

# *STEP INTO NATURE*

Pre - Production Document – Dada Studios

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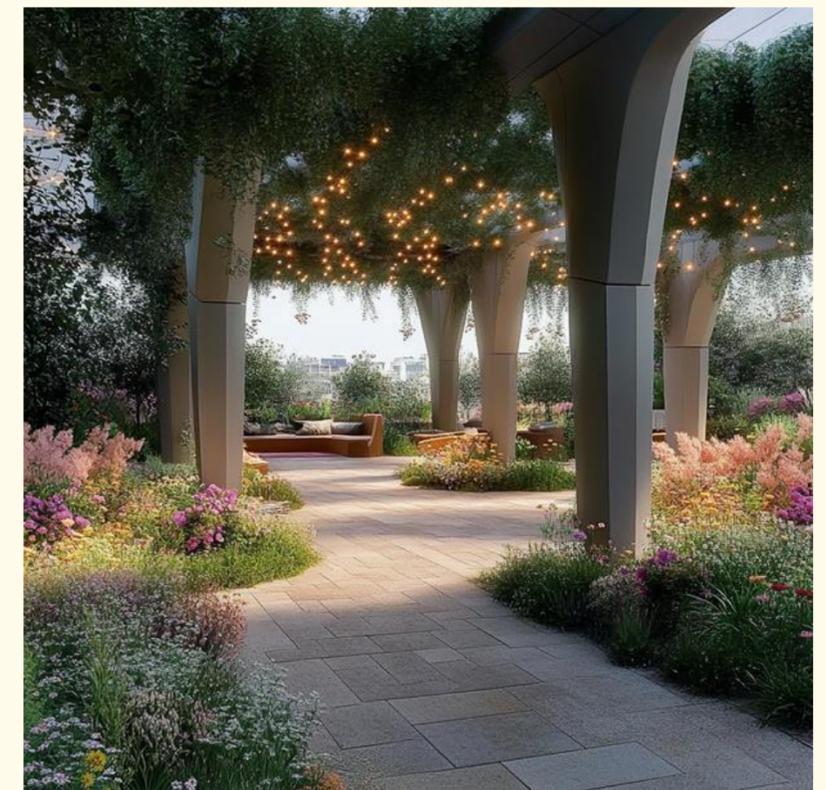
**Ella Herbert**

**Emma Woplin**

# *CONCEPT*

## *A sensory VR experience*

We're creating a Virtual Reality experience that transforms industrial spaces on the Greenwich Peninsula into green, lively areas with plants, trees, and flowers. The goal is to show how adding these elements can cool the space, improve well-being, and bring the community together.





## The Tide Bridge

We want to focus on the area under the Tide Bridge in the Greenwich Peninsula. It's a quiet, underused space with large pillars, and we see it as a great place to add flowers and greenery. By introducing plants to this space, we can show how greenery can transform neglected areas into more vibrant and inviting places.



