

Grenfell Tower Architectural Animations Available For Journalists

Thursday 13 July, 2017

Vueberry, a startup media company who specialises in producing deep-dive content of current media stories has today completed their initial product - Grenfell Tower architectural animations. Designed specifically for news/media organisations as well as journalists who can then better explain the ongoing Grenfell Tower story.

Based off actual floor-plans sourced from rbkc.gov.uk (The Royal Borough of Kensington and Chelsea), the 2.00 minute animation, which is broken down into five separate videos for journalists, covers the full story of Grenfell Tower in a 3D walkthrough. Beginning with an introduction to the original building the viewers are then shown the building after its upgrade. The animation further breaks-down the wall structure including the cladding and insulation elements as well as an overview to a typical floor in Grenfell Tower. Lastly, the fires origin is viewed and then the full fire spreading, leaving with a final shot of the building as it stands today.

This exclusive media, the only existing animations of the building and fire is suitable for any news organisation that is covering the ongoing Grenfell Tower story and especially as the Grenfell Tower Inquiry that has just begun, led by Sir Martin Moore-Bick. These five video animations will assist any media organisation and journalist explain the specific details better and clarify the specific failures that we're the cause and also the spread of the fire.

The animations which are available immediately are licensed under a very simple editorial license, once purchased can be used in as many end stories as required by each organisation. Vueberry has a 24 hour studio presence and can also make updates as new details surface as well as any custom edits journalists may want.

The animations are available and ready for use today and available exclusively from [Vueberry's website](#).

Media:



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Related Keywords:

Grenfell Tower :: Grenfell Tower Fire :: Sir Martin Moore-Bick :: Grenfell Tower Inquiry :: Grenfell Tower News ::

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Company Contact:

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Vueberry Media

T. 07874074670

E. scott@vueberry.com

W. <http://www.vueberry.com>

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