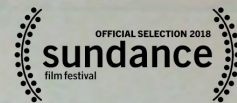


ROSARIO DAWSON IS LIVE IN

BATTLESCAR

~~PUNK~~ WAS INVENTED BY GIRLS



AN ANIMATED VR EXPERIENCE BY MARTIN ALLAIS & NICO CASAVECCHIA

AN ATLAS V PRODUCTION, IN CO-PRODUCTION WITH 1STAVEMACHINE, FAUNS & ARTE FRANCE IN ASSOCIATION WITH KALEIDOSCOPE

EXECUTIVE PRODUCERS RENE PINNELL MARIANNE LEVY-LEBLOND PRODUCED BY ARNAUD COLINART ANDREW GELLER CO-PRODUCER RAPHAEL PENASA

STORY BY MERCEDES ARTURO WRITTEN BY NICO CASAVECCHIA DIRECTED BY MARTIN ALLAIS & NICO CASAVECCHIA

WWW.BATTLESCARFILM.COM



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arte

KALEIDOSCOPE



BATTLESCAR

Created by Nico Casavecchia and Martin Allais



1stAveMachine



SCREENING INFO

Sundance Film Festival 2018 Section: New Frontier

Jan 18-28, 2018

New Frontier at The Ray

1780 Park Ave, Park City, UT 84060

*Ticketed Venue

New Frontier at Kimball Arts Center

1401 Kearns Blvd, Park City, UT 84060

*Open to credential holders on space-available basis

LOGLINE

New York City, 1978: When Lupe, a Puerto Rican-American teen, meets fellow runaway Debbie, the Bowery's punk scene and the Lower East Side are their playground. This coming-of-age narrative explores identity through animation and immersive environments as Lupe's handwritten journals guide users through her year.

SYNOPSIS

1978 New York City. Lupe, a Puerto Rican American 16 year old, meets Debbie on the cell of a juvenile detention center. Debbie will introduce Lupe to the punk rock scene of the Lower East Side and the secret worlds of Alphabet City.

BattleScar is an exploration of identity through immersive storytelling in VR.

EXTENDED SYNOPSIS

BattleScar follows a year in the life of Lupe, A Puerto Rican-American living in late 1970's New York City. The film utilises Lupe's handwritten journal to guide us through her experiences spanning across a the year 1978 as she meets Debbie, another runaway kid living in the city. Debbie will introduce Lupe to the Punk scene of the Bowery and expose her to the secret worlds co-existing in the Lower East Side in the late 70's. BattleScar is a coming of age drama that explores the theme of identity through the use of animation and immersive environments in virtual reality.

FILM STILL IMAGES AVAILABLE UPON REQUEST





THE CREATORS



Nico Casavecchia

Nico Casavecchia is an Argentine director, screenwriter and illustrator based in Los Angeles. His work employs mixed media techniques ranging from animation to live action.

His first feature film "Finding Sofia" debuted at the 2016 Austin Film Festival and was distributed domestically by Gunpowder & Sky.

Nico directed A Boy and His Atom, a stop-motion animated short film created by IBM Research scientists. It was made by moving carbon monoxide molecules, and is recognised by the Guinness Book of World Records as the world's smallest stop-motion film.

Nico's work has been showcased in Wired, BBC and New York Times, and film festivals as Sundance, BAFICI, Siggraph, Holland film festival, Ars Electronica, among others, and collected Gold and Bronze statues in Cannes, Clio, AICP, and London LIA awards.



THE CREATORS



Martin Allais

Martin Allais is a strong all-round visual artist, illustrator, animator and director. His work is full of originality and represents a mixture of various techniques. Experimentation, freshness and playfulness are key elements in his work, which strongly reflects in his finished pieces.

He co-founded the collective No-Domain, directing commercials for brands like Heineken, Seat and G4 Channel, among others. Whilst Martin was part of No-Domain, the New York based production company, Blacklist, Part of Psyop, Inc, represented the collective. Psyop is a multi awarded production company, creators of iconic commercials such as Coca Cola's Happy Factory Campaign and Crow for MTV.

As VJ, Martin has participated in international events like Designmai (Berlin), Sperm (Prague), Mapping (Geneve) and Sonar Festival Barcelona (editions of 2004 to 2007), touring with the festival as they official video performer.



In 2013 Martin founded Animal Studio, an animation production company based in Barcelona. In its short life Animal has been featured in Motionographer, Stashmedia, Cartoon Brew and Animated Review. Animal Studio has been awarded a Gold Laus and AICP award.

