

FERRYMAN
COLLECTIVE

UNCANNY ALLEY

VIRTUAL WORLDS
COMPANY

A NEW DAY



EMMY[®] NOMINATED

A LIVE THEATRICAL PERFORMANCE SET IN VIRTUAL REALITY

// THE SHOW

FINISHED PRODUCT: [LINK TO THE UNCANNY ALLEY: A NEW DAY TRAILER →](#)

The show world is built in VRChat, a social VR platform accessible worldwide via Head Mounted Display and sometimes livestreamed for audiences without headsets. Designed for maximum accessibility, compatible with the most universally available headsets, Meta Quest 3, 3S Pro, and PCVR systems.



UNCANNY ALLEY: A NEW DAY, 2024 - 2026

International Premiere: 81st Venice Int. Film Festival	★ Winner Fanheart3, a Venice Collateral Award
Imagine Fantastic Film Festival	★ Winner XR MUST for Best Interactivity/Performance
US Premiere: SXSW	Tempo Dokumentärfestival
French Language Premiere: NewImages Festival, Paris	Raindance Immersive (PUBLIC)
Fivars	★ Auggie Award Nominee for Best Art or Film
Avignon Theatre Festival	Avignon Science Festival
NoHo Cinefest (PUBLIC)	★ Winner XR Immersive Award at the Kaohsiung Film Festival
★ Nominated for AIXR award for Best XR Experience of the Year	★ Winner of the Innovation and Performance award from Indiecade
★ Aurea Awards Winner: Impact	Siggraph

// THE JOURNEY • CHAPTER 01

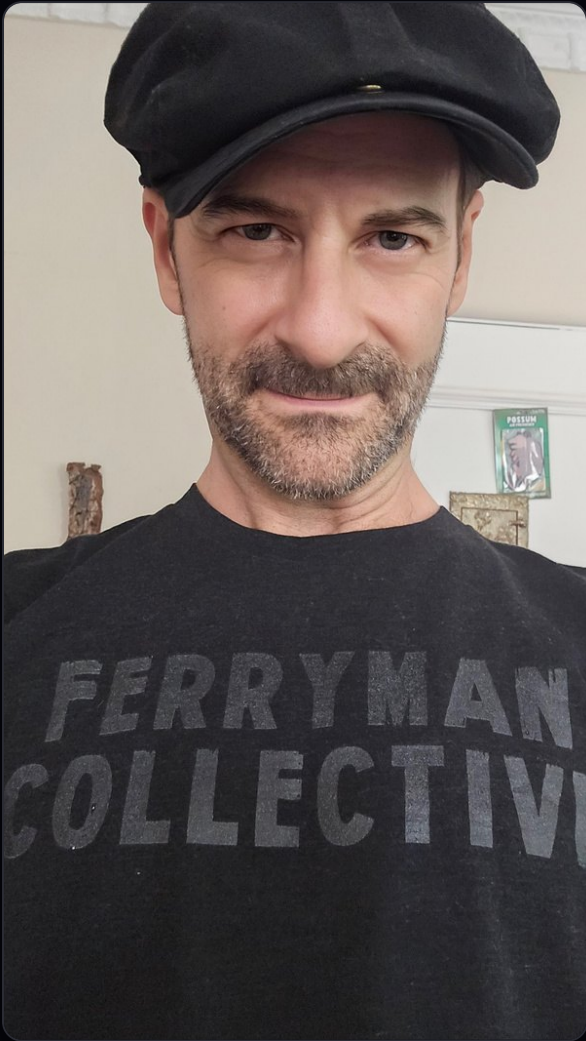
INITIAL CONCEPT AND COLLABORATION:

Rick Treweek (MetaRick) of *Virtual Worlds Company* and Stephen Butchko from *Ferryman Collective* discuss creating a live theatrical performance within the world of Uncanny Alley.

MetaRick aims to create a world specifically for the show, expanding the IP of his beloved characters and universe.



RICK TREWEEK • VIRTUAL WORLDS COMPANY



STEPHEN BUTCHKO • FERRYMAN COLLECTIVE

// THE STORY

NARRATIVE EXPERIENCE:

A cyberpunk computer-whiz named Gh0st, races against the clock to lead a group of escaped detainees and her increasingly sentient Service-Bot, Atom, to freedom through a hacked portal, before the fascistic corporation that controls Uncanny Alley can erase their memories using experimental Radio Frequency technology. The gang must evade capture and decide whether to leave their beloved digital city and start a new life in the open metaverse or stay and fight for their freedom, and their home.



