ILYA BALAKIN
SHOW DIRECTOR · SET DESIGNER · ART DIRECTOR

PORTFOLIO
2013 — 2021 · 36 PROJECTS

Selected work

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







IN TO

YEAR	2021
ROLE	Creative & Art Director
WITH	SILA SVETA

IN TO — an immersive interactive installation by Sila Sveta, first shown at the Prosvet festival in Perm in December 2020, then in 2021 at the TSEH* art space in Nizhny Novgorod and in Milan.

Its idea fits in one line: the more you know, the more you discover. The space responds to every guest who walks in, so anyone in the room becomes part of the piece.

Eight cameras track visitors in the infrared spectrum. The image is built from two layers — generative real-time graphics on top of a pre-rendered base — and runs on a disguise media server, with original music and sound design.

Watch the film
vimeo.com/511206376

ilyabalakin.com/projects/in-to ↗

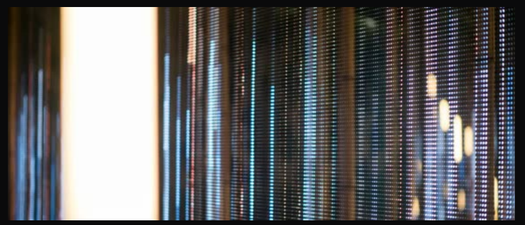
INSTALLATION













LEXUS DOME

YEAR	2017
ROLE	Creative & Art Director
WITH	SILA SVETA · ACTION
CLIENT	Lexus

Lexus Dome — a public space in Moscow City, opened in June 2017 for the launch of the Lexus LC 500, with a route of interactive installations by Sila Sveta for Action agency and Dentsu Aegis Network.

The route turns the brand's philosophy into rooms you walk through. The Inspiration zone starts with nature and the Lexus idea of YET — two opposites in harmony rather than a compromise; the Celebration zone ends with a virtual test drive and the car itself. Along the way guests discover what drives the brand's designers and engineers.

A waterfall seems to defy gravity: timed to the light, its droplets hang in the air or rise. A bamboo forest, LED screens and mirrors respond to visitors. Ilya was art director of the Inspiration and Celebration zones and of the red-laser opening performance with choreographer Oleg Glushkov.

Watch the film
vimeo.com/225820998

ilyabalakin.com/projects/lexus-dome ↗

MIRRORS







YEAR	2021
ROLE	Creative Director
WITH	SILA SVETA

Mirror — an interactive installation by Sila Sveta with projection and live tracking, first shown at the Intervals festival in Nizhny Novgorod in August 2021.

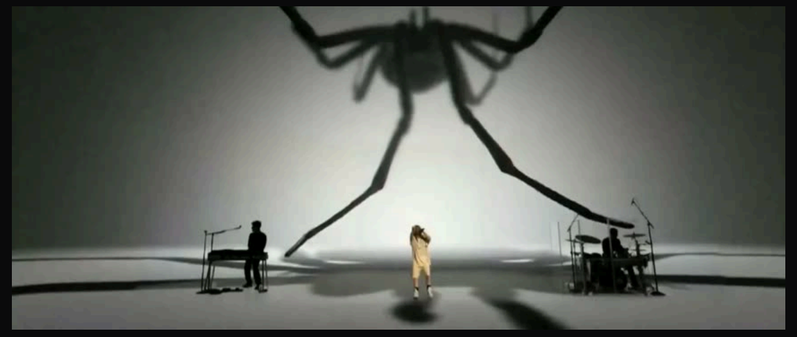
At first it is just a mirror: you see yourself and the room behind you. Then the image behind the glass comes alive, and your reflection steps into an illusory world that moves with you.

A screen sits behind a two-way mirror and stays invisible while it is dark. When it lights up, a Kinect camera above the mirror tracks the viewer in real time, and the graphics follow every move.

Watch the film
vimeo.com/648708583

ilyabalakin.com/projects/mirrors ↗







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.

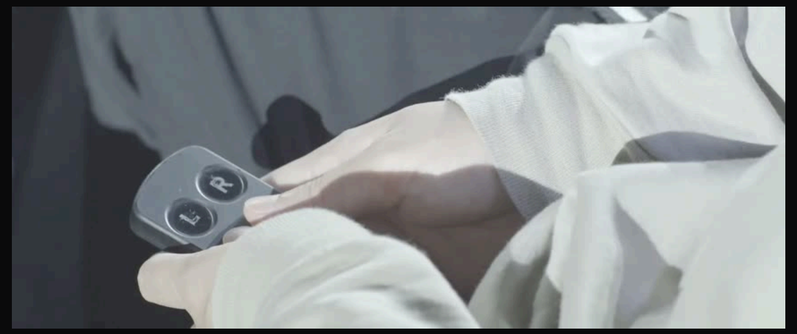
The best-known image of Sila Sveta's part is a set of giant spiders — scale and menace that no physical stage could hold, given to a live performance by the extended-reality set.

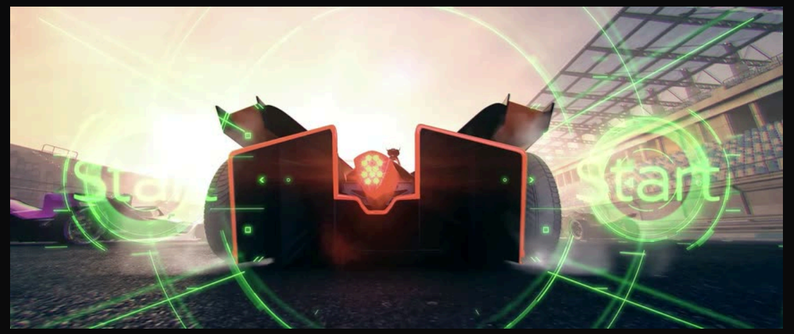
In XR the singer performs on a real LED stage while cameras and real-time engines extend the set beyond its walls. The content was built in Unreal Engine and Notch and rendered live in sync with the cameras.

Watch the film
youtu.be/oxpAzIF4-M4

ilyabalakin.com/projects/billie-eilish ↗







NISSAN FORMULA E

YEAR	2020
ROLE	Creative & Art Director
WITH	SILA SVETA · ACTIVATION GROUP

A Formula E driving experience for the new Nissan Pavilion in Yokohama, made in 2020 with Activation Group as part of the celebration of the Tokyo Olympic Games.

An interactive cinema where every guest could feel what it is like to drive an electric racing car. At the press of a button guests chose the scenario: changed locations, decided how the race went and overtook their rivals.

A thirty-metre curved screen and floor projection put the audience inside the race; sound effects and a kinetic floor synced with the content gave the feel of a cockpit. The pandemic postponed the Games, so only local residents got to see it.

Watch the film
vimeo.com/503437014

ilyabalakin.com/projects/nissan-formula-e ↗













AUDI A7

YEAR	2019
ROLE	Creative & Art Director
WITH	SILA SVETA

The world premiere of the new Audi A7 at the brand's headquarters in Ingolstadt. Sila Sveta's concept placed a 25-metre projection dome on the roof of the new Audi Design Center.

Guests stepped inside and found themselves within the show: the projection wrapped the whole dome around them, turning the premiere into a single immersive picture rather than a stage seen from the seats.

The dome is 25 metres across and 12 metres high, with no frame inside: its projection skin is held up by the difference in air pressure between the outer shell and the inner one. Dome projection was combined with lasers and lights, and Sila Sveta also ran technical supervision.

Watch the film
vimeo.com/240835148

ilyabalakin.com/projects/audi-a7 ↗

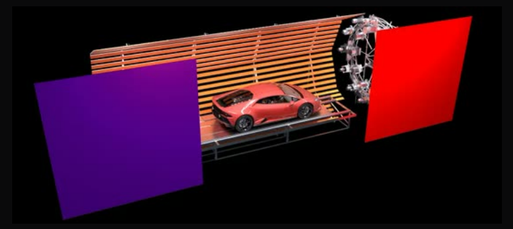












LAMBORGHINI HURACÁN EVO

YEAR	2019
ROLE	Creative Director
WITH	SILA SVETA

A multimedia show for the 2019 European premiere of the Lamborghini Huracán EVO — first at Cition Hall in Moscow, then in Berlin, London and Milan. It was Sila Sveta's second commission from Lamborghini, after the Urus.

The idea was to erase the line between physical phenomena and digital illusion: guests watched the car seem to assemble in mid-air before their eyes, as shapes drawn on screen stepped out into three dimensions.

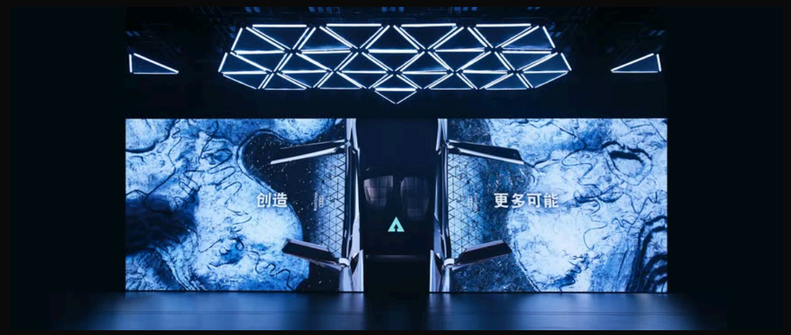
Two flexible 5 × 5 m LED screens unfolded on stage as the show went on, with a vibrating floor, lasers and light. A custom fan behind the screens filled the air with real snow, feathers, confetti and haze — the virtual story got a physical one.

