

Benchmarking

Hardcore Henry (2015)

Hardcore Henry was a first-person action movie. Directed by Ilya Naishuller it conveyed an image similar to a first-person-shooter game. This, very popular, type of game genre gives a first-person perspective centered on a gun and other weapon-based combat.

The movie gave the opportunity for the audience to play the main character along with the actor. An interesting factor was the fact that the main character had no memory in the beginning of the movie, making it easier for the public to relate with the character and story.

<https://www.imdb.com/title/tt3072482/>

Gift (2015)

“Gift” is a short film, Directed by Zsófia Zsemeri. It tells the story of a little girl that was adopted recently by a seemingly loving family. With time the family starts to get tired of the little girl abandoning her. In the end of the short the little girl turns into a dog, confronting the public with the reality of animal abuse and neglect.

<https://www.youtube.com/watch?v=JMs7dkdO4YY>

Jaws on the Water (2018)

Alamo Drafthouse cinema had the idea of showing the film Jaws in a super interesting and immersive way. They used a beach water park in Texas as their cinema. The audience was floating in a tube in Lake Travis while the movie was being projected on a big screen. Even tho most of us know or even seen the movie, this approach conveyed a totally different experience, making the audience experience the movie and fear in a more realistic and immersive way.

<https://www.tripstodiscover.com/watch-jaws-while-floating-on-this-texas-lake/>