

ON THE MORNING YOU WAKE

(TO THE END OF
THE WORLD)

morningyouwake.com

PRESS DECK



THE STORY

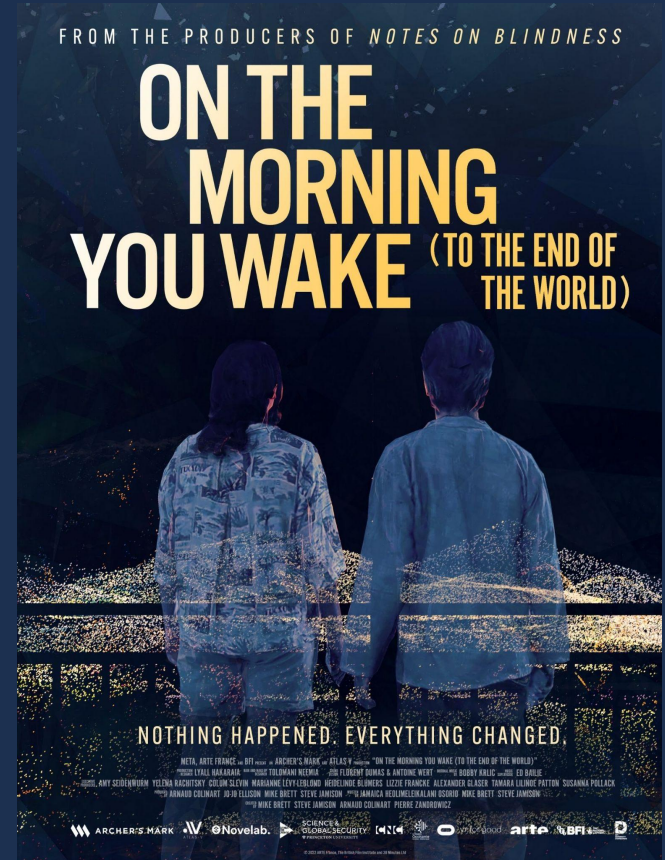
[CLICK HERE TO WATCH THE TRAILER](#)

On a regular Saturday morning in January 2018, as Hawaiian citizens went about their daily routines, the entire state population received an SMS from the Hawai'i Emergency Management Agency, which read:

*BALLISTIC MISSILE THREAT INBOUND TO HAWAII.
SEEK IMMEDIATE SHELTER. THIS IS NOT A DRILL.*

As cellular communication networks collapsed and panic took hold of the population, 1.4m people (as well as their friends and relatives across the globe) came to understand the real, growing and urgent nature of today's nuclear threat.

Nothing Happened. Everything Changed.



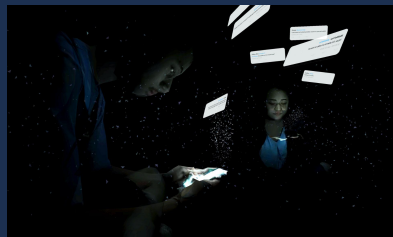
CHAPTER SUMMARIES



“Chapter 1: Take Cover” premiered at the 2022 Sundance Film Festival.

This chapter explores the firsthand experiences of people in Hawai‘i, who confronted the threat of nuclear annihilation when a false missile alert was sent on January 13th, 2018.

The experience viscerally recreates the lived experiences of people who, for 38 minutes, had to make impossible decisions in the face of nuclear violence.



“Chapter 2: The Doomsday Machine” premiered at the 2022 SXSW Film Festival, receiving the Jury Award for XR Experiences.

This chapter promotes a deeper understanding of the volatile world of systemic nuclear risk we live in, and the history of military industrial policy that shaped it.

Poignant testimony from a Hiroshima survivor facing the threat of nuclear conflict for the second time in her life reminds us that the horrific power of these weapons has grown rather than diminished in the last 75 years.



“Chapter 3: Kuleana” premiered at the 2022 SXSW Film Festival, receiving the Jury Award for XR Experiences.

This chapter reveals that, the alert is declared false. What follows are harrowing justifications of the military and political classes as they seek to minimise the severity of the alert.

Concluding on an encouraging moment, writer Dr. Jamaica Heolimeleikalani Osorio and others voices remind us that if we have the courage to make a change - then maybe, just maybe, the world may not have to end again tomorrow.

