

Taking creativity to another dimension

To mark the imminent launch of the BMW S 1000 RR, some of the world's best creative talents have joined forces to create the Planet Power campaign, which aims to illustrate the awesome power, supreme handling and inspirational design of the new Superbike.



3D modelling tunnel motive

In order to build on the hype that already surrounds the forthcoming series production machine in the global motorcycle community, a series of breathtaking visuals have been developed, where the S 1000 RR can be seen in its true element. However, all is not what it seems, and in order to achieve this look, BMW Motorrad had to go into 'the next dimension'.

In order to emphasise the strengths of the bike and to illustrate its extreme capabilities, it was agreed that a virtual three-dimensional world where normal rules don't apply should be developed. However, to give the images authenticity, real shots of the bike would be used. The first step of this ambitious project was to identify the very best people for the job. BMW Motorrad and its creative partner Serviceplan enlisted the help of top photographer Mats Cordt, who was responsible for capturing the images of the S 1000 RR that would then be integrated into Planet Power. As a testament to

Mats' capabilities, he was also entrusted with selecting the 3D specialists who would give Planet Power its atmosphere.

Hamburg-based experts Scope were eventually given the responsibility. The agency's Director Faruk Heplevend explains how the opportunity arose: "Mats approached us with the project and we were delighted to get involved," he says. "Being a digital studio, we have experience in all aspects of post production and the creative process, so I felt that we were able to fulfil the brief. Tino Schaedler, the set designer who worked on the Planet Power campaign, is extremely talented and has experience in creating computer generated locations, so he was the right man for the job.



BMW S 1000 RR Planet Power motive

"Mats came to us with his idea and said that he wasn't sure if anybody could do it," he continues. "I laughed because I knew that Tino had the ability to do a great job and produce something special. He's a classically trained architect and is skilled in 3D, which is a unique combination. Usually, 3D specialists struggle to relate their work to the physics of the real world, but Tino could combine those talents and this is reflected in the unique work that has been produced."

With a team in place, the next step was to create the digital environment that would work for Planet Power. Mats was then able to refer back to these designs when he performed the photoshoot on location at the Portimao circuit in Portugal. "We created the digital location prior to Mats going to Portugal to complete the shoot," Faruk explains. "For this reason, he was able to take the visuals with him and direct the shoot

so that it matched what we had created initially. Then we worked together to match the best image to suit the digital location, which at this stage was just a wireframe. Then, we artificially lit the image, rendered it and finally used traditional Photoshop techniques to carry out last minute alterations. It was only after we had rendered the image that we were finally able to see the location in all its glory and we were very pleased with the results!



BMW S 1000 RR Planet Power motive

Set designer Tino is no stranger to creating extraordinary locations, having worked on Hollywood blockbusters Charlie and the Chocolate Factory and Harry Potter. His latest project and its subject matter is a departure from what he is used to, however the unique qualities of the S 1000 RR allowed Tino and his Scope colleagues to use their talents and make the most of the opportunity. “The S 1000 RR was a fantastic subject and computer generated locations were the perfect solution,” concludes Faruk. “The attitude of Planet Power is dark, edgy, exciting and surreal so it matches the attitude of the bike. The mixture of the artificial background and the real-life photography works really well and showcases the bike in an innovative way. We’re delighted with the results and we hope everyone else will be too.”

Further articles on the S 1000 RR marketing campaign – including an interview with the lucky riders who piloted the bikes during the Portimao photoshoot – will be available soon.