Brooklyn's 1stAveMachine bolstered their directing roster in 2014 with the addition of Martin. He directed commercials for clients like Facebook , Oreo & Samsung, obtaining a Bronze Lion for the last 2.

His illustrations have been featured in various publications all over the world, from print media to web platforms such as: Latino (Die-gestalten-Verlag), Lodown mag (Germany), Idn mag (China), Illusive (DGV), Tres logos and Cuatro logos (DGV), Bienal Iberoamericana de Diseño (SPN), Acido Surtido (Buenos Aires), Belio mag, Platanoverde (CCS), Freistil_ European Commercial Illustration (Germany), Iconographic mag (Spain), Mtv Latin Awards Off Air publications (Miami), Carnemag, Belio (Madrid), 81+ (Tokyo)

ARTISTIC STATEMENT

BattleScar is about identity. Our protagonist, Lupe, is a 16 year old Puerto Rican American living in the crossroads between her Latino roots and her American upbringing. Like many other Latino kids, Lupe was told by her parents that the Spanish language and the Latin American culture were a liability in America. She learned Español by herself, in secret, to understand her family and all the fighting at home. Lupe will discover, in her friendship with Debbie and the punk rock scene of the Bowery, a temporary suspension of the social construct that dictates who she supposed to be, an identity that feels foreign to her. Punk in the 70s was a common ground for kids of different backgrounds to come together and express their discontent with brutal honesty, a movement that inherited the beatnik passion for an individualistic rebellion.

We are both Latin American immigrants. After decades of living outside our countries we know that experiencing a different culture, every day, is a constant reminder of the particularities of your own identity. It forces you to observe your transformations and test your openness to the host country. We created BattleScar as a platform to discuss the tension between our backgrounds, the place we choose to live in and how that results in our understanding of ourselves.

From the beginning we felt Virtual Reality, the much discussed empathy machine, was the perfect medium to explore these

themes. What better tool for this conversation than one that puts audiences in Lupe's body, only to shift to a 3rd person perspective in the following scene. This juxtaposition of points of view, convey the explorations that the story is attempting on a literary level, through the voice over narration.

We have a long experience directing animation and mixed media projects, so telling a story with CGI characters is part of our DNA. The idea of transporting audiences to the late 70s in New York and recreating the experience of a CBGB concert or a squat house in the Bowery, is to us the most amazing opportunity. The immersive quality of virtual reality is giving us the unique opportunities to expand our body of work and explore this new language using our experience to navigate the filmmaking decisions. This film, to us, is as exciting on a conceptual level as it is from a formal point of view, and we are passionate about exploring its possibilities.

From the beginning we knew that this would be a voice driven story. The narrator was, to us, a the most important component of the experience. We wanted the actress that embody Lupe to have a sense of the Latino experience, a familiarity with the use of spanglish terms, and the talent to drive the wheel of a film that relies entirely on her voice to take audiences into the story. When Rosario Dawson read the script and showed us interest in embodying Lupe we knew we had the perfect partner to bring BattleScar to life. We are humbled and excited to work with such an amazing artist.

CAST



Rosario Dawson has garnered praise for her numerous collaborations with top actors and directors, making her one of Hollywood's most sought-after leading ladies. In addition to her work as a successful film and television actress, Dawson is an activist lending her time to a range of influential organizations, most notably Voto Latino, which she co-founded in 2004 to help empower Latino millennials to vote and influence change in government. She also recently co-founded,

alongside Abrima Erwiah, Studio One Eighty Nine, a social enterprise composed of creatives seeking to provide a platform to help promote and curate African and African-inspired content through an e-commerce shopping site, a supporting agency and an artisan-produced fashion collection called Fashion Rising Collection.

Dawson can most recently be seen as 'Claire Temple' in Marvel's "The Defenders," which streamed on Netflix on August 18, 2017. She first starred as 'Claire Temple' in the Netflix adaptation of the Marvel comic book series "Daredevil" in 2015, which premiered to critical and fan acclaim. She also previously reprised the role in the follow up Marvel/Netflix series "Luke Cage," season 2 of "Daredevil" and "Iron Fist."

Earlier this year, Dawson starred in director Denis DiNovi's thriller, UNFORGETTABLE, opposite Katherine Heigl, for Warner Bros. She also featured in THE LEGO BATMAN MOVIE as the voice of Barbara Gordon/Batgirl alongside Will Arnett, Zach Galifianakis, Michael Cera and Ralph Fiennes. The movie made \$312 million at the global box office. Dawson was seen in the Scott Rudin-produced TOP FIVE, directed by Chris Rock in 2014. Dawson played a New York journalist tasked with profiling a famous stand-up comedian turned serious actor (Rock). The film premiered at the 2014 Toronto International Film Festival to rave reviews and was subsequently purchased by Paramount Pictures in what became the largest sale of the festival. The film was released theatrically in 2014 to critical acclaim, with Dawson earning a Critics Choice Award nomination in the category of "Best Actress in a Comedy".

