ILYA BALAKIN
SHOW DIRECTOR · SET DESIGNER · ART DIRECTOR

ART & SHOW DIRECTION
2013 — 2021 · 14 PROJECTS

Art & show direction



ILYA BALAKIN

(ABOUT)

Twenty years of turning light, space and technology into experiences — from intimate installations to large-scale launches and stage shows.

Show director, set designer and art director working across scales and techniques — projection mapping, LED architecture, kinetics, lasers, real-time graphics and XR.

Always striving to fuse new technologies with classical arts. Thirteen years in lead positions, creating work for Audi, Lexus, Lamborghini, Nissan, BMW, Mercedes-Benz and Porsche, and for artists such as Billie Eilish with Moment Factory.

20+ YEARS IN MULTIMEDIA

36 SELECTED PROJECTS

23 INDUSTRY AWARDS

13 YEARS LEADING TEAMS

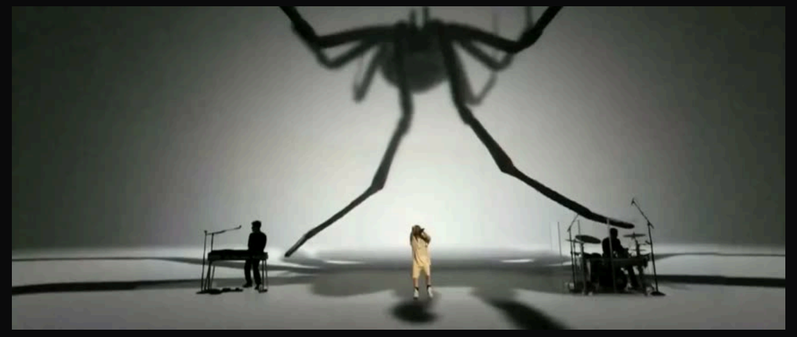
(CLIENTS)

Audi Lexus Lamborghini Nissan BMW Mercedes-Benz Porsche MINI Volvo ASUS Alcatel Moment Factory

(AWARDS)

Hermes Platinum Award	Lexus Dome / Lamborghini Urus
Eventex Bronze — People’s Choice Experience	IN TO (Prosvet)
AutoVision Award	Nissan Formula E
Best Immersive Experience	Lexus Dome
Prize of the Jury, Festival Sveta «Borealis»	Loneliness
Best Projection Mapping Supplier	Loneliness
AutoVision Grand Prix in Interactive & Multimedia	Lamborghini Urus
Best Use of Technology at a Brand Event	Lamborghini Urus
Autovision Gold Winner & Grand Prix	Audi A5: AI vs YOU
Best Technical Innovation	Audi A5: AI vs YOU
Best Technology Partnership	Audi A5: AI vs YOU
Launch of the Year	Audi A5: AI vs YOU
Autovision Silver Winner	BMW 7 Series Launch
Car Launch of the Year	Audi A4 Space
B2C Event of the Year	Porsche Night
Grand Opening of the Year	Porsche Sportcar Center
Grand Prix Event of the Year	Porsche Sportcar Center
Best Live Event of the Year	Mercedes-Benz E-Class China Launch
Automotive Event of the Year	Mercedes-Benz S-Class Launch
Brand Event of the Year	Porsche Macan
Best Event Creative Idea	MINI Brainwash Party
Gold Puzzle	Best Special Effects Contractor
Grand Prix	Circle of Light International Festival, Moscow







