

# Team Rolfes Press Info

## **Socials:**

- Instagram/Threads: @team.rolfes, individual: @sam.rolfes @andy.rolfes @bausaus @array1337
- Twitter: @teamrolfes, individual: @samrolfes @andyrolfes
- Tiktok: @teamrolfes, @samrolfes
- YouTube: @samrolfes

## **Team Bio (short):**

- Team Rolfes is a pioneering virtual performance studio based in NYC, founded by directors Sam Rolfes and Andy Rolfes which pioneered real-time animation with VR puppets, motion-captured abstract avatars, and viscerally intense imagery derived directly from the nuances of human motion.

Team Rolfes' practice has expressed itself across a spectrum of formats, from livestream improvisational comedy, to live animation on stage, print design for fashion collections, album covers, and music videos for collaborators including Lady Gaga, Danny Elfman, Holly Herndon, Danny L Harle, Metallica, Amnesia Scanner, Lunice, Dezel Curry, Arca, Nike, Adult Swim, and music festivals across the world.

## **Team Bio (long):**

- Team Rolfes is a realtime digital performance and image studio led by Sam Rolfes and Andy Rolfes, specializing in figurative animation, VR puppetry and mixed-reality collage.

The studio's practice expresses itself across multiple formats including livestream improvisational comedy, live motion-capture animation on large festival stages and underground rave bunkers, print design for fashion collections, album covers, and music videos.

Team Rolfes' collaborators and clients include Lady Gaga, Danny Elfman, Holly Herndon, Lil Mariko, GFOTY, Danny L Harle, Tiesto, Lunice, Josh Pan, Matthew Dear, Denzel Curry, Amnesia Scanner, Danny Brown, and Caroline Polachek; fashion print and promotional design for Nicola Formichetti's Nicopanda line, fashion work for Dior, Louis Vuitton, Nike, Chopard, King Kong Magazine, Novembre Magazine, and Hussein Chalayan; animations for Adult Swim, Super Deluxe; & live visuals for Rabit, House of Kenzo, Danny L Harle + PC Music, and performances at MoMA, Berlin Atonal, CTM Festival, Unsound Festival, and many others.



# Press Images & Clips

## Press Images:

<https://drive.google.com/drive/u/1/folders/18V0pEMLz3Jjszhp1buJuIRN4q6m2ao7w>



## Promo Clips + Stills + Gifs:

- **Video Clips:** [https://drive.google.com/drive/folders/1VAKhOxlod\\_jxrW\\_j7fVq\\_EDtFzC3OgNX?usp=sharing](https://drive.google.com/drive/folders/1VAKhOxlod_jxrW_j7fVq_EDtFzC3OgNX?usp=sharing)
- **Project Stills:** <https://drive.google.com/drive/folders/17shBr1nGJ-EgQ4PBjpqzl89Jgn0iA8b?usp=sharing>
- **Project Gifs:** <https://drive.google.com/drive/folders/1RCCvD4aOUcUrhZTJWhs3iIm9TvMPj2zw?usp=sharing>





# Projects: Music Vids

Up until very recently, music videos, puppeted and performed live in VR/motion capture inside game engines, have formed the backbone of our work — a studio practice wedged inside commercial creative work, often in collaboration with those around us in the experimental music community we call home. Key projects include:

- **Holly Herndon** (2022)
- **Danny Elfman** (2021)
- **Lady Gaga & Blackpink** (2020)
- **Metallica** (2023)
- **Harlecore: DJ Danny & DJ Mayhem** (2021)
- **Matthew Dear** (2018)
- **Amnesia Scanner** (2016)
- **Umru** (2021)
- **Josh Pan** (2018)
- **Danny L Harle / Caroline Polachek** (2016)
- **Denzel Curry / Lunice** (2017)



# Projects: Live Performance

While the majority of our animated projects are created in real-time virtual spaces, our practice is often most distilled live on stage. Through motion captured dancers, VR camerawork, and reactive scene changes, we've joined numerous musicians onstage as performing artists in our own right. Key performances include:

- **Berlin Atonal w Marshstepper**  
(Germany, 2019)
- **Unsound w Danny L Harle**  
(Poland, 2021)
- **Museum of Modern Art w Justin Shoulder**  
(USA, 2019)
- **Unsound w Rabbit & House of Kenzo**  
(Poland, 2018)
- **Dark Mofo / Hybrid Festival w Marshstepper**  
(Australia, 2019)
- **Melting Point rave series**  
(USA, 2017-2019)
- **321Rule Live. starring Lil Mariko & GFOTY ★**  
(Soft Centre Sydney 2022, Diskokina NYC & CTM Berlin 2023, Sonar Festival, Tokyo 2024)
- 321Rule is the first fully original VR-puppeted, motion capture avatar-ed, real-time club-theatre performance by acclaimed virtual performance studio Team Rolfes.