The narrative involves escaping the oppressive 'A.L.I.' governing corporation.



GH0ST



ATOM



// THE JOURNEY • CHAPTER 02

UNITY COMMUNITY GRANT AWARDED:

Ferryman Collective applies for, and receives a grant for the creation of *Uncanny Alley: A New Day*.



A LIVE THEATRICAL PERFORMANCE SET IN VIRTUAL REALITY

// THE JOURNEY • CHAPTER 03

DEVELOPMENT PHASE:

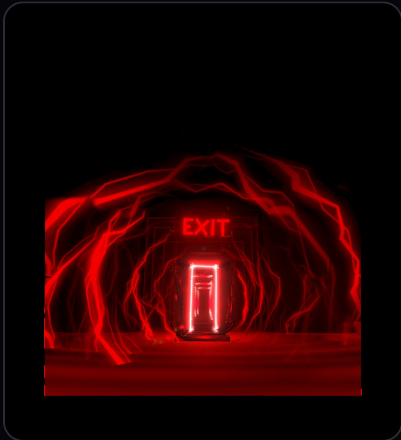


Together, they overcome technical challenges to deliver a seamless, immersive experience across platforms.

MetaRick is challenged to develop the experience for standalone headsets like the Quest. A challenge he accepts, having been a mobile phone developer in the past.



Screaming Color joins the development team for sound design, original music and animation/visual effects.



// THE WORLD • WORLDBUILDING

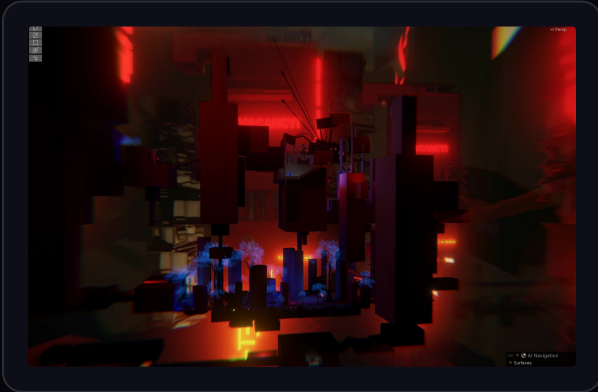
BUILT DISTRICT BY DISTRICT:

MetaRick starts building the world in Unity, district by district — the neon high street, the park, the hacker den, the prison block and the A.L.I. Headquarters.

The world is pushed to VRChat, where the show lives and enables testing with avatars and world designs.



THE UNCANNY ALLEY SKYLINE



UNITY • CITY GEOMETRY, SCENE VIEW



THE ALLEY



UA PARK



THE HACKER SPACE



THE BAR

// THE WORLD • AVATARS

SCULPTED IN MEDIUM AND QUILL:

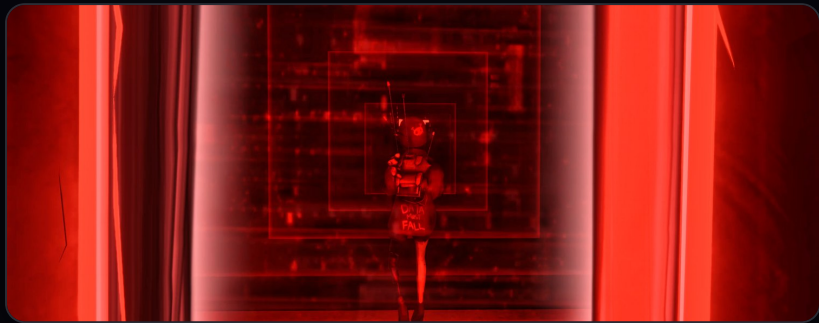
The characters are all initially sculpted in Virtual Reality, enabling human scale feeling and then textured rigged and brought into Unity. Then published through to VR chat.

Gh0st, Atom, Ava, the A.L.I. officers and the residents of the Alley are each sculpted, rigged and costumed as avatars.

The performers wear them. A character is not animated from outside — it moves as the actor moves.



