X-RAY FASHION

A Virtual Reality Experience
Directed by Francesco Carrozzini
Created by
MANND

Directed and Narrated by
Francesco Carrozzini

Produced by
Connect4Climate - World Bank Group
Vulcan Productions

With the support of
Alcantara

Executive Producer
Paul G. Allen

Executive Producers
Carole Tomko
Matt Milios
Giulia C. Braga
Francis J. Dobbs

VR Experience Design by
Molamil

Production Company
Operator LLC

Director of Production Management
Ruth Johnston

Script Writers
Francesco Carrozzini
William Gritten
Signe Ungermand
Maria Herholdt Engermann

Experience Design & Technical VR Production
Nikolaj Stausbøl - Molamil
Hannah Gutkauf - Molamil

Producers
Kathleen Heffernan
Stine Moisen

Associate Producer
Nabil Elderkin

Crew

Director of Photography
Elisha Christian

Production Manager
Kim Nyhous

Production Coordinators
Andrea Dramer
Nabeer Khan

Costume Designer
Rushka Bergman

Camera Operator
MANND

Woman at garment factory
Kalyani Jha

Drain cleaners
Kondiram, Narsigh

Kids at the drain
Aniket, Aditya, Rishikesh, Rohit

Cotton Factory Worker
Dhula Ram

Runway model 1
Carolina Marie

Runway model 2
Gwen Van Meir

Runway model 3
Imani

Runway model 4
Amy Lefevre

Runway model 5
Snow Dolkinson

Photographer 1
Tiffany Frances

Photographer 2
Alexis Adam

Photographer 3
Danny Luketin

Photographer 4
Stephen Pompee

Photographer 5
Ariel Rorberson

Photographer 6
Lamar Robillard
INDIA CREW

Line Producers
Dorics George
Sohil Thakkar

1st AD
Abhishek Singh

Camera Attendant
Sanjay Gupta

Gaffer
Ramesh Sadrani

Key Grip
Kaltin Arlappa

Location Sound Recordist
Kalhan Raina

Sound Assistant
Santwana Bayaskar

Location Manager (Mumbai)
Navit Dutt

Production Manager (Mumbai)
Ramnath Ingale

Line Producer (Gujarat)
Ghanshyam Jadeja

Production Assistants (Gujarat)
Siddharth Mehra
Virendra Singh

Production Assistant
Geeta Arya

Key Grip
Brian MacLean

Best Boy Grip
Justin Amorusi

Grip
Ian Clarke

Sound Mixer
Rob Bluernke

Wardrobe Assistant
Brittany White

Hair and Makeup
Margie Bresciani

Hair and Makeup Assistant
Apoorva Rao

Production Assistants
Ellis C. Hoffmeister
Kevin Booruang
Catherine Grogan

POST-PRODUCTION

VR Production Design
Hannah Gutkauf - Molamil

Music
Pressure Cooker Collective

Art & Animation
Sule Serubugo
Denisa Skantarova

Special Effects and Creative Technologist
Nikolaj Stausbøl

Color Grader
Jian Zhi Zhang

Motion Graphics & VFX Designer
Tim Damgaard

3D Sound Design & Development
Per Beck Hansen - AWE
Søren Elbek - AWE

NEW YORK CREW

1st AD
Robin D’Oench

Production Coordinator
Michael Hanson

Gaffer
David Morett

Best Boy Electric
Eric Gentry

Electric
Phil Thompson
SPECIAL THANKS
Livia Firth
Eco-Age
Camera Nazionale della Moda Italiana
UN Partnership on Sustainable Fashion and the SDGs
Middle Earth Pictures, Mumbai
Pier 59 Studios
Rowena Gorospe
Doug Coblens
Jimmy Vainstein
Roxana Bravo Denis

UNITING4CLIMATE VR PITCH
COMPETITION JURY
Kristalina Georgieva
Louie Psihoyos
Gian Luca Galletti
Bianca Jagger
Susan Rockefeller
Carole Tomko
Inia Seruiratu
Gaboh Arora
Greta Scacchi
Jessica Brillhart
I was attracted to this project for its strong political message and the chance to experiment with VR. I have worked in the fashion industry for many years, but ignored its impacts on people and the planet. This one of the most eye-opening experiences of my professional life. I hope the film will educate global citizens and encourage them to act.