It is a culmination of years of pioneering live 3D performance alongside the likes of Danny L Harle, Rabbit, House of Kenzo, Lady Gaga, Arca, and Marshstepper — written by spam poet Jacob Bakkila (horse\_ebooks, Bear Stearns Bravo), and starring a rotating cast of musicians as Eris Wonderful, a memory hunter gig worker in a hellish near-future metaverse.

321Rule's live stage adaptation is a manic AV mashup of real-time 3D avatar theatre, metaverse-parody games, and high bpm blasts of each collaborating stars' iconic songs spliced into an original score by Galen Tipton & Count Baldor -- half-sardonic digital slapstick, half-hyperp\*p scream ballad.





# Project: Diskokina

In January 2023 we debuted the premiere home for 'real-time club-theatre', Diskokina, a new festival with a hyper-packed lineup of US premiere AV showcases, digital narratives, motion captured performers, and a live virtual avatar named Kina guiding the audience throughout the night.



The Jan 2023 debut of Diskokina 1 sold out with over 1600 attendees, with a line around the block before doors opened, and featured US-debut performances including headlining acts by Fractal Fantasy, Lil Mariko, Club Gringe, Frost Children, Von, Torus, & Team Rolfes.

The festival made a splash, immediately differentiating itself from otherwise purely music-focused festivals with unconventional XR-animated promotion, and a particular emphasis on satirical narrative as the surreal story of Kina, the "World's First AI Superfan", unfolded live on stage using Unreal Engine face tracking and motion capture.

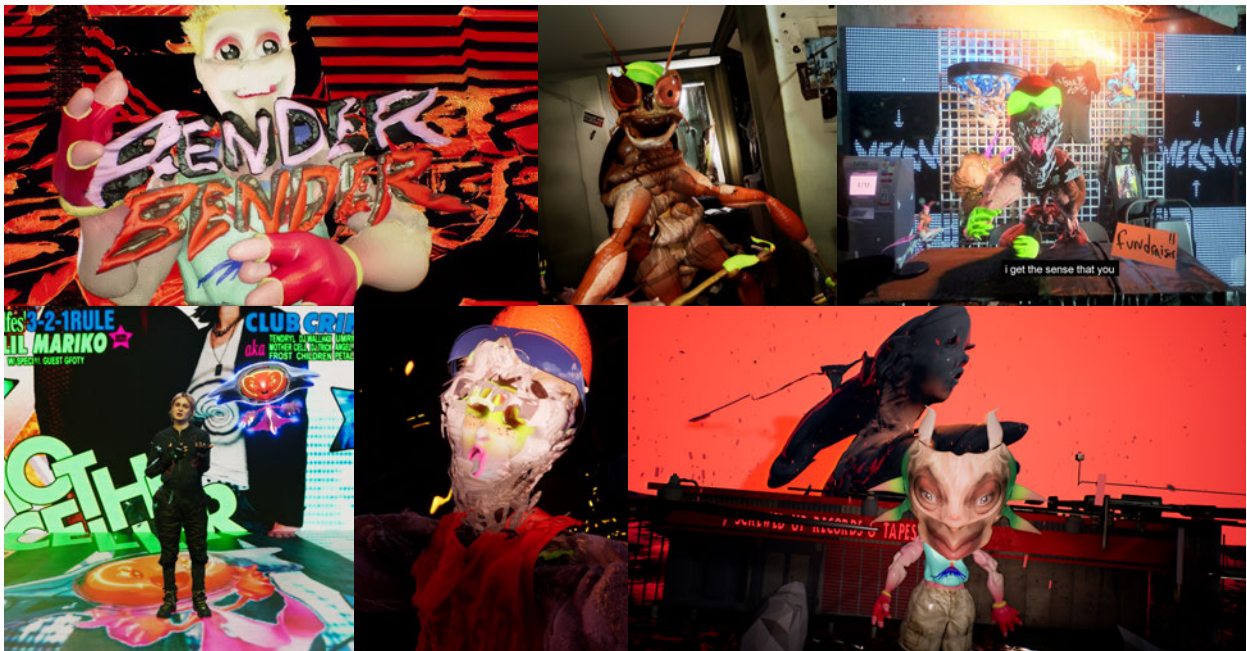
Diskokina will return...



