

Los Angeles Times | ENTERTAINMENT

LOCAL U.S. WORLD BUSINESS SPORTS ENTERTAINMENT HEALTH LIVING TRAVEL OPINION DEALS



IN THE NEWS: D'ANGELO | CHRIS BROWN | FRANK OCEAN | ANDY GRIFFITH | 'AMAZING SPIDER-MAN' | KATIE HOLMES



Katy Perry is the latest artist to embrace the 3-D format

Comments 1



Katy Perry attends the London premiere of "Katy Perry: Part of Me." (Ian Gavan / Getty Images / July 3, 2012)



Katy Perry wants to 'go into a cave' after movie premiere [Video]



Katy Perry: 'Part of Me' shows all, Russell Brand split included



By Aida Ahmad
July 3, 2012 | 3:19 p.m.

The music industry's top stars are increasingly embracing the world of 3-D technology – filming many of their concerts and documentaries in the format that has been so popular for animated and live-action movies.

The reason is simple. Artists want to re-create the viewing experience and bring their audiences closer to them in an intimate cinematic setting.

Performer Katy Perry, whose 3-D documentary concert film "Katy Perry: Part of Me" is being released by Paramount Pictures this Thursday, is the latest performer to jump on the 3-D bandwagon, following the likes of Justin Bieber, Britney Spears, Michael Jackson, Miley Cyrus, the Black Eyed Peas and the Jonas Brothers.

VIDEO: "Part of Me" premiere

Connect

Recommended on Facebook 251k

San Diego fireworks show exploded in 15 seconds, ruining show [Video]

2,056 people recommend this.

Ron Howard: What I learned from Andy Griffith

1,827 people recommend this.

advertisement

In Case You Missed It...



Nash says Lakers trade caught him by surprise



George Zimmerman's bail set at \$1 million



FDA approves new home-use HIV test

Andy Griffith left big mark on broadcast and cable landscape



Rauch rules as R-rated films 'Ted,' 'Magic Mike' overperform

Irish rock band U2 was the first group to make a 3-D concert film, about its Vertigo Tour in 2006. Titled "U2 3D," the documentary was released in 2008 by National Geographic and shot by Burbank-based 3ality Technica, an entertainment technology company dedicated to live-action 3-D.

"3-D is gaining its momentum because musicians look at the images and think it's really cool," said 3ality Technica Chief Executive Steve Schklair, whose company provided the 3-D technology for the movie. "The medium makes a small intimate venue much more interesting, and better shows the scale of the large stadium venues."

The concert scenes in Perry's movie were shot at the Staples Center in downtown Los Angeles over two days in November 2011 using eight 3-D cameras.

The filmmakers then poured over 400 hours of footage shot of Perry over the last year to help create the story. "There is no opening act for this movie as this is not a concert [film exclusively] and only driven by a great story on the life and rise of Perry," said Ted Kenney, one of the film's producers and director of production at 3ality Technica.

"Part of Me," which follows Perry along her 124-date California Dreams tour, also simultaneously documents the personal highs and lows of her professional career.

In the documentary, fans will get a glimpse into what led to Perry's breakup with Russell Brand, their hectic schedules, and the emotional toll the split took on Perry. Wanting to give fans a full portrait of the past year of her life, she worked closely with the documentary's directors, frequenting the edit bay and watching various cuts of the film.

According to Schklair, the "U2 3D" movie gave the filmmakers behind the Perry documentary a chance to put into practice a lot of new theories about making movies in 3-D. They developed a series of technologies to make it work and re-create the live concert experience.

"'U2 3D' had a lot of layering, depth compositing and visual montages, which is one reason it worked so well," said Schklair.

Schklair founded 3ality Technica in 2000 under its original name, Cobalt Entertainment. He had worked as a director of photography and was vice president of Digital Domain, the studio that produced the visual effects for such movies as "Titanic" and "The Curious Case of Benjamin Button."

Other artists who have announced plans for a 3-D concert film include the metal group [Metallica](#), according to Kenney.

RELATED:

[Review: "Jonas Brothers: The 3D Concert Experience"](#)

["Hannah Montana/Miley Cyrus" takes on U2 in 3-D battle of the bands](#)

Copyright © 2012, Los Angeles Times



1

Comments (1)

[Add / View comments](#) | [Discussion FAQ](#)

Jose Rosario at 6:01 PM July 03, 2012

http://www.youtube.com/watch?v=OkBdhmsyUuc&list=HL1341362151&feature=mh_lolz

Comments are filtered for language and registration is required. The Times makes no guarantee of comments' factual accuracy. Readers may report inappropriate comments by clicking the Report Abuse link next to a comment. Here are the full [legal terms](#) you agree to



Is Chris Brown a victim of double standards?

LA DEALS



\$29.95 for 4 Intro Vocal or Piano Lessons (reg. \$500)

Most Viewed

Latest News

[Matthew McConaughey, wife Camila Alves expecting baby No. 3](#) 07/05/2012, 12:46 p.m.

['Katy Perry,' 'Savages' will get caught in 'Spider-Man's' web](#) 07/05/2012, 12:40 p.m.

[L.A.'s YBUY lets you try electronic gadgets before buying](#) 07/05/2012, 12:33 p.m.

[After settling one case, Apple faces two more Chinese lawsuits](#) 07/05/2012, 12:00 p.m.

[Pity the powerless: 500,000 still have no electricity after storm](#) 07/05/2012, 11:55 a.m.

Videos

Southern California Moments »



Share your photos of the Southland. We'll highlight one each day. [Today's photo](#)

by using this comment form.



L.A. for less than the price of sunblock. Only 99¢ for the first four weeks.

In Case You Missed It...



FDA approves new home-use HIV test



Erskine: Fans' ideas on improving Dodger Stadium



For 2012 Olympics, designers are part of the team



Can you trust Yelp reviews?



88 books that shaped America

More spotlights...

Corrections

Horoscopes

Media Kit

About Us

Contact Us

Site Map

Los Angeles Times

Burbank Leader | Coastline Pilot | Daily Pilot | Huntington Beach Independent | News Press | Pasadena Sun | Valley Sun | KTLA | Hoy | Los Angeles Times Magazine
Baltimore Sun | Chicago Tribune | Daily Press | Hartford Courant | Los Angeles Times | Orlando Sentinel | Sun Sentinel | The Morning Call

Terms of Service | Privacy Policy | About Our Ads | Los Angeles Times, 202 West 1st Street, Los Angeles, California, 90012 | Copyright 2012

A Tribune Newspaper website