Watch the film
vimeo.com/345676399

ilyabalakin.com/projects/lamborghini-huracan-evo ↗













AUDI BRAND SUMMIT

YEAR	2018
ROLE	Creative & Art Director
WITH	SILA SVETA · ACTIVATION GROUP

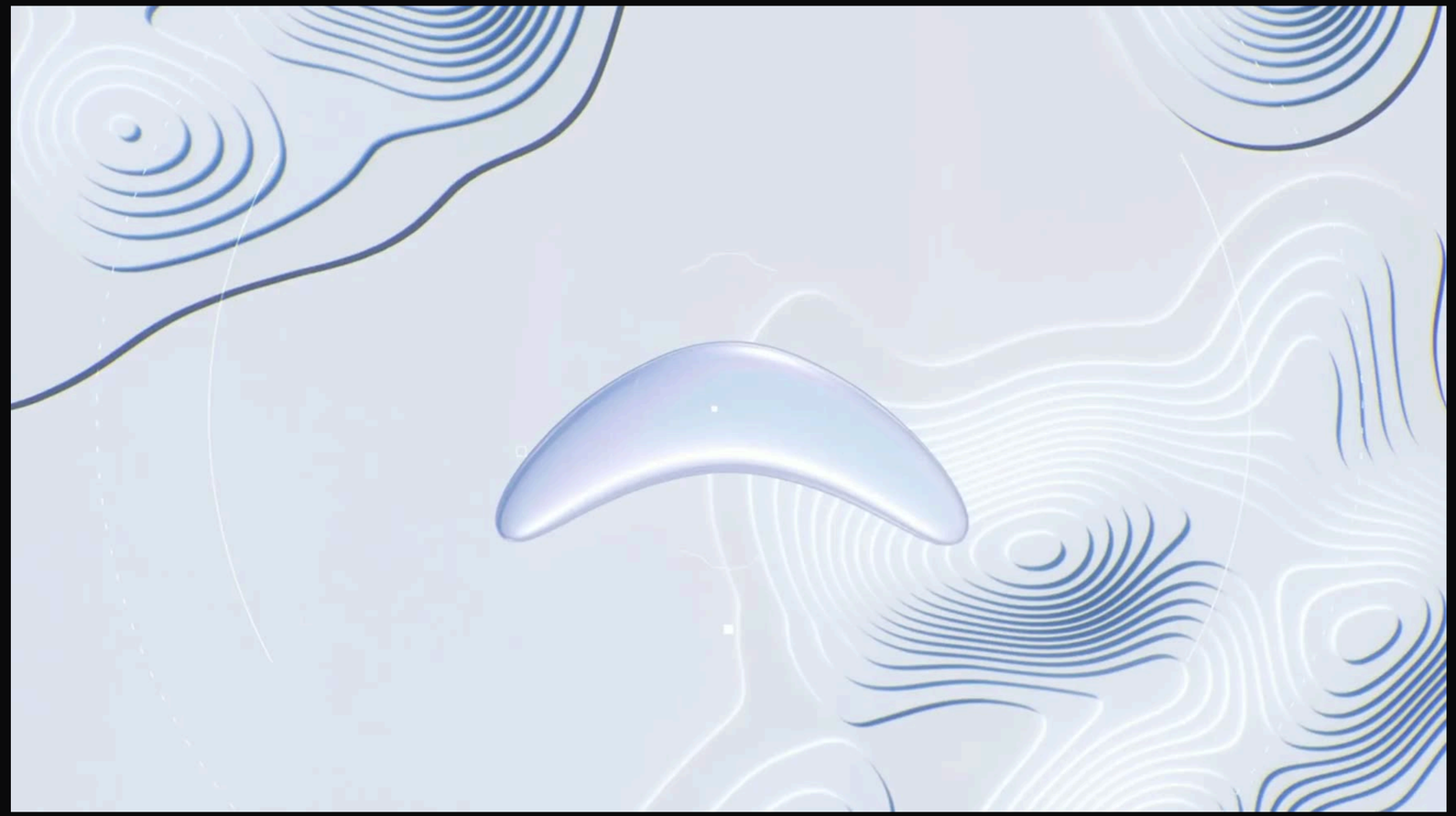
Four shows for the second Audi Brand Summit in Shenzhen in June 2018 — the opening, Aicon, e-tron and the world premiere of the Audi Q8 — made by Sila Sveta for Activation Group.

Audi's motto, Vorsprung durch Technik — progress through technology — set the tone. Ilya was art director of Aicon, the act for a concept car with no steering wheel, where the stage itself had to feel just as new.

For Aicon, projection mapping ran on kinetic objects: moving triangles drove the content and reshaped the stage throughout the act. Around it, a multilayered LED stage on the lakeshore, a large lighting rig and mobile LED screens carried the other shows.

Watch the film
vimeo.com/276279614

ilyabalakin.com/projects/audi-brand-summit ↗



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.

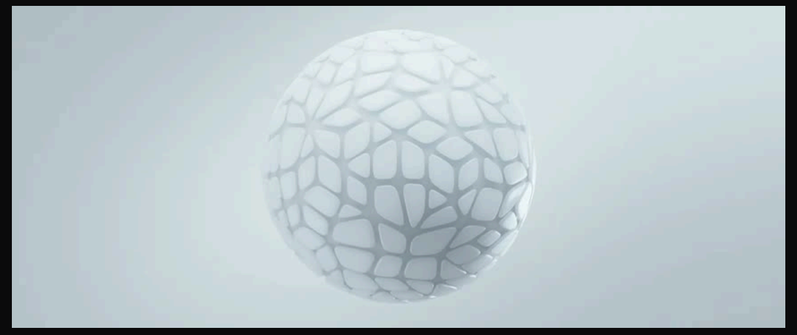
A short narrative film: a text by the writer David Defendi is set to a sequence of computer-generated images, to show the studio's way of thinking rather than describe it.

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.

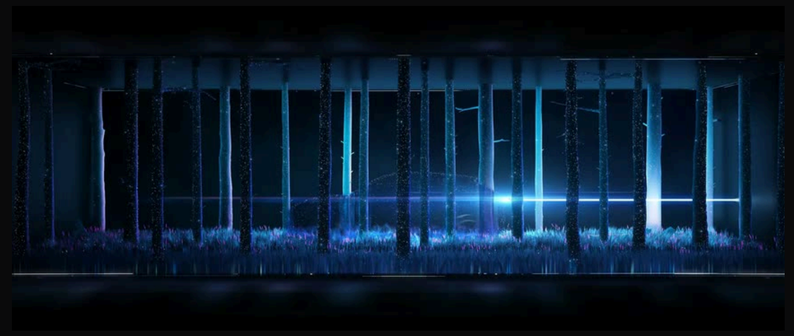
MLS asked to show how refined, flexible and responsive its technology is. The answer was a visceral, intuitive picture of machine learning: order and new stories emerging from a sea of chaotic data.

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

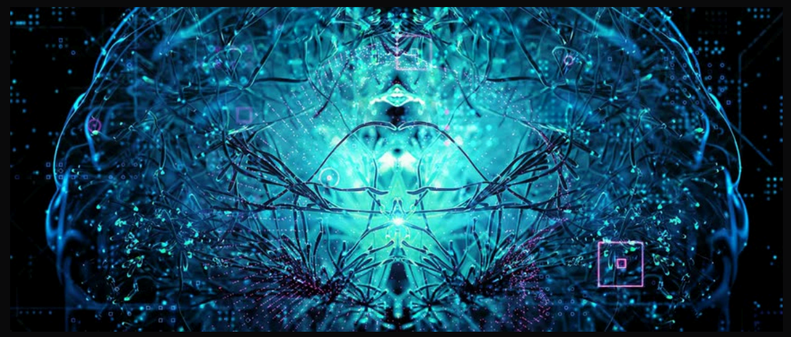
ilyabalakin.com/projects/mls ↗











SF MOTORS

YEAR	2018
ROLE	Creative & Art Director
WITH	SILA SVETA

The global launch of SF Motors' electric cars in Silicon Valley in March 2018. Sila Sveta developed the whole concept: the venue design, the bar zone, the show for the presentation and the main reveal.

Following the brand's motto, "step into the future", the show took the audience on a digital journey towards a greener, smarter future, opened layer by layer until the cars appeared.

The stage had four layers: 9-metre roll-up screens for the keynote; a holographic scrim with interactive visuals, floor projection and lasers; three roll-up screens hiding the prototypes; and a 14-metre LED wall behind the cars. Keeping the lasers in sync with the content was the hardest part.

Watch the film
vimeo.com/299220390

ilyabalakin.com/projects/sf-motors ↗

SPECIAL PROJECT













ALIVIA AND THE DARK EVIL

YEAR	2019
ROLE	Creative Show Director
WITH	SILA SVETA

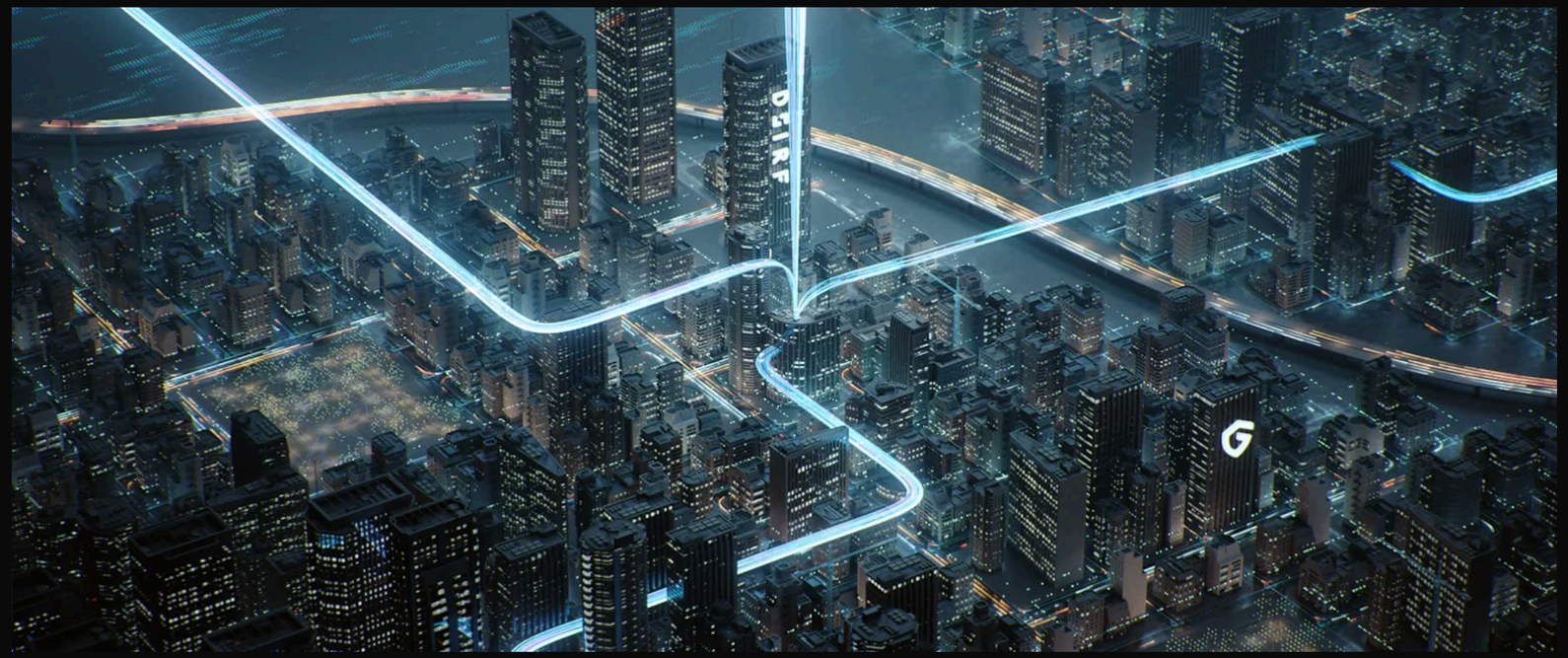
Alivia and the Dark Evil — a 25-minute immersive show for the Trans Studio Cibubur theme park in Indonesia, premiered in summer 2019 and Sila Sveta's biggest project at the time.

