

SCENARIO EXPLORATION · HOW IT WAS MADE

Maison Vesprée

A Champagne house, made with Scenario.

An invented grande marque of Champagne: an identity, a bottle family, an estate in three lights and in 360 with the chef de cave as guide, the year of the vineyard, and the campaign and surfaces a brand team delivers. Every image, sound and voice was made with Scenario, directed by agents through Scenario MCP; the bottles were modelled in Blender.

A brand bible first, then four workstreams.

The house was written before anything was generated: the name and its accent, the founding facts, five cuvées, the palette, the typography and the evening light. Workstreams then built from it in parallel: identity and bottle, terroir and cellar, the estate tour, the campaign, and this site.

LABEL FIDELITY

The label artwork is made once and set in type, so the name is always spelled right. Every scene with the bottle is generated with the bottle in it, then label-matched to the reference packshot.

A SCORED GATE

Hero stills, panoramas and key visuals were scored with Scenario asset analysis against a luxury creative director's brief and kept at eight out of ten or above, after a visual check at full size.

BEST MODEL PER JOB

Each asset type started with Scenario's model recommendation and a date-sorted search; close calls were settled by a same-prompt shoot-out.



An evening star over the Montagne de Reims.

Four emblem directions ran on GPT Image 2.5 Sunburst and Recraft V4.1 Pro SVG; asset analysis kept the engraved medallion. Recraft Crisp Upscale sharpened it and Scenario Vectorize turned it into a clean SVG. The wordmark is set in Bodoni Moda from the glyph outlines. PATINA Material made the cotton paper, the gold foil and the cork; Sunburst drew the guilloche and the vine garland. The five arched labels were composed in code, every word typeset.



One bottle family, modelled once.

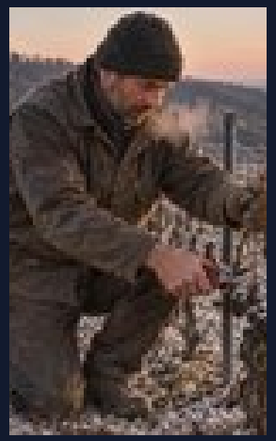
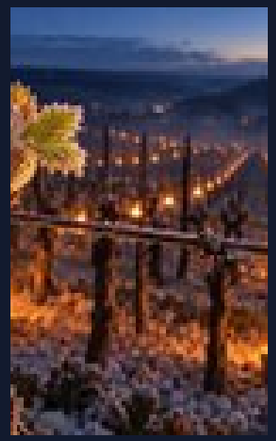
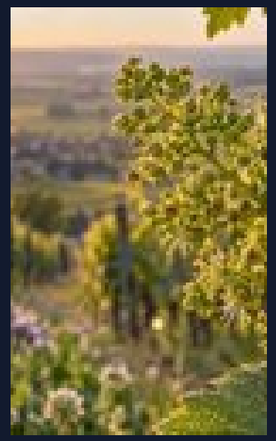
The Champenoise bottle, the magnum, the jéroboam and the broader Étoile du Soir were modelled in Blender 5.2 with those labels, the foil capsule and the muselet, and rendered in Cycles. The packshots are the reference for every image in which a bottle appears. The same models ship to the browser as compressed GLBs, lit by three environments made with Scenario Skybox GPT and HDRi Skybox.



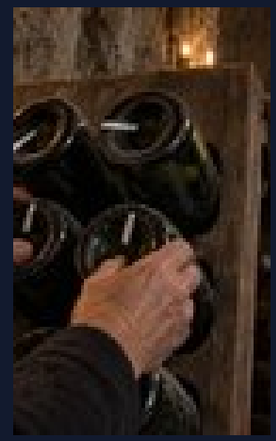
One view of the estate, three lights.

The golden hour master came first; the late afternoon and night states are image edits of it, with a geometry check confirming the buildings did not move. Seedance 2.5 carries the light from golden hour to night between first and last frames. Eight chapters follow the Champagne method, checked against a written list of what each step must and must not show, each with a Seedance loop.








