

## **Welcome to the fifth dimension!**

Storytelling as a live event

Fantastic 5 become a marketing tool and create great emotions.

Advertising means emotions and emotions are in stories. Storytelling is therefore the tool for the big emotions and will remain the trend for successful marketing and event management in 2019. Numerous studies show, that information is particularly readily received when as many senses as possible are included in the cognitive process. A pictorial language, a lively sound and many impressive emotions therefore favour a long-lasting memory. The Cologne video performance artists "Fantastic 5" under the direction of Gunther von Morgen have set themselves the task of staging great emotions and show in their shows, how brand messages function as live performances.

"It's not the art of telling a simple story, it's the art of capturing the viewer through emotions," explains Gunther von Morgen, founder of Fantastic 5. "By linking content with a captivating story, you can give a product, as I like to call it, a "soul". In our shows, the live factor makes the brand world a temporary experience for viewers. This not only exploits the marketing potential of a product, but also conveys emotions that are closely anchored in the viewer's image and brand identity."

In the age of high-tech and fast-moving trends, efficient marketing strategies are essential for success. Gunther von Morgen also knows, that it is crucial to generate the viewer's attention in the long term: "In a high phase of technological progress, the focus has been on the core of advertising messages and their emotional staging".

About Fantastic 5:

Fantastic 5, are Gunther von Morgen, the choreographers and dancers Lisa Freudenthal and Adnan Zaatouri as well as the professional dancers Lena Visser, choreographer Marja-Leena Hirvonen, Valerie Pototzki, Geraldine Rosteius, Hanen Massous and Reagan Dikilu, Rayboom and Dayan.

Gunther von Morgen, a sought-after video performance artist since the 1990s, founded FANTASTIC 5 in 2011. The group is characterized by the unique art form of it's live shows. The symbiosis of virtual images and human performance is the hallmark of Fantastic 5. They gained nationwide recognition through their participation in the RTL Show "Das Supertalent" in 2013, followed by successful appearances for well-known companies on the national and international event market.

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Gunther von Morgen, a sought-after video performance artist since the 1990s, founded FANTASTIC 5 in 2011 "to perfect a new art form that creates a symbiosis of virtual images and human performance. "My aim is to give the video image a soul and create a new world," explains the media designer (who has already created video performances for internationally successful DJs).

Each show of the FANTASTIC 5 consists of a mixture of the latest visualization technologies, music and extraordinary dance elements, which are interwoven into a 5D spectacle. Playing with the fifth dimension plays a major role in the performance.

The way to the performance of FANTASTIC 5 takes place in closely coordinated steps: "When the storyboard is outlined, the dancers develop a choreography." Above all, the timing and the proportions must be perfectly coordinated so that the performance triggers exactly the desired AHA effect in the audience. (so that the illusion functions and triggers the Aha effect.)

Starmodel Lena Gercke: "That was great art!

The participation in the RTL show "Das Supertalent" contributed to the general awareness and many new fans. There, the FANTASTIC 5 especially convinced jury member Lena Gercke, who buzzed the group directly into the semi-finals: "I've never seen anything like this before, it was great art!

Numerous well-known brand companies also use these unique performances to offer their customers and/or employees something special and individual in an unforgettable way and to inspire them with it. "The "5D-Performance" offers the very unusual opportunity to break down the boundaries between the virtual world and real events. "The performers enter the projection and simply merge with it," explains Gunther von Morgen. "What's special is, that we've been able to talk about numerous narrative possibilities and technical tricks, that we can use in a targeted manner. Real people act on stage in a virtual setting with partly real objects. In short: to create a film as a performance that is created by the actors in the present moment."

At the beginning of 2019 FANTASTIC 5 created and performed more than hundred individual performances.

**"And by the way, I've created another trend..."**

Interview with Gunther von Morgen

How did you come up with the idea of Fantastic 5?

**I have to go a little further. The idea to found the Fantastic 5 lies already in my study time. When I was studying "Film" at the Lazi Academy in Esslingen, there was a dance show I worked out for every premiere celebration. They were always very well received by the audience. However, at first I devoted myself to another idea and oriented myself more towards video art and film. A forerunner of what we embody today with the Fantastic 5 came into being around the turn of the millennium. Beginning with projections on to moving bodies in front of a screen, the "5D performance" perfected bit by bit.**

What is so special about "5D-Performance"?

**The "5D-Performance" offers a very special opportunity to break down the boundaries between the virtual world and real events. The performer enters the projection and simply merges with it. Either he controls the image or the image controls the movement of the dancers. The special thing is that we have numerous narrative possibilities and technical tricks that we can use in a targeted way. Real people act on stage in a virtual setting with partly real objects. In short: to create a film as a performance that is created by the actors in the present moment.**

What advantages/innovations do you see in this new form of presentation?

