, it is 8 meter high.

Have another sip... we need it.

Anyway... I watched them building this hotel from the beginning... and I know all its secrets... I can take you on a privet tour... for example, touch that painting frame.

Just touch the frame... don't be afraid

I sleep in this hole.... He he he ... it is cozy in there... There is a letter there... can you grab it please?

Great... I will take you to the red room now.

In this room... you can find the words on the letter among others... whenever you locate one of the words... Point at it

Love, revolution, Peace... sound like a poem... he he he... I know many fun secrets like this... I will take you after I finish my wine... you can walk around in the room... I recommend going to the window and look at the wall... again... so you don't forgot how big it is.

IMPLEMENTATION CONCEPT

Our virtual trip to The Walled Off Hotel in Bethlehem will feature six degrees of freedom - the user will be able to move freely within the space and experience the hotel and the wall next to the hotel from all angles and in full detail.

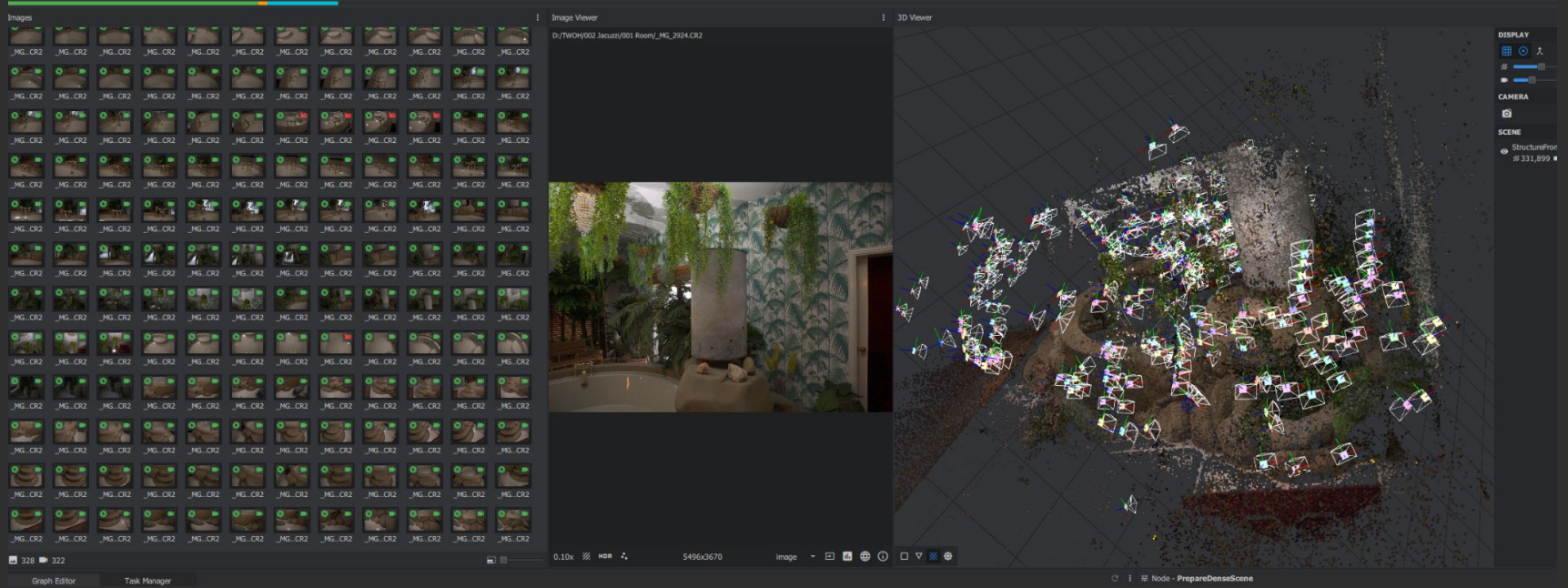
For this purpose, we will scan the hotel and the wall in 3D with a photographic technique (Photogrammetry) and create a photorealistic image as a 3D object. Interior elements will be integrated using the same process.

Photogrammetry is a technique in which a 3D model is generated from many single images from different angles. This technique is perfectly suited to prepare objects and spaces photo-realistically for virtual worlds.

When processing the images first a cloud of thousands of points with color values in a 3D space is created. In the next step, these points are connected to a 3D body (Mesh). This body is then smoothed and optimized. Finally, the material properties such as color values, gloss and light reflections are transferred.



