



Q&A Red Bull Media World – New Exhibition WATER – BREAKING THE SURFACE

Which athletes were present at the launch?

Justine Dupont – Surfing (France)

French water woman Justine Dupont is one of the best big wave surfers. In 2019, she surfs the biggest wave of her life in Nazaré before taking the title at the SUP Worlds. Born in Bordeaux and raised in Lacanau, the French water woman is at ease on small waves as well as on water monsters and can switch seamlessly from SUP to shortboard. After having ridden her first waves at the age of eleven, she took a second place at the World Longboard Championships at fifteen (in 2007) and continues since then, to align the performances while starting to try the Big Wave. In 2013, Justine Dupont managed to surf twice the mythical Basque wave of Belharra and its fifteen meters high. A first for a woman. In 2018, she is doubly rewarded during the Big Wave Awards (for the biggest wave of the year for women and the best female performance of the year). Then, on November 13, 2019, she surfs the biggest wave of her life in Nazaré, before winning the title at the SUP Worlds in El Salvador, a few weeks later.

Rhiannan Iffland - Cliff Diving (Australia)

In 2016, Rhiannan Iffland exploded onto the scene with a sensational wildcard victory at her very first Red Bull Cliff Diving World Series competition in Texas. With six World Series titles, 23 wins in 29 stops, two FINA High Diving gold medals and two full seasons unbeaten, Iffland is the most decorated female athlete in the history of cliff diving. Soon enough though, she was competing regularly from 3m and 10m, before utilizing her acrobatic skills to entertain crowds on cruise ships in the Mediterranean and the Caribbean. In 2019, Iffland enjoyed the type of year most athletes can only dream of, winning all seven Red Bull Cliff Diving stops to complete an historic perfect season. Remarkably, she then returned following the pandemic break to do it again in 2021, this time adding a first 'perfect 10' dive to her growing list of records and another title followed in 2022 thanks to a dominant series of wins in Paris, Copenhagen, Oslo, Mostar, Sisikon, Polignano a Mare and Sydney.

Jonathan Paredes - Cliff Diving (Mexico)

When it comes to style, precision, and rip entries, look no further than Mexico's Jonathan Paredes. The 32-year-old, a former champion and perennial title contender, has been effortlessly and immaculately displacing water in the World Series for the last decade. Having started diving at the age of six, Paredes began his career in high diving shows, before making the move into cliff diving. In 2011, he made his World Series debut on home soil in Yucatán, and even in those early days he was tipped to be a future champion.

Orlando Duque - Cliff Diving (Columbia)

Orlando Duque started out diving in swimming pools but quickly became tired of the regimented scene. Diving off cliffs seemed more of a challenge! With an extraordinary natural talent, Orlando has won 13 world titles in total: nine Red Bull Cliff Diving World Series events, FINA High Diving World Champion (2013), FINA High Diving World Cup winner twice (2014 and 2015) and the first ever overall champion of Red Bull Cliff Diving. "The Duke" has also been immortalized in the film 9 Dives, which includes the highest jump of his career to



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date: a 34m descent off a bridge in Italy. He retired from the Red Bull Cliff Diving World Series in 2019 after an emotional farewell performance at the season finale in Bilbao, Spain.

Catalin Preda - Cliff Diving (Romania)

Having started diving at the age of seven, Catalin Preda quickly developed a love of soaring from the high platform. Regularly competing from the 27m platform, it was in 2018 that the Romanian made fans of the Red Bull Cliff Diving World Series. In 2021, things really did get competitive. After a 21-month break from cliff diving due to the pandemic, Preda returned in sensational style with victory at the opening stop in Saint-Raphaël, France. The charismatic character returned to the series in 2022 and once again excelled, securing numerous podium finishes and narrowly missing out on the overall title, finishing behind Gary Hunt and Aidan Heslop. He will no doubt be back on the hunt for glory in 2023.

Where else can I experience High Diving in VR?

This exhibition is unique in the world and can only be seen in Lucerne (CH) for the next two years. Thanks to a cooperation with Meta Quest, one of its VR highlights will also be available around the world.

Award winning virtual reality filmmaker Jonathan Griffith was commissioned by Meta Quest and Red Bull to film a groundbreaking 360 VR documentary about high diving, following Mexican Olympian and Red Bull athlete Jonathan Paredes during his 2022 Red Bull Cliff Diving Season in stunning and iconic locations from the Cenotes of the Yucatan to places like Paris, Mostar, Sisikon, Polignano and Sydney.

Next to the short piece produced for Red Bull's, the full-length director's cut of the VR film will launch on Meta Quest TV. Watch *Coming Up for Air* Starting March 15th. For more information or to save to your library, go to comingupforair-vr.com.

What technology has been used for the new exhibition?

- The new exhibition includes different new technologies to immerse and inspire visitors.
- Visitors can experience the difference between virtual reality and mixed reality with the 27m Cliff Diving experience staged on the latest Varjo headset XR-3 (mixed reality) and the new 360 VR Cliff Diving Documentary the Meta Quest 2 headset. To bring this mixed reality experience to life, the project team chose Varjo, the global leader in high-fidelity VR and XR technology, and their state-of-the-art Varjo XR-3 headset that can blend virtual and real worlds together in true-to-life human-eye resolution (over 60 ppp) and extremely low latency as well as integrated Ultraleap handtracking.
- Several technologies have been combined to create the interactive "Surfing the Beast" experience : An 9x3m LG LED wall is combined with a high-performance computer and full body motion tracking to detect the user's movements and visualize peoples shape in real-time with 4k footage from the giant Nazare waves. Additionally dynamic lighting and a custom spatial audio installation with 8-channel audio brings in the crashing sound of the giant waves.



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- The Photography exhibition Red Bull Illume is enhanced by 8D surround design, which gives you a sense of the sound moving around you.
- Different camera technologies are also installed in the Studio, 360 Photo booth and reflection tunnel to allow visitors to create unique content.
- Last but not least the iconic Media globe composed of over 100 screens renders spherical content thanks to a custom-made rendering algorithm.

Who has produced this exhibition?

The renovation and new exhibition have been spearheaded by a dedicated Red Bull team in cooperation with the Swiss Museum of Transport. Many swiss and international craftsmen, hardware and production partners have contributed to its completion including: **Aroma, Bild+Ton, Felix Dekorationsbau, Frey & CIE, Headtrip, Icaros, Jonathan Griffith Productions, LG, Meta Quest, Stay Connected, Tokyoblue, Varjo, Virsabi, Wundermann u. Thompson.**