BILLIE EILISH

YEAR	2020
ROLE	Creative & Art Director
WITH	SILA SVETA · MOMENT FACTORY

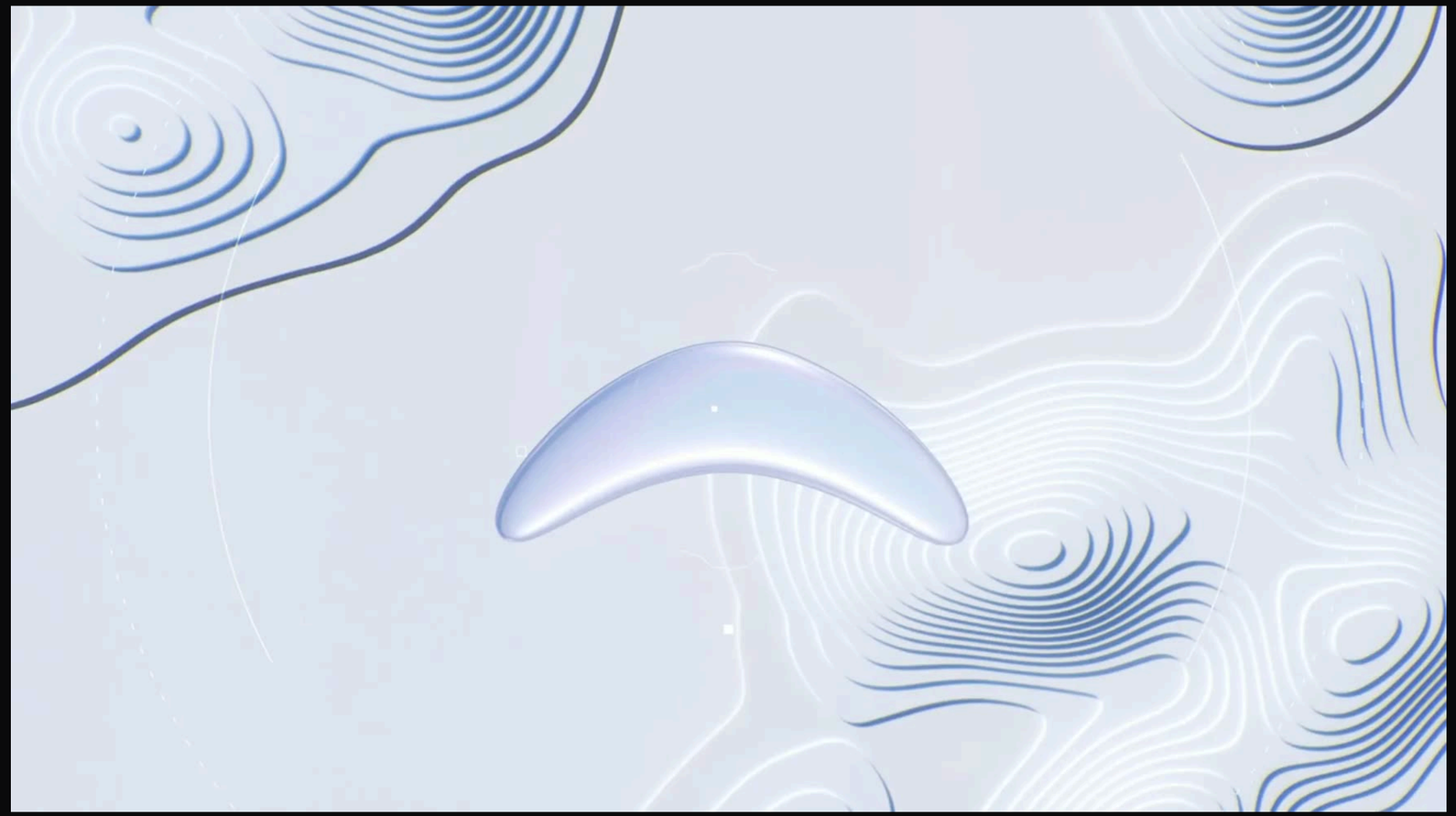
Content for Billie Eilish's online concert in 2020, a live show staged in XR, extended reality. Moment Factory directed it and invited Sila Sveta to create visuals for some of Billie's signature songs.

The best-known image of Sila Sveta's part is a set of giant spiders — scale and menace that no physical stage could hold, given to a live performance by the extended-reality set.

In XR the singer performs on a real LED stage while cameras and real-time engines extend the set beyond its walls. The content was built in Unreal Engine and Notch and rendered live in sync with the cameras.

Watch the film
youtu.be/oxpAzIF4-M4

ilyabalakin.com/projects/billie-eilish ↗



MILKINSIDE CGI

YEAR	2020
ROLE	Art Director

Milkinside CGI — a CGI poem made in 2020 for Milkinside, the design studio led by Gleb Kuznetsov, as a statement of the studio's own language.

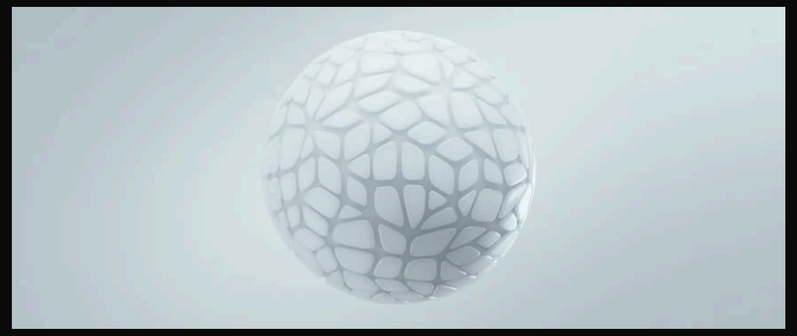
A short narrative film: a text by the writer David Defendi is set to a sequence of computer-generated images, to show the studio's way of thinking rather than describe it.

Fully computer-generated, with motion supervised by Alexey Churochkin, music and sound design by Monoleak, and Ilya as art director.

Watch the film
vimeo.com/381923863

ilyabalakin.com/projects/milkinside-cgi ↗













MACHINE LEARNING SOLUTIONS

YEAR	2021
ROLE	Art Director

Brand visuals for Machine Learning Solutions, made at Milkinside in 2021.

MLS asked to show how refined, flexible and responsive its technology is. The answer was a visceral, intuitive picture of machine learning: order and new stories emerging from a sea of chaotic data.

A fully CG film, built by Milkinside's motion designers under a CG supervisor, with Ilya as art director.