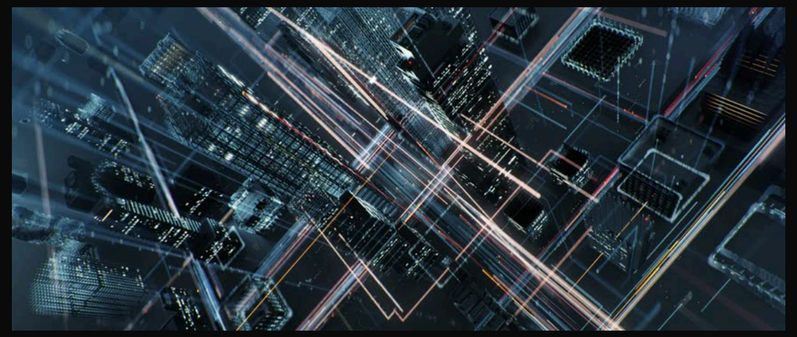
An original fantasy story told in the language of computer games and superhero films: acrobatics, stunts and choreography merge with CG animation, so that performers seem to fly, appear and vanish. The show joined the park's permanent programme.

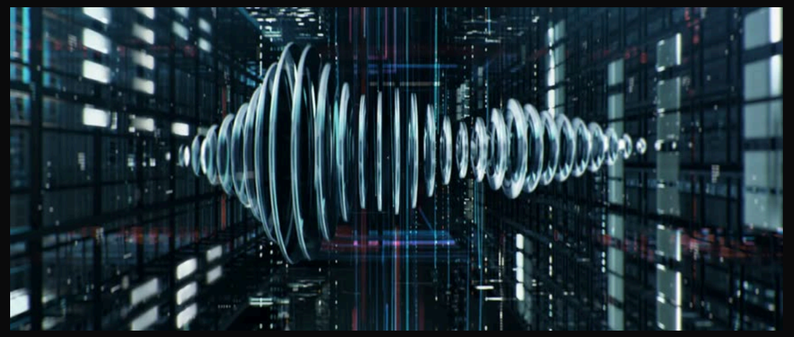
The stage hides trampolines, hatches, trapezes, winches and a disguised treadmill for the chase scenes, with projection scrims, fog, lighting and custom costumes. Every movement of the performers is timed to the multimedia content.

Watch the film
vimeo.com/376143000

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







DSIRF

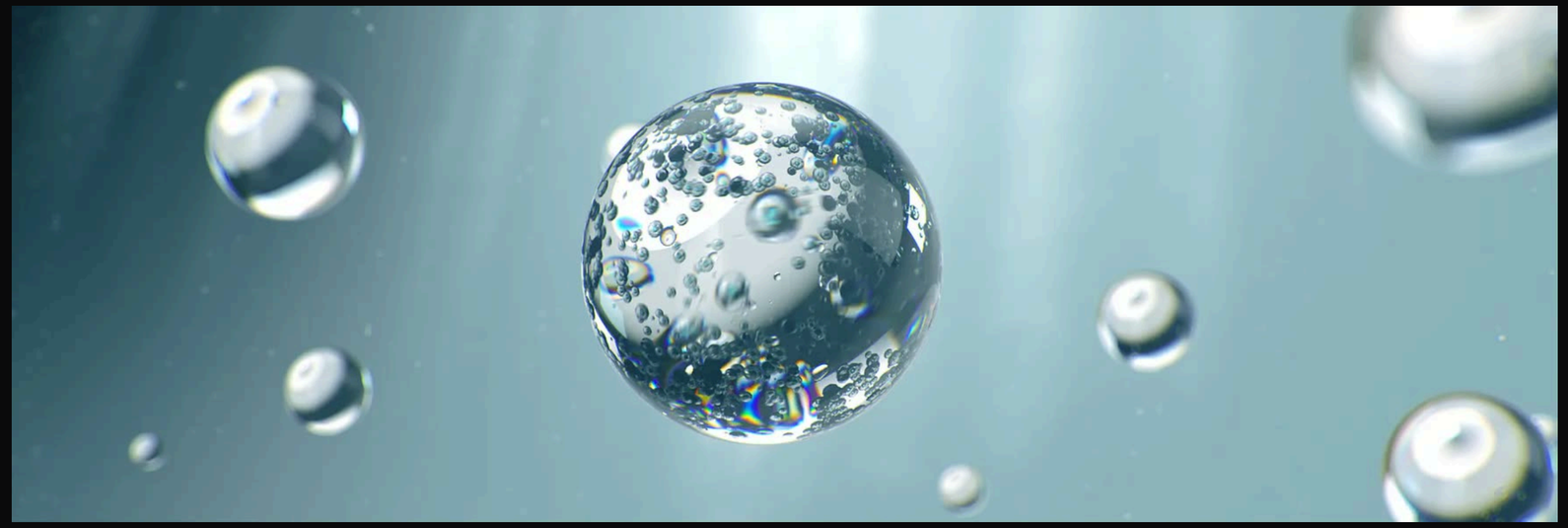
YEAR	2021
ROLE	Art Director

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.

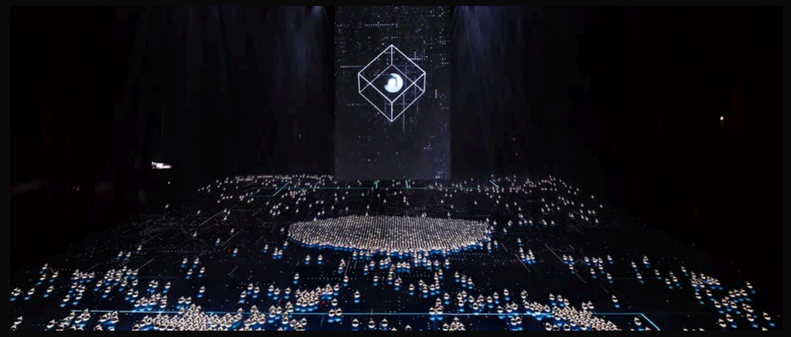
The dream sequence is fully computer-generated, made by Milkinside's motion designers under a CG supervisor, with Ilya as art director.

Watch the film
vimeo.com/509541666

ilyabalakin.com/projects/neon ↗













AUDI A5

YEAR	2018
ROLE	Creative & Art Director
WITH	SILA SVETA

The Moscow premiere of the new Audi A5 Coupé, staged by Sila Sveta — the world's first car launch built on real-time motion tracking, where the car ran its own show.

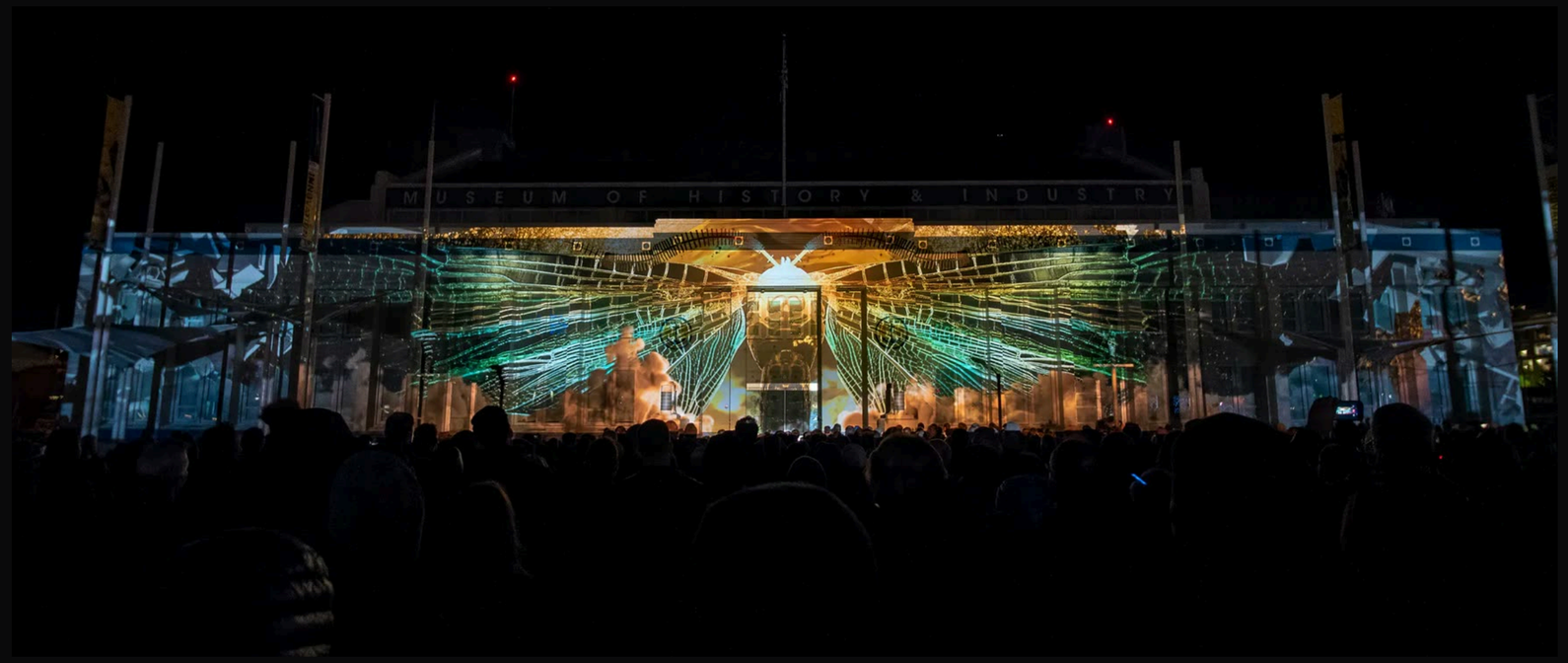
Under the title "Artificial Intelligence vs YOU", the car became the author of its own presentation: as it drove across the stage, the projection and the light followed it. At the climax, each of the 400 guests got a phone call from the Artificial Intelligence. The show took the Autovision Gold and Grand Prix and was named Launch of the Year.

Sensors on the car tracked its exact position in a 300-square-metre projection area and fed a live rendering system that drew the 3D mapping and drove the lighting in real time. A stand put the audience at the one angle the illusion worked from. It began as a risky experiment and became one of the most talked-about launches in Russia. Ilya was creative and art director of the show.

