THE.RUSH

Musical

Written, produced and
performed by Frank Thomsen
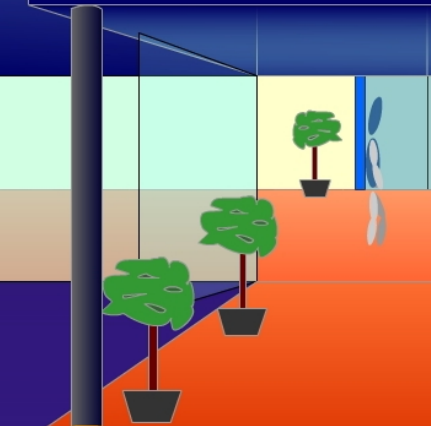
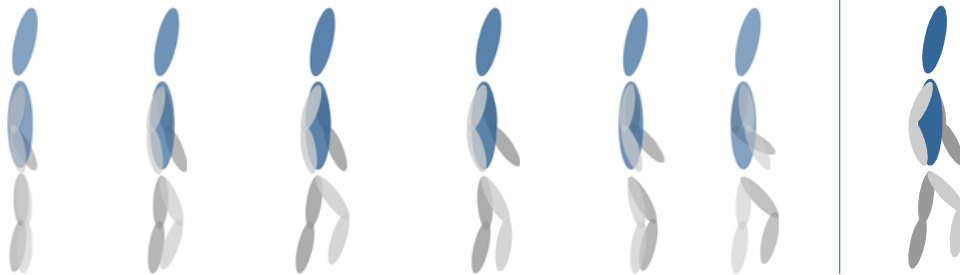| Project |
|:---:|
| **Technology** |
| **Author** |

Scene picture: VC Temptation

The Project

The crazy times of the dot-com era come to an end. Only few of the thousands of start-ups have survived. Although the internet will keep growing and become an ever more important part of our lives, the big RUSH in the internet with its colorful and creative characters, crazy ideas and sometimes unique and new technologies is over - probably forever. And the wild stories and the sometimes exorbitant risk capital investments will not happen again.

THE RUSH relives these crazy times. Frank Thomsen created a musical of a special kind: As the only "real" person he interacts with different "virtual" characters on big projection screens. The music takes the audience on a ride through the events of the story. Amazing special effects, sophisticated animations and top class sound make THE RUSH a unique musical production.
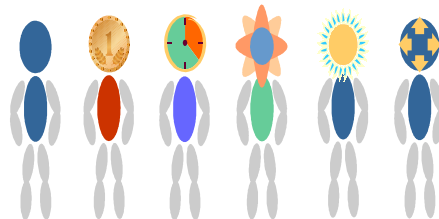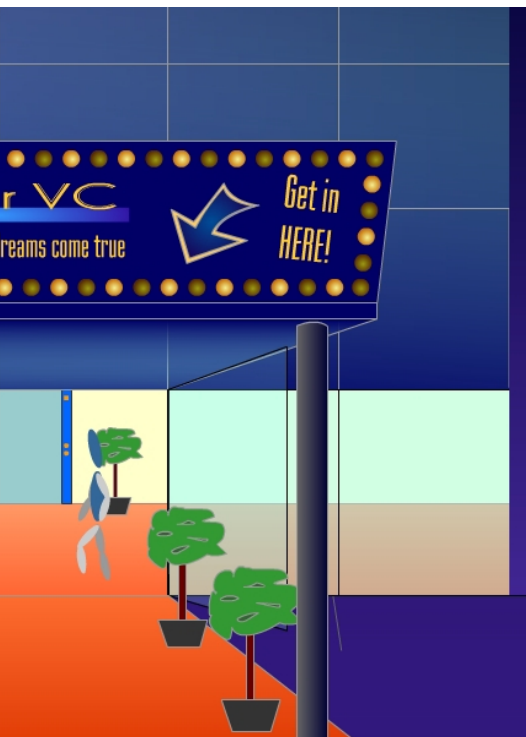
Somewhere in the western world. Jack and Frank are at the right time in the right business sector: the Internet. Not a day passes by without the news that another multi-millionnaire has been created by the net.

The two young founders want to participate in this gold rush and apply for VC-money. And they get it right away. The new company is established in no time and Frank's and Jack's ideas are put into practice. But then life begins in earnest: The rapid market changes, the impatience of the investors and the chaos of a young self-learning organisation.

The young company experiences the "normal" chaos: The big trade fairs, where much more has to be shown on the surface than what is actually there, the continuous change in the business approach, the internal fights to find the "golden way" for the company and the search for new money.