Watch the film
vimeo.com/571512100

ilyabalakin.com/projects/mls ↗

SPECIAL PROJECT













ALIVIA AND THE DARK EVIL

YEAR	2019
ROLE	Creative Show Director
WITH	SILA SVETA

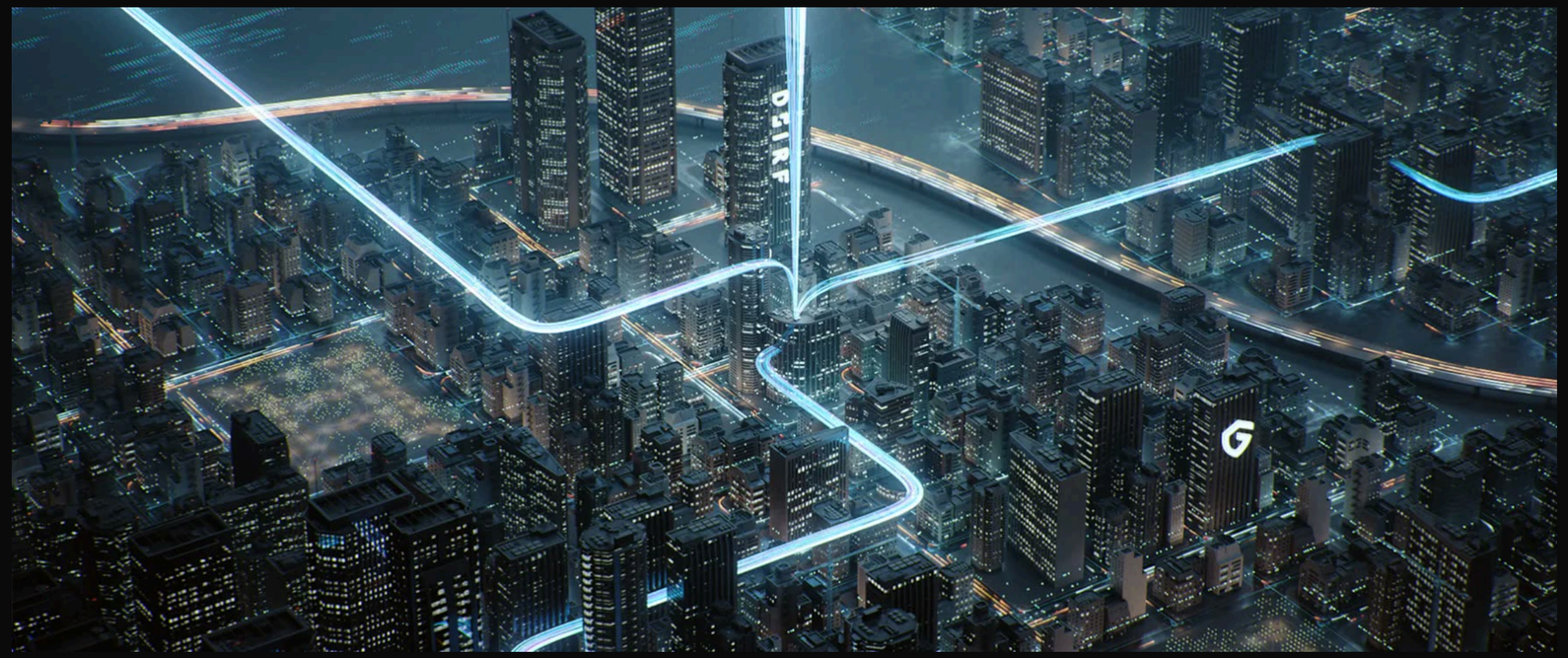
Alivia and the Dark Evil — a 25-minute immersive show for the Trans Studio Cibubur theme park in Indonesia, premiered in summer 2019 and Sila Sveta's biggest project at the time.

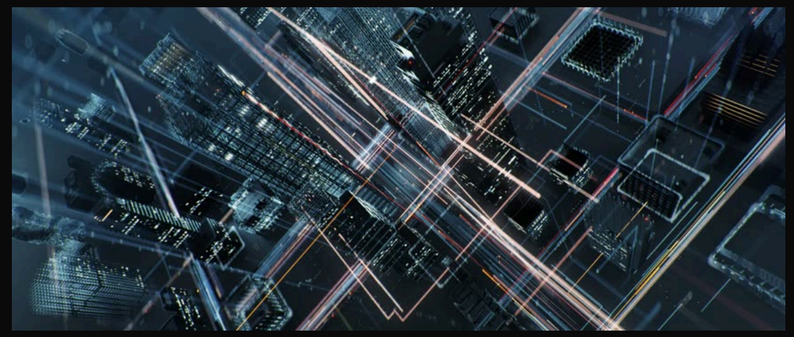
An original fantasy story told in the language of computer games and superhero films: acrobatics, stunts and choreography merge with CG animation, so that performers seem to fly, appear and vanish. The show joined the park's permanent programme.

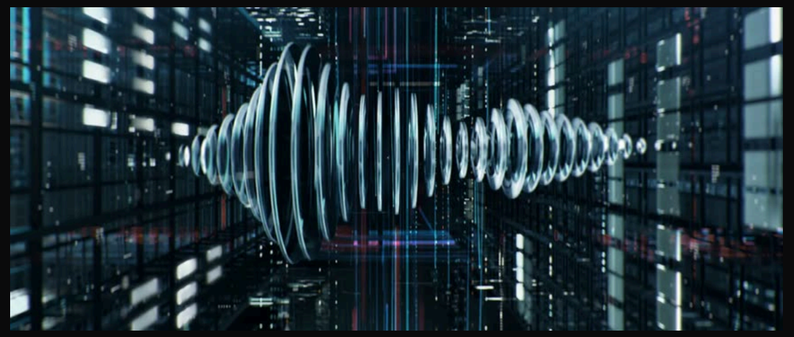
The stage hides trampolines, hatches, trapezes, winches and a disguised treadmill for the chase scenes, with projection scrims, fog, lighting and custom costumes. Every movement of the performers is timed to the multimedia content.