ATOM



GH0ST



AVA



A.L.I. OFFICERS



UNITY • THE FULL CAST, T-POSED AGAINST THE HEIGHT CHART

// THE WORLD • OPTIMISATION

BUILT TO RUN ON STANDALONE:

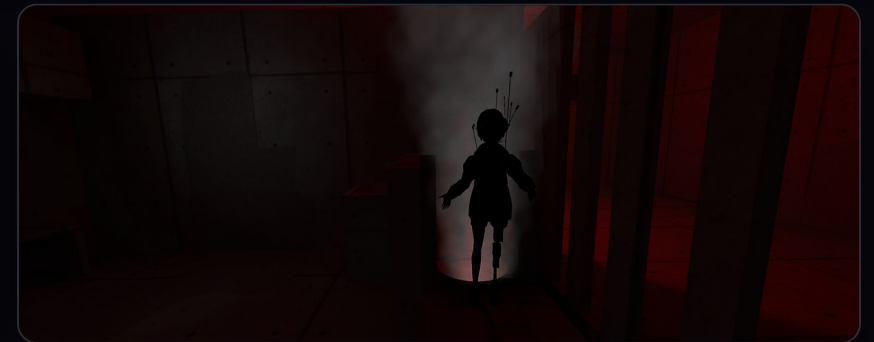
A world this size has to run on a headset with no computer behind it. Every scene is optimised — draw calls, batching, baked lighting and polygon budgets — to hold a steady frame rate on Quest.

The same world runs across Meta Quest 3, 3S Pro and PCVR systems.

That decision keeps the production open. A performer needs a headset and a connection, not a gaming rig — so the cast and crew can take part from wherever in the world they are.



UNITY • THE BUILD, PROFILED FOR STANDALONE





// THE WORLD • COLLABORATION

WORKING IN THE SAME ROOM:

MetaRick and Screaming Color spend the better part of a year in the world together — building, testing and hanging out in Uncanny Alley as it takes shape.

They work from different countries and time zones, and meet inside the world instead of on a call. One person points at a building while another sculpts it, and a scene is rehearsed shoulder to shoulder.

Screaming Color's sound design, original music and visual effects are composed against the world as it grows.



IN-WORLD CREDITS ROOM • UNCANNY ALLEY

// THE JOURNEY • CHAPTER 04

ACCEPTED INTO **VENICE** **IMMERSIVE:**

Uncanny Alley: A New Day is accepted into the 81st Venice International Film Festival.

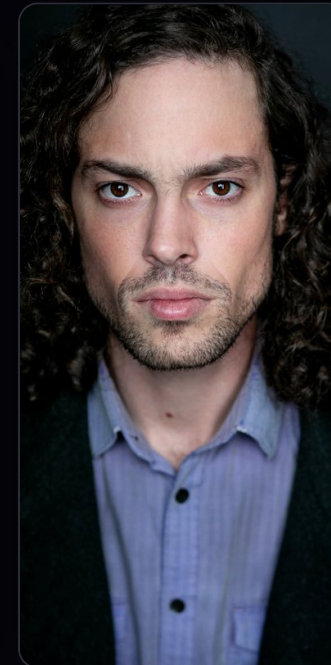


// THE JOURNEY • CHAPTER 05

TRAINING AND PREPARATION:

Five teams of professional actors from Broadway, immersive theatre, television, motion pictures and video game performance, are selected to bring *Uncanny Alley: A New Day* to life.

Preparation for the Venice Biennale including learning the script, rehearsing and over 75 test audiences.



// THE JOURNEY • CHAPTER 06

WORLD PREMIERE AT VENICE BIENNALE:

AUGUST 28 - SEPTEMBER 7, 2024

Uncanny Alley: A New Day holds its world premiere at the 81st Venice International Film Festival.

Performances: 3 shows daily to four audience members per performance.

