

Porsche Mission E Cross Turismo – Reproducing Reality in CGI



The Porsche Mission E Cross Turismo was one of the absolute highlights of this year's Geneva Motor Show. However, co-starring with the concept vehicle itself was the accompanying film – with Mackevision in a lead role. The Stuttgart-based company was responsible for delivering the photorealistic computer generated imagery.

600 hp, 4WD, 800-volt technology, innovative user interface concept with 3D touchscreen, all wrapped in a breathtaking design with integrated off road elements. It is not hard to fall in love with the Porsche Mission E Cross Turismo, even if you are not a dedicated car fan. Right now, the Mission E Cross Turismo is at the stage they call a "concept study". And yet, visitors to the Geneva Motor Show were able to watch it powering along glorious scenic roads on the coast of Spain under a cloudless sky and with the deep blue sea in the background. So how was that possible?

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to create reality

The answer can be found at Mackevision in Stuttgart. The company ranks among the world's leading providers of Computer Generated Imagery (CGI). To see why, you need only watch the 3m 14s film on the Mission E Cross Turismo. More than 25 employees worked on the photorealistic realization of this project. Experts will appreciate the implications of realizing 50 shots in 4k/25fps in the space of just 5-6 weeks. In plain speak, that means 50 different sequences realized in extremely high resolution in a very short time. Normally this kind of project would have a timeframe of roughly three months. Mackevision turned it around in half the time. "A big shout to the whole crew," says VFX Supervisor Juri Stanossek. "Everyone accepted the long hours involved – even at weekends." No less important, though, were the close coordination and trusting relations with the customer. "Without that, none of this would have been possible," says Stanossek.

Five main themes needed representing and integrating in CGI:

- the exterior
- the interior
- controls like the touchscreens used by the actors
- the automotive technology (motor and electric transmission)
- other assets, including e-bikes and a drone

The work at the computer keyboards happened in Stuttgart, while the filming took place in Spain in mid-December 2017. Two Mackevision employees were on set every day, providing technical advice and generating the documentation required to facilitate the ideal preparation. Because every scene in the film is

based on a live reference – a short film sequence or a photo of the actual settings in Spain. How is the light coming in, and what reflections does that generate on the paintwork? How does a car handle on specific corners? "That's the only way we can ultimately truly reproduce reality," says VFX Producer Marina Winter.

Then there are all the tiny details that the audience will only perceive at subconscious level, but which ensure that a realistic image takes shape in the mind – the way the silhouettes of the driver and passenger are visible or a hand turns the steering wheel as the car takes a corner.





And then you need the courage to be less than perfect – because sheer perfection doesn't exist in the real world either. So there need to be little fingermarks on the touchscreen, stones in the tire tread, dirt under the wheel arches – and tiny irregularities in the paintwork that are only visible from a specific angle and under special lighting conditions. However, the fact is that they exist. Or as Marina Winter puts it: "We're not trying to reproduce a fantasy world, but real life."

In this case, it is fair to say: Mission (E) accomplished.

Watch the film at:

<http://www.mackevision.com/references/porsche-mission-e-cross-turismo/>

Credits

Customer: Dr. Ing. h.c. F. Porsche AG

Agency: Grabarz & Partner Werbeagentur GmbH

Film production: Hochkant Film GmbH & CO.KG

Film Director: Bernd Wondolleck

Year: 2018

Mackevision Team

VFX Supervisor: Juri Stanossek

3D Supervisor: David Anastácio

Compositing Supervisor: Gus Martinez

VFX Producers: Marina Winter, Sina Marie Wägerle

Executive Film Consultant: Dominic Bitu