Watch the film
vimeo.com/376143000

ilyabalakin.com/projects/alivia-and-the-dark-evil ↗







DSIRF

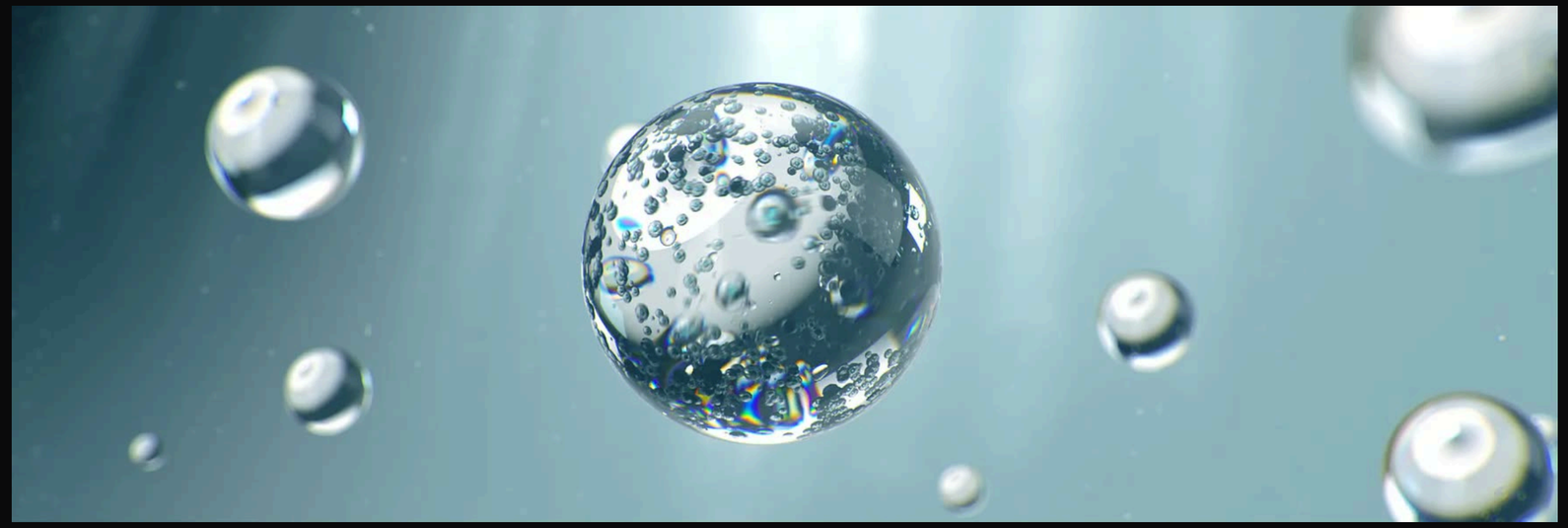
YEAR	2021
ROLE	Art Director

A brand film for DSIRF about innovation in encryption technology, made at Milkinside in 2021.

The task was to make people feel a technology that is invisible to the naked eye. The film builds a world around it, so that encrypted communication reads as a high-tech luxury service rather than a line of code.

World-building in CGI from start to finish, made by Milkinside's motion designers under a CG supervisor, with Ilya as art director.

ilyabalakin.com/projects/dsirf ↗











NEON

YEAR	2021
ROLE	Art Director

A CGI dream sequence for the launch of NEON at CES, the consumer electronics show in Las Vegas, made at Milkinside.

Milkinside helped design the booth experience and built its visuals, mixing CGI with live actors — and NEON became one of the star attractions of the show.

The dream sequence is fully computer-generated, made by Milkinside's motion designers under a CG supervisor, with Ilya as art director.

