

INITIAL THOUGHTS

First of all, thank you for inviting me to your pitch and for our interesting and informative conference call. This new Dell campaign uniquely showcases the superiority of the XPS family of products' screens. Far surpassing their competitors by millions of pixels, the color-saturated Dell screens represent the ideal venue for displaying works of art in the digital era.

Whereas in the not so distant past, art was curated in museums and national galleries, now most art is appreciated on devices, delivered via Instagram. The net impact of this visual revolution is both democratizing and globalizing. In the modern era, all artists are able to capture an audience – their distinctive audience – without first having their work vetted by the visual arts' elite class. In addition, it is just as easy to follow an artist in a Rio De Janiero favela, as it is to friend someone whose Tisch School thesis caught one's eye.

Whether we are standing in Musee D'Orsay appreciating Manet's *Luncheon on the Grass*, or favoriting Tarsila Schubert's *Brazil* on a social media platform, one truth is timeless. It will always be as Oscar Wilde said:

Art is the most intense mode of individualism that the world has known.

It is this notion of individualism, both in terms of the artists themselves and those who love their art, that I would look to communicate with these films, for they too are works of art.

In reflecting on the best way to approach this film, I wanted to throw out worrying too much about what has been done before and decided to focus all my energies to tell the story that you have put forth - that the digital age is bringing a global audience to the artists we are featuring.

And in this, in telling these artists' stories, I didn't want to show the usual paint brush process shots but instead, to create stunning and dramatic portraits that both allow us to see the artists and that externalize their worlds.

And then I want to use the VO to help guide our story - so when we discuss "where their paintings are hung" we flash to telling their singular stories of how they came to success.

Starting on the next page, you will find my approach in greater detail. I have included a number of visual references in order to best express my visual concept. Of course, nothing is set in stone. Please see this treatment as an overture meant to further engage our joint creativity.

Please do not hesitate to reach out with questions.

OVERVIEW

In essence this story will be told in a series of portraits,

We would start in close, with a strong element of mystery to these dramatically lit faces. From this intimate, close-felt opening, we would shift increasingly wider, ultimately revealing the museum and hearing the final voice-overs.

Along our journey, the individual portraits would be bridged together with flashes and speed changes that help us tell the story of these artists and how the internet has helped them reach their audience.

To illustrate their increasing recognition and expanding audience, we would use flashes of animations and motion graphics based on their social media feeds and so on. This sequence will be created in post that should tell the story of how the internet helping people to discover artists. It can include editing and other elements. It has animations of fan/follower bases growing - Instagram comments, etc. If possible I would like to heighten the authenticity of the piece by using the actual comments from real Instagram followers.

Take for example, these words from babu_leandro to alexsenna: *Your art should never leave the walls of this city, of this country...*

What an intense level of respect this follower must have to demand that his beloved artist always stay within arms' reach.

Widening out, we see the artist in this environment they created, a still life unto itself. For this I will work with artist - interview then, work with them to find out what wardrobe and props and set design - or special effects - will be the best mode of communicating who they are within.

These living stills can be as simple as saying they want a layer of fog on the ground around them, or they want their entire studio reconstructed outside. It can be taxidermy or dancers, confetti, wind machines or rain. For each we will design something that perfectly represents their world. This will both contextualize their life, and externalize their mind. It would support integrating the holding of the laptop as just another element of their being.

LOOK & FEEL

I truly want to create a spot that is a work of art, in its own right. Working in collaboration with our artists, I would use each and every cinematic tool in my arsenal to build mood and atmosphere and to create a full sensory experience for our audience.

The images of our artists must feel like dynamic still lifes. These must be intensely strong, living, breathing photographs that express the life depth and internal struggles of these artists. Each individual moment must feel dense and laden with meaning.

I would draw inspiration from some of the more powerful lighting and colors of the master photographers, like William Eggleston and Phillip Lorca diCorcia. These two artists boldly carved their subjects out of their background and in a vivid and exciting way. Each composition should feel both heroic and humble, as though offering a window into simple beginnings that led to global phenomena.

For this reason, I want to shoot this on the Phantom or high speed film in order for the piece to feel like time has nearly stopped. Wind whipping around hair would be slowed down to a mere seductive, singular flow.

THE PRODUCT

The key element in showcasing the product will be visually expressing its sharp gorgeous screen. Here the Dell XPS' clarity and color saturation must come across nearly as vividly as the naked eye itself.

Central to our product work will be crafting a lighting palette that conveys far more than the visual of the artwork featured on screen. It must also be enriched by the level of emotion that the artist put into each masterpiece. Here we would have a fusion of cinematic technology and artistic technique that would majestically present the Dell's unbelievable screen.

Logistically, the product must be clearly delineated from the background. In addition to our live action lighting work on set, I will use post sharpening so that the screen pops out from the environment even further.

MUSIC

Working in classic cinematic musical language, the music should have a real build. This would be a crescendo style piece, similar to my Adidas film. Music must serve to add add yet another layer of mystery to these artists' portraits. Blending seamlessly with our sound design and voice-over, Its function would be to build excitement leading up to through the final reveal.

SCRIPT:

As we pull out, in super slow motion, from the artists' face, they are not looking into the camera but gaze at something more painterly. The frame is bold, noble. With her hair blowing, we don't see the laptop yet, we hear the wind and music building, a swelling piece, electronic and triumphant (like my Adidas music), we pull out across these four faces, each unique and intensely lit, like a DiCorcia photo - carved out of their background so we only focus on them. And as we do we hear the voice over:

VO: The new artists. This is where their paintings are hung.

And on this, we see an artist blink, and a flash of lighting zips us through various interfaces of social networking – their artwork, clicks and likes, fans and celebrity.

We then cut to the artists' eyes opening, we continue to pull out, as the camera gets wider we reveal they are stunningly amidst a swirling scene - a still life in itself, practically frozen in time.

This still life is something I will work with each artist to design their portrait. We will create a beautiful context for how they want to be portrayed. This can mean any set design or props, even a dance crew behind them. They would be holding their Dell.

We cut to a number of these elements in cutaway. These would be quick dramatic flashes

As we start to see their world, the camera still tipped down slightly to hide the museums, we hear the voice over continue.

VO: Their drawings are exhibited. Their collages are curated. This is their gallery.

We see them now turning to look into the camera. It is a little shocking but there is also a beauty and softness. And as they gaze at us, we continue to pull out and we find behind them the series of museums. All the while we hear:

VO: Their MoMA. Their Tate Modern. Their Louvre.

And in the final wide shot - they are now much smaller than when we started, the museums architecture, both shining as beacons of modern brilliance and yet, outside the museum, are artists and their externalized worlds are equally exciting.

VO: This is their brilliant display.

SUPER: Millions more pixels for whatever your vision.

SUPER/DELL LOGO: The XPS Series. Find your brilliance.

VO INTEL COPY: Intel inside. Brilliance outside.

SUPER/SFX: INTEL/BOING