

JULY 29, 2019

“Post No Bills”

A VERGE Video Treatment

BACKGROUND:

For the VERGE 19 advertising campaign, our aim was to infuse our marketing efforts with energy and drive, uniting the event and its community at large with a shared sense of mission and purpose. Drawing inspiration from the motifs and style of the constructivist movement in the first half of the 20th century, the goal of this video is to articulate that shared sense of purpose as the acceleration of the clean economy and to make VERGE synonymous with that effort.

CONCEPT SUMMARY:

(First half of video is purposefully designed to emphasize the individual).

The video opens as a single composition made up of four individual frames. Each frame is a vignette containing all of the action pertaining to a single individual. We are watching them all working purposefully and deliberately at some task but because the shots are all relatively tight we cannot quite make out to what end. Shots of their hands, feet, the swing of their shoulders, interesting details of their clothing, equipment, the bend of their knees. We are being given the pieces but can't quite see the whole puzzle as the composition and order of the vignettes shift frame by frame.

Finally it is revealed that each person is busy putting up a poster using a large brush and wheat paste in their respective environments; on a brick wall, a wooden fence, a subway wall and on the plywood of a boarded up building.

We see them finish up and step back to admire their work and the video goes full frame to reveal the posters, a beautifully designed series of constructivist style posters (2-3 color process).

Posters say:

The Future is Clean

The Future is Electric

The Future is Circular

The Future is Carbontech

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CONCEPT SUMMARY CONTINUED:

(Second half of video is purposefully designed to emphasize the group).

Cut a medium wide shot of one of the individuals walking, slightly upwards angle to give them an almost super human quality. They are soon joined by another who enters the frame from offscreen and begins walking in pace with the first. They are soon joined by another, and then another. They are now all walking in unison toting their wheat paste supplies.

Cut to another series of working shots, similar to those at the beginning of the video but this time illustrating the fact that they are now working together. Some shots have all four people working and some only two but there will be no single shots. These working shots continue emphasizing the group effort until they finish their last strokes. It is understood they are finished and They again step back to admire their work.

Cut to a tight shot pans slowly across their faces which are all lit by a beautiful light. Their faces are full of pride, inspiration and hope. Cut to a shot over their shoulders looking upon their work, revealing a large, beautifully designed constructivist style poster saying *The Future is VERGE*.

Fade to Black.

STYLE NOTES:

Each conference/poster has its own color scheme which will play a role in defining each individual vignette. Each individual/vignette will have some clothing or element which establishes the color relationship to those conference colors. The overall look will be rich and crisp composed of beautifully composed photography and punctuated by soft warm sunlight. When they are working independently the emphasis will be on the individual, the individual colors. When they come together in community and

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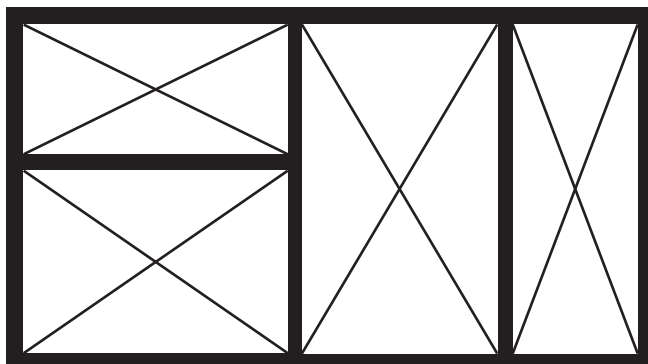
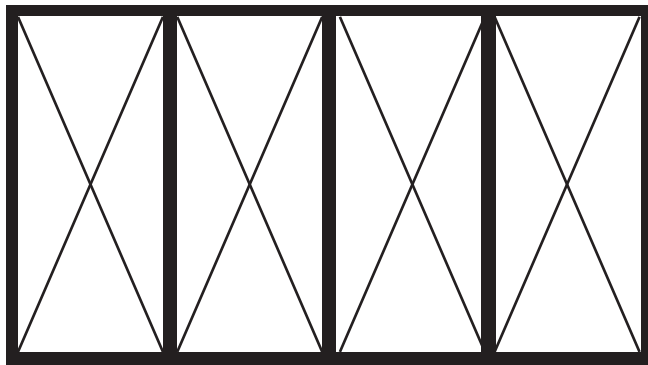
STYLE NOTES CONTINUED:

purpose at the end the emphasis will be on homogeneity, uniformity. The overall color tones will switch to a cooler palette, blues and grays and blacks.

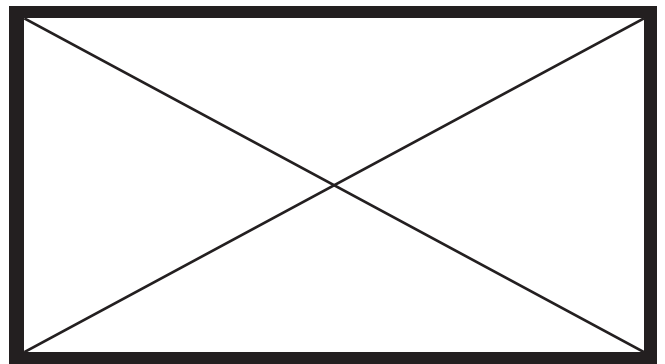
SHOOT LOGISTICS:

This video can be shot in a single day although two might be easier. We could shoot using my Sony AS7 although I would rather hire an actual DP such as Avery Hudson, Romi Chicorean or Mike Seely. We will need to find locations and get permission to put up the posters (we would clean up after ourselves) and we will also need to have multiple copies of each of the posters printed. I think a good budget for this video would be \$1,500 - \$2,500.

SPLIT FRAME REFERENCES:



FULL FRAME REFERENCE:

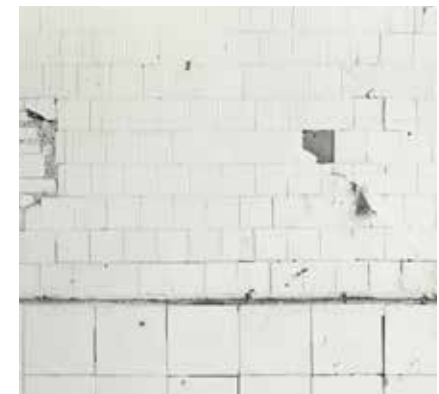
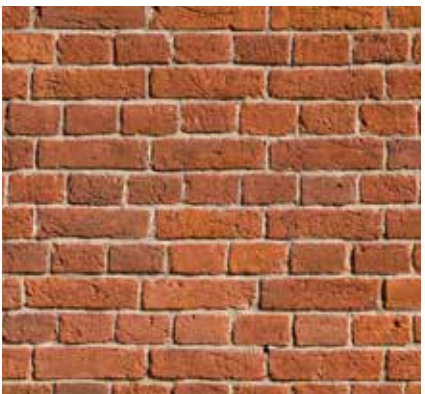


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VISUAL REFERENCES:



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