



Industry City nears completion of NYU's Martin Scorsese Virtual Production Center

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Brooklyn, NY Industry City has reached substantial completion of construction at the NYU Tisch School of the Arts Martin Scorsese Virtual Production Center. Opening to NYU Tisch students in fall 2024, the new center will provide students and faculty with production facilities in a setting for collaboration and internships at some of New York's leading film and media companies. With construction now complete, NYU Tisch will move in and begin outfitting the space with equipment in February.

The 45,586 s/f facility is located on the top floor of building eight at Industry City, the 35-acre innovation campus on the waterfront. It will feature two 3,500 s/f double-height, column-free stages, two 1,800 s/f television studios, broadcast and control rooms, dressing rooms and makeup areas, a lounge and bistro, scene workshops, offices, and training spaces. Located within Industry City's media and production ecosystem, the center will feature equipment from several neighboring tenants, including Abelcine and Lux Lighting.

"We are thrilled to celebrate this tremendous milestone, delivering a world-class facility to NYU Tisch, complete with high caliber soundstages and studios to train the next generation of filmmakers," said Glen Siegel, managing partner at Industry City (Belvedere Capital). "The Martin Scorsese Virtual Production Center will integrate seamlessly into the burgeoning media and production ecosystem at Industry City, allowing students to learn from experts in their field while offering IC businesses proximity to emerging talent."

The Martin Scorsese Virtual Production Center will offer hands-on training in the latest production

techniques. One of the first facilities of its kind on the East Coast, it will further establish NYU Tisch as a global leader in cinematic arts training by pioneering new technology and expanding training and collaborative opportunities in the performing arts and design. In addition to serving as a hands-on training hub for virtual production, the facility will be available for commercial rental, providing a valuable resource to both the thriving media community at Industry City and the broader region.

Virtual production encompasses a range of technologies that are transforming the art and craft of film making. Using game engine software, graphics cards, camera tracking, and AR and VR, it allows actors and directors to work in a virtual environment to create visual effects in real time, rather than in post-production. Actors can respond naturally to their surroundings and directors can plan out scenes and shots with precision, visualizing the final product in-camera. Virtual production reduces post-production costs and the need to film on location, making projects more sustainable.

Home to more than 70 film and media-related businesses, Industry City supports every facet of the production life cycle. The tenant roster features multiple equipment suppliers, content creators, production companies, lighting experts, set design houses, live-streaming service providers, and content distributors. The 16-building campus offers students opportunities for networking, employment, and collaboration at companies including AbelCine, Buck Media, Lux Lighting, The Garage, and Conde Nast. Industry City is amenitized with outdoor space, on-site fitness facilities, a food and beverage program, live events and programming.

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