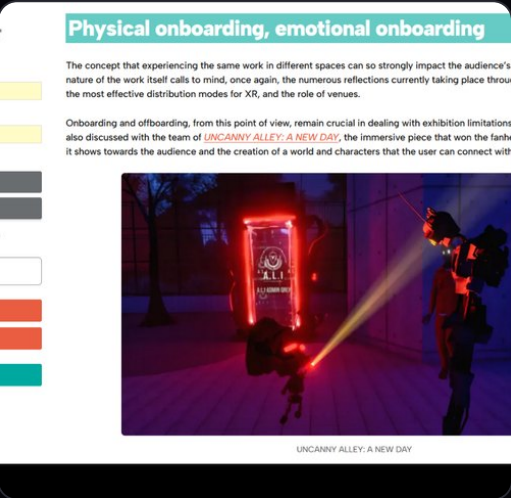
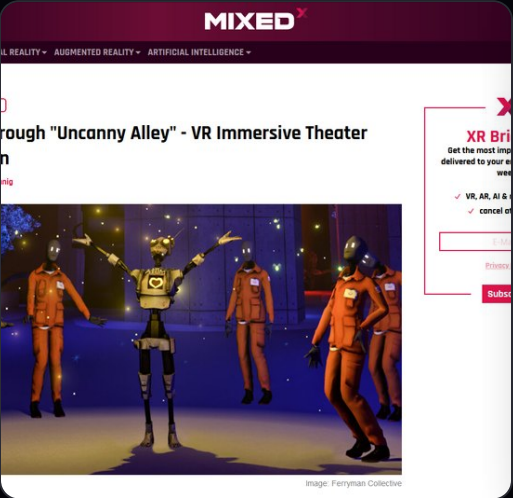
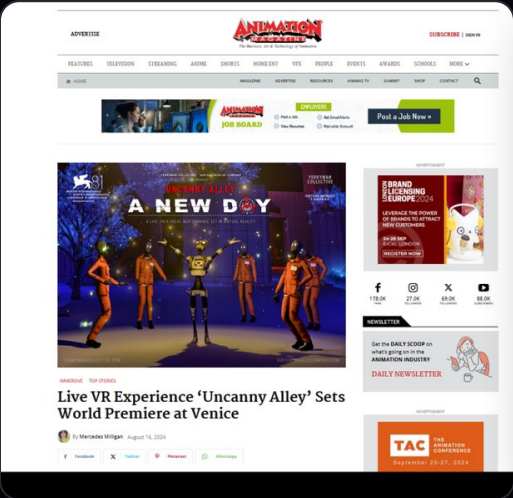
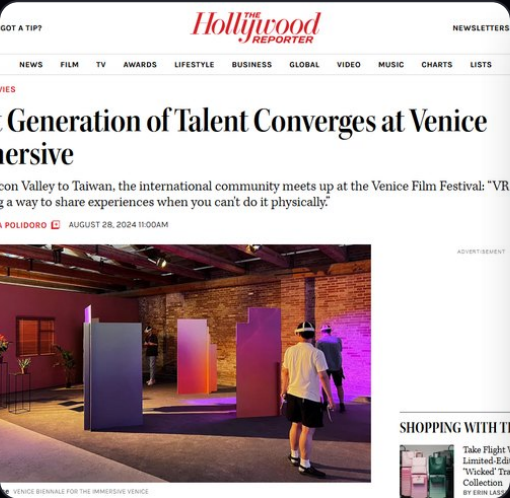
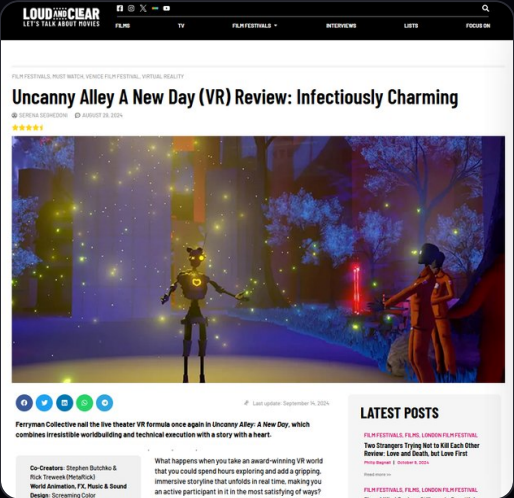
Attendees: Members of Ferryman Collective Deirdre V. Lyons, Whitton Frank, Christopher Lane Davis, Stephen Butchko, Brendan A. Bradley and Rick Treweek of Virtual Worlds Company.



// THE PRESS

POSITIVE RECEPTION AT THE UNCANNY WORLD PREMIERE:

Positive reviews from Loud and Clear Reviews, the XR community and mentions in publications like XR Must, Animation Magazine, and the Hollywood Reporter.



“Uncanny Alley: A New Day” is an immersive VR theater production from Ferryman Collective and Virtual Worlds Company. Compelling writing, a versatile cast, and moving effects deliver a story about rebellion, enduring hope, and teaching a robot to love.