IMPLEMENTATION CONCEPT



TARGET MARKETS

Prime target markets:

UK, all member states of the European Union: As contributors to the cultural funds and enablers of conciliatory processes. Great interest in modern art and Banksy, as well as in the Middle East conflict. Large Middle East Community.

Secondary markets:

North America and Latin America: Great interest in modern art and Banksy, and the Middle East conflict. Large Middle East Community.

All of MENA Region: Great interest in the Middle East conflict. Large Middle East Community



TARGET GROUP

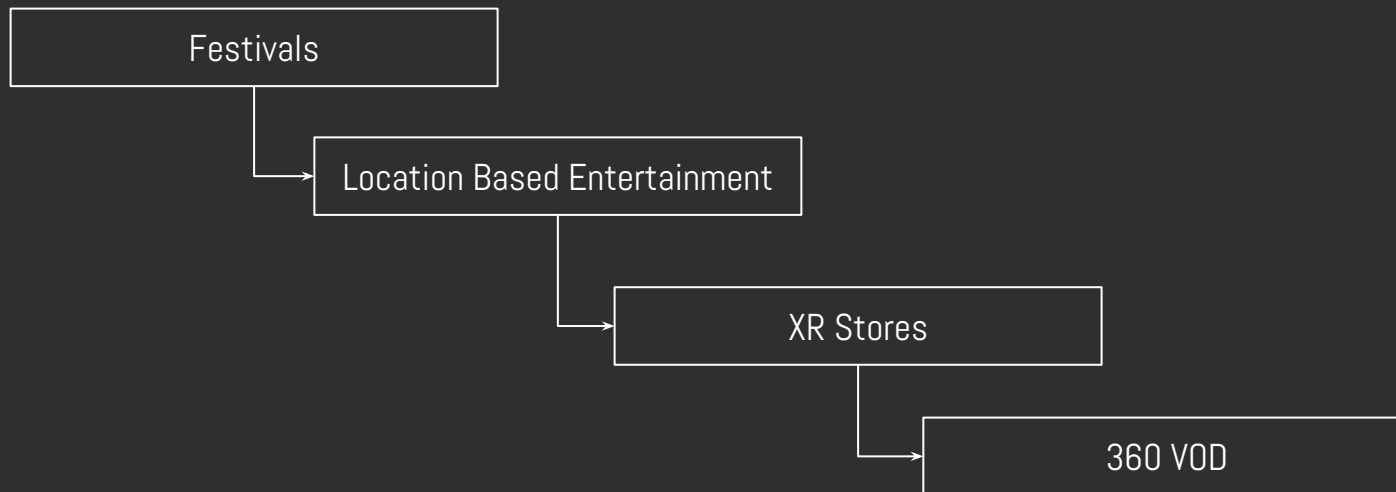
Beside fans of VR, our target market consists of fans of Banksy, art and street art aficionados, and people who are curious about the Middle East Conflict, human right organizations and activists.

TWOH can show at A-list festivals like Cannes, Venice or Toronto Film Festival as well as B festivals like Rotterdam. The film will have a second festival life in the Arab world, and, last but not least, at Human Right film festivals like Human Right Watch Film Festival and Movies That Matter.

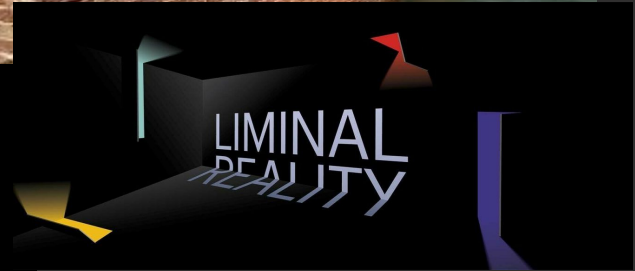
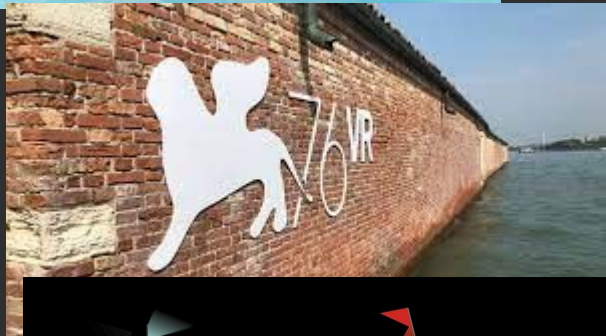
Museums and galleries will be top exhibitors for our experience. TWOH can be used as demonstration material in the Middle East studies at universities around the world and schools.