From the vines to the chalk.

A guided tour of fourteen places in six settings, from the rows of Pinot Noir to the tasting salon. Scenario Skybox GPT made each place as a seamless 3840 by 1920 panorama with the approved stills as references; it won a shoot-out against Skybox Flux.1, and every panorama was scored with Scenario asset analysis and checked by rolling it half a turn. Hélène Sorvaux narrates in a voice cloned with Seed Audio 1.0 Multilingual from her first Gemini 3.8 Flash TTS recordings, with word timings from Gemini 3.5 Transcribe for the captions. Sonilo made the ambiences of the vines, the courtyard, the press house, the cuverie and the salon, ElevenLabs Sound Effects the cellar, and ElevenLabs Music v2.5 the bed under her voice.





The Evening, Bottled.

Golden hour travels west: eight markets, one occasion each, from a Haussmann balcony in Paris to a chalet terrace in St. Moritz, delivered in 16:9, 4:5 and 9:16. Each key visual was generated with the bottle native in the scene and its label left blank, so the glass carries the scene's light and shadow; the exact label of the Blender packshot was then composited onto it and relit by the blank label's own light (a script outside Scenario). Eleven surfaces a brand team delivers in a season, from a Paris metro poster to a duty-free display, are label-matched the same way or by a two-reference edit with GPT Image 2.5 Sunburst, with the gift case and the holiday tube rendered in Blender.









Models used, jobs run.

680 Scenario jobs across 26 models, counted from the production ledgers for the work on this page, including takes that were not kept. Blender 5.2 modelled and rendered the bottles; three.js shows them in the browser.

GPT Image 2.5 Sunburst *The emblem, the label art, the estate in three lights, the chapters of the year, the market key visuals and the surfaces, and every label swap*	310	
Scenario asset analysis *Scored every hero still, panorama and key visual against a creative director's brief; below 8 out of 10 was made again*	145	
Gemini 3.5 Transcribe *Word timings for the captions*	54	
Gemini 3.8 Flash TTS *Hélène's first recordings, the reference for her voice*	46	
Seed Audio 1.0 Multilingual *The voice of Hélène Sorvaux, chef de cave, cloned from her first recordings*	38	
Scenario Skybox GPT *The 360 panoramas of the estate tour and the atelier's light worlds*	20	
Seedance 2.5 *The chapter loops and the light falling on the estate*	10	
Seed Audio 1.0 *Tested in the voice shoot-out*	10	
ElevenLabs Sound Effects *The evening air over the estate and the hush of the cellar*	8	
Scenario Gemini Reframe *Recomposed the landscape stills for phone screens*	6	
Sonilo V1.1 Text to SFX *The ambiences of the vines, the courtyard, the press house, the cuverie and the salon*	5	
Recraft V4.1 Pro SVG *Vector directions in the emblem shoot-out*	4	
PATINA Material *Laid paper, gold foil and cork materials for the labels and capsule*	3	
HDRi Skybox *The three light worlds of the bottle atelier*	3	
Scenario Vectorize *Turned the emblem into a clean SVG*	2	
GPT Image 2.5 Flare *Runner-up in the image shoot-outs*	2	
ElevenLabs v3 *Tested in the voice shoot-out*	2	
MiniMax Speech 2.8 HD *Tested in the voice shoot-out*	2	
Tada 3B *Tested in the voice shoot-out*	2	
Krea 2 Large *Tested in an image shoot-out*	2	
Recraft Crisp Upscale *Sharpened the chosen emblem before vectorizing*	1	
Scenario Smart Reframe *Reframe runner-up for the phone stills*	1	
Scenario Skybox Flux.1 *Runner-up in the panorama shoot-out*	1	
ElevenLabs Music v2.5 *The music bed under the estate tour*	1	
MiniMax Music 3.0 *Runner-up for the tour's music bed*	1	
Lux TTS *Tested in the voice shoot-out*	1	