- JON JAEHNIG

Then we have the return of Rick Treweek with the expansion of Uncanny Alley, titled *Uncanny Alley New Day*. This is an immersive theatre piece created in collaboration with Stephen Butchko of The Ferryman Collective (Gumball Dreams, Venice 2022) is a dark comedy about big tech in the metaverse: a hilarious, brilliantly, well-acted work with incredible settings. Definitely one to look out for if you need a dose of surreal live immersive theatre comedy performance in a spectacular journey through a metaverse beyond your imagination.

- LIZ ROSENTHAL

// THE AWARDS • WINNER

AWARDED THE XR FAN EXPERIENCE AWARD FROM THE FANHEART3:

Fanheart3 makes a donation in the production's name to *Wow Nature*, an environmental group in Italy.



-ILLUSTRATION BY MARYLUIS



-PHOTOGRAPH BY BISIOR



the **XR Fan Experience**, awarded to the immersive work that, in terms of content, storytelling and storyliving dynamics, best meets the user/fan's need for emotional and mental involvement, and thus has the greatest potential to impact their perception of immersive technologies, goes to:

- *Uncanny Alley: A New Day* by Stephen Butchko, Rick Tweek
"For placing the audience at the center of the story and of the experience, and giving the user the opportunity to shape the tone of the adventure and the personality of their character, always finding someone on the other side who can adapt the performance in the best ways, through skillful use of improvisation and dynamics reminiscent of those in role-playing games"

// THE AWARDS • WINNER

AWARDED THE XR MUST AWARD

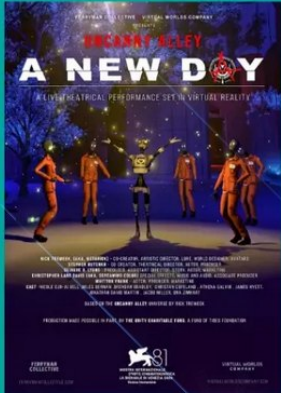
WINNER:

2ND PLACE:



BEST INTERACTIVITY / PERFORMANCE
2024















BEST SOUND DESIGN 2024













// THE AWARDS • WINNER

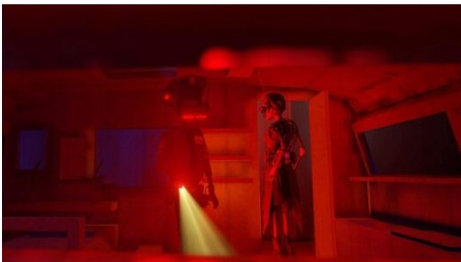
AWARDED THE **XR IMMERSIVE AWARD** AT THE KAOHSIUNG FILM FESTIVAL:



// THE PRESS

KENT BYE COVERAGE:

Uncanny Alley: A New Day is 6th on Kent’s top 10 list and ranked 4th favorite on the Venice Immersive Unofficial Survey.



#1442: Combining VRChat Worldbuilding with Immersive Theatre Storytelling in “Uncanny Alley: A New Day”

by kentbye // September 16, 2024

I interviewed Uncanny Alley: A New Day co-directors Rick Treweek and Stephen Butchko along with Ferryman Collective’s Deirdre V. Lyons and Christopher Lane Davis at Venice Immersive 2024. See more context in the rough transcript below. This is...



Kent Bye (Voices of VR) @kentbye

I’ve now seen all 62 experiences at the #VeniceImmersive Festival totaling over 28 hours. I’m going to do a thread 🧵 with some spot reviews & first impressions, ranking the qualities of presence to help make sense of the program, as well as my personal top 10 favorite pieces 📌📌

1. The Art Of Change

2. Ceci Est Mon Cœur (This is My Heart)

3. Fragile Home

4. Impulse: Playing With Reality

5. Un Soir Avec Les Impressionnistes, Paris 1874

6. Uncanny Alley: A New Day

7. Mammory Mountain

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10:46 PM · Aug 28, 2024 · 731 Views

