

Curriculum Vitae



ADRIAN VÁSQUEZ DE VELASCO

Director, Producer, XR Filmmaker

Experienced professional storyteller and creative leader with vision

Pioneer in immersive and interactive cinematic technologies

Award winning virtual reality and 360° video filmmaker

BRIEF BIOGRAPHY

Adrian Vásquez de Velasco is a creative director and co-founder of Total Cinema. An award-winning virtual reality and 360° video director and producer, feature documentary filmmaker, and artist specializing in the intersection of interactive cinematic XR technologies (virtual reality, augmented reality, mixed reality), gaming, and live performance, Adrian is also a contributor to professional education in the field and a collaborative manager of diverse talent.

Adrian is a US citizen with Dutch and Peruvian nationalities and speaks fluent Spanish and English. Adrian's principal areas of interest include narrative design, education technology, interactive art, artificial intelligence, ecology, international relations, global priorities research, emergence, and deep history. Additionally, also tennis and dogs.

EDUCATION

- New York University, Tisch School of the Arts, Kanbar Institute of Film & Television
Bachelor of Fine Arts, Film Production 2012
- FAMU, Film and TV School of the Academy of Performing Arts in Prague, Czech Republic
Special Program in Directing and Cinematography 2009

PROFESSIONAL EXPERIENCE

TOTAL CINEMA

Creative director, Co-founder. *April 2013 – present*

- *The New Global Economy: Arctic Circle* (2018) *Quartz Creative*. VR producer, cinematographer, editor.

(continued Professional Experience)

Shot on location in Greenland, Nunavut, and the ice fields of Baffin Bay.

Winner 2019 Digiday Best Branded Content.

- *San Francisco Art Exchange* (2018) Cinematographer, editor
- *Smithsonian Journeys: Venice* (2017) *The Great Courses, Smithsonian Institution*
Directed/produced an interactive educational travelogue for VR. 3D 360° video shot on location in Venice.
- *Inside the Trans List* (2016) *Annenberg Space for Photography*
Directed/edited a 360° documentary VR installation on the artistic process of portraitist Timothy Greenfield-Sanders.
- *The White Helmets* (2016) *Viceland, Samsung*. Post-production VR producer. Shot on location in Aleppo, Syria.
- *When a 50-Year War Ends* (2016) *Wall Street Journal*. Produced a 360° documentary for Google Daydream shot on location at FARC guerrilla camps in Colombia during the 2016 peace negotiations.
- *Circle of Life 360: The Lion King on Broadway* (2015) *Disney Theatrical*
Director, producer, cinematographer, editor. The show's opening number was meticulously re-choreographed for 360° cameras to create the feeling of being onstage during a live performance. The widest release of any 360 content at launch. **Winner 2016 Shorty Award. "An incredible experience" - Wired**
- *Within (formerly VRSE)* - (2015) - Producer, cinematographer, editor. Various early 3D-360 video experimental project collaborations with Chris Milk's production studio. Multi-camera productions include capturing sporting events featuring the LA Galaxy (MLS), NY Yankees (Arizona training camp), and NY Knicks (Westchester D-league).
- *LEVRS* (2015-2016) - Producer, cinematographer, conceptual artist. Police training and prisoner societal reintegration simulation shot in 360 video.
- *Harvest of Change* (2014) *Gannett, Des Moines Register*. VR producer and cinematographer. The first use of VR and 360° video in explanatory journalism. **Winner 2015 Edward R. Murrow Award for Best Use of Video.**
- Branded 360/VR and traditional production including directing, cinematography, and editing provided for:
 - Animal Planet (2018) - Puppy Bowl 360 "Training Camp" videos.
 - MGM Hotels (2017) - 360 video travelogue promotions featuring MGM properties in Las Vegas, NV, including Cirque de Soleil.
 - Bacardi (2016) - special 24-hour turnaround delivery on 360 promotional video at Bacardi's branded haunted house activation - premiered on Halloween night.
 - Facebook (2016) - Promotional 360 video featuring country music star Kelsey Ballerini performing one of her hit singles backstage at the Grand Ole Opry in Nashville for the Country Music Awards.
 - Metlife (2016) - Promotional 360 video flying over Manhattan in the famous Metlife blimp.
 - Jet.com (2016) - Recruiting 360 video at company headquarters.
 - DKNY (2015) - 360 video shot from the first row of the Donna Karan runway show featured at New York Fashion Week.
 - TwoSigma (2015) - Recruiting 360 video in Times Square.
 - Royal Caribbean Cruise Lines (2015-2016) - "Azamara 3Di" 360 video travelogue series shot on location in Costa Rica, Panama, Colombia, Italy, Greece, and the French Riviera. Also provided VR playback software for the official site
 - MTV (2015) - various concert and scripted series captured with multi-camera 360 video shoots in New York and Los Angeles.
 - Ballistic (2014) - 360 video promo shot in Atlanta, GA, including early practical special effects.

