**Project Description**

“Ello” is a little sweet story about loneliness and friendship. When people expect, friendship or love, proactively pursuing rather than passively waiting might lead to a surprising end.

Ello, who lives in a corner of the universe alone gardening his loving planet and maintaining the only billboard day by day expecting it will draw other’s attention. An unexpected disaster ruins all and makes Ello into deep despair, yet, another unexpected spaceship travels through his planet. With or without the audience’s help, will Ello cheer up and catch the passing spaceship?

**Creator’s Statement**

We tend to find the right balance between interactivity and storytelling, so we invite the audience’s emotion to motivate the interaction. One of our focuses is on how to bring people to fall in love with the lonely creature, worry about him and help him spontaneously. In the VR short Ello, we have designed a couple of interactions including sound interaction and some hidden ones along with an open-ended story by every different choice. FYI, you might see some Easter eggs.

The stage is primarily based on Ello’s planet. Audiences could see both inside and outside of the planet by moving with the headset. They can move around in the universe without limit as well. For the best experience, it is recommended to watch Ello through Oculus Rift/ HTC Vive in which the animated short is rendered interactively and packaged with interactive spatial sound. For the most immersive and full experience, touch controllers are a plus (not required).

We hope you enjoy the story and fall in love with the little creature.

**Full Production Credits**

Director & Script: Su Haodan
Producer: Mi Li, Lei Zhengmeng
Art Director: Ma Zhiyuan
VFX & CG Supervisor: Luo Hao
Line Producer: Lu Xi, Zhao Lina
Storyboard: Su Haodan, Mi Li
Visual Development: Yu Qiuyang, Yang Senmao, Lyu Bowen
Pre-Visualization & Layout: Zhou Jiahui, Wang Yishuo
Animation: Zhao Jian, Zhang Pengfei, Chen Jingyi, Chang Chen, Wen Wen, Gao Yang
Animation TA: Ji Pengze
Modeling and Surfacing: Ren Jiaqi, Li Gege, Lin Zhongchuan, Zheng Yuanhao
Rigging: Ji Pengze
Look-dev: Zheng Yuanhao, Tao tang
FX: Yang Lizhi, Xie Xusheng
Lighting TA: Tao tang, Zheng Yuanhao
Pipeline TD: Luo Hao, Tao Tang
Interactive Engineer: Chen Wei
Software Engineer: Zhang Ran
Original Score： Guo Haowei
Sound Supervisor & Sound Designer： Wang Chong
ADR Recordists& ADR Editor： Chen Xinrui
Sound Effects Editor& AMB Editor： Wang Jiaxin
Re-Recording Mixer： Wang Chong
Re-Recording Engineer： Li Liang
Marketing Creative Director： A Pei
IP Licensing Director： Zhao Lina
Public Relation Manager： Li Tianyi
Rendering Engine： Unreal Engine 4
Stereo Interactive Sounds Engine： Wwise

**Project Creator Biography**

Su Haodan is an animation director at Pinta Studios. She is one of the storyboard artists in *Little Door God, Tea Pets*, and *Cats and Peachtoria*. Su is also the character artist of *Sent*, the Chinese first VR CG short film which released on Oculus/Gear VR.