



# NICCE

«CHOICES»

PRODUCTION DESIGN

BY LOLA ALIMOVA

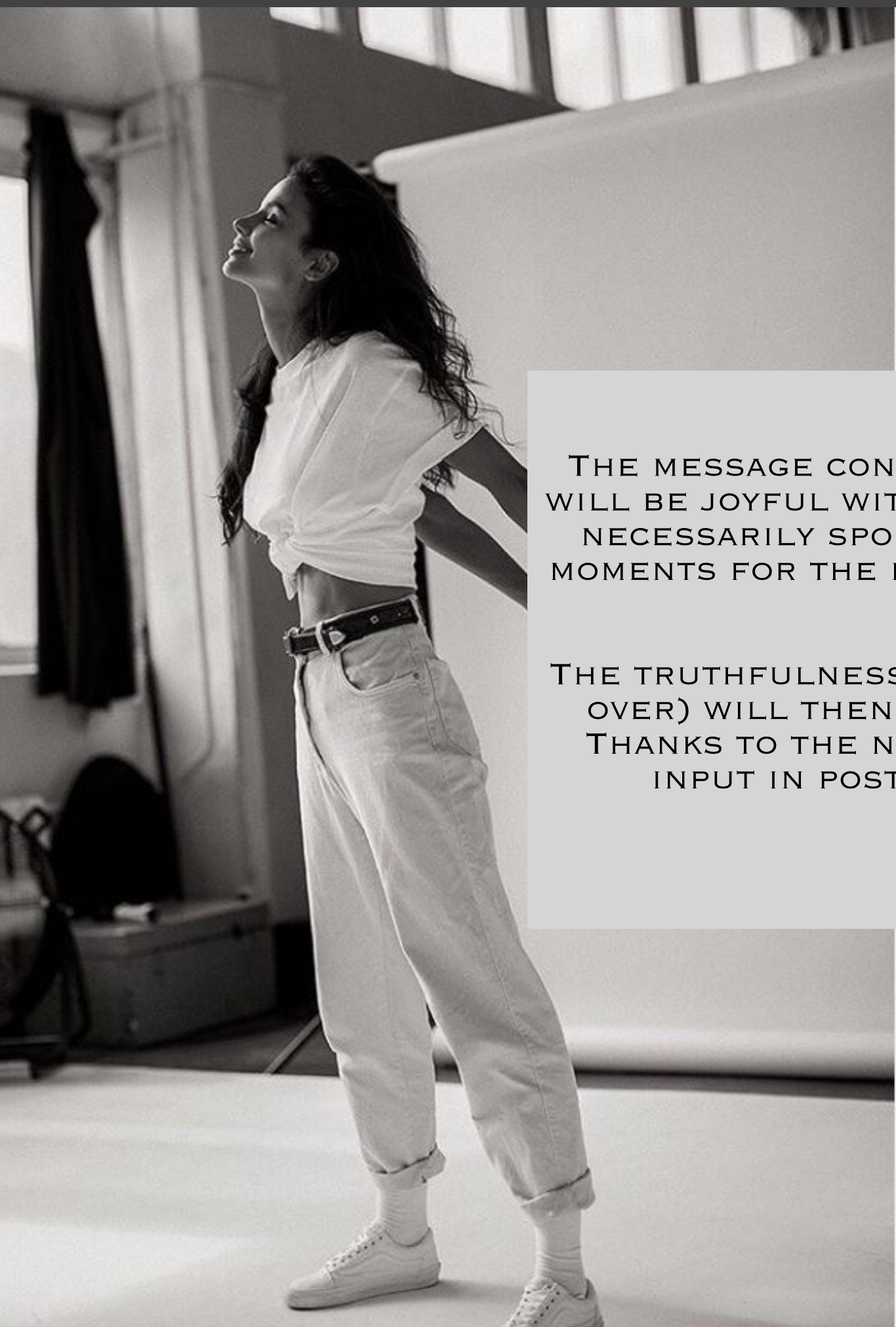


## ABOUT

**“NICCE - CHOICES” IS A LIFESTYLE EDITORIAL CAMPAIGN SHOWCASING THE BRAND FROM AN EXPERIMENTAL ANGLE.**

**WE WANT TO HEAR THE MESSAGES OF PASSIONATE AND CHARISMATIC MODELS THAT MATCH THE CURRENT BRAND VALUES AND THE SOCIAL NETWORKS OF THE MOMENT TO HAVE AN INSTANT CONNECTION.**

**WE AIM TO BUILD 2 NARRATIVES OF 2 DIFFERENT PEOPLE BEHIND CALVIN KLEIN PRODUCTS AND WE WILL HAVE SCENES WHERE THEIR PRODUCTS ARE INTEGRATED INTO THEIR DAILY CHORES.**



THE MESSAGE CONVEYED BY THE MODELS WHILE ON THE STUDIO WILL BE JOYFUL WITH A RELAX BODY LANGUAGE AND DYNAMIC, NOT NECESSARILY SPOKEN DIALOGUE BUT WE WILL SELECT UNIQUE MOMENTS FOR THE FINAL FILM THAT REPRESENTS THE CHARACTER DEVELOPMENT.