ABOUT THE PROJECT

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On the Morning You Wake (to the End of the World)” is a virtual reality documentary that immerses the audience in the first-hand experience of citizens in Hawaii to make clear the fundamental injustice of a world where nuclear weapons exist.

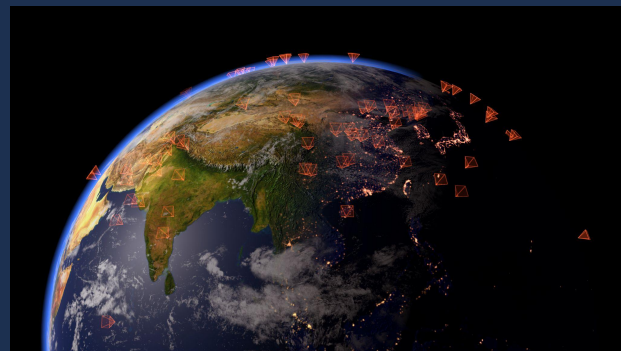
Based on the documentary audio testimony of those who witnessed these events firsthand, the spoken words of acclaimed poet Dr. Jamaica Heolimeleikalani Osorio, and set against an extraordinary immersive score from Bobby Krlic (The Haxan Cloak) - *On The Morning You Wake (to the End Of the World)* is an audio-driven VR experience that reveals and dramatizes the fundamental injustice of a world held hostage by nuclear weapons.



UKRAINE, RUSSIA, & NUCLEAR THREAT

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- Leaders around the world are focused on de-escalating the risk of nuclear attack following Russia's invasion of Ukraine.
- This is a critical moment in the public's awareness of nuclear risk, which brings new urgency to the conversation about nuclear disarmament and abolition.
- On the Morning You Wake ultimately stands for peace. As long as nuclear weapons exist, their presence, production, and potential use will only lead to violence and destruction. This project encourages us to explore the question: *How can we all change the story, not only for now, but for future generations?*



CREATOR'S STATEMENT

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The brief was to find a way of humanising this vast, existential issue of global nuclear security, whilst at the same time updating and making relevant to a contemporary audience a threat which for many people felt like a relic from the Cold War era.

As with *NOTES ON BLINDNESS*, our previous collaboration with the Atlas V team, it was immediately clear to us that the emotional immediacy of the story lay within the accounts of those who had experienced the events of 13th January firsthand. The next year or so was therefore spent interviewing contributors from across the islands, who shared their personal stories with extraordinary generosity and candor.

This story structure was inspired and underpinned by the extraordinary work of writer Dr. Jamaica Heolimeleikalani Osorio, whose eponymous spoken word poem provides an indispensable lyrical framework for each chapter of the experience, as well as yielding its title.

Jamaica's words not only place the Hawaiian missile alert into a crucial historical, social, and cultural context. They also evolve in tone throughout the three chapters, modulating and stimulating the user's journey from disbelief and anger through to a sense of solidarity, and finally determined optimism for change.



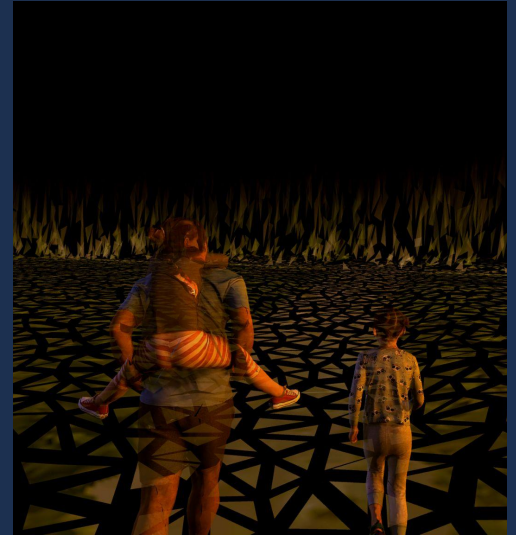
IMPACT CAMPAIGN

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On the Morning You Wake is at the center of a long-term impact campaign that aims to inspire people around the world to take action to shape the future of nuclear weapons policy, and provides a number of pathways for people to get involved and work together towards the abolition of nuclear weapons.

Story is the most powerful agent for change that we have as a society, and that the intersection between art and technology has never been more important in shaping the opinions of the public, and our political leadership.