**SYNOPSIS**

The fashion industry is responsible for 20% of global wastewater and 10% of global carbon emissions. What’s more, fashion is often linked to human rights violations including dangerous work conditions, long hours, and instances of modern slavery. X-Ray Fashion explores the darker side of the industry in an immersive, multi-sensory installation uncovering the hardships workers must endure and the environmental threats caused by the garment production process. From the cotton field to the dyeing vats that color local waterways, to the sewing sweatshops and landfills of discarded clothes, the journey will challenge the way you think about the clothes you wear and the choices you make.

**DIRECTOR’S COMMENTS**

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**FRANCESCO CARROZZINI**

Francesco Carrozzini was born in 1982 in Monza, Italy. He worked as a photographer for Rolling Stone, L’Uomo Vogue and Vanity Fair, and directed music videos for Beyoncé, Jay Z, and Lenny Kravitz. His first feature documentary film “Franca: Chaos and Creation” premiered at the 73rd Venice Film Festival and was awarded the Nastro D’Argento by the Italian film press.
PRESS RELEASE
World Bank Group’s Connect4Climate, Vulcan Productions and Alcantara sign on to support young creatives by producing the winning concept of Uniting4Climate Virtual Reality Pitch Competition to shine a light on the impact of fashion on climate and human rights

Washington, D.C. — August 21, 2018 — Connect4Climate, the World Bank Group’s global climate communications and partnership program, is proud to present X-Ray Fashion which will screen in competition at the 2018 Venice Film Festival in the Virtual Reality section. X-Ray Fashion exposes the dark story of the world’s second largest polluter: the fashion industry. It is co-produced by Paul G. Allen’s Vulcan Productions with the support of Alcantara, a certified “Carbon Neutral” company.

Directed by Italian-born director and fashion photographer Francesco Carrozzini (Franca: Chaos and Creation), X-Ray Fashion is a cinematic VR experience built around a 49-square meter physical installation that guides the viewer through the different stages of garment production from cotton farm to sweatshop, and from catwalk to consumer purchase to the afterlife of the garment. The seven scenes of the film consist of 360-degree live-action footage that imparts a stunning, photo-realistic atmosphere. The transitions between the scenes consist of a CGI environment that allows the viewer to walk between the different scenes. This cinematic experience is a pioneering VR piece that tests the implementation of physical and sensory effects through settings that incorporate heat, wind, scent and shifting terrain. By adding multidimensional sensorial effects, the filmmakers seek to draw the participant into an immersive physical experience that enriches storytelling in a new way.

Carrozzini states, “I have worked in the fashion industry for many years, but regretfully I ignored the consequences our business has on the environment and people around the world. When the World Bank Group’s Connect4Climate program and Vulcan Productions proposed that I direct the film, which was so beautifully conceived by MANND, I felt compelled to be part of it, as a way to learn even more about the impacts that I had neglected for so many years. I was immediately attracted to this project because it held the potential for experimentation with strong political messages and virtual reality. This has been one of the most eye-opening experiences of my professional life, and I hope the film will educate the world about some of the harsh realities of the fashion industry.”

The story of X-Ray Fashion begins at a fashion show where audiences mingle with catwalk models wearing stunning clothing as photographers flash their cameras. Audiences are ensconced in glamour as the narrator, Carrozzini himself, tells of a survivor of the tragic Rana Plaza disaster who told him that, “In some parts of Asia, the color of the rivers can predict the palette of the upcoming trends fashion.”

The original concept for the X-Ray Fashion installation was developed by the Danish VR company MANND for the Uniting4Climate VR/360-Video Pitch Competition established in 2017 by Connect4Climate – World Bank Group.
Giulia Braga, Program Manager of the World Bank Group’s Connect4Climate program states, “The power of immersive storytelling and new technologies to connect people with real issues around the world can not only inspire others to take action, but also has the potential to completely shape the way stories are told in the future with this new medium. Virtual reality can create profound empathy and that is a very powerful tool, especially for groups like Connect4Climate, working to deliver messages that will connect with people and inspire positive change. We are excited to introduce this experience to audiences and provide a deeper understanding of the impacts of the fashion industry on people and the planet.”

Andrea Boragno, President and CEO of Alcantara, says, “With the rapid development of ready to wear fashion for the everyday consumer, it is imperative that we highlight the effects that mass production and consumption has on the planet. The story of X-Ray Fashion utilizes immersive technology to show we can all be more conscious of our purchasing habits, and the consequences that these choices have on people and the environment.”

