

Home After War

Room-scale, interactive virtual reality experience

Impact Report

Table of Contents

1. The Film
 2. The Team
 3. Audience & Reach
 4. Festivals
 5. Awards
 6. Objectives
 7. Timeline & World Events
 8. Press Reactions
 9. Contact
-

Trailer



The Film

Home After War is a room-scale, interactive virtual reality experience that takes you to Fallujah, a city that was, until recently, under Islamic State (IS) control. The war against IS has ended but the city is still unsafe. There's one looming fear for returning refugees – booby trapped homes and improvised explosive devices (IEDs) in the neighbourhoods.

They help break the stereotyped images of Arabs by presenting the complex reality of Arab society and [the] issues it's facing today.

- *Shirin Ghareeb,
The Arabian Sights Film Festival*

Synopsis : Since the end of the war, thousands of civilians have died or been injured by IEDs.

Ahmaied Hamad Khalaf and his family returned home after the fighting subsided.

In the experience, you find yourself in Ahmaied's home, which still shows signs of the damage from the war. Explore Ahmaied's home by either walking physically or teleporting in the space as he tells you his story about returning to a home that might be booby trapped.

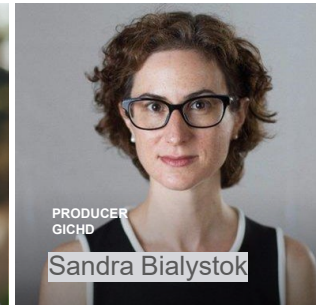
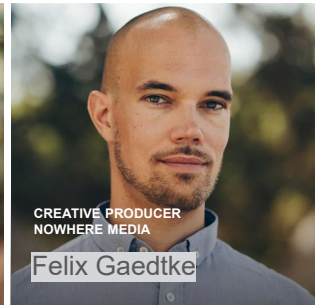
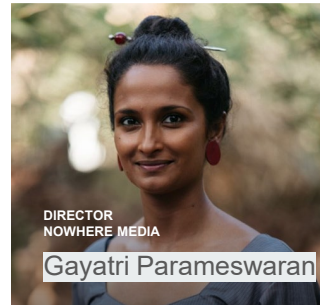
Witness life outside the four walls of his house through 360° videos embedded in the space. Hear Ahmaied speak of his loss and his hopes for his family, country and the world. Learn about what it's like to fear the home you once loved.



Team

“Home After War” was developed part of the Oculus VR for Good Creators Lab 2017 programme that paired 10 rising filmmakers with 10 nonprofits to champion a variety of social missions while telling their stories in virtual reality.

The program paired NowHere Media with the Geneva International Centre for Humanitarian Demining (GICHD) to tell a story that throws a spotlight on the threats posed by explosive hazards.



Producers: Lauren Burmaster, Paula Cuneo
Lead developer & UX designer: Anastasia Semenoff

Photogrammetry studio: Realities.io

Additional development: Flight School

Local producer & Translator (Iraq): Suadad Al Salhy

Sound recordist: Ali Adnan
Post Production: Flight School

Music by: Leonard Petersen
Sound design: Studio am Fluss

Voice over artist: Michael Matovu (Voiced by Mike)

Production assistants: Mia von Kolpakow, Felix Franz
Impact Producer: Catarina Gomes
Narrative Installation: Trix.space



Audience

Available
Worldwide Meta QuestReleased on
Oculus Media
Store on
April 1, 2020Social Media Channels
FacebookThe number
of followers **4,5k**facebook.com/homeafterwar**Total Audience Reach
on Meta Quest Store**

425 K

Total audience reach in
the period between April
2020 - August 2023**Total number of festival
screenings**

50+

Top film, media, art and
tech industry festivals
including Venice
Immersive, SXSW etc.**Total number of
impact screenings**

10

Including the United Nations
headquarters for decision
makers in mine action.

Home After War was created for two target audiences: the general public and decision makers and leaders in the field of mine action.

GICHD exhibited the installation at high -profile events for the mine action community: APMBC 17th Meeting of States Parties, and the 22nd International Meeting of Mine Action Directors and U.N. Advisors both held at the U.N. in Geneva. It was also present at the United Nations Visitors Centre in New York, when the piece was included in the UNMAS exhibition Safe Ground. It was also screened at Pyramid of Shoes Event 2022 in Lyon and Paris – supported the Handicap international by providing the Oculus headsets and required materials.

Oculus reviews

An important, somber story

(...) It's not easy to watch, nor should it be. Anyone with a roof over their head and stable circumstances has an obligation to watch this unique VR experience.

(...)

Oculus review by marySG

Back Home!