DISTRIBUTION



FESTIVALS 1/2



FESTIVALS 2/2



We are planning a festival run of about 12-18 months - to launch the project internationally, to promote it and to sell it at the associated markets. Banksy has promised that if he likes the implementation, he will be available for virtual live graffiti events.

POSITRON VISIONARY AWARD AT CANNES XR Strong connection to the Middle East, high recognition and international attention.

VENICE VIRTUAL REALITY - Thematically our experience fits very well (2019: The Key, 2018: Home After War), high attention and reach.

SUNDANCE FILM FESTIVAL - Long tradition in non-linear formats and VR, focus on narrative content.

SHARJAH BIENNALE - Strong connection to the Middle East, crossover to the art market.

As well as other festivals VR focus (VR Days Europe, VR Now Con & Awards, SXSW, VRHAM, New Image, Tribeca), Middle East film festivals (Cairo International Film Festival, Ajyal Film Festival, Red Sea Festival, El Gouna Film Festival) and documentary film festivals (IDFA, Hot Docs Film Festival, Visions du Réel, CPH:DOX, Sheffield Doc/Fest, Cinéma Du Réel, DOK Leipzig, DOK.fest Munich)



MUSEUMS AND LBE 1/2

Museums

Theme Parks

Events

Location Based Entertainment



**MUSEUM OF
OTHER REALITIES**



MUSEUMS AND LBE 2/2



After its festival run, we will provide the VR experience to international museums and location-based entertainment VR stations.

The British Museum, UK - Strong relation to Banksy and to Amer Shomali, both exhibited there.

Louvre Abu Dhabi, Emirates - Strong relation to the Middle East and to Amer Shomali

Moco Museum, NL - Strong relation to Blind Film and to Banksy

Bristol Museum & Art Gallery, UK - Strong relation to Banksy

Al Qattan Foundation, Palestine - Strong relations to the Middle East and Amer Shomali

Further Museums & LBE VR stations:

Dar El-Nimer for Arts & Culture, Beirut, Lebanon

Centre Phi, Montreal

SeMA, Seoul Museum of Art, Seoul, Korea

whitebox Art Center, NY, USA

Les halles, Bruxelles, Belgium

Musée du Graffiti, Paris, France

Staatsgalerie, Stuttgart, Germany

Yullbe, Germany

Tollwood Festival Munich, Germany

and many more.



XR STORES



Meta Quest

Meta Quest (+Rift)

