Award-winning filmmaker Brett Leonard for VR Creators’ Lab

We are happy to announce that Hollywood’s top visionary Brett Leonard is joining us at Europe’s exclusive training- and development lab for Virtual Reality and 360° Film, the VR Creator’s Lab, and are excited to hereby welcome this acclaimed futurist on board of our crew of international experts.

Visionary and Futurist
Named one of the “Digital 25” by the Producers Guild of America, in association with Variety Magazine, Brett Leonard is considered one of the leading visionaries of the entertainment industry who have contributed significantly to the advancement of storytelling through digital media alongside other recipients like James Cameron or Ridley Scott.

Breaking new grounds
For over 25 years Brett Leonard has been involved in evolutionary filmmaking processes: He paved the way of digital filmmaking directing the cult classic “The Lawnmower Man” (1992) as one of the true progenitors of cyber production. Considered the first film to introduce the concept of Virtual Reality, this feature distinguished him as much from others as did the seminal directing of “T-Rex: Back to the Cretaceous” (1998) in IMAX 3D. Following his success, he was asked into the Sony 2000 Think Tank, a premiere group of media visionaries and artists assembled to analyse the future of media.

The insatiable innovator
With the slate of projects at his production company Global Human entertainment, Brett Leonard has pushed the edges of innovation in the entertainment ever since. In 2016, he co-founded Virtuosity Entertainment LLC in cooperation with digital media executive and former manager of ILM & Lucas Film Scott Ross. The Virtual Reality company will define the creation of StoryWorlds for the emerging medium of Virtual and Augmented Reality. Only recently Leonard has also been made part of the executive team of the next generation technology and entertainment production company Digital Ignition LLC.

A humanistic approach to VR
Feature film, documentary or music video: To this day, Brett Leonard has pushed groundbreaking VR projects as a director and producer, but most of all as an insatiable visionary who determinedly continues pioneering cutting-edge media formats of Virtual Reality. Brett recently published his “5 Laws of VR”, a humanistic approach to establishing an ethical framework for content creators to design advanced VR as a save space to express and experience stories that nourish human empathy and connectedness – VR bringing us closer together.