THE TRUTHFULNESS OF THE SPEECH GIVEN BY THE WRITER (VOICE OVER) WILL THEN CONNECT WITH THE BRAND BY ASSOCIATION. THANKS TO THE NARRATIVE STRUCTURE AIDED BY THE EDITING INPUT IN POST. (PRODUCT PLACEMENT AND EMOTIONAL ASSOCIATION)

-DIRECTOR'S NOTE





THE AIM OF MY WORK IS TO BRING WELL STRUCTURED VISUAL  
ELEMENTS ON SET. THE PRODUCTION DESIGN THAT AN ART  
DEPARTMENT CREATES IS ESSENTIAL TO NOT ONLY FILLING THE  
FRAME WITH INTERESTING VISUALS, BUT SERVING THE STORY.

**MY WORK IS DIVIDED INTO THREE MAIN STAGES:**

**1. PRE PRODUCTION.**

SCRIPT BREAKDOWN WHICH HELPS TO ANALYZE HOW PRODUCTION  
DESIGN CAN CONTRIBUTE TO ESTABLISH OUR CHARACTERS, FILM'S  
MOOD AND THEMES.

**2. LOGISTICAL EXECUTION**

OF PROPS, DECOR AND COSTUMES ON SET

**3. THE ACTUAL PRODUCTION**

WHERE PREVIOUS CONTRIBUTION APPLIED PRACTICALLY



**SCRIPT:**

**THE HUMAN BODY EXISTS FOR MOVEMENT.**

**ONLY THROUGH MOVEMENT, CAN WE START SEEING OUR POTENTIAL. DESIGNED FOR IMPACT, BUILT TO LAST, ITS ELOQUENCE EXISTS ONLY IN MOTION. I DON'T SIMPLY LIVE FOR ANY MOVEMENT- BUT MOVEMENT WITH STYLE**

**-CUT TO BUS -CUT TO WALKING**

**SET THE STANDARD FOR THOSE AROUND YOU.**

**DEFINE YOURSELF THROUGH THE LITTLE CHOICES YOU MAKE, CHOOSE TO WAKE UP EARLY, CHOOSE A NICE CUP OF COFFEE, CHOOSE YOUR PASSION, CHOOSE TO DEVOTE TO IT, CHOOSE LIFE.**

**-CLAPPER BOARD (INTERVIEW HERE)**

**(PUNCHY END)**

**MAKE CHOICES, AND THE CHOICES WILL MAKE YOU.**

## STORYLINE

### EXT. CITY — DAY

CUT TO ALICE, ON THE BUS “WE” THE AUDIENCE CAN SEE HER, BUT SHE DOES NOT. SHE LOOKS **SPORTY** AND READY FOR ACTION, WE HOLD FOR ONE SECOND AND...

CUT TO HER WALKING, WE FOLLOW HER FROM BEHIND SURROUNDED BY THE CITY. WE CAN CLEARLY SEE THE LOCATION TAKES PLACE IN LONDON, **BRICK LANE**. (RED BUSES WITH DIRECTION TO SHOREDITCH, THE SOUND OF THE **DLR** OVER-HEAD AND THE BRIDGES) HAND-HELD. DOCUMENTARY-STYLE.

- BRICK LANE:
- SHE ENGAGES WITH THE **LOCAL CLOTHING SHOPS** E.G., LOCAL CORNER SHOPS. POV SHOTS

AS SHE WALKS THE CITY. (LAUGHING, SMILING)

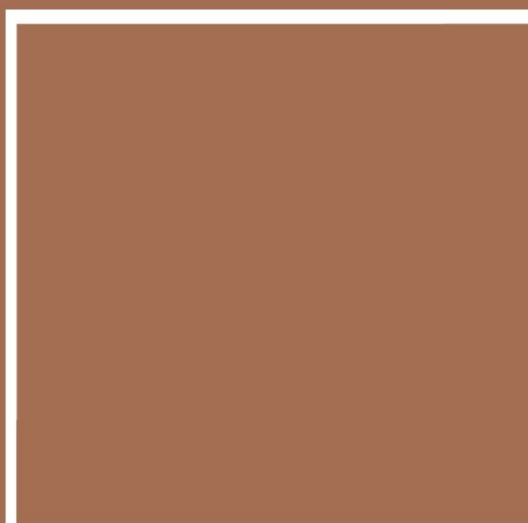
A VOICEOVER KICKS IN WITH POWERFUL SOUND BEATS TO SET THE TONE OF THE FILM. ALICE IS HEADING TO THE STUDIO AND WE ARE FOLLOWING HER THROUGH THE GRITTIENESS OF THE CITY. SHE WALKS PASSING BY THE LOCAL SHOPS.