Finally the euphoric mood in the market changes to utmost scepticism. The end for hundreds of companies in the internet (dotcoms) and the end for Jack's and Frank's firm. An era comes to an end. But the next ideas are already in sight...
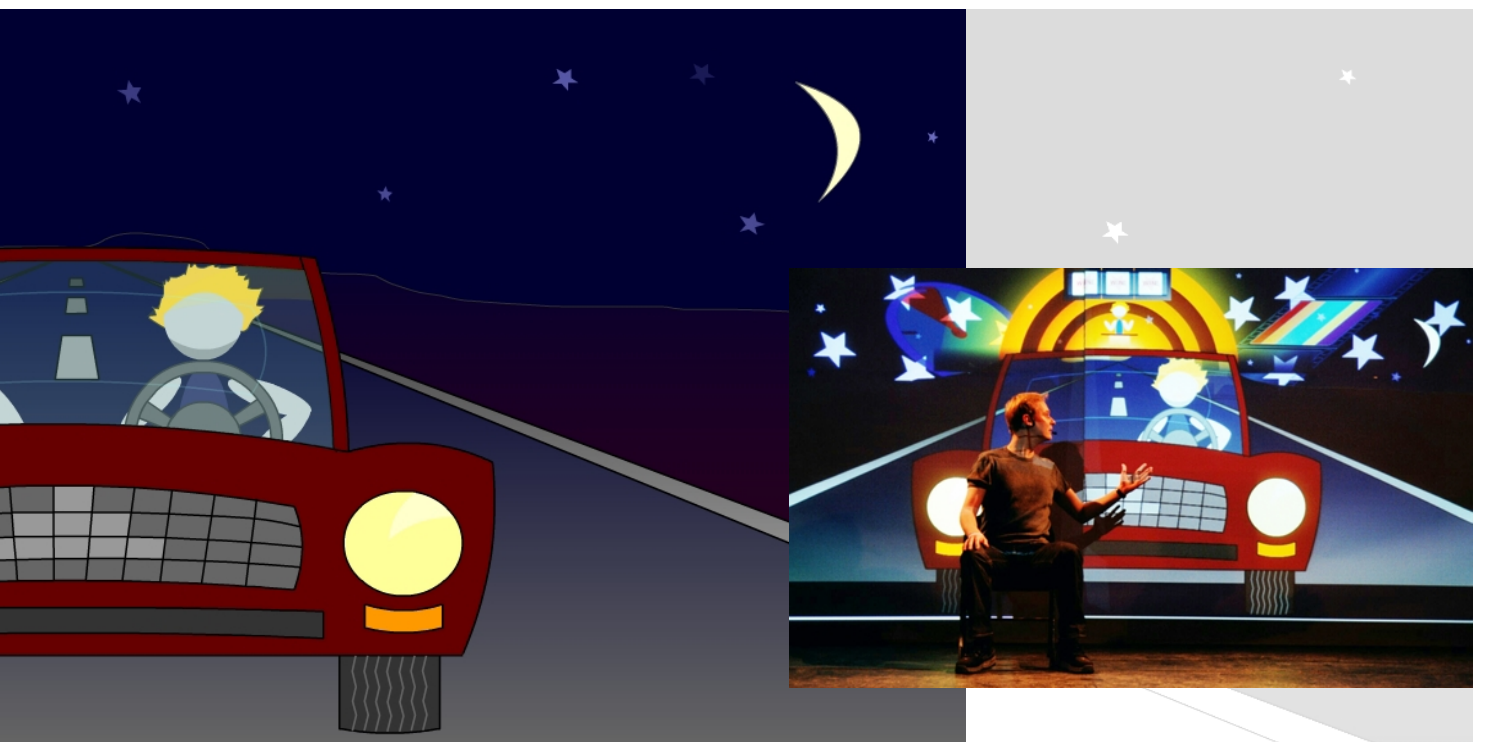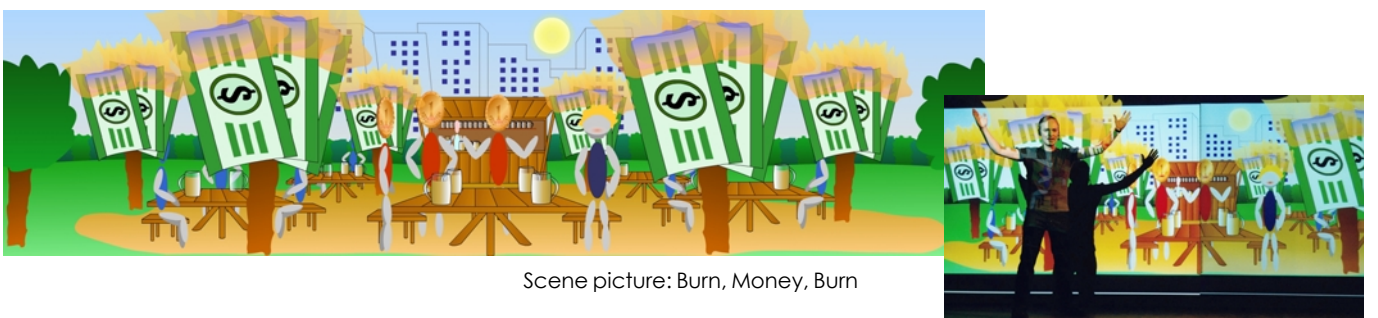
Scene picture: The idea in the car
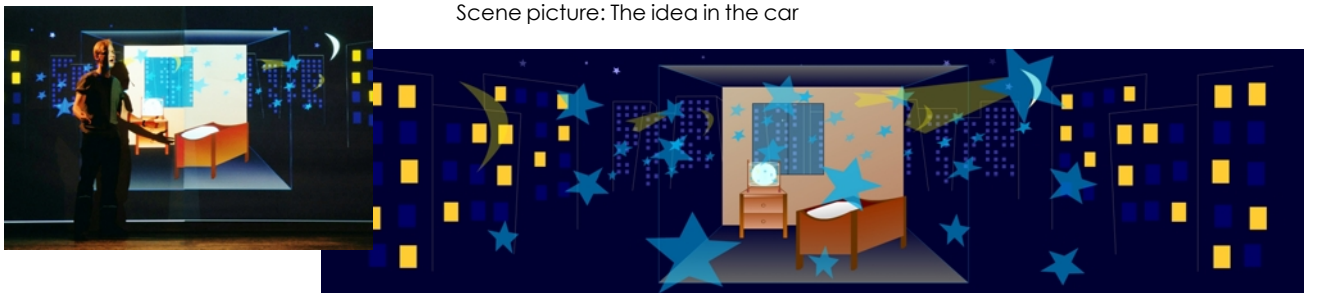
Scene picture: Dream baby dream (for me)