# Projects: Narratives

A crucial focus of our studio is developing narrative series which subvert and parody both existing and future media platforms and artistic formats. Intentionally political and disorienting, these pieces were puppeted and animated in real-time, oftentimes semi-improvisationally within virtual spaces. Key projects include:

- **FACT Magazine Series (2020): Episodes 1, 2, 3, & 4**
  - Series of explorations of previous performance spaces, hosted by a VR puppet.
- **Metaverse Sketch 1 (2020)**
- **Adult Swim "Dream" bumps 1 & 2 (2020)**
  - Two animations done for TV based around dreams and isolation within streamer/gaming contexts.
- **Quarantine Kidz 1 (2020)**
  - Social sketch playing with political content within this performance context.
- **NFT parody sketches 1, and 2 (2021)**
  - Animations made both to critique and raise money from the rising industry
- **Off The Air: FASHION (2019)**
  - Fictionalization of our experience in the fashion world, animated as the leading piece in the 'FASHION' episode of the long-running Adult Swim TV show.
- **Progress Bar Season 03 (2017)**
  - Series of promotional narrative videos that integrate details of the Amsterdam-based event series into the dialogue itself.
- **NYC series narrative sketch 1 (2021)**
  - A continuation of the format exploration done with the Progress Bar series, this time for a new would-be NYC event series.
- **Render Bender (2018) (reupload)**
  - Mini-series created for Super Deluxe, beginning our exploration of parodying YouTuber and streamer formats, along with series of animations and curation of other artists. Removed from Facebook where it debuted to several million viewers, now archived

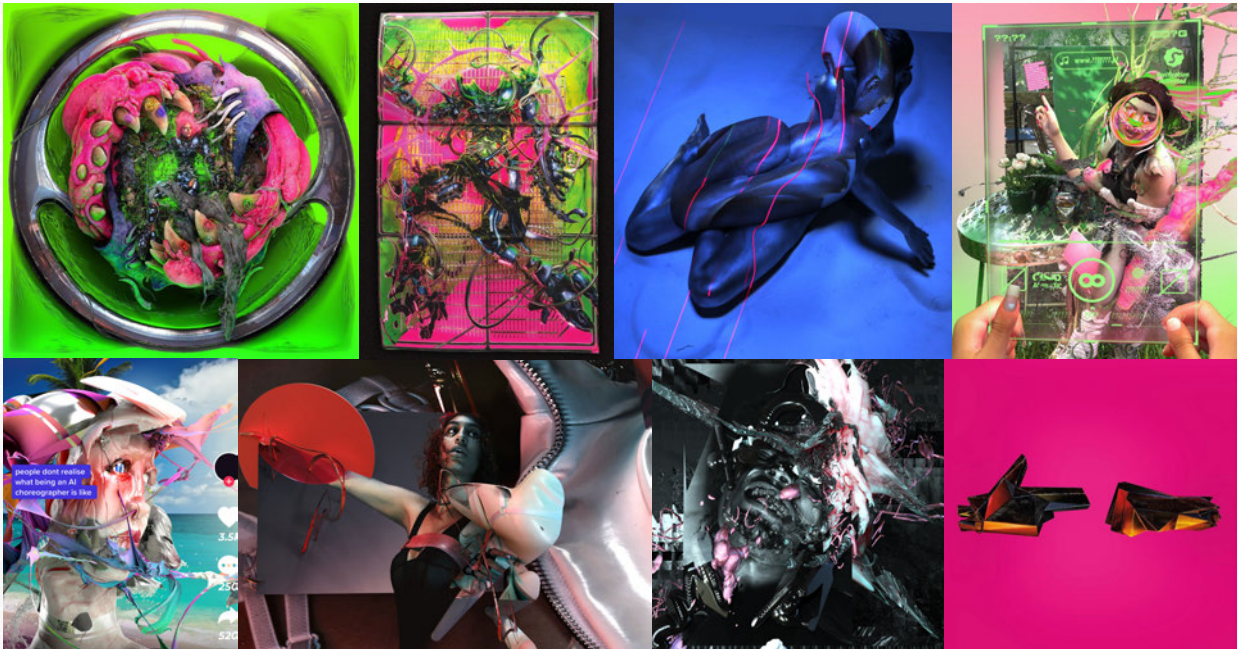




# Projects: Still Work

Painting and creation of complex still imagery form the foundation of our visual language, and we continue to regularly develop our work from that perspective — particularly within music collaborations like those below. [Additional imagery here.](#)