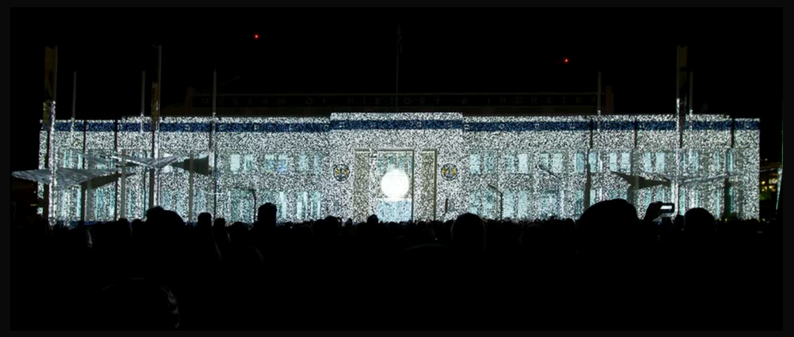
Watch the film
vimeo.com/200329771

ilyabalakin.com/projects/audi-a5 ↗

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

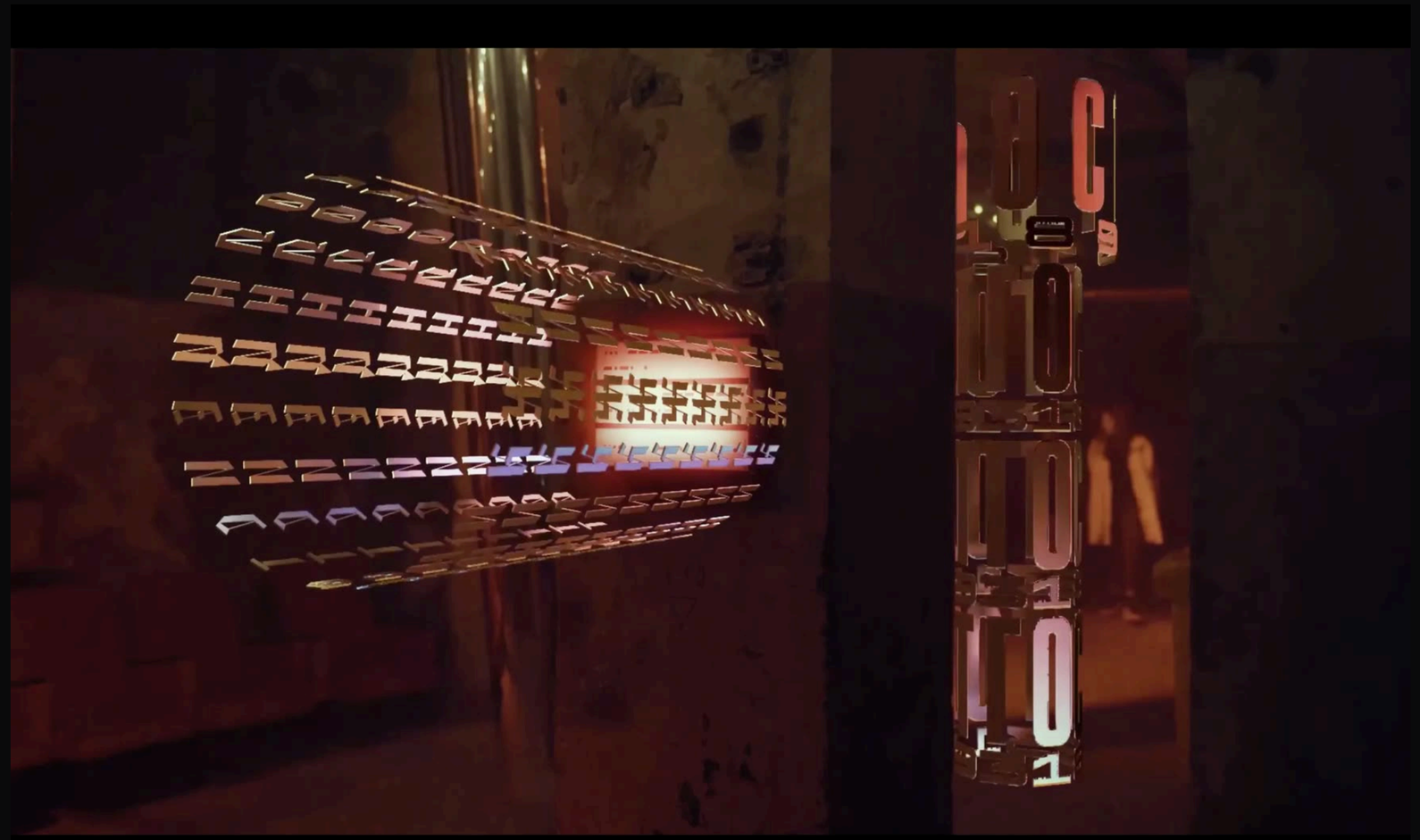
Augmented Vision — a short CG piece made with Sila Sveta in 2020 about the point where the physical and the virtual meet in personal space.

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.

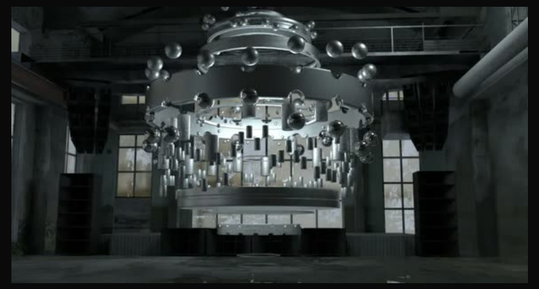
Watch the film
vimeo.com/697678316

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 ↗



ALCATEL IDOL 4

YEAR	2016
ROLE	Art Director
WITH	SILA SVETA · DEPARTAMENT

A media performance for the Russian premiere of the Alcatel Idol 4 smartphone, presented live in Moscow on 2 June 2016.

Live dancers and digital content play one part: the choreography by Anna Abalikhina and the graphics answer each other, so that movement and image read as one.

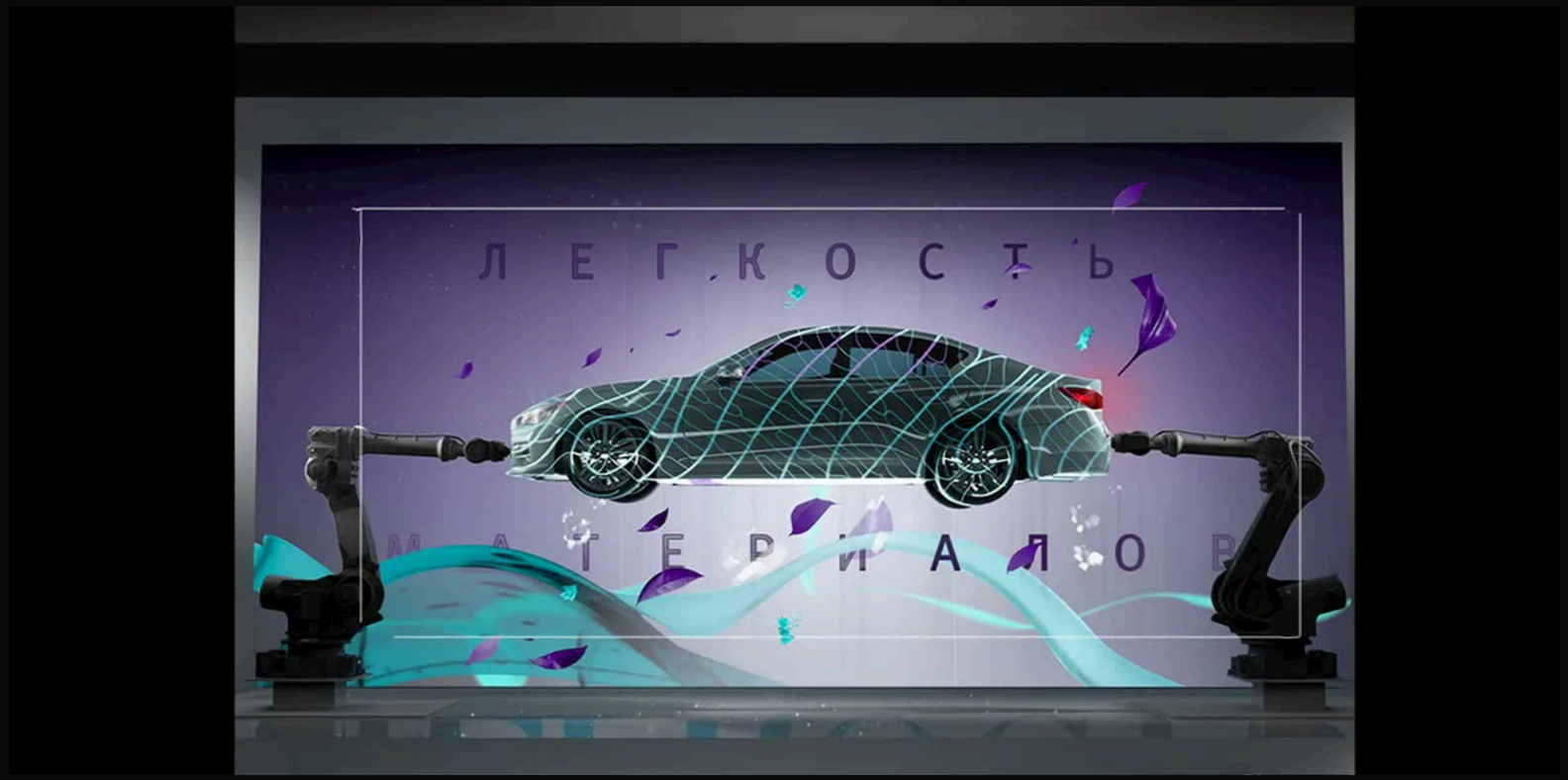
Six performers on stage in front of an LED wall, with content timed to the choreography and an original score by Mitya Vikhornov.