Scene picture: Burn, Money, Burn

Thanks to modern graphic animation software, complete sceneries as well as virtual characters and remarkable effects can be created in a rather short time. The technology that is used here was originally developed as an Internet application to offer multi-media content in vector-quality.

In THE RUSH the scenes are shown on two to three connected screens via separate data projectors (on- or backlight-projection). The rendering of the sceneries and of all the virtual characters is done in real-time to the running show. High computing power is needed to generate the graphic data synchronously to the music for a total screen resolution of 2400 x 600 pixel.
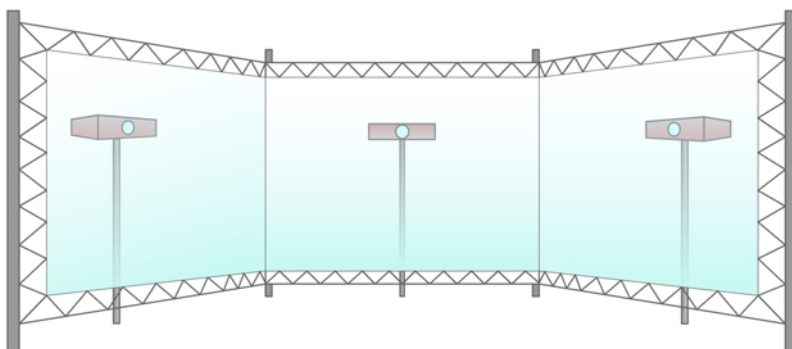
The Author

Frank Thomsen was part of the e-generation from the very beginning: During his time at university he learned HTML 1.0, he created the first websites for the Siemens AG and other well-known companies (later as an individual firm). In 1997, he founded a web-agency with his brother Lars. With VC-money, this agency was turned into an ASP-platform provider/software house. Due to the bad market situation towards the end of the year 2000 and - as a consequence thereof - due to the insecurity of the investors, the young company failed at the beginning of 2001 after months of ups and downs.

THE RUSH is not the first musical by Frank Thomsen. In 1994 he was - in a team of three friends - author, composer and producer of the musical SCHOOL (after Ron Jones' experiment The Wave). He also performed in the successful world premiere of SCHOOL in Munich.

T H O M S E N

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