

29th November 2024

To Whom It May Concern

This letter is to support and recommend Neal Coghlan in his application for Immersive Arts funding.

I am the co-Founder and Managing Director of Target3D a technology consultancy focusing on emerging technologies particularly 3D related and with a strong focus on Motion Capture, Virtual Production, Volumetric Capture and related peripheral technologies. Along with our provision of these technologies into the commercial and education sectors in the form of labs and studios, we operate the interconnected Advanced Media Production Studios in London and Gateshead. These studios are equipped with the solutions we sell which include a fully functioning Motion Capture, Volumetric and Virtual Production suite of equipment.

We have a strong track record of working with independent and established creative people, studios, companies and universities. Our work is the intersection of where the physical meets the digital. We are enablers of creative application of solutions.

Target3D engages in AHRC and British Academy-funded research projects addressing digital dance performance, creativity, accessibility and inclusivity. This research incorporates experimentation in various creative performances including artistic expression in drama, film, dance in motion capture, data-streaming and producing remote virtual performances in shared digital spaces in real time.

We have worked directly with Neal Coghlan both as a freelance employer and as a partner on many projects. Neal has a fantastic reputation and capability in delivering complex projects for commercial and research focused work. Neal is reliable, capable, collaborative and highly skilled. It's always a privilege to work with him on projects. We have engaged with Neal on projects since 2018, almost as long as Target3D has been established. He is a frequently sought after professional.

I have seen and experienced Neal being able to create and deliver truly amazing audio-visual creative practice with the project Floral Intensities in its various iterations, and I continue to be thrilled by its innovation. Indeed his application in this project directly fed into the project Target3D worked on with the Institute of Digital Fashion titled 'Our Time on Earth'. We immediately involved Neal in this project and it was a major new immersive exhibition exploring radical ideas from around the world that address how we live.

Target3d are keen to see Neal develop as an artist. This funding allows Neal to expand and extend his vision into the future. He is a passionate, engaged, and dynamic artist who is a joy to work with, and who has already evidenced exceptional ability in his field.

Target3D fully support Neal in this application for Immersive Arts funding. as he has proven himself more than capable of managing and delivering complex projects, and of moving between technical and creative goals. He has the technical know-how, constantly updating his knowledge and skills, but also understand and speaks the language of the artist – indeed a rare combination.

Yours sincerely

A handwritten signature in black ink, appearing to read "Allan Rankin", with a small flourish at the end.

Allan Rankin
Co-founder & Managing Director
Target3D