

UNTITLED - PROJECT

HEINEKEN SONIC DROIDS

Creative agency: Arcade Singapore (<http://www.arcade.agency>)

Production agency: Untitled Project (<http://untitledproject.sg>)

Video links: <https://youtu.be/8bYlafWs9uw> and <https://youtu.be/E1a00tkFYj4>

Images: <https://tinyurl.com/sonicdroids>

Background

In 2015, Heineken Asia Pacific created a series of events around the region that aimed to push the boundaries of how consumers engage with music, beyond just listening to it.

In 2016, Arcade Singapore invited Untitled Project to create a series of larger-than-life, performer-powered droids, bringing to life the campaign idea of “Touch The Music”.

Concept

Four 2.5 metre Heineken branded droids that would perform and roam around events interacting with the crowd, each creating their own unique sensory spectacle aimed at enhancing the party experience.

Untitled Project handled the entire design and build of the sonic droids, bringing to life an ambitious vision through sophisticated hardware and software design.

Considerations

- The vision was four unique droids, each with their own bespoke design and interactive party tricks:
 1. Plasma – the lead droid searched out groups of Heineken drinkers with his red star search beam and rewarded them with their own personal light show.
 2. Pressure – equipped with a cannon that sent out smoke rings.
 3. Sub-Zero – blasted icy cold blasts of CO2.
 4. Texture – multi-coloured droid with a custom confetti cannon.
- The whole set-up had to be weatherproof to handle both indoor and outdoor events, durable enough to roll out at 21 events over 12 months, and be transportable by air-freight around the world.
- An app had to be built into one of the droid helmets, which had a screen showing graphics that reacted to the music.

Creative Process

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Upon approval of concept art, Untitled Project used 3D software to hand-model the droids and create 360 views.

A manufacturing partner was engaged to create sturdy and durable costumes that have tech integrated into a custom-made suit. Each droid had a mounted camera with in-built facial recognition software to capture the number of individual interactions with party-goers. Images of the crowd were also transmitted wirelessly from each droid to the AV desk, so the VJ was able to weave footage of party-goers into the on-site projections.

The droids had to be sturdy and packageable to be sent to events around the region. The base was made of weatherproof compressed foam which was light, strong and flexible. This was then covered in layers of silver, black and green material to create the finish and reflect the brand colours. One helmet had an audio-reactive screen in place of a face – an in-built tablet housed an app that pulled the audio-feed through a microphone and output graphics.

Each droid also made use of electroluminescent wire that ran along the length of their body. During choreographed 'Heineken moments' all four droids would turn green.

Results

Two sets of each droid were fabricated to create eight in total. The droids toured 21 events across China, Mongolia, Indonesia, Vietnam, Thailand, Laos, Cambodia and Papua New Guinea. Events took place from January 2016 – January 2017.

Team Credits

ARCADE

Mark Taylor - ECD
Kamil Gottwald - Head of Digital Production
Angelina Tan - Account Director
Chia Shan Yu - Art Director
Isaac Tan – Copywriter

UNTITLED PROJECT

Hogan Burrows - Technical Director
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