- **Lady Gaga, Dawn of Chromatica (2021)**
  - Design and creative direction for the CD, LP, and merch of the remix album. Layers and different visual elements of the designs were leaked online for fans, who used them in their own remixed memes and images.
- **Umru, Comfort Noise EP Series (2022)**
- **Run the Jewels, RTJ4**
  - Design and rendering for the album cover in collaboration with Tim Saccenti.
- **Unsound Ephemera and Deep Authentic Festival series (2020)**
  - Design and identity for the Polish experimental festival — explorations of identities simulating simulated identities attempting to simulate the original identities.
- **DJ Fuck composite series (2020)**
  - Imagery and explorations of character persona building and format parody within the DJ Fuck music project.
- **Tim Saccenti photocollage collaborations (2016-2019)**
  - A long series of 3D sculptural photocollage with the legendary photographer for various musicians (incl. Danny Brown, Tribe Called Quest, Squarepusher) and fashion projects.

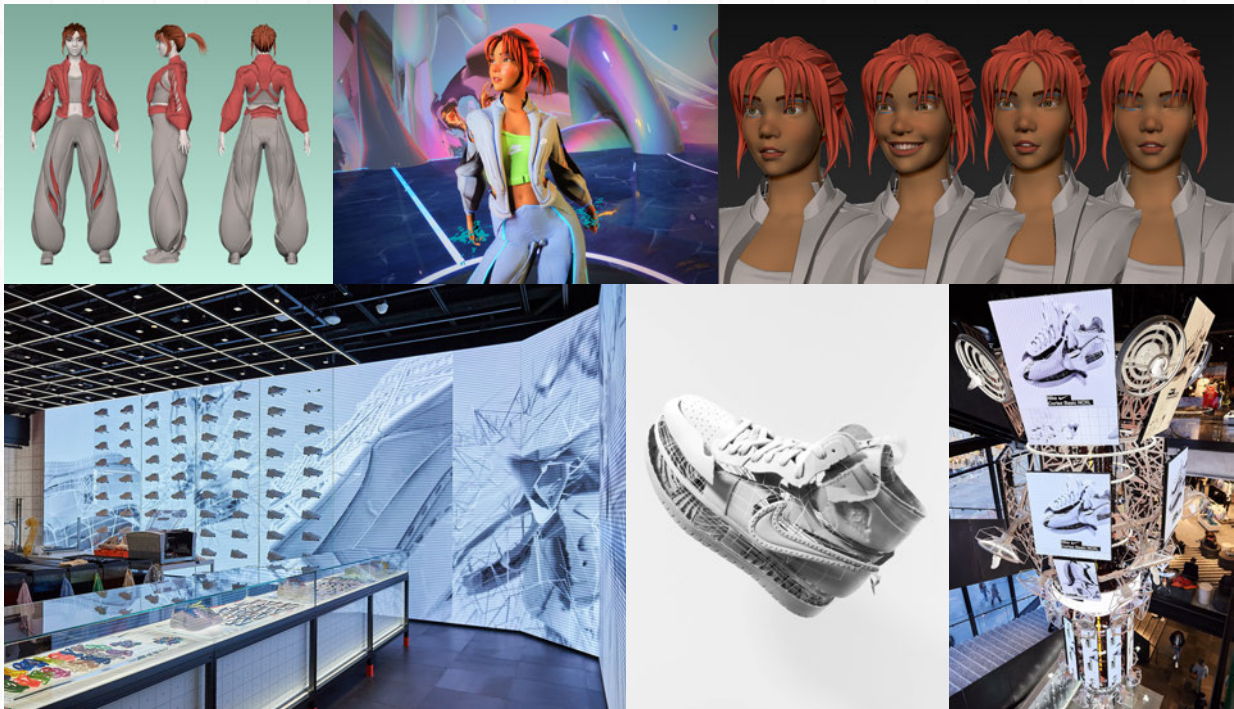


# Projects: Commercial

In addition to being a pioneering performance team, Team Rolfes has been a virtual production studio creating world-class client content using motion capture, VR, and offline 3D rendering since 2016 -- since before the term 'virtual production' was even popularly known.