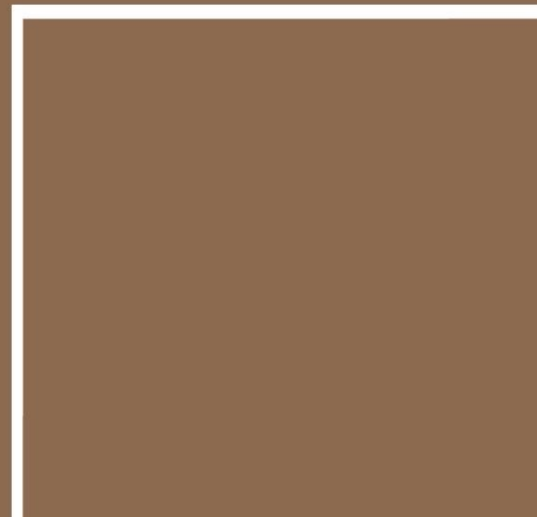
**PANTONE®**  
15-1216 TCX  
Pale Khaki



**PANTONE®**  
16-1110 TCX  
Olive Gray



**PANTONE®**  
17-1430 TCX  
Pecan Brown

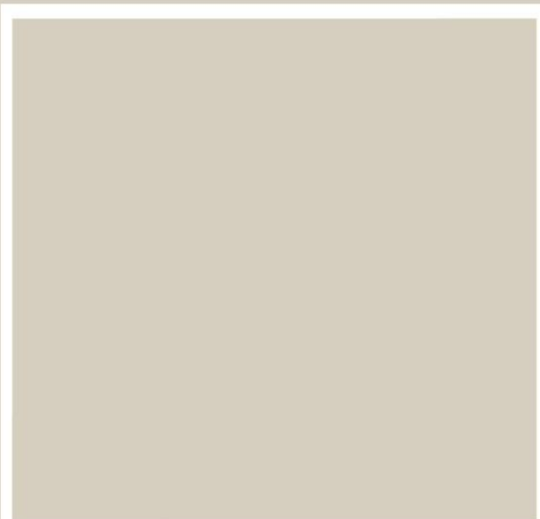


**PANTONE®**  
18-1029 TCX  
Toasted Coconut

*Pantone*

*Pantone*

*Pantone*



**PANTONE®**  
12-4301 TCX  
Almond Milk



**PANTONE®**  
PMS 4046 C  
#B29780



**PANTONE®**  
15-0636 TCX  
Golden Green



**PANTONE®**  
12-0729 TCX  
Sundress



## TEXTURES



GRAINY, MATTE, HARD , ROUGH, RUBBERY





LOCATION FOR SCENE I:  
SHOREDITCH, BRICK LANE



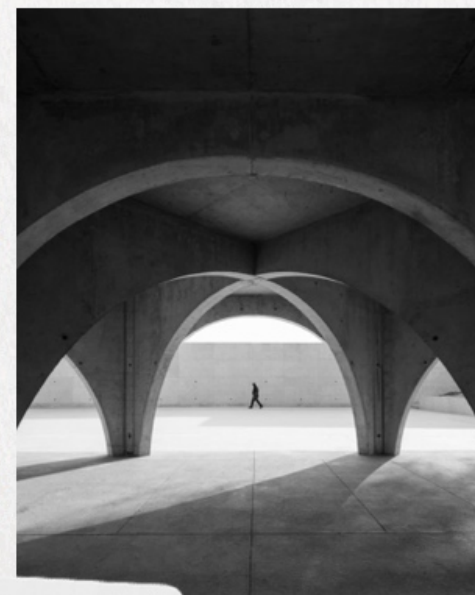
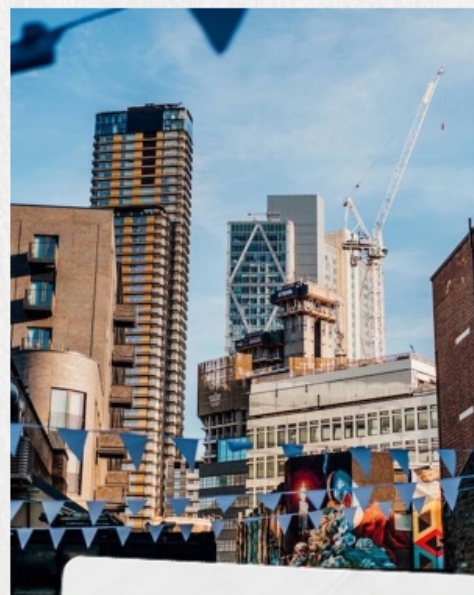