Earlier that year, Dawson reprised her role in the sequel *SIN CITY: A DAME TO KILL FOR* alongside Jessica Alba, Joseph Gordon-Levitt and Bruce Willis, and also starred alongside Michael Peña and America Ferrera in Diego Luna's *CESAR CHAVEZ*, a biopic about the civil- rights activist and labor organizer.

Other film credits include *ZOOKEEPER*, opposite Kevin James; Danny Boyle's thriller *TRANCE*, opposite James McAvoy and Vincent Cassel; Tony Scott's *UNSTOPPABLE*, alongside Denzel Washington and Chris Pine; *EAGLE EYE*, opposite Billy Bob Thornton and Shia LaBeouf; *EXPLICIT ILLS*, which premiered at the South by Southwest Film Festival and won an Audience Award; Quentin Tarantino's *GRINDHOUSE* with Kurt Russell; *DESCENT*, her first self-produced feature film under production banner Trybe Films; *CLERKS 2* opposite Kevin Smith; Dito Montiel's *A GUIDE TO REORGANIZING YOUR SAINTS* opposite Robert Downey Jr., Dianne Wiest and Channing Tatum; Oliver Stone's *ALEXANDER* with Colin Farrell and Angelina Jolie; *THE RUNDOWN*, alongside Dwayne Johnson and Christopher Walken; *JOSIE AND THE PUSSYCATS*, with Rachel Leigh Cook and Tara Reid; as well as the Spike Lee films *HE GOT GAME* with Denzel Washington, and *THE 25th HOUR* opposite Edward Norton.

Dawson's film career began at the age of 15 when she filmed the critically acclaimed indie drama *KIDS*, directed by Larry Clark. She later went on to star in *MEN IN BLACK II* opposite Will Smith and Tommy Lee Jones in 2002, and soon after also earned critical success with portraying Mimi Marquez in *RENT*, a big-screen adaptation of the acclaimed Broadway play that co-starred original cast members Anthony Rapp, Adam Pascal, Jesse Martin and Taye Diggs, for which she received the ShoWest Award for Supporting Actress of the Year. For her performance in Gabriele Muccino's *SEVEN POUNDS*, co-starring Will Smith, Dawson won the Best Actress in a Motion Picture Award at the 2009 NAACP Image Awards. For her television debut, Dawson starred in the Lifetime original movie, "Project Five", which sewed together five personal narratives depicting the effects of breast cancer through survivor stories. Under Alicia Keys' direction, Dawson was nominated for a 2012 NAACP Image Award nomination for her performance.

Dawson is also an active member of V-Day, an organization founded by Eve Ensler to help stop violence against women, and the Environmental Media Association, amongst others. She was also honored with the President's Volunteer Service Award for her valuable contributions to the community.

Dawson resides in both Los Angeles and New York.

ABOUT THE TEAM



Arnaud Colinart (Producer)

Beginning his career in digital content in the French award-winning production house Agat Films / Ex Nihilo, Arnaud Colinart's work merges new technologies and interactive mechanics with storytelling.

Colinart has over 10 years experience across multiple media industries spanning online documentary, animated series, video games and virtual reality experiences. Colinart has gained a reputation as one of the most acclaimed producers in the field of New Media.

After he produced and Co-Directed his first VR Experience, Notes On Blindness (Sundance New Frontier 2016, Tribeca Storyscapes Award 2016, SXSW Innovation Award Finalist 2017), Colinart decided to dedicate his work to immersive entertainment.

Colinart is the co-founder of ATLAS V with the VR pioneer duet Antoine Cayrol & Pierre Zandrowicz (Alteration, I-Philip) and digital entrepreneur Fred Volhuer. ATLAS V is at the crossroads of the French storytelling heritage and video game/interactive technologies.





Andrew Geller (Producer)

Andrew Geller is an EP and Head of Content at 1stAveMachine, helping push the commercial company into film, TV, VR/AR, digital media and talent management.

He executive produced and executive creative directed the 3-time Webby award winning digital channel, Field Day, a joint partnership with YouTube, and recently helped launch a new digital channel for the Google Cultural Institute. He executive produced the TV series "ThingamaBob" on History Channel 2, and produced the Hulu distributed feature film, Finding Sofia.

