

This VR Animation Studio Is Making 3D Short Films into Virtual Playgrounds

Berlin, September 15th 2017

Granola Studios are a new VR animation studio committed to revolutionising storytelling. Founded by Dominik Faber and Axel Zehden, Granola Studios works at the intersection of technology and creativity bringing artists, animators, software engineers and game developers together.

Dominik and Axel were united by a dream to be inside a Pixar film and be able to move objects, walk freely around the space, and interact with the characters. This dream led them to start their own virtual reality studio and take on the mission of turning 360° short films into virtual playgrounds. Computer games have long been working with non-linear interactive storytelling, as has theatre, but cinema lacks the ability to allow the viewer to go on their own journey. Granola Studios are integrating interactive gaming elements with short animations, to incorporate interactive storytelling elements in VR cinematic experiences. Having successfully raised the angel round, Granola Studios are set to release their first VR experience in November. The first VR experience is called 'Marius and the Magic library' and combines AI-powered characters with striking animation. This experience will be available on all VR devices in high quality through Granola Studios' own streaming technology that depends on cloud computing.

Cloud computing is the solution to making VR more accessible to a wider audience. The possibility of streaming VR will revolutionise the entire market, as this will mean that an average internet speed and hardware capacity will be sufficient. Granola Studios are working on different ways of streaming VR that enable VR entertainment to be accessible from the average family sitting room. Cloud computing is not only changing the VR market, headsets are also more

affordable than they're ever been and Microsoft have just made significant investments in VR headsets. VR is the future, and the future is becoming the present.

At Granola Studios, we create enchanting stories that are available on all VR devices in high-quality through our own streaming app.

Our lovable characters live in virtual playgrounds, to be enjoyed in family living rooms around the world. Developed with artificial intelligence, our characters can respond to the player almost like in real life. Not just a game and not just a film, we include participatory moments in the narrative to make the player/viewer feel totally immersed.

During our research process we realized that when a group of people plays Marius the whole group participates, even though only one person has the headset. Imagine a family watching a football match, shouting instructions at the footballers on the screen, this is the atmosphere our experiences create. From picking up a telephone, to opening books, finding lost objects and interacting with our characters, we are discovering ways of making participatory VR experiences. Never ordinary, always imaginative, we bring magical worlds to life.