

EVA AIR'S NEW VIDEO MAKES INFLIGHT SAFETY A WORK OF ART



17 January 2018 – [EVA Air](http://www.evaair.com), Taiwan's leading independent airline, is bringing art to the skies with its [new inflight safety video](#). Combining the talents of award-winning director [Robin Lee](#) and internationally celebrated choreographer [Bulareyaung Pagarlava](#), the five-minute, 26-second video is now available on all EVA flights worldwide and on international flights operated by its regional affiliate, [UNI Air](#).

Blending modern dance, state-of-the-art 3D projection and motion-capture technology, the safety video aims to be a work of art that is as captivating as it is informative. Lee described her vision for the video as a transition in space from the confined aircraft cabin to the globe and its vast possibilities. The video's 3D projection, motion-capture technology and choreographed movements create a world of virtual reality in real-time for the dancers' interactions with projected animations. Waves of discrete floating particles represent mobile phone signals and other intangibles while the dancers' graceful movements remind passengers to stow luggage and fasten seat belts.

Bulareyaung, a member of Taiwan's indigenous Paiwan community, created choreography that embraces new technologies and alternative art forms. With minimalistic dance movements and thoughtful editing, he used technology to create an aesthetically pleasing video that emphasizes the importance of safety in a fashion that's still light-hearted and appealing.

EVA, the dancers and the film crew spent three months, planning and rehearsing to make sure the technologies and choreography came together in a seamless performance.

For more information please visit www.evaair.com, or contact EVA Air on 0207 380 8300.

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About EVA Air:

[EVA Air](#), a Star Alliance member, was formed in 1989 as Taiwan's leading independent airline. It is part of the respected Evergreen Group and a sister company to global container-shipping leader Evergreen Line. It flies to more than 60 international destinations throughout Asia, Oceania, North America and Europe where gateways include London, Paris, Amsterdam and Vienna. It operates daily nonstop flights from London Heathrow to Bangkok that continue to Taipei where passengers can easily connect on to every major city in Asia, including 17 gateways in Mainland China. It has a reputation for innovation, warm, friendly service and an impeccable safety record. EVA Air launched the industry's first premium economy cabin in 1992. Named Elite Class, this cabin was voted Best Premium Economy in an annual SKYTRAX poll. SKYTRAX also rated EVA Air as one of the World's Top-10 Best Airlines and No. 1 for Cleanest Cabins for 2015.

For more information, please visit: www.evaair.com

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