



GILLES LEEMPOELS

ART DIRECTOR - VIDEO CONTENT DESIGNER

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Belgium



My career has been a passionate journey in the world of visual arts for the last 15 years collaborating with prestigious showmakers like Dragone, Cirque Phenix, and Shanghai Circus World. These enchanting experiences have endowed me with a wealth of expertise in bringing captivating artistic content onto the stage. By leveraging LED screens and video projections, I've been delivering immersive experiences to audiences. I run my own studio which provides a comprehensive range of artistic services. Moreover, I collaborate with my clients' production teams as an individual creative consultant.



EDUCATION

IAD Institut des Arts de Diffusion

Graduated in Performing Arts and Broadcast and Communication Techniques

Graphic and Motion Design
2001 - 2004

Level: Great Distinction



EXPERTISE

- Art Direction
- Digital Scenography
- Video Content Design
- Project Management
- 2D/3D Motion Design
- Graphic Design / AI



LANGUAGE

French - English



INTEREST

Live Entertainment - Visual Art
Movies Animation - Asian Culture
Immersive experience



WORK EXPERIENCE



■ STUDIO SHEJI - Owner and Director - 2016 to present www.sheji.be

ERA 2 Spirit of Shanghai - Creative Designer (video mapping)
For Cirque Phenix, Digital Scenographer and Video Content Director specializing in projection mapping.

- Directing the art direction of 90 minutes of video content
- Providing leadership and guidance to a team (studio Sheji) of six skilled graphic and motion designers
- Managing the entire pre-production and production during four months
- Ensuring integration on-site over a three-month period
- Conceptualizing the projection mapping for the show
- Overseeing a setup of 16 projectors spanning 800 meters square, delivering 280,000 lumens
- Working in close collaboration with the Artistic Director

Microsoft Digital Center of Excellence - Video Content Director
Opening Ceremony produced by The Planners 2022

Starget - Video Content Designer

Company's anniversary, show directed by Luc Petit Creation 2017

- Aquatic show that includes an expansive fan shape water screen.

Wega Global Games - Video Content Designer

Opening Ceremony produced by The Planners 2020

Wega is a famous esports game competition. The opening show took place at the iconic Khalifa Stadium in Doha.

- Providing video contents for 2800 meters square of video display
- Supervising a team of five skilled graphic and motion designers during six weeks

■ DRAGONE - Concept Artist / Supervisor - 2008 to 2015

I had the privilege of directly working with Franco Dragone and his talented team during the Dragone era. I was on site across the cities of La Louviere, Macao, Wuhan, Abu Dhabi, Paris, transforming Franco's ingenious ideas into vibrant concepts, illustrations and inspiring visualizations for his major shows.

I embarked on a significant milestone in my career by joining "**The Circus featuring Britney Spears**" tour in Los Angeles as 3D artist.





I also specialize in creating **illustrations** (2D/3D) and **video presentations** designed to introduce concept of show, theme park, zoo or museum to investors and potential partners. These presentations effectively showcase the vision and potential of the concept, captivating investors and inspiring them to support and invest in the project.



WORK EXPERIENCE CONTINUE

This role allowed me to create mesmerizing animated content specifically tailored for the 360° LED screens, enhancing the visual experience of the performances. Subsequently, I continued my collaboration with Franco and his team, participating in the creation of their major shows, from the initial concept stages to the on-site execution. I also made contributions to the growth and development of the Illustration and Video Department.

Over the years, I took up the role of supervisor leading a team of 3D motion designers in the creation of video content for Dragone. This responsibility further showcased my expertise in overseeing the production process and ensuring the seamless integration of visuals into the live performances. This role also grants me the opportunity to conceptualize video ideas that incorporate optical illusions, as well as deepen my exploration of utilizing symbolic content to convey meaning and evoke a sense of purpose.

Working alongside renowned artists and being involved in the entire creative journey has sharpened my understanding of a show creation and strengthened my ability to deliver outstanding visual experiences.

Main References :

THE HOUSE OF DANCING WATER (2010 Macao)
LIDO PARIS MERVEILLES (2015 Paris)
STORY OF A FORT – LEGACY OF NATION (2013 Abu Dhabi)
THE HAN SHOW (2014 Wuhan)
THE DAI SHOW (2015 Xishuangbanna)
SOROLLA – Ballet Nacional de Espana (2013 Madrid)
LINE RENAUD UN SOIR DE MAI A L'OLYMPIA (Paris 2011)
TABOO I, II et III (2012 - 2015 Macao)
KDO (2009 Brussels)

Others Show References :

DELICIEUX by La Flambee 2014 Le Mans
L'EMPEREUR DE JADE by Cirque Phenix 2013 Paris
ODYSEO, THE CHEMISTRY OF DREAMS (Dragons Films) 2013 Brussels
1789, LES AMANTS DE LA BASTILLE (Dragons Films) 2013 Paris
FIFA WORLD CUP 2014 OPENING CEREMONY (concept arts) La Louvière

Others References:

VOXEL Bright Brussels Festival 2019 Brussels (intallation art)
PRINCESS ELISABETH STATION ANTARTICA 2016 Brussels (3D visualization)
TROLLS DE TROY 2007 Brussels PC Video Game (as 3D artist)