INDEPENDENT

Director, Producer, Cinematographer, Editor (2011- present)

- *Loveseat* (2019) *hybrid immersive theater-virtual reality performance*. Co-producer and virtual cinematographer. Premiered at the 2019 Venice Film Biennale. First-of-its-kind performance to simultaneous live and virtual audiences. Dir. Kiira Benzing.
- *Runnin'* (2019) *virtual reality dance experience starring Reggie Watts*. Director's unit. First VR production at Intel Studios. Premiered 2019 Sundance; Dir. Kiira Benzing.
Winner 2019 SXSW Film Festival Jury Award Best Interactive.
- *Angst VR* (2017) - A first-person perspective 360 video experience dramatizing a panic attack. Cinematographer - Dir. Stephanie Riggs

- *Metropolises* (2018 - in post-production) - An interactive 360 video and VR hybrid project exploring the effects of gentrification in Brooklyn, NY. Cinematographer - Dir. Kiira Benzing
- *Future of the Cemetery* (2018) Future Labs - *speculative treatment and storyboards*. Writer, designer, graphic artist.
- *Rust Golem* (2014) - An interactive "escape room" 360 video music experience. Cinematographer - Dir. Nicholas DiMichele
- *Tory Burch* (2011-12) - Various promotional videos featuring Tory Burch and her designers.
- *Shark Loves the Amazon* (2011) *feature documentary, traditional*. Director, producer, cinematographer, editor. An examination of the effects of the climate crisis on Amazonian people. Shot on location in the rainforest. Screened at World Sustainability Forum-Manaus, Smithsonian Institution Wilson Center, and One Earth Film Festival.
- *Right Hand, Red* (2011) *short drama*. Producer, cinematographer. Family drama shot on super-16mm film. Screened at Warsaw and Palm Beach International Film Festivals. Dir. Craig Gilbert.

KONCEPT VR

Creative Director. *December 2015 - June 2016*

- *Michelle Obama 360* (2016) *Verge, Vox Media*. VR producer. Shot on location in the White House featuring the sitting First Lady.
- *The Met 360° Project* (2016) *The Metropolitan Museum of Art in New York*
- Produced award-winning series of videos immersing viewers in the art and architecture of the museum.
- **Winner: 2017 Webby Award, Best Culture Video (Jury and People's Voice Award); 2017 Shorty Award, Best Cultural Institution.**
- *Experiencing the Presidential Campaign* (2016) *New York Times*. VR producer.
- Branded 360/VR and traditional production including directing, cinematography, and editing provided for:
 - Anthem (2016) - 360 video series featuring several dramatic scenes exploring the state of the healthcare industry.
 - Open Blue (2016) - featuring aerial and underwater 360 video shot on location in Panama and in the Atlantic Ocean at the company's offshore installation.
 - Arctic Cat (2016) - action videos featuring special 360 video rigging capturing snowmobiles and all-terrain vehicles in the Grand Teton mountains, WY, and the desert near Zion National Park, UT

KBTX Bryan/College Station, TX

Internship at local PBS affiliate television broadcast station. Technical director and camera operator. – 2006 - 2007

AWARDS

- 2019 SXSW Film Festival Jury Award Best Interactive (Runnin')
- 2019 Digiday Best Branded Content (The New Global Economy: Arctic)
- 2017 Webby Award Best Culture Video (The Met 360° Project)
- 2017 Shorty Award (The Met 360° Project)
- 2016 Shorty Award (Circle of Life 360: The Lion King on Broadway)
- 2015 Edward R. Murrow Award Best Use of Video (Harvest of Change)
- 2008 NYU Tisch Sight & Sound Showcase Selection
- 2007 SkillsUSA National Championship, Winner, Best Television Production (Kansas City, MO)
- 2006 National Merit Scholar

KNOWLEDGE DISSEMINATION: Lectures / Panel Discussions / Demonstrations

- 2018 till present Member/Participant - Columbia University Digital Storytelling Lab, Story I/O
- 2016 Lecture - YouTube Space, New York

- 2016 Lecture - New York VR Meetup Group
- 2016 Panel - Made in NY Media Center/IFP, New York
- 2015 Lecture - StoryCode at Film Society Lincoln Center
- 2015 Lecture - Film and Media Department, Hunter College, CUNY
- 2015 Demonstration - VR Los Angeles Expo
- 2011 Teaching Assistant: Professor Gordon Arkenberg, Science of Cinematography
- 2008-11 Student worker, Tisch Graduate/UG Post Production Department

SKILLS

- Fluent in all digital video, 360/VR/AR, and volumetric workflows.
- Software: full Adobe Creative Suite including Premiere Pro, etc. Final Cut Pro. G-suite/Microsoft Office suite including Excel/Sheets. Slack.
- Hardware: all digital/film/still/VR cameras.
- Screenwriting and pitching.
- Casting and directing actors.
- Storyboarding and conceptual art.
- Production Budgeting.
- Deck building.
- Strong leadership, management, organization, communication, and interpersonal skills.
- Languages - English and Spanish native proficiency.