



## LEGENDARY ROCK BAND QUEEN + ADAM LAMBERT'S VIRTUAL REALITY CONCERT EXPERIENCE TO WORLD PREMIERE AT TRIBECA VIRTUAL ARCADE AT WESTFIELD WORLD TRADE CENTER

**MEDIA RELEASE**

**NEW YORK, NY** (November 18, 2016) — The World Premiere of legendary English rock band QUEEN + Adam Lambert's first live-concert VR experience **VR THE CHAMPIONS** has been added to the free **Tribeca Virtual Reality Arcade at Westfield World Trade Center** for the closing weekend, November 18 – November 20, 2016 (12pm – 8pm). The 3D VR film shot in front of an audience of 15,000 fans live in Barcelona in May 2016 features performances of Radio Ga Ga, We Will Rock You, and We Are the Champions. The production used a four-point wire to enable the camera to fly above the audience and amongst the band, capturing their performance in a truly immersive way.

Westfield, in partnership with **Tribeca Enterprises**, the producers of the Tribeca Film Festival and the world's premier curators of VR, kicked off the **Tribeca Virtual Arcade** at Westfield World Trade Center < 185 Greenwich Street, New York, NY 10007 > the first weekend in November. For the past two weekends the attendance was at maximum capacity with thousands of guests experiencing the projects.

For the closing weekend, visitors can partake in five virtual worlds: rock out with a transformative concert experience from an impossible perspective, from the stage to the audience; battle with invading space aliens; defy gravity; discover a supernatural gift bestowed upon modern day New York City; and explore wildly imaginative dreamscapes that blur boundaries between fact and fiction, reality and fantasy—and ultimately—between the physical and digital worlds.

"Having been enchanted by stereoscopy all my life, I'm thrilled that we've been able to dive in to VR, and deliver the first truly immersive 360-degree 3D 'flying rig' rock concert footage," said Queen guitarist Brian May. "This turned out to be a show-stopper ... so enjoy, and there is more to come. Rock!"

The five featured VR selections showcased at Westfield World Trade Center include:

**VR The Champions**, created by Miracle and Eagle Rock Films with Jannicke Mikkelsen, and starring Brian May, Adam Lambert, Roger Taylor: This unique VR film gives the viewer a concert experience like no other. The film offers everything from front row access to the ultimate on-stage experience together with the band. Captured in flying 3D-360 the viewer is taken on a unforgettable journey hovering above the audience and flying alongside Queen guitarist Brian May, Queen drummer Roger Taylor, and lead singer Adam Lambert, performing on the grand stage of Barcelona's Palau St. Jordi. Offering the complete experience of heightened reality, this film is captured in 3D and delivered with ambisonic audio to make this concert even more virtually real than you could ever imagine.

**"Invasion!"**, created by Baobab Studios: From Eric Darnell (*Antz*, *Madagascar*) this interactive animated VR experience narrated by Ethan Hawke follows menacing aliens with vastly superior

technology who come to claim the Earth and destroy anyone in their way. Despite incredible odds, Earth's citizens rise up and defeat the evil aliens. Surprisingly, these Earthly citizens are not humans but a pair of the cutest, meekest and cuddliest creatures of our planet—two fluffy white bunnies.

**“Invisible” Episode 1**, created by Doug Liman, 30 Ninjas, Jaunt VR, Samsung VR, and Condé Nast Entertainment: Visionary director Doug Liman’s (*The Bourne Identity*, *Edge of Tomorrow*) *Invisible* is a virtual reality supernatural drama about an old New York family, the Ashlands, whose tentacles reach into the largest corporations and governments in the world. Although they control a large portion of the world’s economy, they exist in relative ambiguity. With a unique genetic ability, they move unseen and unknown...until now.

**“KIDS”**, created by Hal Kirkland and Moving Picture Company along with Here Be Dragons: KIDS is a fully immersive virtual reality experience and the newest single off of multi-platinum, Grammy-nominated OneRepublic’s new album Oh My My. It follows two teenagers, a boy and girl, who live across the street from one another in the city and witness to each other’s lives through their windows. It was captured in a single take with the Nokia OZO.

**“KÀ The Battle Within”**, created by François Blouin, Félix Lajeunesse & Paul Raphaël: Cirque du Soleil’s first-ever linear narrative production, KÀ The Battle Within, is a gravity-defying VR saga of heroism and martial arts. Two rival clans from an ancient and mythical world confront one another in a furious clash of vertiginous acrobatics and breathtaking combat. The very fabric of reality is transcended, as the physical world is broken into horizontal and vertical choreographies. KÀ The Battle Within pushes the narrative and experiential boundaries of the universe of KÀ, the colossal theatrical production by Cirque du Soleil, to epic new heights.

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**About Tribeca Enterprises**

Tribeca Enterprises is a multi-platform storytelling company based in New York City. Established in 2003 by Robert De Niro, Jane Rosenthal and Craig Hatkoff, Tribeca provides artists with unique platforms to expand the audience for their work and broadens consumer access to experience storytelling, independent film and media. The company operates a network of branded entertainment businesses including the Tribeca Film Festival, Tribeca Film Festival International, and Tribeca Studios. In 2014, The Madison Square Garden Company acquired a 50% stake in Tribeca Enterprises, bringing together two of New York’s most important cultural and entertainment icons to enhance the reach and impact of both brands.

For more information: [www.tribecafilm.com](http://www.tribecafilm.com)

**About Westfield World Trade Center**

The new port of entry to Lower Manhattan, Westfield World Trade Center is located at the site where 60,000 neighborhood residents, 300,000 daily commuters, 13 subway / PATH trains, multiple ferry lines, and an additional 15 million annual global travelers converge within one landmark setting. This new New York City experience brings together commerce, community and culture in a destination integrating the Santiago Calatrava designed Oculus, street-level space in WTC Towers 3 and 4, as well as the galleries that run underground across the World Trade Center campus (including to 1 WTC, now the tallest building in the Western Hemisphere). Encompassing more than 100 fashion,

lifestyle and technology brands across 365,000 square feet of space, Westfield World Trade Center is home to one of the most diverse retail collections in New York City, world-class restaurants, art, culture, events and entertainment, as well as showrooms, sponsorships, and engaging media activations for premier partners such as Ford, Pepsi and JP Morgan Chase.

For more information: <https://www.westfield.com/westfieldworldtradecenter/>

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