

When preparation meets serendipity, Milkbox creates something beautiful

<https://lnkd.in/evUZy6K4>

Most production companies would call it a wrap after delivering a successful video to their client, but Milkbox saw something more in their Hotel Zags footage and decided to tell an entirely different story with the same material.

Milkbox approaches video production with an artist's dedication to craft. They plan with exacting care, shoot plenty of footage, while remaining open to those magical moments that transform competent work into something transcendent. It's filmmaking that honors both preparation and serendipity.

Their Hotel Zags shoot in Portland reveals how this philosophy works in practice. Models Trevon Clay and Nicole Licau delivered deeply felt performances that resonated with authentic emotion. Director of Photography Zac Mills captured every nuanced gesture and fleeting expression with painterly sensitivity.

Fortune favored the production when they connected with the local crew from Gearhead Grip & Electric. Out of the blue, one of them said, "Hey, we got a buddy who's got this incredible 1967 [Chrysler 300]. Um, are you interested?" When they showed up with his friend's pristine 300, the vintage automobile became more than a prop—it transformed into a character, a vessel of memory and desire that literally drove the narration forward.

The client loved the finished work, posting it at the top of their homepage. But Milkbox recognized something deeper in the footage. They entrusted editor Alex Fouquet with complete creative freedom to craft his own interpretation of the story from the same material.

What he created was nothing short of stunning: a wordless meditation on love and loss, a poignant dream of a wonderful weekend fading to quiet heartache, meticulously synced to the soundtrack, every shot and beat part of a lyrical symphony of sound, music and some of the most moving two and three quarter minutes of video you'll ever see.

<https://lnkd.in/evUZy6K4>

Afficher la traduction



3

1 commentaire · 5 republications

J'aime



### Milkbox NY

Milkbox handcrafts thoughtful video and brand content that entices and entertains.

Production audiovisuelle · Dobbs Ferry, New York · 63 abonnés · 2-10 employés

Neil suit cette page

Envoyer un message

Suivi

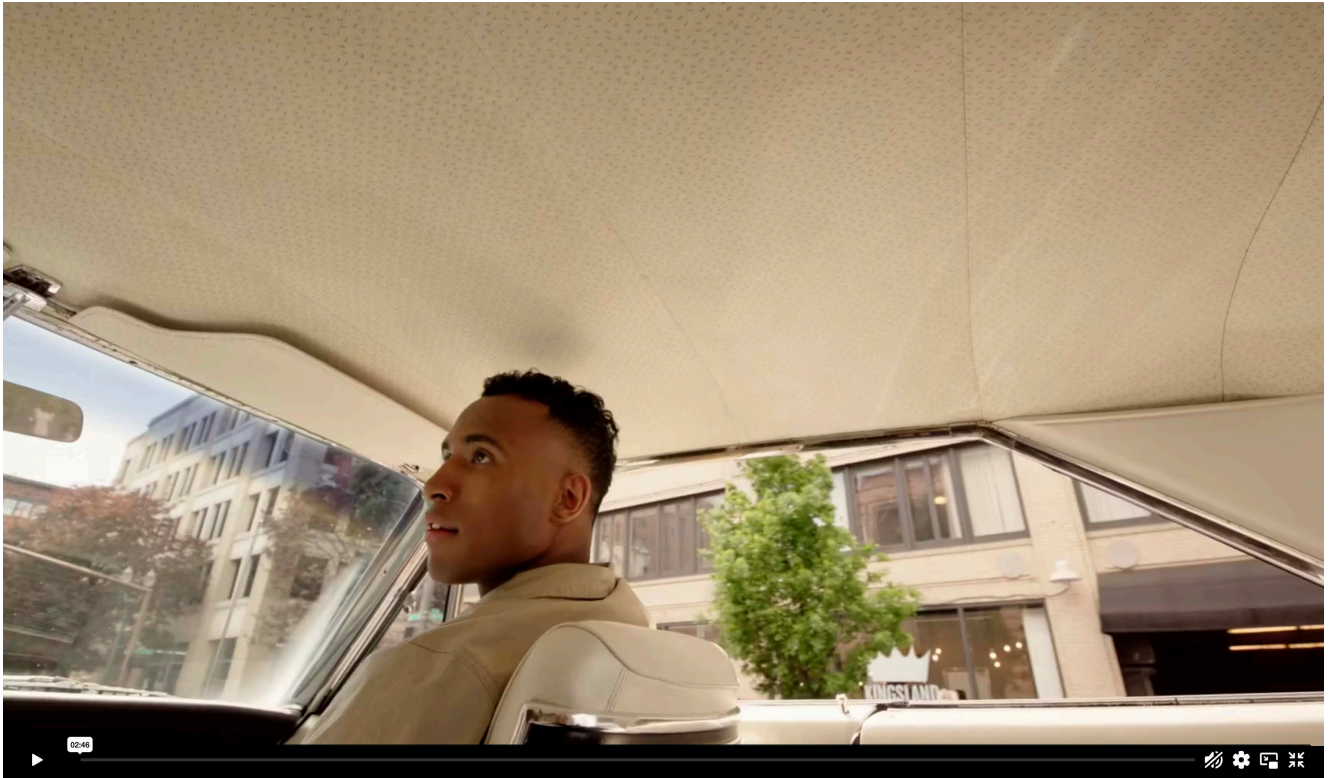
Accueil

À propos

Posts

Emplois

Personnes



## Zags Portland

We created this short for Sage Hospitality to celebrate their new boutique property, The Hotel Zags in Portland OR. Working with our amazing DP Zac Mills and our Editor Alex Fouquet, we scripted a simple story of two people exploring Portland and the natural beauty surrounding it. This offered us the chance to make something wordless, just pure emotion and experience.

◀ Om Chi: The Workout Reinvented

Pairings: Daniel Boulud ▶

@Milkbox, Inc.

[info@milkboxny.com](mailto:info@milkboxny.com)

+1 646 373 2125