Audience Favorites Ranking (No Limit) - VENICE IMMERSIVE 2024 Unofficial Survey									
Presented by XR Mail and Voices of VR Podcast									
Determined by Percentage of 62 Respondents Who Listed an Experience as a Favorite without any Limits									
Title	Favorite Ranking (No Limit)	Percentage of 62 Respondents	Top 5 Percent Ranking (No Limit)	Top 10 Percent Ranking (No Limit)	Top 20 Percent Ranking (No Limit)	Top 30 Percent Ranking (No Limit)	Top 40 Percent Ranking (No Limit)	Top 50 Percent Ranking (No Limit)	Top 60 Percent Ranking (No Limit)
World 3: Liminal Dreams: The Possibilities	1	12.73%	6	30.38%	44	13.41%	11	6	4
AI: House of the Future II	2	10.00%	1	60.00%	21	48.78%	40	40	34
Uncanny Alley: A New Day	3	12.44%	2	50.00%	21	48.78%	40	40	34
Uncanny Alley: A New Day	4	10.00%	10	23.33%	36	40.24%	35	20	13
The Art of Change	5	10.00%	3	40.00%	24	43.85%	36	21	14
Orla Pugh	6	10.00%	5	30.00%	24	43.85%	36	21	14
Uncanny Alley: A New Day	7	10.00%	4	30.00%	22	40.00%	35	20	13
A Simple Story	8	10.00%	8	20.00%	27	40.47%	32	24	15
World 3: Liminal Dreams	9	10.00%	10	20.00%	27	40.47%	32	24	15
Stargazers	10	10.00%	11	15.15%	30	38.85%	37	34	31
Uncanny Alley: A New Day	11	10.00%	12	15.15%	30	38.85%	37	34	31
Uncanny Alley: A New Day	12	10.00%	13	15.15%	30	38.85%	37	34	31
Uncanny Alley: A New Day	13	10.00%	14	15.15%	30	38.85%	37	34	31
Uncanny Alley: A New Day	14	10.00%	15	15.15%	30	38.85%	37	34	31
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Uncanny Alley: A New Day	31	10.00%	32	15.15%	30	38.85%	37	34	31
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Uncanny Alley: A New Day	61	10.00%	62	15.15%	30	38.85%	37	34	31

// THE JOURNEY • CHAPTER 07

US PREMIERE: **SXSW**

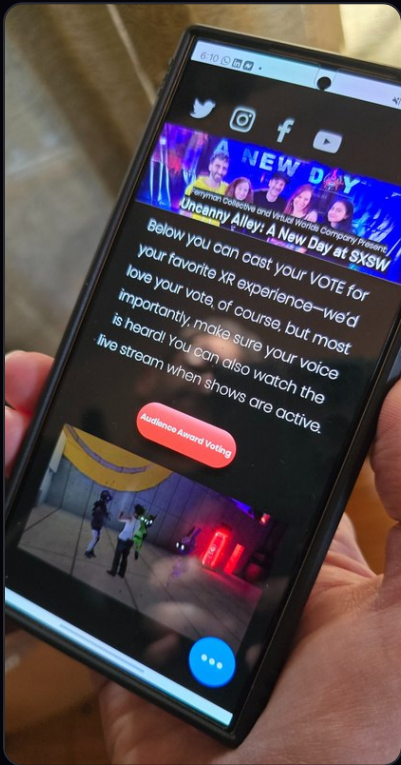
Performing Uncanny Alley: A New Day for four audience members at a time...right on the floor of the Fairmont Hotel in Austin, TX, as part of the XR Experience.



2D LIVESTREAM FOR SPECTATORS:



WITH ACTORS PERFORMING LIVE FROM LOS ANGELES TO TORONTO, CANADA:
-PHOTOGRAPH BY CARLOS AUSTIN



GLOBAL ACCESS VIA WEB STREAMING:

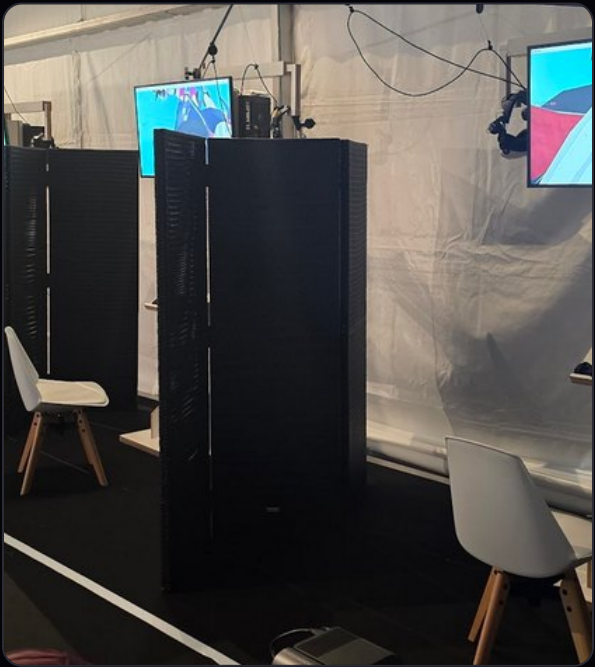
// THE JOURNEY • CHAPTER 08

FRENCH LANGUAGE PREMIERE:

Translation into French for broader European and Canadian audiences.

NewImages Festival
8^e édition :
9-13 avril 2025
Création numérique et mondes virtuels

→ Appels à projets



// THE JOURNEY • CHAPTER 09

HYBRID PERFORMANCE FOR NOHO CINEFEST

[Link to Video of NoHo Cinefest Hybrid Presentation →](#)

- The live public VR show was streamed onto a movie screen for theater audiences.
- Four audience members in the lobby joined the show live in VR for 20-minute sessions.
- Participants rotated in groups of four, giving multiple attendees a chance to experience the performance.
- Between sessions, actors shared behind-the-scenes insights, performing in VR, translating languages, and running the live show.
- Audiences saw performers live from their homes alongside their VR characters on a monitor below the screen.
- The event ended with a “meet the actors” moment.



// THE NOMINATION • TELEVISION ACADEMY

N O M I N E E

OUTSTANDING EMERGING MEDIA PROGRAM

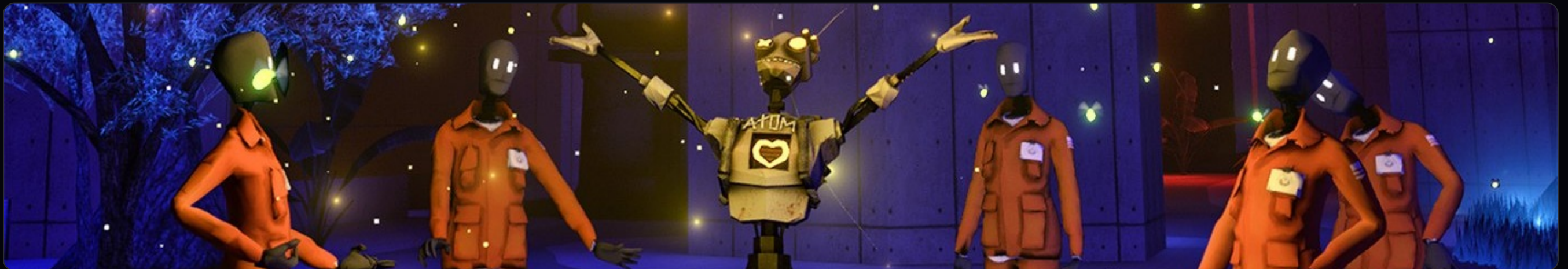
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UNCANNY ALLEY: A NEW DAY

VRCHAT

FERRYMAN COLLECTIVE + VIRTUAL WORLDS COMPANY

televisionacademy.com/shows/uncanny-alley-a-new-day →



// WHAT'S NEXT

FUTURE PLANS:

Ferryman Collective and Virtual Worlds Company keep pushing on both fronts — the live theatre space and the technology that carries it. New worlds, new tools and new ways to gather are in development.

The mission does not change: connect humans. Put real people in the same room from anywhere on earth, and give them a story worth standing inside.



THANK YOU!



FERRYMAN COLLECTIVE CONTACT INFO:

info@ferrymancollective.com

<https://www.ferrymancollective.com/>

VIRTUAL WORLDS COMPANY

VIRTUAL WORLDS COMPANY CONTACT INFO:

hello@virtualworldscompany.com

<https://www.virtualworldscompany.com/>

// THE NOMINATION

CREDIT THIS NOMINATION IN FULL

The Television Academy credits the nomination to two entities:

UNCANNY ALLEY: A NEW DAY · VRChat

FERRYMAN COLLECTIVE · VIRTUAL WORLDS COMPANY

Outstanding Emerging Media Program

78th Primetime Creative Arts Emmy® Awards

Saturday 5 September 2026 · Peacock Theater, Los Angeles

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