

PRESS RELEASE

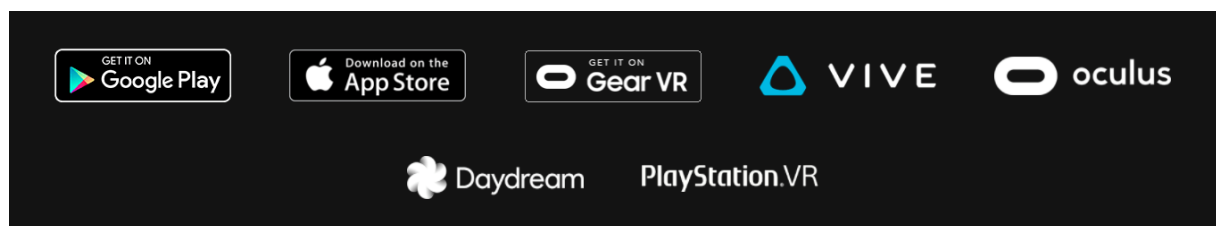
Amsterdam / Los Angeles, 16 March 2017

Submarine Channel and AVROTROS launch virtual reality 'one shot' ASHES TO ASHES



ASHES TO ASHES is an international co-production between Emmy®-winning studio [Submarine Channel](#) and [AVROTROS](#) – the largest Dutch broadcaster, in collaboration with production house [WeMakeVR](#) – a pioneer in the Dutch VR scene, [Jaunt VR](#) – world leader in cinematic VR, [Force Field VR](#) – a company specialized in 3D content for VR and AR, and [Big Orange](#) – a sound studio with a track record in spatial audio.

Ashes to Ashes won gold at [Dutch VR Awards](#) for best immersive 360 video on March 9, 2017. The film is now touring festivals, including VR Days Europe, Berlinale, Glasgow Short Film Festival, Sophia Film Fest and others.



To get the full experience, we highly recommend **using a VR headset** to watch the film. The film is available across every major device and platform **including iOS, Android, Gear VR, PlayStation VR, Google Daydream, Oculus Rift, HTC Vive** via:

ashes.submarinechannel.com

ASHES TO ASHES is a surreal tragicomedy in virtual reality. The 11-minute one-shot immerses the viewer in the story about a dysfunctional family burdened with the bizarre final wish of their deceased grandfather. Seen from the perspective of the urn containing the ashes, viewers encounter the colorful family members, who each seem to live in a reality of their own creation.

Benjamin de Wit, executive producer of ASHES TO ASHES and founder of VR Days Europe, came up with the idea together with WeMakeVR to work with AVROTROS and Submarine Channel to create an experiment in VR. Goal of this exploration was to explore how visual storytelling works in a filmed 360 3D world. Three directors from different professional backgrounds were invited to join forces; theater director **Ingejan Ligthart Schenk**, film director **Jamille van Wijngaarden** and **Steye Hallema** – the first director in the Netherlands to specialise in VR. **Peter McLaughlin** was the DOP and in charge of the post production. The film is written by **Anne Barnhoorn**, one of the most awarded screenwriters in The Netherlands.

LINKS

AVROTROS VR iOS

<https://itunes.apple.com/nl/app/avrotros-vr/id1209941811?mt=8>

AVROTROS VR Android

<https://play.google.com/store/apps/details?id=com.avrotros.avrotrosvr>

JauntVR

<http://www.jnivr.co/a2a>

<http://www.jnivr.co/indiepics> (JauntVR Indie Pics)

WeShareVR iOS

<https://itunes.apple.com/nl/app/wesharevr/id997320558?mt=8>

WeShareVR Android

<https://play.google.com/store/apps/details?id=com.wemakevr.wesharevr&hl=nl>

Press Kit

<http://www.submarinechannel.com/virtualreality/ashes-to-ashes/Press/>

Making Of

Documentary follows the cast and crew of Ashes to Ashes for ten months, from the casting up to the world premiere (19”).

<https://vimeo.com/196313622>

Article

5 lessons learnt from making Ashes (Published on 20 March).

<http://www.submarinechannel.com/top5/storytelling-in-virtual-reality-lessons-learnt/>

Social media

Twitter [@submarinechannl](https://twitter.com/submarinechannl)

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About Submarine Channel

Submarine Channel explores the narrative possibilities of new and emerging genres such as the interactive documentary, the interactive graphic novel, transmedia storytelling, and virtual reality. The channel diffuses this new-found knowledge to international audiences, using diverse platforms to do so. Notable projects include the transmedia documentary *Last Hijack Interactive* (Emmy Award: Best Digital Fiction, 2015), the transmedia game *Collapsus – Energy Risk Conspiracy* (Emmy nomination: Best Digital Fiction, 2012), the motion comic *The Art of Pho* (Prix Europa, 2013), and the multiple award-winning interactive documentary *Refugee Republic* (2015).

Submarine Channel is part of the award-winning production outfit [Submarine](#), founded in 2000 by Bruno Felix and Femke Wolting, pioneers in the Dutch (new) media world.

Submarine Channel is made possible with the financial support of [Stimuleringsfonds Creatieve Industrie](#) (The Creative Industries Fund NL), and [Kunstenplan Amsterdam](#).



Note to editors

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