“At exposing the harsh realities of the fashion industry supply chain, this project will bring new awareness to these human rights and environmental issues, and showcase the power of innovative virtual reality technology,” says Ruth Johnston, Director of Production Management at Vulcan Productions. “We are thrilled to be working with our partners at Connect4Climate — World Bank Group on this, and can’t wait for audiences to experience it all in Venice.”

X-Ray Fashion can be experienced by media and Festival delegates from August 29 to September 9. The VR installation, on Lazzeretto Vecchio Island, will be open to the public from September 4 to 8. VR passes may be purchased on the Biennale website: labiennale.org.

ABOUT CONNECT4CLIMATE

Connect4Climate (C4C), also known as the Communication for Climate Change Multi Donor Trust Fund (MDTF), is a global partnership program based at the World Bank Group, dedicated to climate change communications. It is supported by the Italian Ministry of Environment, Land and Sea, the German Federal Ministry
for Economic Cooperation and Development and the World Bank Group, along with more than 400 partners from civil society, media networks, international organizations, academic institutions, youth groups and the private sector. Film4Climate is the official C4C campaign dedicated to advance social change and environmental protection through cinema, with more than 160 partners from the global film industry. For more information, please visit: connect4climate.org

ABOUT VULCAN PRODUCTIONS

Vulcan Productions is dedicated to the power of storytelling. The company produces content and large-scale campaigns that entertain, inspire and change the way people understand the world's toughest challenges. The films, television series and digital content spark ideas and turn action into measurable impact. Founded by Paul G. Allen and Jody Allen, Vulcan Productions creates content across all formats and genres, and spotlights Mr. Allen's impact work in biodiversity, science, climate, technology, current social issues, history and the arts. Vulcan Productions uses cutting edge technology to create unique experiences for its audiences, by incorporating virtual, mixed and augmented reality. The team's award-winning projects include USS Indianapolis: Live from the Deep, STEP, The Ivory Game, Unseen Enemy,

ABOUT ALCANTARA S.p.A.

Founded in 1972, Alcantara represents a prime example of Italian-produced quality. As registered trademark of Alcantara S.p.A. and result of a unique and proprietary technology, Alcantara® is a highly innovative material, offering an unrivalled combination of sensory, aesthetic and functional qualities. Thanks to its extraordinary versatility, Alcantara is the choice of leading brands in a number of application fields: fashion and accessories, automotive, interior design and home décor, consumer-electronics. These features, together with a serious and certified commitment in terms of sustainability, make Alcantara a true icon of contemporary lifestyle: the lifestyle of those who want to fully enjoy their everyday life, respecting the environment. Since 2009 Alcantara is certified “Carbon Neutral”, having defined, reduced and offset all the CO2 emissions derived from its activity. To mark out the path of the company in such a field, every year Alcantara draws up and publishes its own Sustainability Report, certified by Bdo authority and available also on the corporate website. Headquartered in Milan, Alcantara production site and R&D department are located in Nera Montoro, in the heart of Umbria Region (Terni). alcantara.com

ABOUT MANND

MANND is a promising young VR company focusing on immersive VR performances and installations. MANND has previously demonstrated that they have the mindset and ability to create original VR content such as their VR installation, Separate Silences. The VR project. Separate Silences premiered at Cannes, Venice in 2017 and Luxembourg Film Festival 2018, where it received positive attention from both people within and out of the VR industry.
PRESS RELEASE
Il programma Connect4Climate dell’organizzazione internazionale The World Bank Group, Vulcan Productions e Alcantara S.p.A. insieme a giovani creativi per un’esperienza in virtual reality che accende i riflettori sull’impatto della moda sul clima e sui diritti umani nel mondo

**Washington D.C. — 21 Agosto, 2018 —**


Diretto dal regista italiano **Francesco Carrozzini** (Franca: Chaos and Creation), **X-Ray Fashion** permette di vivere un’esperienza cinematica di virtual reality, in un’installazione fisica di 49 metri quadrati il visitatore avrà occasione di seguire la vita di un capo di abbigliamento, dalla produzione alle passerelle dell’alta moda, sino alla distribuzione al consumatore e oltre, quando l’indumento verrà dismesso. Le sette scene del film consistono in immagini dal vivo a 360 gradi, che conferiscono una impressionante atmosfera foto-realistica. Il filmato, generato in ambiente CGI, permette allo spettatore di divenire parte della rappresentazione ed esplorare lo spazio circostante. Un progetto pioneristico in realtà virtuale che permette di vivere un’esperienza totalizzante, grazie all’application di effetti poli-sensoriali che espongono al calore, al vento, agli odori e al movimento del terreno.