The experience will invite audiences to reflect on how the presence of nuclear weapons impacts their concepts of home, safety, and security. From completing the experience, the audience will be provided with tangible steps to take in nuclear disarmament.



CREDITS

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*Oculus VR for Good, ARTE France, and British Film Institute (BFI), awarding funds from the National Lottery, present an **Archer's Mark** and **Atlas V** production, with the support of Centre National du cinéma et de l'Image Animée (CNC) and Région Occitanie*

WRITTEN BY

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CO-PRODUCER

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MUSIC SUPERVISOR

Ed Baillie

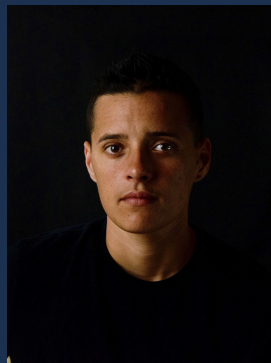
TEAM

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**Mike Brett &
Steve Jamison**

are Emmy Award-winning, BAFTA-nominated Writers-Producers-Creators. Credits include acclaimed documentaries *NEXT GOAL WINS* and *NOTES ON BLINDNESS*, along with the eponymous VR companion.



**Dr. Jamaica Heolimeleikalani
Osorio**

is a Kanaka Maoli wahine artist / activist / scholar / educator / storyteller born and raised in Pālolo Valley, Hawai'i. As a Professor and three-time national poetry champion. She believes that aloha 'āina can save the world.



**Arnaud Colinart &
Pierre Zandrowicz**

are the co-founders of Atlas V. With Atlas V, they led the production of award-winning virtual reality projects like *SPHERES*, *BATTLESCAR*, *PULSION*, *FORTUNE: THE BALLAD OF FRANK BOURASSA* and *CHAUVET: THE DAWN OF ART*, which was an *Interactive Media Emmy Nominee in 2021*.

IMPACT FELLOWS

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Lovely Umayam

I am a budding nuclear policy wonk rooted in activism and art. The transition from poet to nuclear nerd was totally unplanned, but I try to incorporate the creative spirit from my early years in my research and writing. The fusion of my two passions – appreciating art and studying nuclear politics – produced the philosophy behind Bombshelltoe: making nuclear-related knowledge accessible and relevant through artistic and cultural exploration.



Ray Acheson

(they/them/their) is an organizer, activist, and writer working to abolish violent structures and build peace and justice. They lead the [disarmament programme](#) at the [Women's International League for Peace and Freedom \(WILPF\)](#), the world's oldest feminist peace organization. They serve on the steering group of the [International Campaign to Abolish Nuclear Weapons \(ICAN\)](#), which won the 2017 Nobel Peace Prize for its work to ban nuclear weapons.



Cynthia Lazaroff

Cynthia Lazaroff is the founder of Women Transforming Our Nuclear Legacy and NuclearWakeUpCall.Earth. She is an award-winning documentary filmmaker and author of *Dawn of a New Armageddon*, a personal account of the Hawaii missile scare amidst escalating nuclear dangers, published in the Bulletin of the Atomic Scientists on Hiroshima Day.

PARTNERS



GAMES FOR CHANGE

Co-executive producer a leading media and impact non-profit are providing oversight to the social impact campaign and partnerships.



ARCHER'S MARK & ATLAS V

The creative team and makers of the award-winning films and VR experiences Notes on Blindness, Spheres, and Vestige.



Princeton University

Co-executive producer, the Program on Science and Global Security are providing nuclear security expertise



Nucleus

Strategic support, they apply human-centered, evidence-based research, design & communication methods to help organizations, and the people they serve, achieve their ambitions.

FUNDERS



TECHNICAL INNOVATIONS

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From a technical perspective, it was key to avoid computer-generated character assets and instead embrace the challenges of large-scale volumetric capture to maximize the emotional immersion of each scene.

Each character in the experience was therefore captured at one of the world's leading vol-cap studios, using an array of 140 cameras and 120 infrared sensors to capture near-perfect three-dimensional moving images.

The resulting human assets feel organic, authentic, natural - everything we were looking for in terms of physical and emotional impact. but they were also massively data heavy, and required months of pipeline testing in order to optimize them for a long-form narrative experience designed first and foremost for the Oculus Quest 2 headset.



BEHIND THE SCENES

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