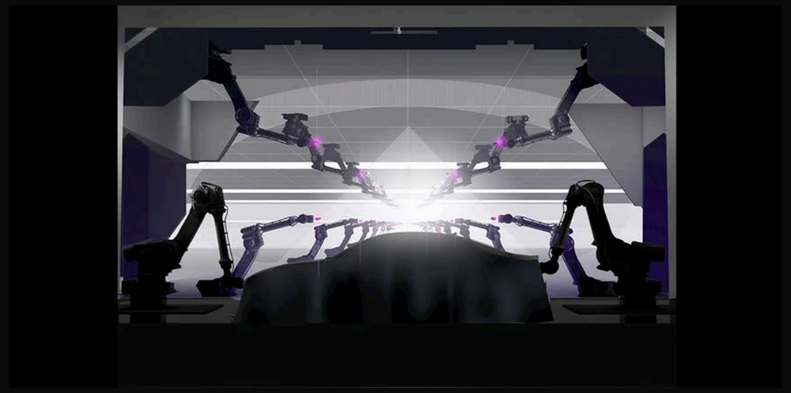


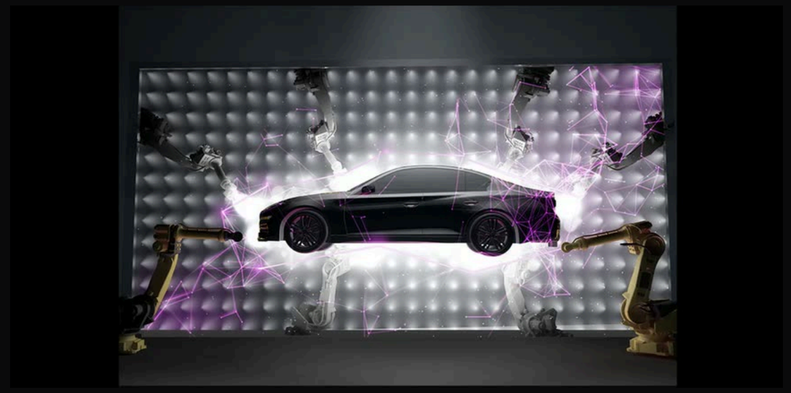


Watch the film
vimeo.com/182115109

ilyabalakin.com/projects/alcatel-idol-4 ↗







ZERO GRAVITY

YEAR	2014
ROLE	Art Director
WITH	SILA SVETA · LOUDER

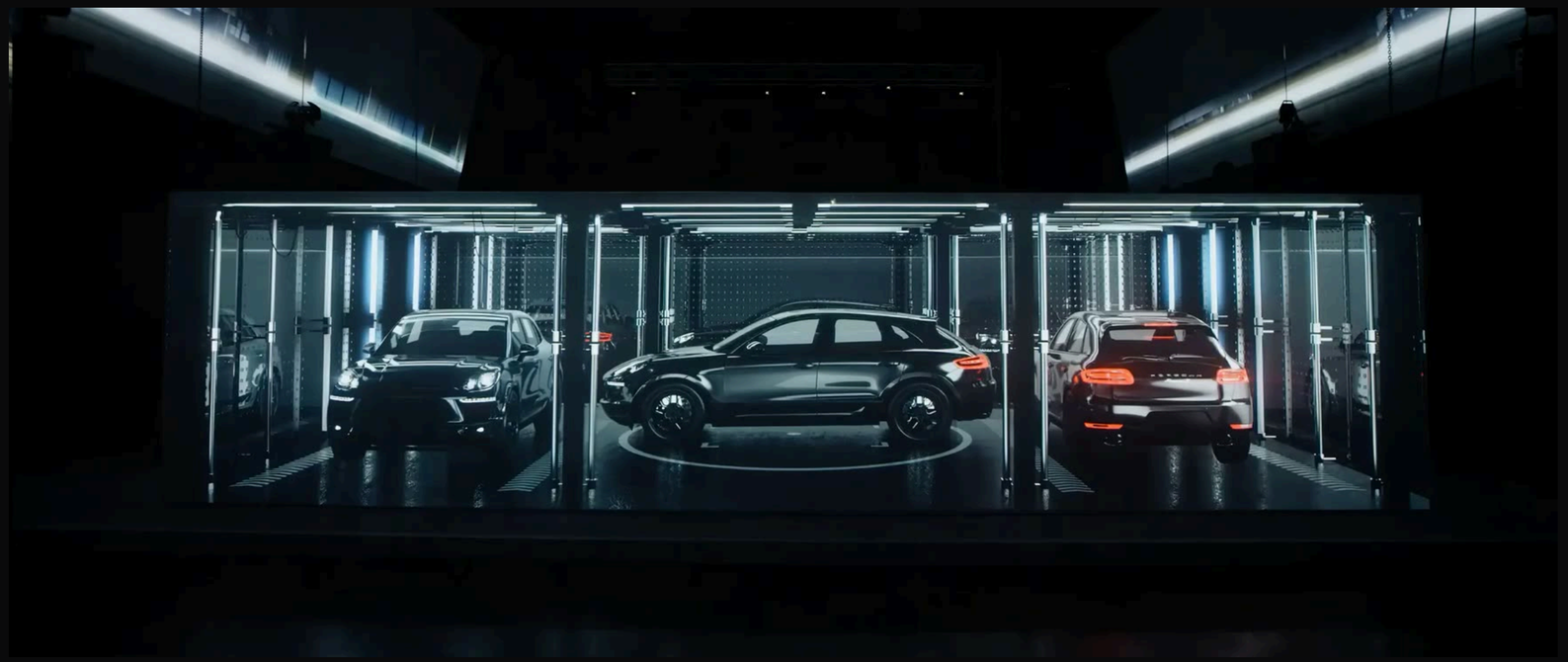
Zero Gravity — an experimental kinetic installation by Sila Sveta and Louder agency, with a full-size car model hovering in the air.

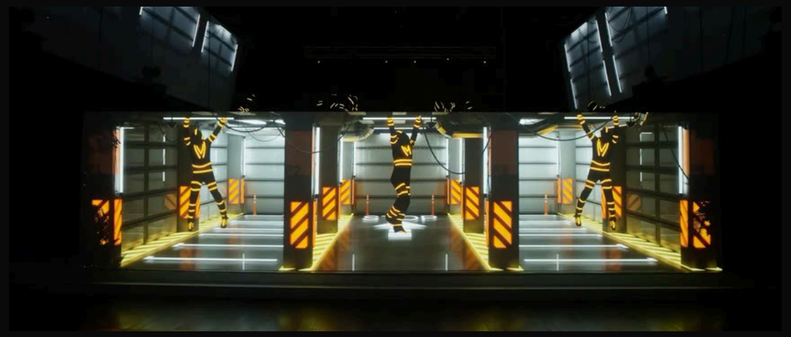
The car floats, turns and seems to lose all its weight. Scene by scene it changes: X-rayed, wrapped in futuristic patterns, or racing down a track through space.

Two robotic arms lift and rotate the model, while dynamic 3D mapping follows it on the car and on the background, so that projection and motion stay locked together.

Watch the film
vimeo.com/115596397

ilyabalakin.com/projects/zero-gravity ↗







PORSCHE MACAN

YEAR	2014
ROLE	Art Director
WITH	SILA SVETA

A dynamic performance for the Russian premiere of the Porsche Macan at the Barvikha Concert Hall in Moscow in April 2014, on a concept by Louder agency.

Live dancers performed alongside their projected doubles, while industrial motion graphics built up the energy of the new car. At the finale the projection cube lifted to reveal the Macan. The show was named Brand Event of the Year.

Projection mapping on a central podium and side screens, with a cube that served as both screen and curtain for the reveal.

Watch the film
vimeo.com/92319437

ilyabalakin.com/projects/porsche-macan ↗





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.

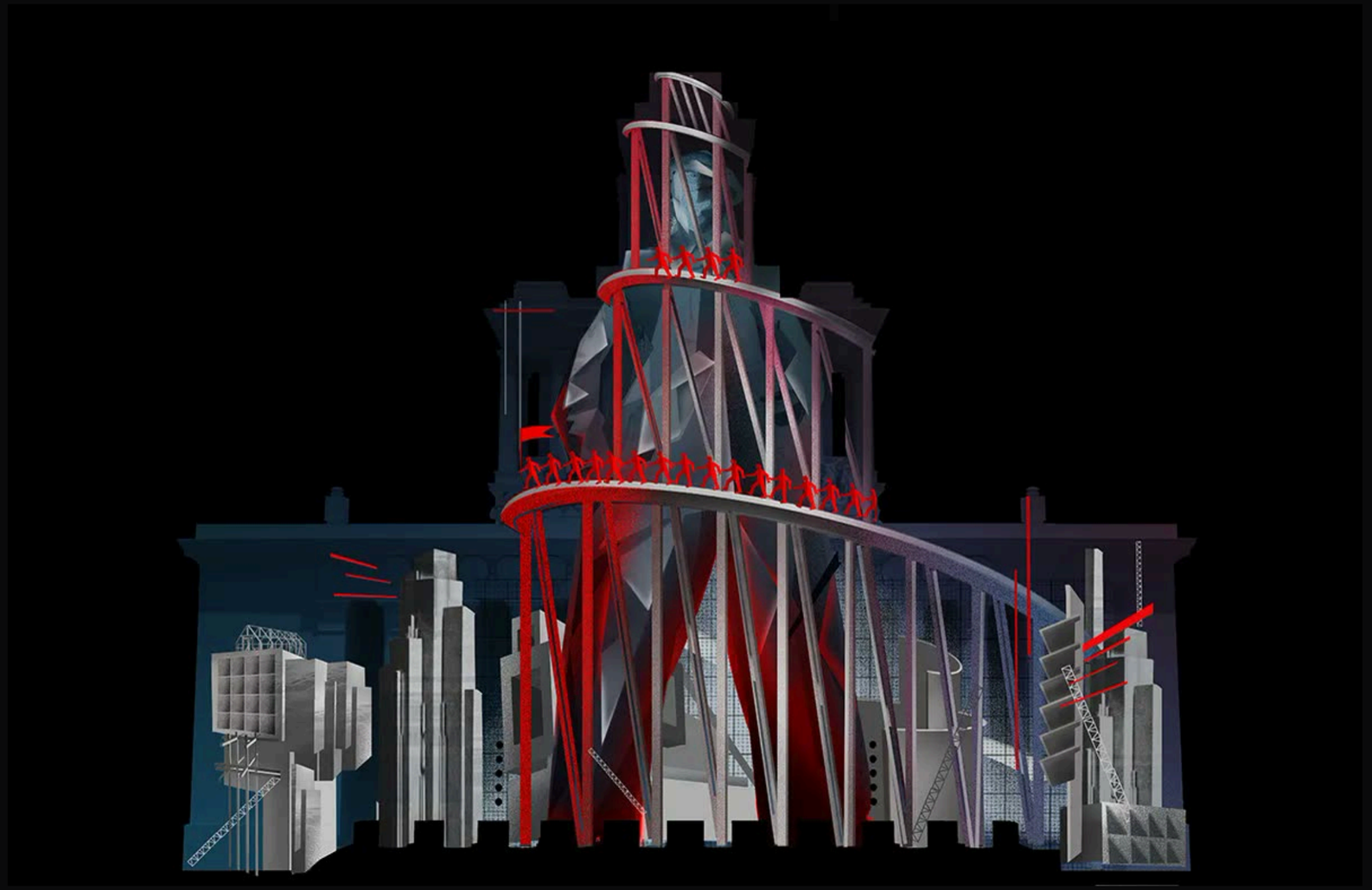
Fully computer-generated by a small team of motion designers under supervisor Alexey Churochkin, with sound by Evgeny Prokhorov and Ilya as art director.