His 360 branded work has won many awards including a 2017 Silver Lion for Mobile Content, and named one of the best 360 ad campaigns by Facebook in 2017.



René Pinnell (Executive Producer)

René Pinnell is the founder & CEO of Kaleidoscope, a funding platform for independent VR creators. As a filmmaker & designer, René produced the acclaimed comedy show Backpack Picnic, directed the feature documentary King of Texas, sold a TV pilot to MTV, designed 5 products & founded 2 startups.



ATLAS • V

www.atlasv.io

At the crossroads of French storytelling heritage and video game technologies, AtlasV crafts immersive entertainment experiences.

AtlasV is based in Lyon, France, the birthplace of Cinema, invented by the Lumiere brothers. This is also a place where many video game startups have emerged. AtlasV has offices in Paris, New-York and Los Angeles.

The company is founded by Antoine Cayrol, Arnaud Colinart, Fred Volhuer and Pierre Zandrowicz. This quatuor is behind some of the most awarded storytelling pieces in VR shown in Sundance, Tribeca, SXSW, Venice Festival, Sheffield, Miami, and Kaleidoscope, among others. Past immersive experiences include 'Notes on Blindness' (7 awards and 50+ selections), 'Alteration' (9 awards and 15+ selections) 'I,Philip' (5 awards and 20+ selections) or 'Kinoscope' (3 awards and 20+ selections).



1stAveMachine

www.1stavemachine.com

1stAveMachine is a mixed media production company and storytelling outfit. We create video, digital, VR, and experimental content for TV, print, web and mobile, all with a unified singular vision.

1stAveMachine has won many awards since our formation, including numerous Gold, Silver, and Bronze Cannes Lions, AICP awards, One Show awards, Andy awards, and many others. Our work has been featured across the globe and during the Super Bowl. Creativity Magazine declared us one of the top production companies of the year in 2015. 1stAve's Directors have been featured in the Saatchi & Saatchi new director's showcase, 2011 Creativity Magazine most awarded directors, and ADC Young Guns.

Based on a collective model, 1stAveMachine is comprised of the work of an international roster of 40 plus directors and a team of collaborators from a wide range of disciplines.

We have offices in New York, Los Angeles, London, Argentina, as well as multiple global affiliations. We partner with ad agencies and brands to create "stories to share."



KALEIDOSCOPE

www.kaleidoscope.fund

Kaleidoscope was founded in October 2014 by entrepreneurs René and Selena Pinnell. An invite-only community for top VR creators and industry leaders, Kaleidoscope is a funding platform for premium VR films, games, and experiences. In 2015 Kaleidoscope produced the first virtual reality festival earning coverage in top publications such as The New York Times, LA Times, and VICE. Partnering with companies like Wired and Facebook, Kaleidoscope has gone on to produce high-profile events around the world that explore the art, science, and business of virtual reality. To date, Kaleidoscope has helped raise more than \$3MM for independent VR creators, and projects discovered on our platform routinely go on to screen at major festivals such as Sundance, Tribeca, IndieCade, Cannes, and SXSW.

CREDITS

Lead Artist : Martin Allais & Nico Casavecchia

Key Collaborators : Arnaud Colinart, Andrew Geller,
Raphael Penasa, René Pinnell

Created by : Martin Allais & Nico Casavecchia

Story by : Nico Casavecchia and Mercedes Arturo

Narrated By: Rosario Dawson

Written by : Nico Casavecchia

Producers : Arnaud Colinart, Andrew Geller

Co-Producers : Raphael Penasa, Martin Allais, Nico Casavecchia,
Alethea C. Avramis, Fred Volhuer

Executive Producers : René Pinnell, Marianne Levy-Leblond

Co-executive Producers : Jill Klekas, Serge Patzak,
Sam Penfield, Arvind Palep

Associate Producers : Flore Poinsard, Dominique Peyronnet,
Pierre Zandrowicz, Antoine Cayrol

Coordinating Producers : Corentin Lambot, Maud Beckers

Wardrobe Consultant : Mercedes Arturo

Lead Animator : Josselin Authelet

Lead Developer : Charlie Toqué

Dev/Creative Coder : Gabriel Bonnefond

3D Artists : Marion Volpe, Adrien Gelbmann,
Léo Ledoux, Thomas Garrigues

3D Animators : Amandine Grosjean, Anatole Huynh

Production company : ATLAS V, 1stAvenue Machine, FAUNS
in coproduction with : ARTE France

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