Watch the film
vimeo.com/509541666

ilyabalakin.com/projects/neon ↗

SPECIAL PROJECT

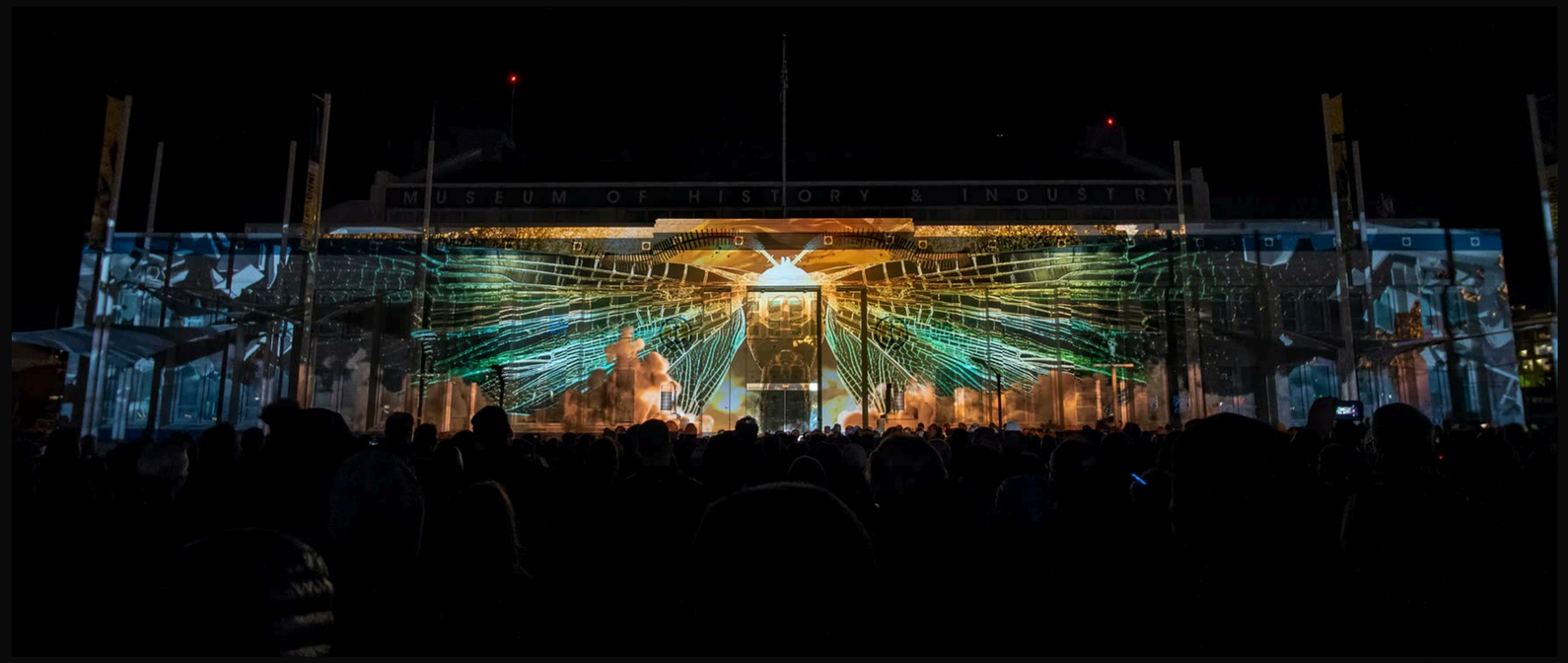
LONELINESS

YEAR	2018
ROLE	Art Director
WITH	SILA SVETA

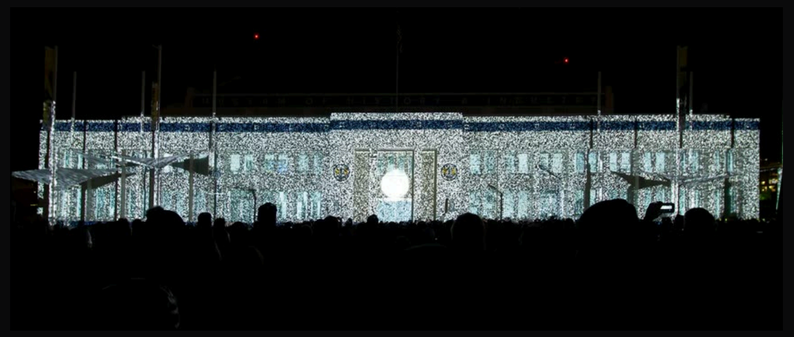
Loneliness — a three-minute light show by Sila Sveta, inspired by Joseph Brodsky's poem of the same name. It won the Jury's Choice award at Borealis 2018, the first US competition of tech and light art.

Brodsky's lines, read by Yuri Kolokolnikov, become a cosmic event: the building seems to explode, then collapse into itself, as if a black hole had opened at its core.

3D projection mapping across the entire facade of a museum, made for the Borealis festival in the USA. The CG team modelled the facade in 3D and built the explosion and the collapse to match its real architecture, so that the stone itself seems to give way. The idea is by Alexander Us and Yuri Kolokolnikov; the original score is by Mitya Vikhornov.