Watch the film
vimeo.com/326012714

ilyabalakin.com/projects/trade-x ↗

PUBLIC EVENT

MAYAKOVSKY



YEAR	2015
ROLE	Art Director
WITH	SILA SVETA

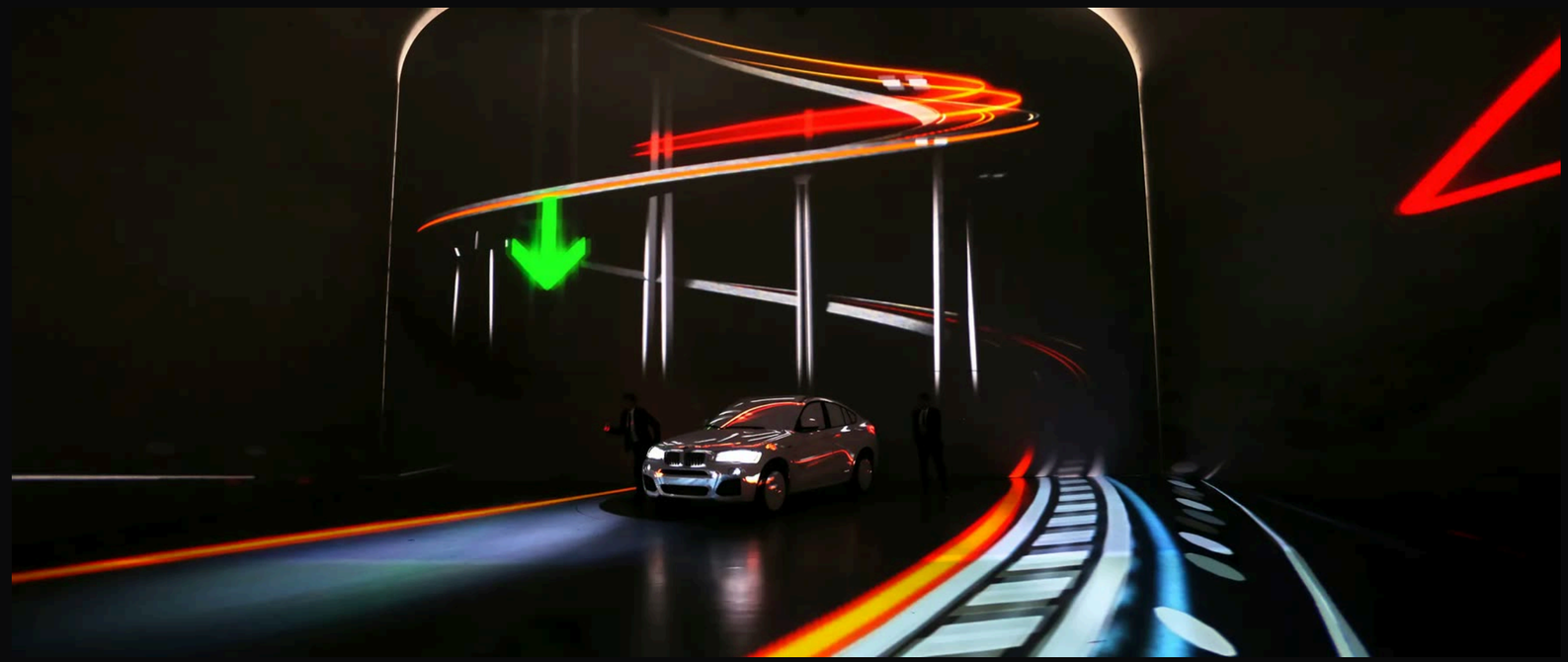
Mayakovsky — a light show on the Central Pavilion of VDNKh, Grand Prix of the Art Vision Modern competition at the Circle of Light festival in Moscow, 2015.

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 ↗







BMW X4 CHINA

YEAR	2014
ROLE	Art Director
WITH	SILA SVETA

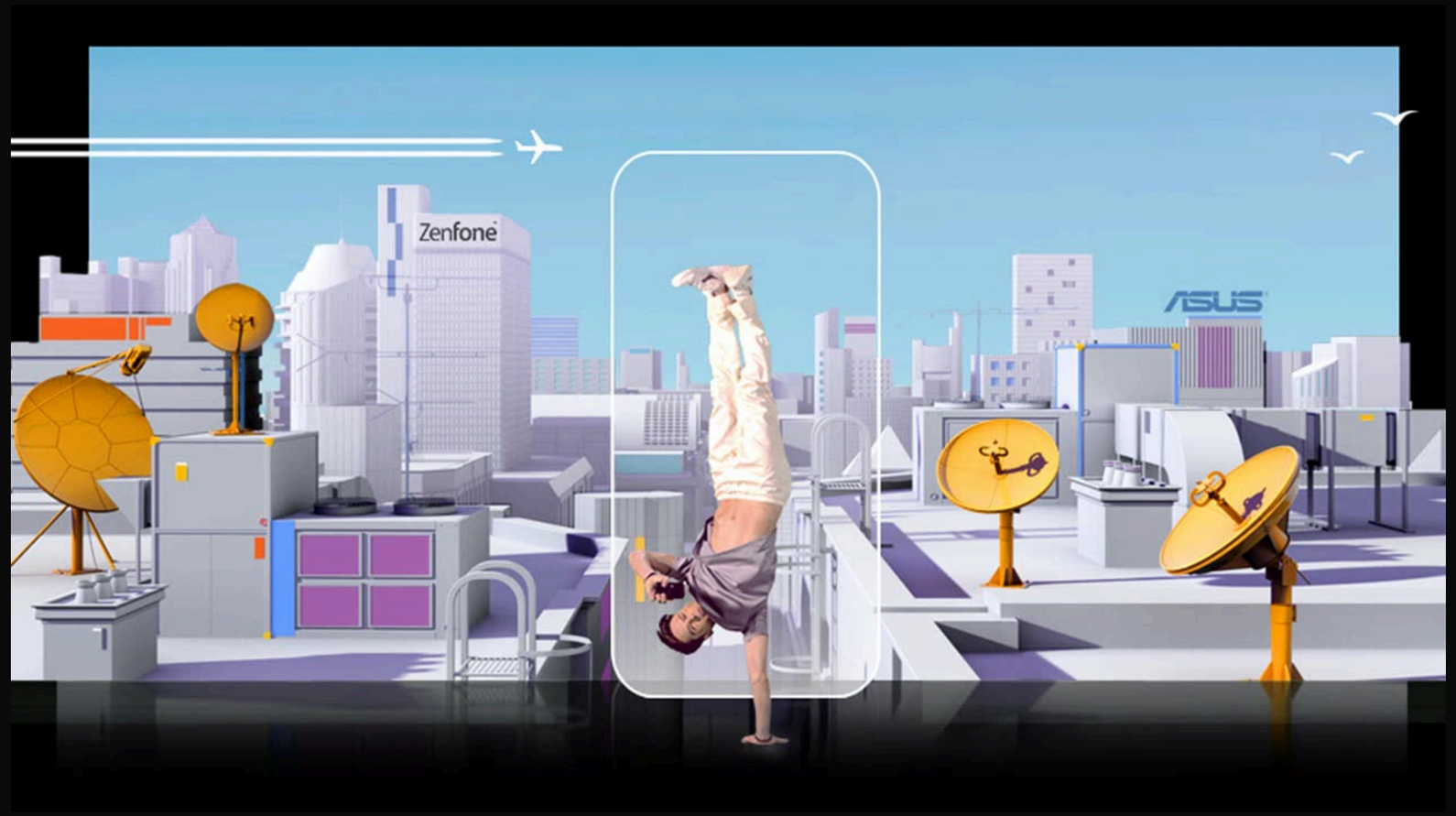
The Chinese launch of the BMW X4 at the Long Museum in Shanghai on 29 July 2014, with a projection show and presentation by Sila Sveta.

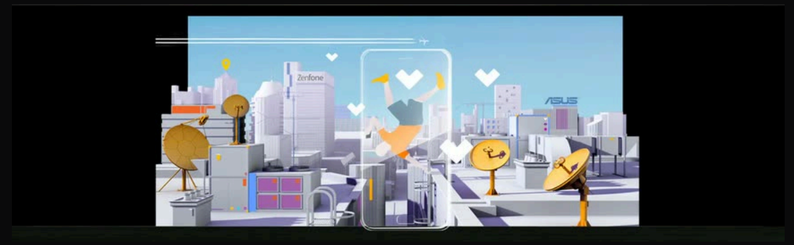
A live performance by choreographer Oleg Glushkov, in which dancers, projected graphics and the new car share one stage and one story.

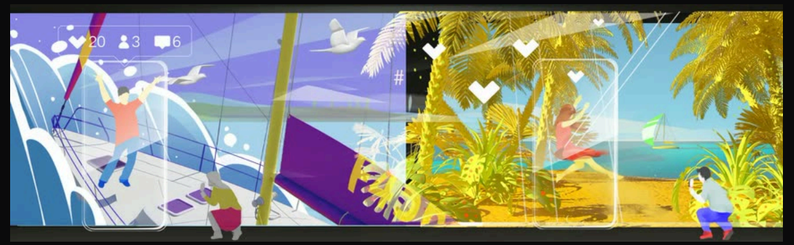
Projection mapping in the museum space, with motion design timed to the choreography and music by Monoleak.

Watch the film
vimeo.com/105002567

ilyabalakin.com/projects/bmw-x4-china ↗







ASUS ZENFONE 4

YEAR	2017
ROLE	Art Director
WITH	SILA SVETA

#WELOVEPHOTO — a media performance by Sila Sveta for the world premiere of the ASUS ZenFone 4 in 2017, shown at brand events across several continents.

The act takes its name and theme from the phone's main idea — a love of photography — and tells it through two performers and the graphics around them.

Choreography by Evgeny Prisyazhny and computer graphics in a custom setup with kinetic screens, with an original score.

Watch the film
vimeo.com/246279631

ilyabalakin.com/projects/asus-zenfone-4 ↗













AUDI A4 SPACE

YEAR	2016
ROLE	Art Director
WITH	SILA SVETA · DEPARTAMENT

Audi A4 Space — an interactive driving experience for the Russian launch of the Audi A4, made with Departament agency in early 2016.

Participants took the wheel of a real car and were sent into space: steering the A4, they navigated a cosmic route and dodged meteorites, with every turn of the wheel changing the view around them.