*LOCATION*

# *VISUAL DEVELOPMENT*



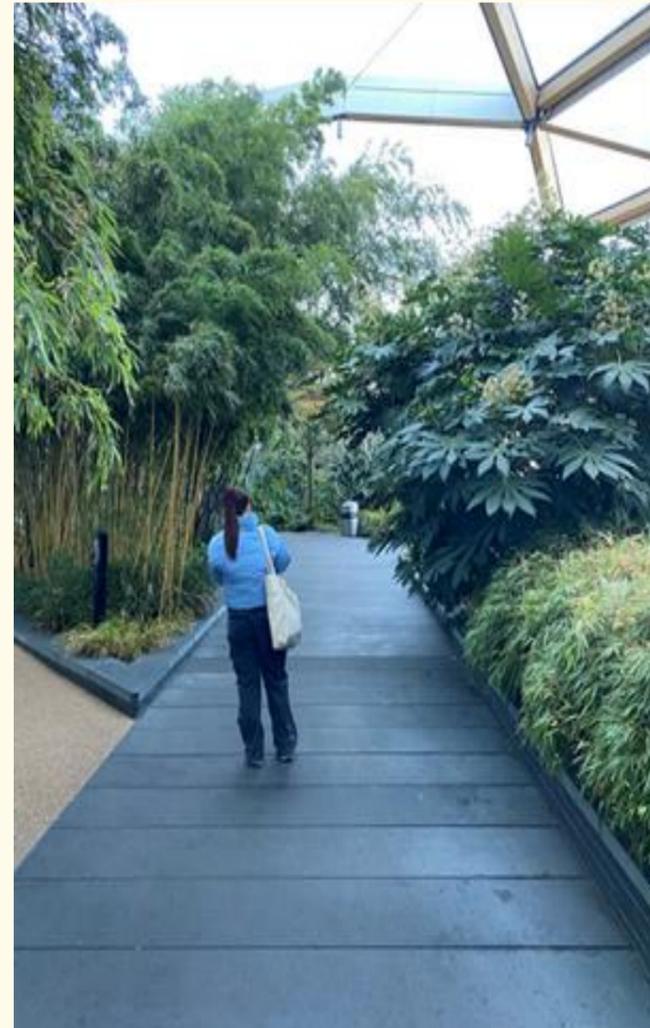
Images we generated in Midjourney to get a visual sense of what the real-life VR booths placed in neglected spaces could look like.



These are images we created to explore how the virtual version of the location we're focusing on could look.

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# *VISUAL DEVELOPMENT*



These real-life images we took of the Canary Wharf Sky Garden helped guide the visual direction of our concept, capturing the feel we aim to achieve with our own project.

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# *VISUAL DIRECTION*

We created these visual experiments in Cinema 4D to better explore the look and feel we want for our concept.

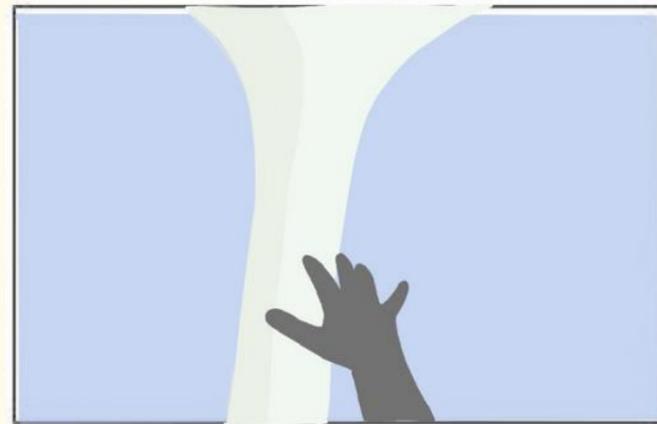
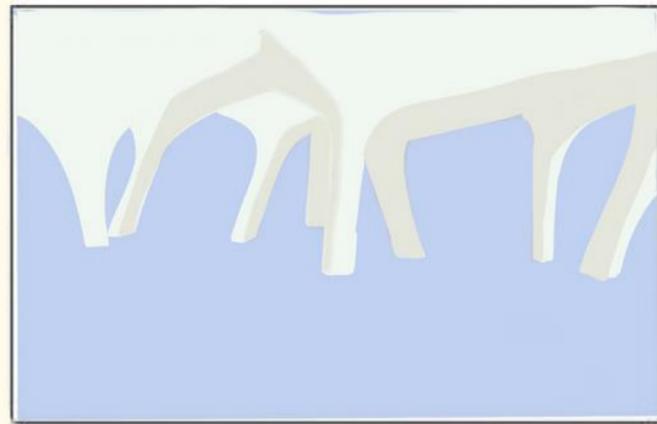


# MOODBOARD



This is the moodboard we created that includes spaces, textures, colours and aesthetics that align with the concept.

# VR EXPERIENCE STORYBOARD



The storyboard for the video that starts when the headset is put on. After this the user can then explore the location freely.