Carrozzini, regista e fotografo di moda, ha affermato, “Ho lavorato nell’industria della moda per molti anni ignorando, purtroppo, le conseguenze del nostro business sull’ambiente e sulle persone in tutto il mondo. Quando il programma **Connect4Climate** della Banca Mondiale e **Vulcan Productions** mi hanno proposto di dirigere il film, così magnificamente concepito dai giovani creativi di **MANND**, ho sentito di dover prendere parte a questa esperienza in modo da imparare di più sull’impatto ambientale della moda, che non ho percepito per così tanti anni. Sono stato immediatamente attratto dal progetto per l’alto potenziale di sperimentazione, il fortissimo messaggio politico e la realtà virtuale. Questa è stata una delle esperienze della mia vita professionale che ha generato in me maggiore consapevolezza. Spero che il film possa sensibilizzare il mondo sul tema e ispirare azione globale.”

La storia di **X-Ray Fashion** inizia con una sfilata di moda in cui gli spettatori, avvolti dal glamour dei loro abiti, si mescolano con le modelle in passerella sotto la luce dei flash delle macchine fotografiche; durante il defilé il narratore, lo stesso Carrozzini, racconta di un sopravvissuto al disastro di Rana Plaza, spiegando che in alcune parti dell’Asia il colore dei fiumi predice le imminenti tendenze della moda.
Il concetto originale dell’installazione *X-Ray Fashion* è stato sviluppato dalla società danese di virtual reality MANND per la *United4Climate VR/360-video Pitch Competition*, un concorso creato nel 2017 da *Connect4Climate* nell’ambito di *Film4Climate*, iniziativa finalizzata a creare opportunità di sensibilizzazione nel settore cinematografico e a supportare giovani registi.

Giulia Braga, Program Manager di *Connect4Climate*, ha dichiarato, “la forza immersiva delle nuove tecnologie applicate al racconto narrativo permette alle persone di entrare in contatto coi problemi del mondo, ispirando azioni condivise e conferendo al racconto nuove forme. La realtà virtuale genera profonda empatia ed è uno strumento potenzissimo, specialmente per i gruppi come *Connect4Climate*, per trasmettere messaggi che possano ispirare cambiamenti positivi. Ci sentiamo emozionati nel proporre questa esperienza ad un pubblico internazionale per contribuire a sensibilizzare i consumatori sull'impatto ambientale dell'industria della moda sulle persone e sul pianeta.”

Andrea Boragno, Presidente e CEO di *Alcantara*, ha affermato che “con il rapido sviluppo del prêt-à-porter è imperativo evidenziare gli effetti che la produzione e il consumo di massa hanno sul pianeta. *X-Ray Fashion* utilizza la tecnologia immersiva VR per dimostrare che dobbiamo essere tutti più consapevoli delle conseguenze sulle persone e sull'ambiente derivanti dalle nostre scelte. Ci auguriamo che comunicare la realtà degli impatti del settore possa incoraggiare una nuova consapevolezza in tema di diritti umani e cambiamenti climatici, contribuendo a coinvolgere i cittadini in questi importantissimi temi.”

Come ha dichiarato Ruth Johnston, Director of Production Management di *Vulcan Productions*, “Siamo entusiasti di continuare lavorare con il nostro partner *Connect4Climate* del Gruppo Banca Mondiale e non vediamo l'ora di poter condividere questo progetto con il nostro pubblico a Venezia.”


Nel 2016 *Connect4Climate* ha prodotto il primo video in realtà virtuale a 360 gradi del Gruppo Banca Mondiale, *March4Heart*, in collaborazione con lo studio Ryot. *March4Earth* presenta un'esperienza immersiva legata alla “Peoples March for Heart”, un evento che ha riunito migliaia di persone a Roma e sostenuto l’Enciclica “Laudato Si” e i messaggi di Papa Francesco in tema di ecologia integrale e cura per la nostra casa comune.

Maria Herholdt Engermann e Signe Ungermand, co-fondatrici di *MANND*, sostengono che vincere la *Uniting4Climate Virtual Reality Pitch Competition* ideata da *Connect4Climate* ha “dato un’opportunità unica e stimolante per creare un concetto originale e una produzione di scala internazionale per generare consapevolezza su un argomento fortemente rilevante quale l’inquinamento globale causato dall’industria della moda. *MANND* è specializzata nel racconto immersivo di storie attraverso la realtà virtuale per coinvolgere il pubblico in un modo nuovo e stimolante. Ci auguriamo che questa esperienza possa fornire valore aggiunto al dibattito in tema di responsabilità dei consumatori e dell’industria per fare di questo mondo un luogo più sostenibile.”