**It simply goes beyond the limits of what has been possible so far. You can tell a story that would not be possible in a conventional theatrical setting. There are no limits to the imagination, because the human being is connected with the animation.**

Why do you use the "fifth" dimension?

**We live in the third dimension and are naturally subject to different laws of nature. The fifth dimension breaks down these barriers and gives us the possibility to change the variables space, time and matter at will. We can redefine these variables for our performance. This is exactly how we create the fascination of the audience. For the moment of the show, the fifth dimension becomes real and can be experienced by the audience. Who knows: perhaps the dissolution of space, time and matter is man's evolutionary destiny. That would be paradise. (laughs)**

What exactly does the cooperation with you look like? Can you also implement a performance that is exactly tailored to a company/product?

**In principle, every product, every message and every story can be told. If the customer wants to present a new car, we can integrate it into our presentation and dance it. An individual storyboard is created for each performance. For this, the customer supplies all the important key features that are essential for the staging. Then we get to work and create everything from a love story to an action story and build our show on it.**

What are the reactions of the audience?

**People are totally thrilled! Most of them have never seen this kind of performance before, the WOW effect is three times too big. The audience is always very fascinated by the fact that there is a story behind every performance.**

What marketing aspect do your shows have?

**I really see a lot of marketing potential. Used purposefully and worked out in detail, customers have the opportunity to present themselves innovatively. Against the background of technological development, I see our artistic live performance above all as an advanced alternative to conventional advertising media. We are up to date and enjoy an innovative advantage, the**

customers can also benefit from it. We are opening up new possibilities to express it commercially.

What would be a particular challenge?

It would be a special challenge if our performance would be part of an advertising spot. Because there are sensational presentation possibilities here too. Or maybe a danced clip for the safety instructions on the plane. (laughs)

Where does your instinct for unusual performance trends come from?

That's because I'm very conscious of the world and try to absorb as much as possible. When I'm particularly preoccupied with something, I usually start experimenting with it. By the way, in 1994 I had the ambition to become a director, and ultimately ended up at VJ-ing. All it took was a little patience, two films, a picture mixer and house music. Then I mixed all the elements and created a real-time performance. I created practically analog to what the DJ does on the music desk, "Live pictures", - and before I knew it, I secured my livelihood with it and by the way had a trend was born.

Hint:

The press release is of course freely available to you.

Photos can be downloaded free of charge with reference to the source FANTASTIC 5.

Thank you very much for your interest!

#### Testimonials

"For the opening of our new tea factory in Düsseldorf, the Fantastic 5 with their extraordinary show were a fitting highlight for our event. Not only that the modern performance was a perfect match for the occasion, but also that the Fantastic 5 had a tailor-made performance for us". Jesper Petersen

Head of Marketing, Teapot

"The Fantastic 5 were a stroke of luck for an evening dedicated entirely to the future. With an elaborate show that was individually tailored to Unitymedia, we were able to live up to the claim of a festive award ceremony for young startups."

André Schloemer, Senior Vice President Corporate Communication & Brand Management,  
Unitymedia

"The performance concept of the Fantastic 5 allowed us to communicate our own brand without actually focusing on us. Great show and unique communication tool".

André Schloemer, Senior Vice President Corporate Communication & Brand Management,  
Unitymedia

**"The Fantastic 5 impressed us with their creative performance. The show act, which of course was tailor made for the Kia brand and the course of the event evening, caused a lot of enthusiasm among the guests". Kia Motors Germany GmbH**

**"A fascinating show with an individual message. The Fantastic 5 have presented the 125-year history of the company with a captivating performance. In keeping with our motto**

**"Bandtechnik die bewegt - Räume öffnen" the Fantastic 5 have their own space with their performance.**

**The decision for the Fantastic 5 was a complete success".**

**Carsten Huber,**

**Head of Marketing, Simonswerk**

**"The performance of the Fantastic 5 is only recommendable. Something very special and individually adaptable to every event. The guests of the KitzRaceParty 2014 and we were thrilled! The Fantastic 5 have made our message tangible with their extraordinary performance".**

**Hanni Weirather-Wenzel and Harti Wenzel, Directors, WWP Weirather- Wenzel & Partner AG**

**"Fantastic 5 - a fantastic show with tempo, dynamics and color. Entertaining for eyes and ears".**

**Benno Meier, Event Manager, CH Mobilia**