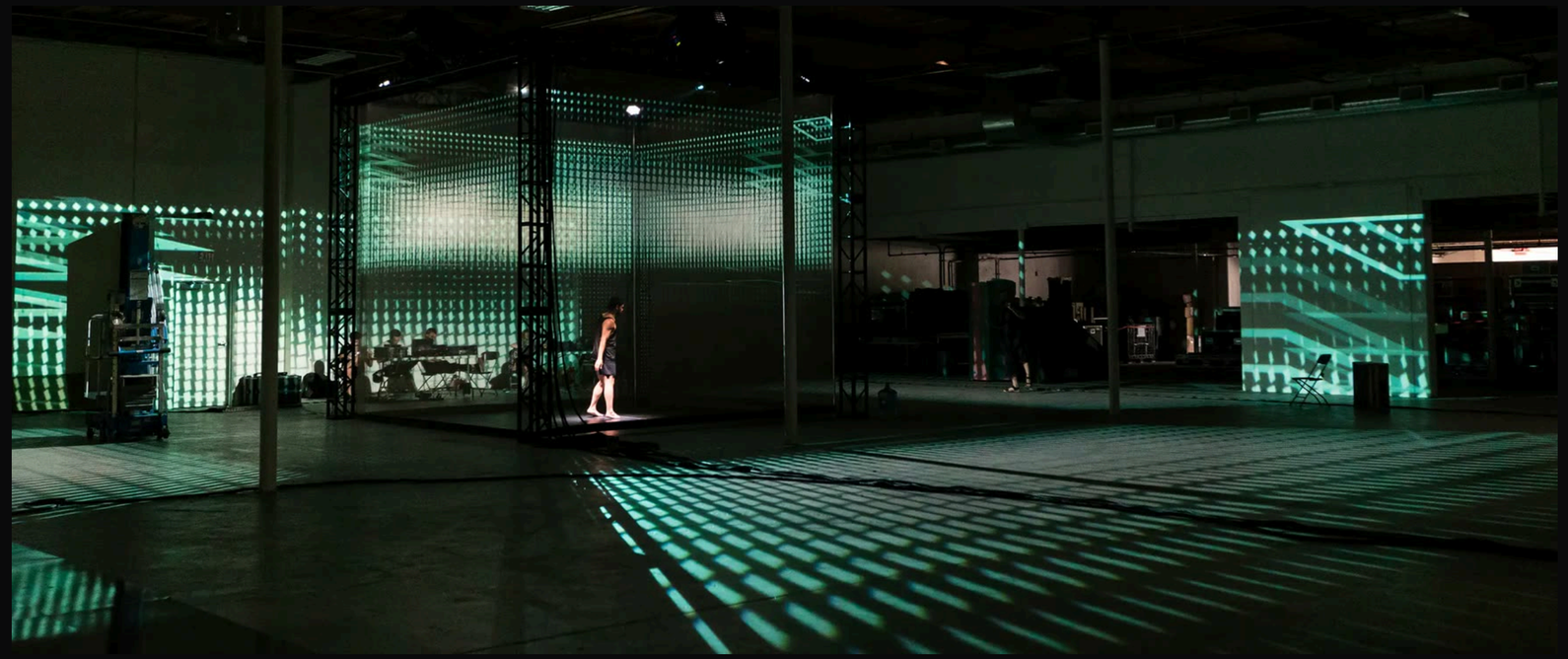
A huge futuristic dome placed over the car in a Moscow department store, with stereo projection covering its whole inner surface and the car's own steering wheel as the controller. Sila Sveta built the content and the interactive system; the event was organised by Departament.

Watch the film
vimeo.com/188846473

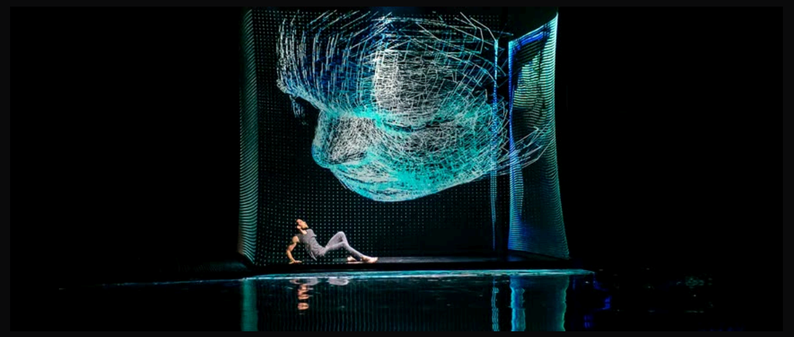
ilyabalakin.com/projects/audi-a4-space ↗

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.

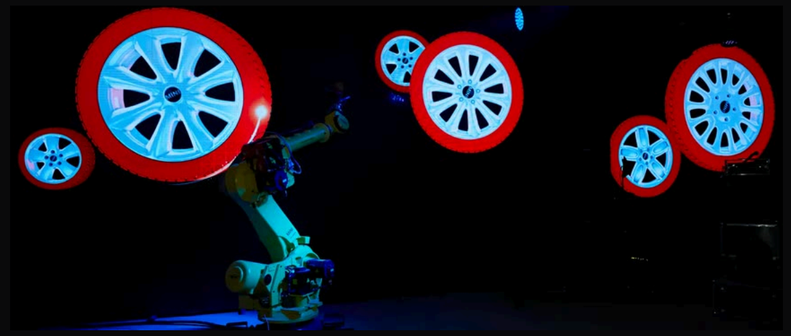
Choreography by Oleg Glushkov, projection content by Sila Sveta and music by Monoleak, staged for live television.

Watch the film
vimeo.com/179052410

ilyabalakin.com/projects/pygmalion ↗







THE NEW MINI

YEAR	2014
ROLE	Art Director
WITH	SILA SVETA · DEPARTAMENT

The Moscow launch of the new MINI on 19 March 2014, staged by Event Departament as a wild mix of choreography, interactive technology, light, sound and special effects.

Sila Sveta made the centrepiece of the night: a robotic arm seemed to cut holes in the wall, opening bright screens behind it, played with the content and finally welcomed the new car in rock-and-roll style.

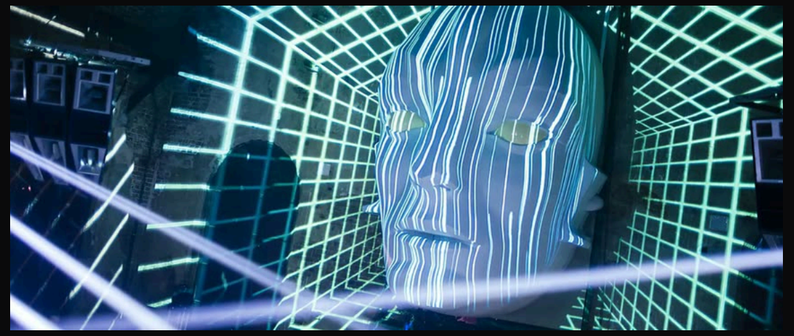
Projection mapping on the wall, a robotic arm modelled in 3D to match the projection, a countdown animation and an original score by Monoleak.

Watch the film
vimeo.com/90627072

ilyabalakin.com/projects/the-new-mini ↗







ARMA FACES

YEAR	2014
ROLE	Art Director
WITH	SILA SVETA · LOUDER

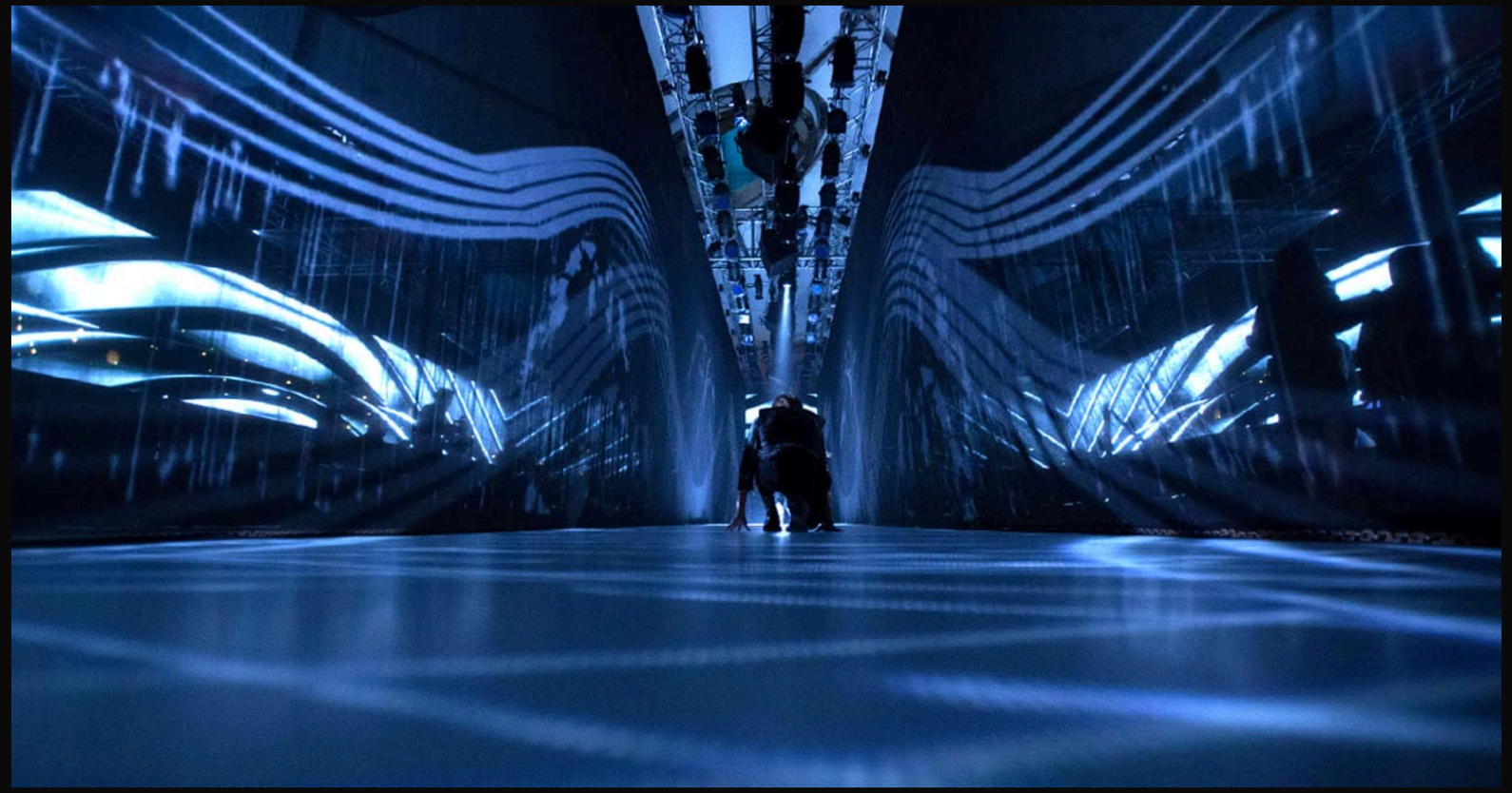
Arma Faces — a multimedia show for the closing party of Arma17, a legendary Moscow nightclub, on 26 April 2014, made with Louder agency.

The centrepiece of the night was a five-metre head that hypnotised the crowd, turning into different characters, shapes and substances. At the peak of the party it split in two to reveal a set of analogue Jarag lights.

Projection mapping on a custom-built head with a moving system, plus live VJ sets through the night. The show became one of the landmarks of the Moscow nightlife scene.