This experience was stunning, I'm a ameiraqi, a Iraqi that was raised in the us, i have never back home and this experience put me there, sure it is a sad story, but this was a step in the right direction, just imagine all the other places you can visit just within your headset, i just want to end this by saying thank you to the developers of this experience, you did a amazing job and i really recommend this, trust me

Oculus review by Ahmad Mahdi

Didn't expect it to make me cry

This is my first review and rightfully so. This is a beautifully told story that is very engaging and helps you understand what is really going on in the Middle East and how the families are affected by it. I was overcome by emotions and couldn't stop myself from crying. I would absolutely recommend this experience!

Oculus review by Sneeker

A New Era of Storytelling

This captivating experience is something really special. The technology used to render the environment is very impressive, and the filmmaker does a wonderful job of drawing you into this world and the story being told.

Oculus review by CosmicRatio



Festivals

An important factor in audience engagement was its inclusion at major film festivals. The film was showcased at renowned events such as SXSW in Austin and the Biennale Venezia, both highly regarded in the audiovisual industry. The film's reach extended to 50 festivals across 40 countries, effectively highlighting the significant social issue to diverse festival audiences. Moreover, the screenings took place not only in traditional festival venues but also in schools and universities.

Laurels



SXSW



**GLOBAL
HEALTH
FILM**



Awards

Winning awards at international competitions brought further attention to the piece as well as the subject at hand.





Objectives

Changing minds

The VR experience has been instrumental in raising awareness and safely highlighting the dangers posed by these deadly devices. By drawing attention to the devastating effects of IEDs, the documentary has made a significant contribution to understanding how these weapons affect people's ability to return home safely. With a particular focus on Iraq, the film highlights the growing challenges that IEDs pose to reconstruction efforts and civilian security in the region.





Timeline & World Events

ISIS occupies Fallujah

Fallujah was one of the key target cities for Islamic State, a known religious centre in the province of Al Anbar.

June 2016

Oculus VR for Good Creators Lab

Starting partnership with GICHD

Jan 2018

Premiere in Venezia

International premiere at La Biennale di Venezia.

Sept 2018

Dec 2013
Jan 2014

Fallujah got liberated in Anti-ISIS drive

Military operation retakes most of the city, and displaces 30,000 Iraqis in addition to the over 32,000 who were already uprooted from Fallujah since the outset of the army offensive, (Norwegian Refugee Council).

July-Nov 2017

Filming in Fallujah

Documentary crew filmed in Iraq, possibly the first international crew after ISIS lost control over the region.





Total Press Coverage

30

Media materials
about the piece

Apart from the technical features, Home After War is astonishing for the efforts its creators put in realizing it. They flew to Fallujah, with all the logistic difficulties to go there. They listened to the stories that no one was interested in telling, because no one usually go there.

Skarredghost.com

Skarredghost

Where previously through video, you could watch an individual going about their day, through VR, you can actually enter an enter an individual's homespace, their lives and their minds.

kerosene.digital

Anmol Akanksha Nayak

Is the documentary film of the future coming to us in VR and 360 degrees via data glasses? Immersive virtual reality productions seem to be booming in the documentary sector right now. "Home after War" is a particularly successful example of the genre.

Menschen Machen Medien

Gunter Becker

The interactive experience provides insight into the local community's fear of improvised explosive devices (IEDs), responsible for the death of thousands of civilians in the region, including two of Khalaf's sons.

The Hindu

Sindhuri Nandhakumar

Audience reactions



NowHere Media

PRODUCTION COMPANY



NowHere Media is a multi-award winning studio in Berlin designing virtual and augmented reality experiences, powered by evocative storytelling. We work with film production companies, nonprofits, media organisations and brand partners to create impactful stories that inspire and engage global audiences. Our work finds itself at the intersection of art, technology and social change.

GICHD

EXPERT ORGANISATION



The Geneva International Centre for Humanitarian Demining (GICHD) is an expert organisation working to reduce the impact of mines, cluster munitions and other explosive hazards, in close partnership with mine action organisations and other human security actors around the world. The Centre supports the ultimate goals of mine action: saving lives, returning land to productive use and promoting development.

VR for Good

THE OCULUS SOCIAL GOOD INITIATIVE



The VR for Good initiative is a program that harnesses the power of virtual reality (VR) technology to create positive social impact. It is an effort to leverage the immersive and interactive nature of VR to address various challenges and promote positive change in the world. VR for Good was launched by Oculus in collaboration with various partners, including filmmakers, non-profit organizations, and social entrepreneurs.



Flight School

POST PRODUCTION



Flight School is an award-winning studio of artists fearlessly exploring the unknown in mixed-reality immersive entertainment, live-venue activations, games (console, PC, and mobile), and experiential design. Our mission is to bring craft and innovation to everything we do, enriching the lives we touch with inspiration, passion and delight.

Realities.io

PHOTOGRAMMETRY STUDIO

REALITIES.IO

Realities.io brings the real world into VR, fully explorable, interactive & with stunning photo-realism. By using novel capturing methods such as a Photogrammetry, RIO focuses on large-scale and high-quality environment capture and reconstruction for 3D engines.

CONTACT

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