Watch the film
vimeo.com/297906763

ilyabalakin.com/projects/loneliness ↗







METAVERSE

YEAR	2020
ROLE	Art Director
WITH	SILA SVETA

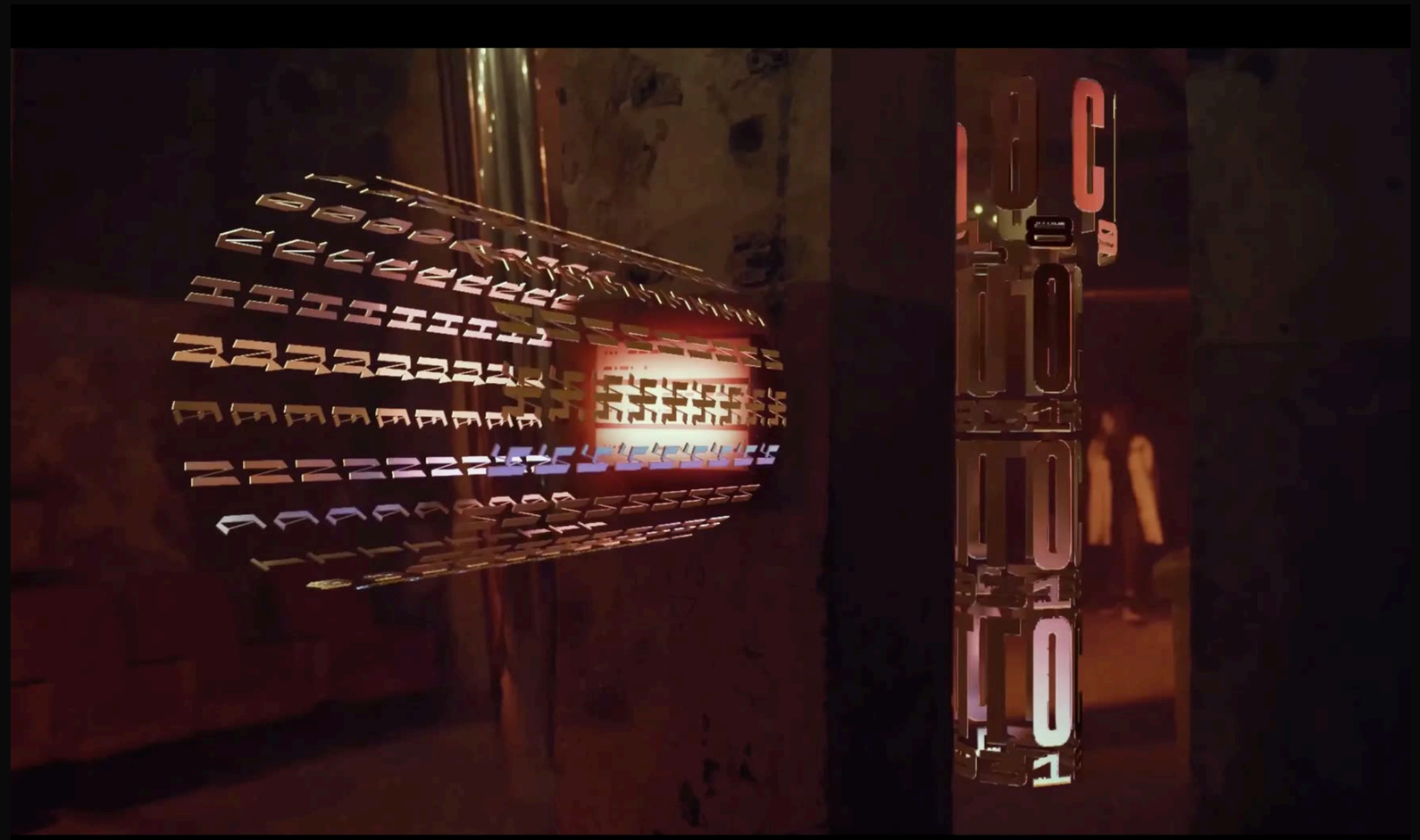
Augmented Vision — a short CG piece made with Sila Sveta in 2020 about the point where the physical and the virtual meet in personal space.

A glimpse of a near future in which the digital layer no longer stays on a screen but shares the room with us.

Fully computer-generated by a small team — a creative director, a lead artist and a CG artist — with original music.

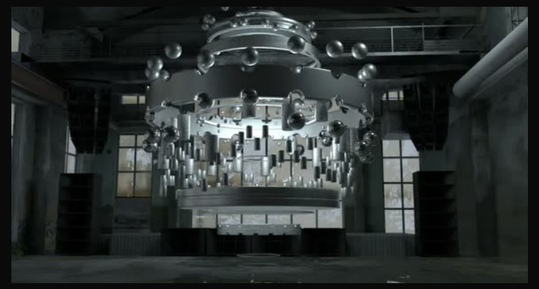
Watch the film
vimeo.com/697678316

ilyabalakin.com/projects/metaverse ↗









LAYERSS

YEAR	2020
ROLE	Creative Director
WITH	SILA SVETA

LayerSS — a new layer of reality for the Mutabor club, opened through an AR app by Sila Sveta in early 2020.

Guests looked for secret tags around the club; pointing a phone at one revealed a virtual art object placed into the real space and moving in rhythm with the music and sounds around it.

An AR app with tracking tags, CG art objects and sound-reactive animation, designed so that it could later work in any location.

Watch the film
vimeo.com/405792910

ilyabalakin.com/projects/layerss ↗





TRADE X

YEAR	2019
ROLE	Art Director

Branding CGI for Trade X, an automotive trading platform, produced in 2019 by Gleb Kuznetsov.

A short brand film that gives a trading platform for cars its visual language in CGI.