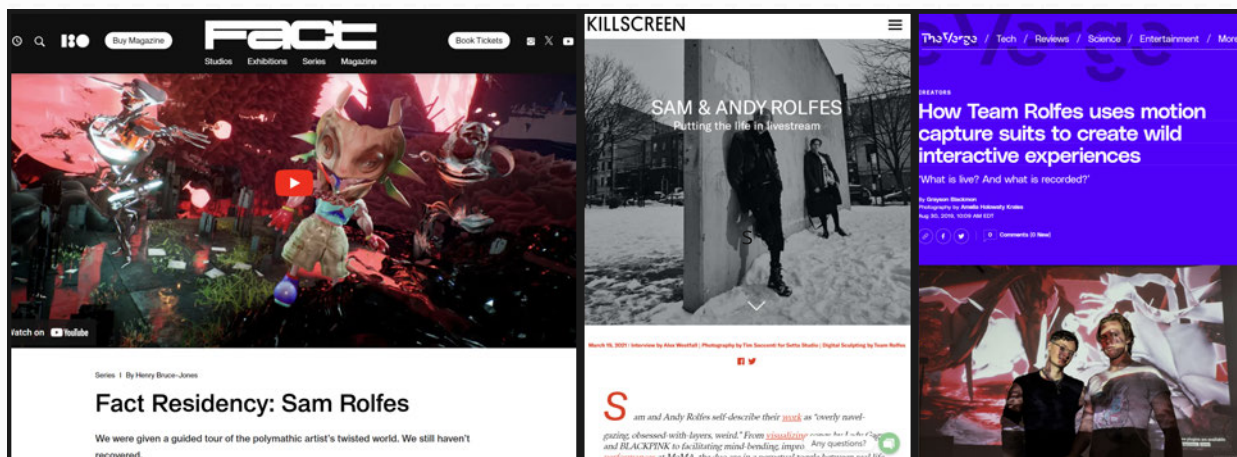
While our studio prioritizes creative breakthroughs, we have an extensive production network that rivals more traditional creative agencies. Some select work:

- **Nike Kids - Bailey Sok (2021)**
  - We developed a virtual avatar and motion capture to match famed dancer Bailey Sok for a focused marketing rollout, creating two versions of Bailey in the process: one for a Snapchat filter, and another for our animation in Unreal.
- **Adult Swim Dream Corp LLC Ads 1, 2 (2020)**
  - Direction and animation for two TV spots that ran on Cartoon Network for several months.
- **Nike House of Innovation, NYC & Shanghai (2018)**
  - Inspired by sound reverberating through NYC and the ability to craft your own Nike shoes at the new flagship House of Innovation, we developed a series of videos and imagery for the store interior and marketing rollout.
- **Maximum Grift: Fashion Film with Setta Studio (2019)**
  - Fashion film focusing on the reanimation of models wearing experimental fashion pieces.





# Select Press Features:



**Killscreen (2021)**

**Dazed (2021)**

**AQNB (2021)**

**Neo2 (2023)**

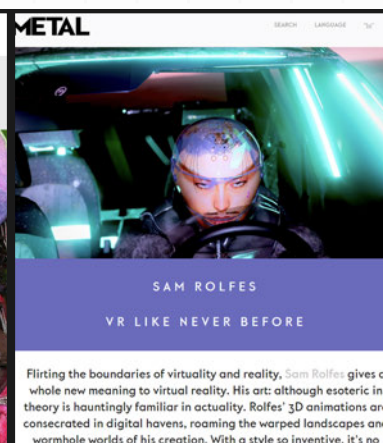
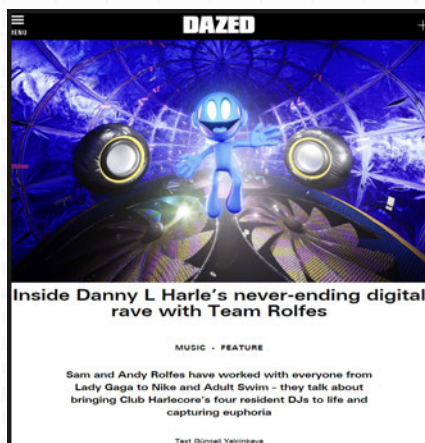
**The Verge (2019)**

**Gagapedia (2021)**

**METAL Magazine (2021)**

**VMagazine (2023)**

**Fact Magazine (2020, 2024)**



# Thank you

**Contact: hi@rolfes.team**