Watch the film
vimeo.com/96467442

ilyabalakin.com/projects/arma-faces ↗







ASUS #Z3NVOLUTION

YEAR	2016
ROLE	Concept Artist
WITH	SILA SVETA · LOUDER

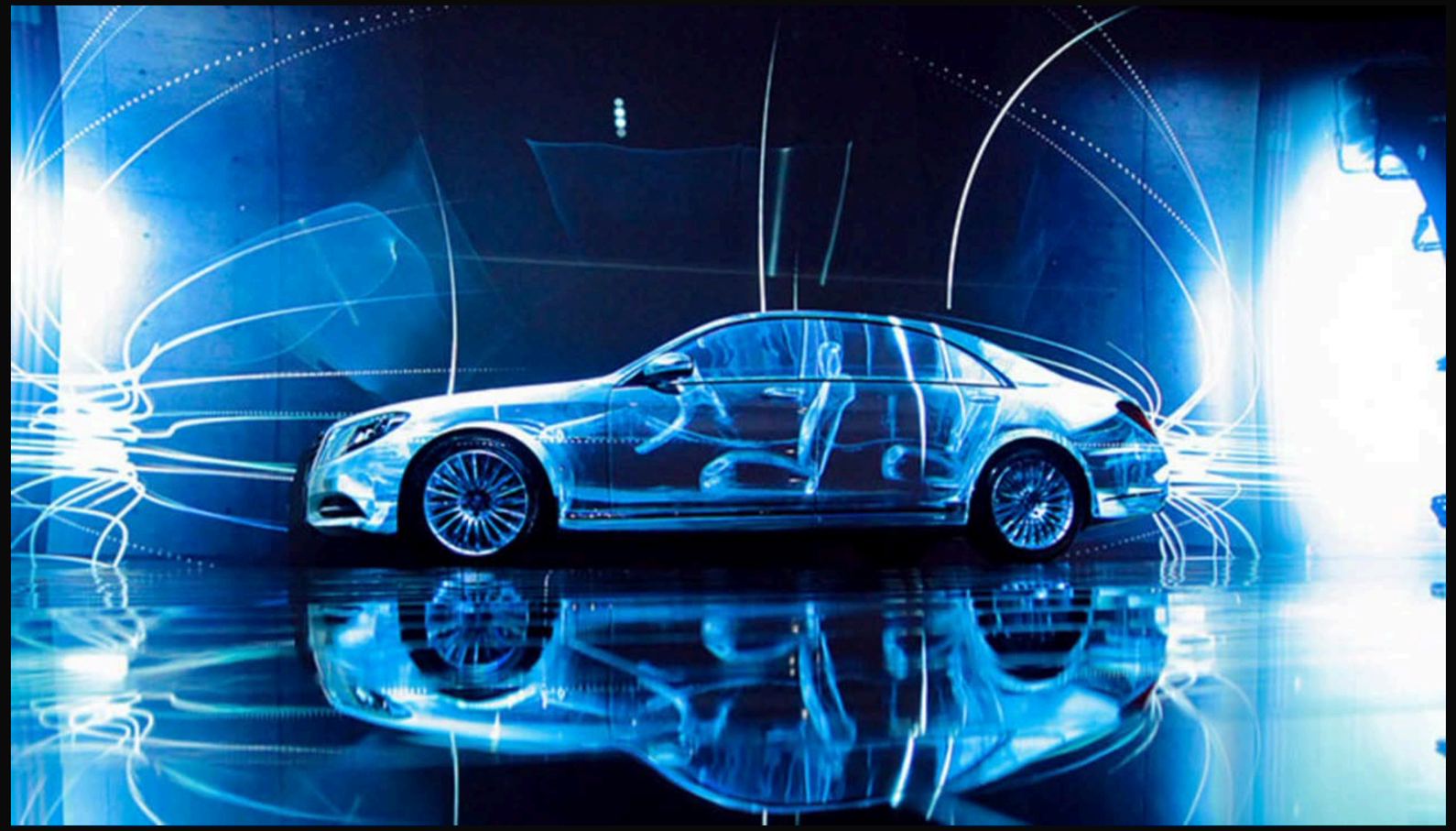
#Z3NVOLUTION — a multimedia performance for the ASUS ZenFone 3 launches in India and Brazil in 2016, Sila Sveta's first work in both countries.

Once again Sila Sveta combined choreography and digital content: the act tells the story of a journey through time and technology.

Four performers on stage with projected content timed to the choreography by Alexey Karpenko, and music by Monoleak.

Watch the film
vimeo.com/196770731

ilyabalakin.com/projects/asus-z3nvolution ↗





MERCEDES BENZ S-CLASS

YEAR	2013
ROLE	Concept Artist
WITH	SILA SVETA · WE CAN GROUP

The Russian premiere of the Mercedes-Benz S-Class W222 at Gostiny Dvor in Moscow on 28 July 2013, staged by We Can Group with a live symphony orchestra.

Projection and a live orchestra shared the stage, so that the new flagship was presented through music and image together, scene by scene. The show was named Automotive Event of the Year.

A wide projection canvas of 4650 × 1200 pixels, with an original score and sound design by Vasiliy Filatov. The show filled the historic hall of Gostiny Dvor, one of Moscow's largest event venues. Ilya worked on the concept art.

Watch the film
vimeo.com/73233690

ilyabalakin.com/projects/mercedes-benz-s-class ↗

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 ↗





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 ↗





BMW X5 RUSSIAN LAUNCH

YEAR	2013
ROLE	Concept Artist
WITH	SILA SVETA · Louder Agency

The Moscow launch of the BMW X5 F15 on 15–16 November 2013, organised by Louder agency, with a projection show by Sila Sveta.

A scripted show in which projection and live driving work together: drivers from BMW Drive Experience brought the new X5 into the story.

Large-scale projection with matte-painted textures and CG animation, from the storyboard to a raven character, and an original score. Ilya worked on the concept art.

Watch the film
vimeo.com/81443930

ilyabalakin.com/projects/bmw-x5-russian-launch ↗

VOLVO S90

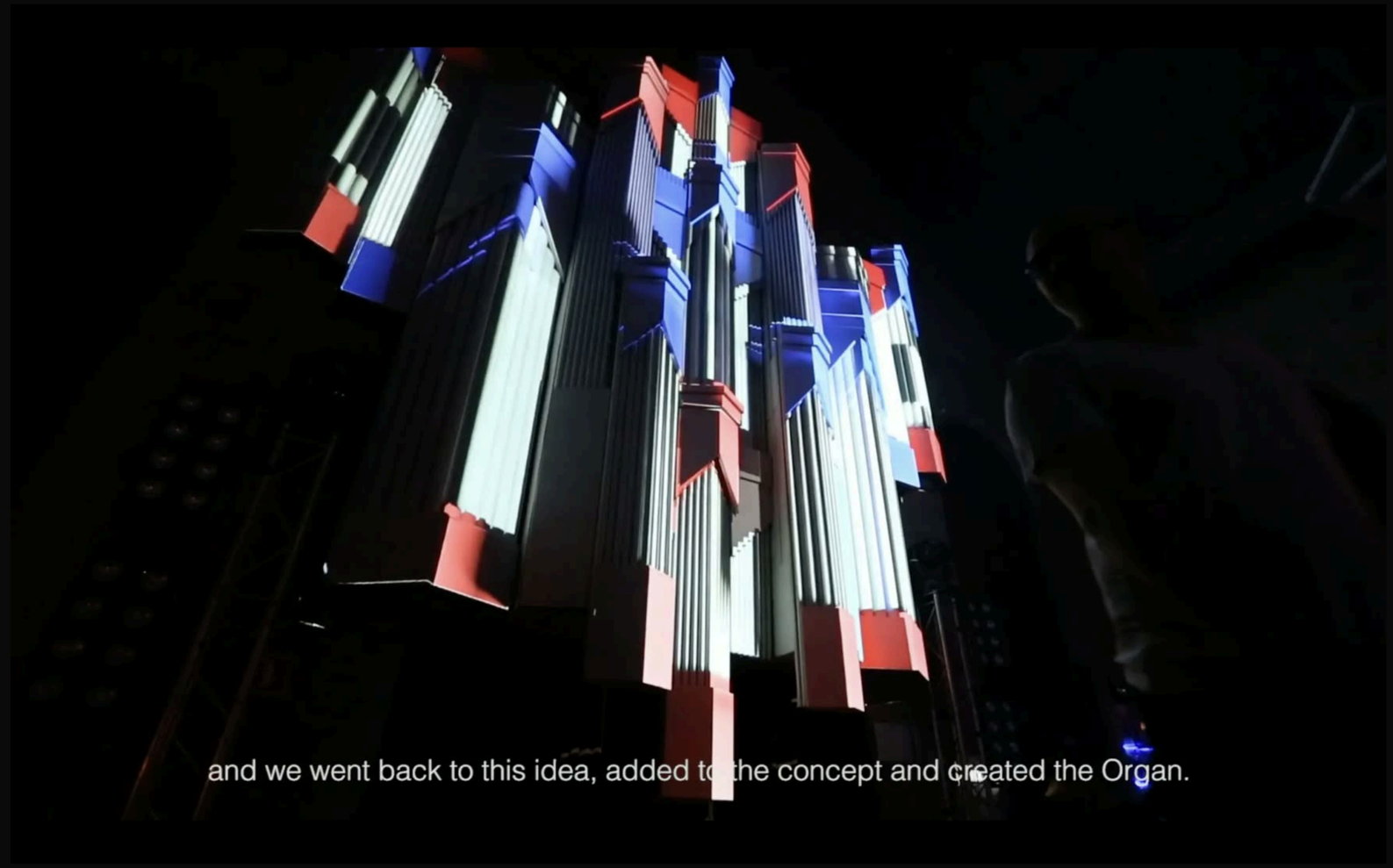


YEAR	2018
ROLE	Concept Artist
WITH	Avocado Toast

A performance for the launch of the Volvo S90 in 2018, made with Avocado Toast agency.

A staged act of choreography, light and costume built around the new car, translating its calm Scandinavian design into movement, light and form.

Dancers, a choreographer, a lighting designer and a costume designer worked on the act, directed as one piece of live performance and filmed for the brand; Ilya contributed concept art.



TECHNO ORGAN

YEAR	2013
ROLE	Concept Artist
WITH	SILA SVETA

Techno Organ — a projection mapping show for the fifth anniversary of the Arma17 club in Moscow, 13 April 2013.

An illustrated mapping piece set to Minilogue's "33000 Honeybees", with VJs playing the image live through the night.

Hand-drawn illustration by Ilya Balakin turned into animation and mapped onto the venue, with live VJing and technical mapping direction.

Watch the film
vimeo.com/68636313

ilyabalakin.com/projects/techno-organ ↗

(CONTACT)

Let’s stage the next one.

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