

A woman in a sparkling, sequined dress stands in the center of a large, curved virtual production screen. The screen displays a dramatic desert landscape with red rock formations and a sunset sky. The scene is lit with warm, orange and red tones. In the foreground, there are various studio equipment, including cameras, lights, and a large cardboard box labeled 'P59'. The overall atmosphere is professional and creative.

PIER59 STUDIOS

From Concept to Camera How Virtual Production Comes Together at PIER59 Studios

A clear, supported workflow designed to keep creativity moving.

Why

Instead of retrofitting creative into technology, create towards the technology with a team that knows it best.

Paradigm shift in how shoots happen. Create and “fix-it” in pre-production instead of post.

“The more planning and preparation you do, the more freedom and flexibility you have on the day.”

Lorenzo Ferrante
Head of Virtual Production & Creative

Workflow

Phase 1: Creative Alignment

Phase 2: Production Design

Phase 3: Technical Prep

Phase 4: Shoot Day

Phase 5: Delivery

What Happens

- **Budgeting**
- **Creative intent + references**
- **Early feasibility guidance**
- **Concept / Storyboard review**
- **Strategy and Execution**
- **Workflow: Roles & Responsibilities**

Why It Matters

- **Aligns expectations between creative partners and producers**

What Happens

- **Virtual Art Department — VAD kickoff**
(Development of the Virtual Environments)
- **Asset sourcing and/or creation (2D, 2.5D, 3D environment builds)**
- **Real-time previews**
- **Introduction of practical art department**
- **Set build and integration**

Why It Matters

- **Decision makers are able to lock in production design build, talent and product placement to scale prior to shoot day.**
- **Preparation creates budgetary efficiency and creative freedom.**

What Happens

- **Asset vetting & quality control**
- **Scene optimization**
- **Playback and performance testing**
- **Workflow sequencing**
- **Lighting and lens considerations**
- **Camera tracking & lens calibration**

Why It Matters

- **Optimizes technology**
- **Enables confident and efficient shoot days**

What Happens

- **Real-time collaboration across all departments**
- **Real-time In-Camera VFX (ICVFX)**
- **Real-time Image-based lighting (IBL)**
- **Immediate creative feedback & iteration**

Why It Matters

- **Capture multiple locations and scenes in a single day.**
- **What you see is what you're capturing**
- **More control and fewer unknowns**

What Happens

- **Reduced post dependency, timelines, and invoices**
- **Clean handoff**
- **Faster to market**

Why It Matters

- **Final-pixel imagery captured on set**
- **Less “fix it in post”**





1.1	1.2	1.3	1.4	1.5	1.6	1.7	1.8	1.9	1.10	1.11	1.12
2.1	2.2	2.3	2.4	2.5	2.6	2.7	2.8	2.9	2.10	2.11	2.12
3.1	3.2	3.3	3.4	3.5	3.6	3.7	3.8	3.9	3.10	3.11	3.12
4.1	4.2	4.3	4.4	4.5	4.6	4.7	4.8	4.9	4.10	4.11	4.12
5.1	5.2	5.3	5.4	5.5	5.6	5.7	5.8	5.9	5.10	5.11	5.12
6.1	6.2	6.3	6.4	6.5	6.6	6.7	6.8	6.9	6.10	6.11	6.12
7.1	7.2	7.3	7.4	7.5	7.6	7.7	7.8	7.9	7.10	7.11	7.12

Stage 2 Wall

3072x1792

PIER59 STUDIOS
Virtual Production

Expert
Guidance

Your vision, supported by decades of expertise.

With over 50 years of combined experience in commercial production, film, and visual effects, our on-site experts offer support at every stage. From pre-production to on-set problem solving, we're dedicated to turning your boldest ideas into reality.

Production Evaluation, Asset Sourcing & Optimization, Virtual Art Department, Lighting & Practical Set Design, Post-Production

Production
Partner

**Virtual Production PIER59 Studios approaches
your work as a production partner, beyond a venue.**

Your on-site team includes:

- **VP producers**
- **Virtual Art Dept**
- **Technicians + creative support**
- **On-set collaboration**

What does “From Concept to Camera” actually mean?

It means Virtual Production at PIER59 Studios is fully supported from the earliest creative conversations through final capture. Creative development, virtual art direction, technical setup, and on-set execution are all handled under one roof, so ideas move cleanly from intention to image.

Do we need to come in with a finished virtual environment?

No. Clients can arrive with anything from a loose concept to fully built assets. Our team supports environment sourcing, customization, optimization, and real-time refinement, based on the needs, timeline, and budget of the production.

Is Virtual Production only for large-scale productions?

Not at all. PIER59 Studios supports everything from high-end commercial and editorial shoots to branded content, interviews, and experiential work. The workflow scales to the project, not the other way around.

How is this different from renting an LED volume elsewhere?

At PIER59 Studios, the technology is only one part of the equation. What sets us apart is integrated expertise: experienced virtual production supervisors, real-time operators, lighting teams, and producers working together in a purpose-built Manhattan studio environment.

Can creative decisions really be made on set?

Yes, and that’s the point. Real-time rendering and in-camera workflows allow teams to evaluate framing, lighting, environments, and performance live, reducing guesswork and post-production dependency.

How does this impact schedule and budget?

Virtual Production consolidates locations, minimizes travel, reduces company moves, and accelerates decision-making. The result is greater efficiency, more creative control, and fewer downstream surprises.

Do traditional crews still fit into this workflow?

Absolutely. Cinematographers, directors, designers, and lighting teams work as they always have, now with tools that expand what’s possible while preserving familiar creative roles and instincts.

Why Manhattan?

PIER59 Studios offers a rare combination: advanced Virtual Production infrastructure, large-scale studios, white-glove service, and immediate access to New York’s creative talent ecosystem — all in one location.

PIER59 STUDIOS

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