SteamVR

VeeR

Pico Store

Apple XR Store

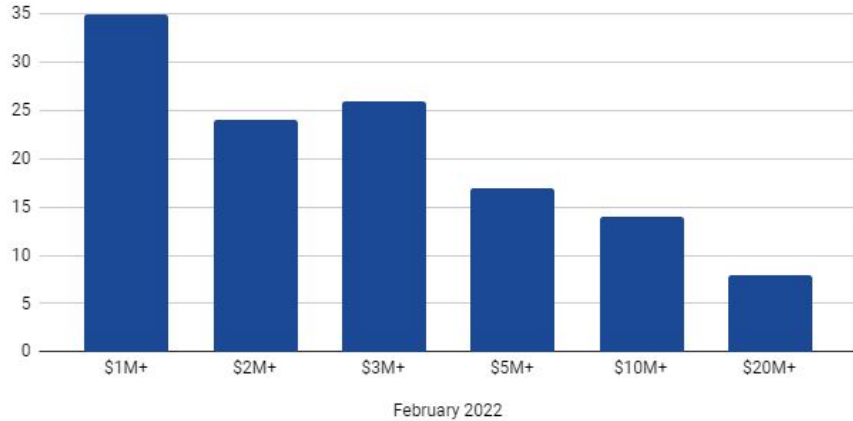


STEAM VR™

META QUEST STORE

Number of Quest Apps at Revenue Milestones

Data courtesy Meta

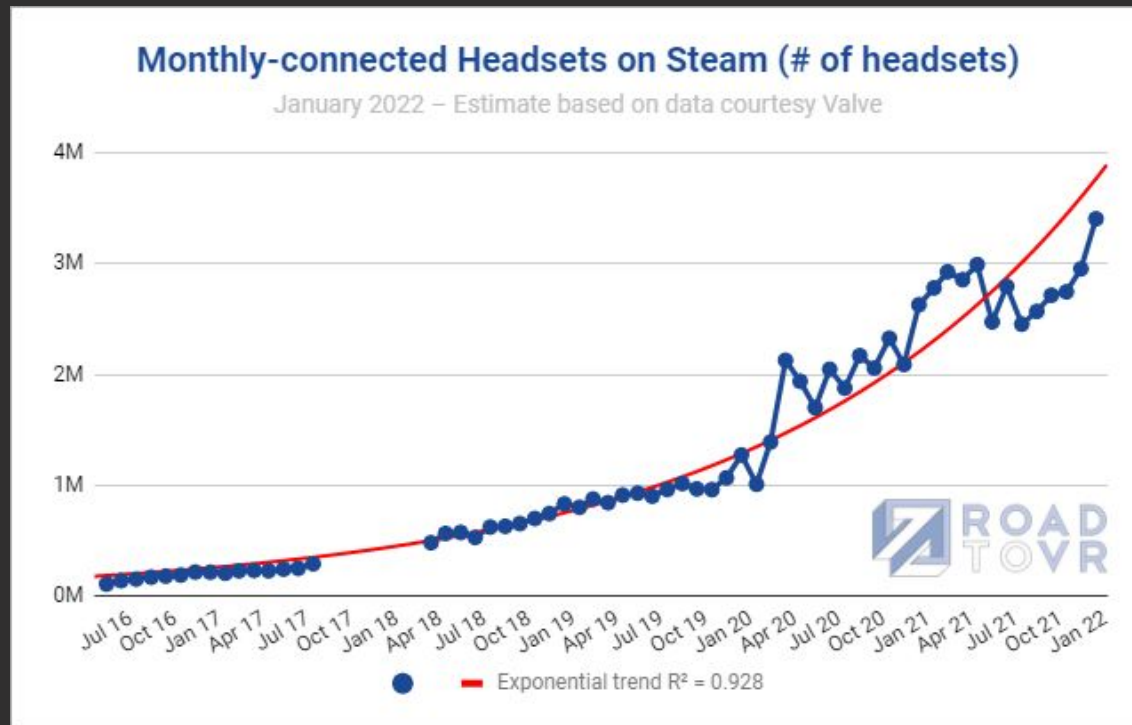


Quest Cumulative Content Revenue

February 2022 – Road to VR, data courtesy Meta



STEAM VR STORE



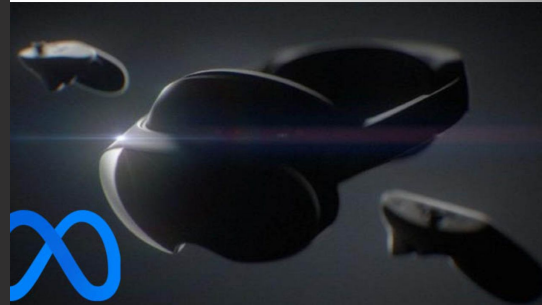
VR headsets have reached a significant new milestone of 3.4 million in January 2022

MARKET PUSH FOR 2022

Release PSVR 2

Release Apple XR Glasses

Release Quest 3



TEAM

Creative Director: Amer Shomali

Technical Director: Clarens Grollmann

Technical Artist: Alexander Degner

3d Artist: Roger Kellerhals

Developer: Sofia Lampe

DoP: Ibrahim Anton Handal

DIT: Wisam Aljafari

Production Manager: May Odeh (Palestine)
Regina Bovan (Germany)

Producer: May Odeh (ODEH FILMS),
Oliver Simon (K5 Factory),
Oda Schäfer (K5 Factory),
Clarens Grollmann (K5 Factory),
Joram Willink (BIND)



FACT SHEET

DESCRIPTION

Genre:	VR Experience
Game Elements:	Documentary, User-Art
Theme:	Adventure Game set The Walled Off Hotel
Style:	Realistic, Photometric Scans
Sequence:	Open World
Player:	Single player
Playtime:	60 minutes

GAME TECHNICAL

Form:	3d, VR, 6 DoF
View:	1st Person
platform:	Oculus
Game Engine:	Unity3D, C#
Device:	Oculus Quest 2

DISTRIBUTION

VR Festivals
Location Based Entertainment
Publishing in VR online stores for download
360° play out as streaming video

STATUS QUO

Design:	High Concept 2.0
Development:	Prototype finished
Financing:	Budget 700,000 EUR



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