L’installazione di realtà virtuale *X-Ray Fashion* sull’Isola del Lazzaretto Vecchio sarà aperta al pubblico dal 4 all’8 settembre.
CONNECT4CLIMATE

Fondo per la sensibilizzazione sul tema del Cambiamento Climatico, è un programma di partenariato globale del Gruppo Banca Mondiale. È supportato dal Ministero italiano dell’Ambiente del territorio e del mare, dal Ministero Federale tedesco per la cooperazione economica e lo sviluppo e dalla Banca Mondiale insieme a oltre 450 partner della società civile e network di comunicazione, organizzazioni internazionali, istituzioni accademiche, gruppi giovanili e settore privato. Film4climate è la campagna ufficiale di C4C dedicata a sostenere il cambiamento sociale e la protezione ambientale attraverso il cinema, con il supporto di oltre 160 partner dell'industria del cinema globale. Per maggiori informazioni visita il sito, connect4climate.org

VULCAN PRODUCTIONS

Vulcan Productions si dedica alla forza della narrazione. L'azienda produce contenuti e campagne di larga scala per l'entertainment, l'ispirazione e la comprensione delle sfide mondiali più impegnative. I film, le serie televisive e i contenuti digitali stimolano idee e trasformano le azioni in effetti misurabili. Fondata da Paul G. Allen e Jodie Allen, la Vulcan Productions crea contenuti in un ampio spettro di formati e generi, evidenziando il lavoro di Allen in tema di biodiversità, scienza, clima, tecnologia, problemi sociali, storia e arte. La Vulcan Productions utilizza tecnologie allo stato dell'arte, come realtà virtuale e realtà aumentata, per creare un'esperienza unica per il pubblico. Tra i progetti maggiormente rappresentativi, USS Indianapolis, Live from the Deep, STEP, The Ivory Game, Unseen Enemy, Racing Extinction, Naledi: A Baby Elephant's Tale, News & Documentary vincitori di Emmy e nominate agli Academy Award®, Body Team 12, Mind of a Giant, We the Economy, We the Voters, Ocean Warriors, #ISurvivedEbola, Girl Rising and Ballet Now. La nuova produzione comprende Ghost Fleet and Oliver Sacks. Per informazioni su Vulcan Productions e la sua leadership nella generazione del cambiamento attraverso racconti di impatto visita, vulcanproductions.com

ALCANTARA S.p.A

Ulteriori informazioni su:
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instagram.com/alcantara_company

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MANND

MANND è una giovane e promettente azienda di realtà virtuale che si occupa di eventi e installazioni immersive. MANND ha già dimostrato di possedere la mentalità e la capacità di creare contenuti di realtà virtuale originali, come ad esempio l’installazione VR “Separate Silente”. Il progetto VR presentato a Cannes e Venezia nel 2017 e al Film Festival del Lussemburgo nel 2018 ha ricevuto grande attenzione dal pubblico dentro e fuori l’industria della realtà virtuale.
ALCANTARA sostiene X-Ray Fashion

Un’esperienza di realtà virtuale diretta da Francesco Carrozzini


X-Ray Fashion sarà presentata alla 75a Mostra Internazionale del Cinema di Venezia.

L’industria della moda è responsabile del 20% dei rifiuti globali e del 10% delle emissioni globali di CO2. La moda viene spesso collegata a violazioni dei diritti umani quali condizioni di lavoro pericolose, orari eccessivi e altro. X-Ray Fashion esplorerà il lato più oscuro del settore e il suo impatto sul cambiamento climatico attraverso un’installazione multisensoriale immersiva.


X-Ray Fashion promuoverà una maggior sostenibilità nel settore e iniziative significative.
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To access photos, click here

To download the social media toolkit, including videos, images and more, visit: connect4climate.org
The average consumer is now purchasing 60% more items of clothing than 20 years ago.

The fashion industry accounts for 10% of global carbon emissions – more than all international flights and maritime shipping combined.

20% of global waste water comes from the production of garments, while cotton farming is responsible for nearly a quarter of the world’s insecticides.

85% of textiles are sent to landfills or incinerators – 60% within a year of being made.
X-RAY FASHION

A Virtual Reality Experience
Directed by Francesco Carrozzini