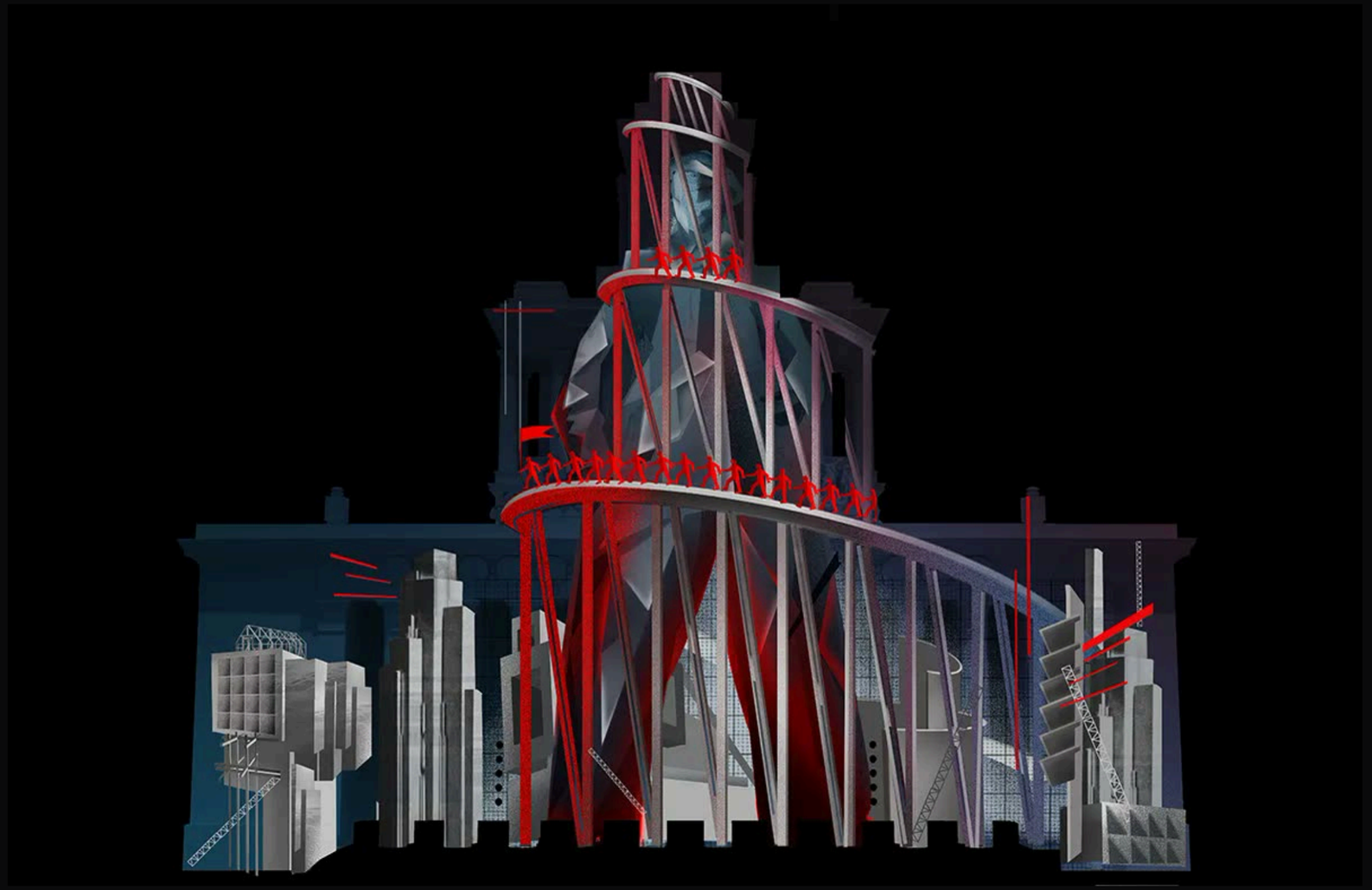
Fully computer-generated by a small team of motion designers under supervisor Alexey Churochkin, with sound by Evgeny Prokhorov and Ilya as art director.

Watch the film
vimeo.com/326012714

ilyabalakin.com/projects/trade-x ↗

PUBLIC EVENT

MAYAKOVSKY



YEAR	2015
ROLE	Art Director
WITH	SILA SVETA

Mayakovsky — a light show on the Central Pavilion of VDNKh, Grand Prix of the Art Vision Modern competition at the Circle of Light festival in Moscow, 2015.

The story runs in three parts. The old world: a palace facade melts like wax until a giant Mayakovsky shatters it. The new world: suprematist words and shapes build a city from his poems, and Tatlin's Tower rises from the ground to fit the building.

3D architectural mapping inspired by the Soviet avant-garde, with Yuri Kolokolnikov as Mayakovsky and sound by Dmitry Morozov (::vtol::). Graphics, typography and filmed footage work as one piece across the facade.

Watch the film
vimeo.com/141032105

ilyabalakin.com/projects/mayakovsky ↗

SPECIAL PROJECT

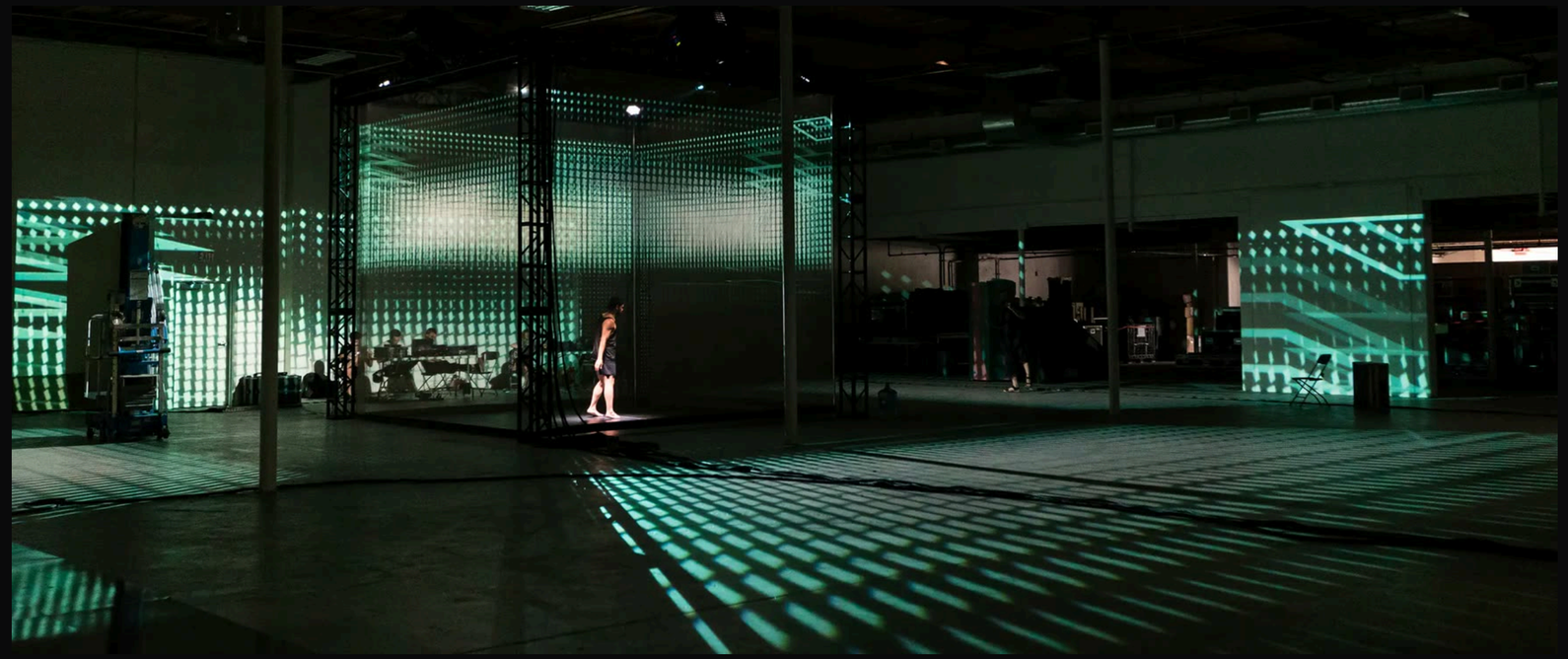
PYGMALION

YEAR	2016
ROLE	Art Director
WITH	SILA SVETA

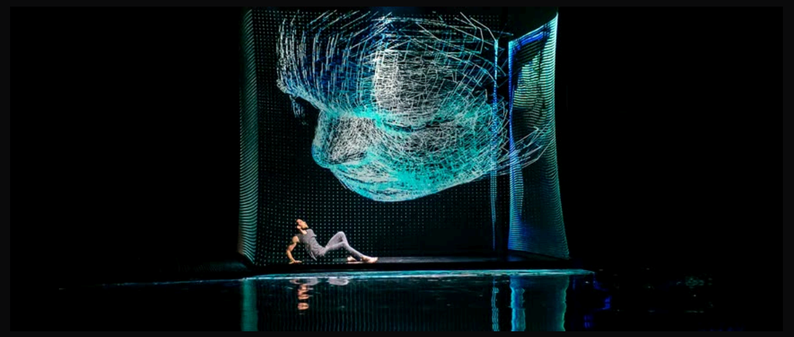
Pygmalion — a multimedia performance by Sila Sveta for the second round of America's Got Talent, aired on NBC on 29 July 2016.

The myth of the sculptor who falls in love with his creation, retold as a duet of two dancers and the projected image around them.

Choreography by Oleg Glushkov, projection content by Sila Sveta and music by Monoleak, staged for live television.







Watch the film
vimeo.com/179052410

ilyabalakin.com/projects/pygmalion ↗

PUBLIC EVENT





RAPPING MAPPING

YEAR	2013
ROLE	Concept Artist
WITH	SILA SVETA
CLIENT	CIRCLE OF LIGHT

Rapping Mapping — a projection show by Sila Sveta and the rapper Basta for the Circle of Light festival in Moscow, 4–8 October 2013.

Rap and architectural mapping in one piece: Basta's track drives the image, and words become the main graphic material, with typography by Pokras Lampas.

3D architectural mapping set to Basta's music, with concept design by Ilya Balakin, Darya Shurkina and Yulia Zhukova.

Watch the film
vimeo.com/76555050

ilyabalakin.com/projects/rapping-mapping ↗

PUBLIC EVENT





NIGHT

YEAR	2013
ROLE	Concept Artist
WITH	SILA SVETA
CLIENT	Signal Festival

Night — a projection mapping show by Sila Sveta for the Signal Festival, the festival of light in Prague, 17–21 October 2013, on an idea by Denis Bashev and Alexander Us.

A scripted story told on a building at night, with a raven as one of its characters and typography woven into the image. Over five festival nights the building itself became the screen for the story.

Projection mapping set to music by Vasiliy Filatov: motion design by a team of nine CG artists, raven animation by Andrey Korovkin and typography by Denis Bashev and Adelya Koldarova. Ilya was the concept artist. The film here is the original render of the show.

Watch the film
vimeo.com/78162369

ilyabalakin.com/projects/night ↗

(CONTACT)

Let’s stage the next one.

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