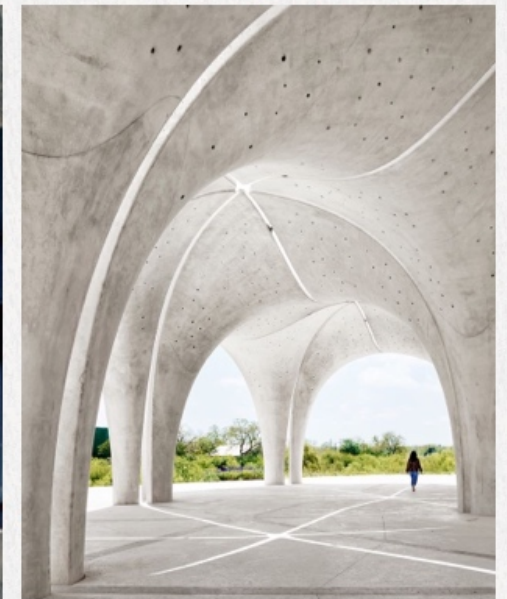
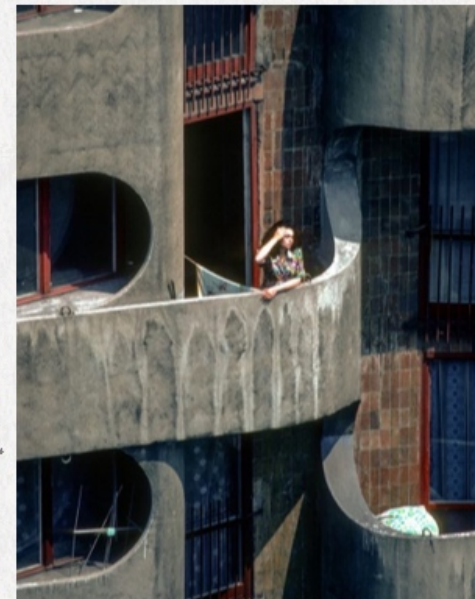
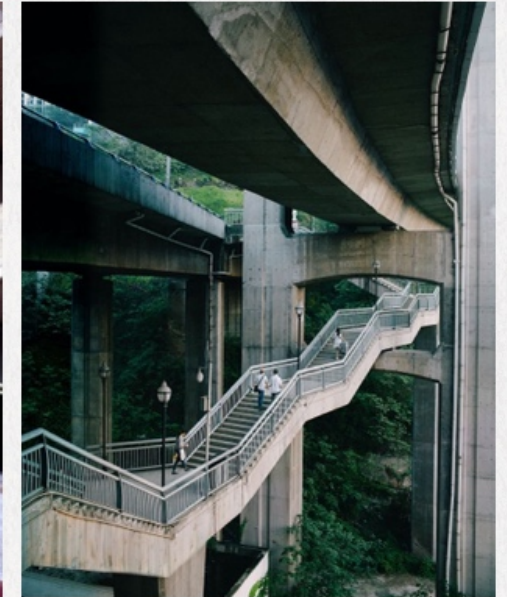
#LOCALSHOPS #BRUTALISM  
#URBANISM #STONE #ROUGH



## THE STUDY OF BRUTALISM

«BRUTALISM CAME TO SYMBOLIZE URBAN DECAY AND ECONOMIC HARDSHIPS THAT WERE OUT IN THE OPEN FOR THE WORLD TO SEE. RAW CONCRETE MADE THE PERFECT CANVAS FOR GRAFFITI ARTISTS, WHOSE VANDALISM ONLY CONTRIBUTED TO THE DECLINE OF THESE STRUCTURES.»

[HTTPS://MYMODERNMET.COM/BRUTALIST-ARCHITECTURE/](https://mymodernmet.com/brutalist-architecture/)







CAST:

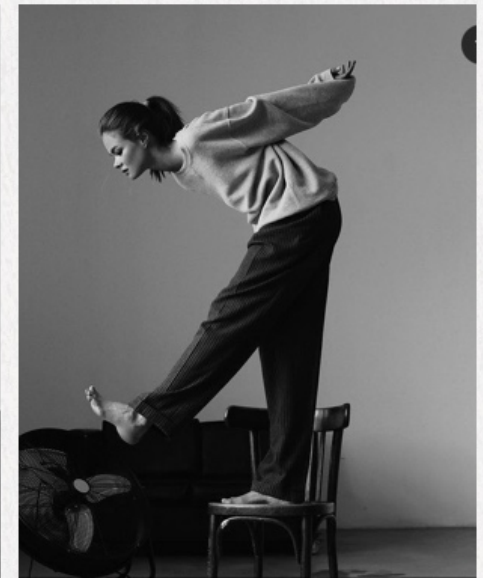
ALICE READIE,

PROFESSIONAL DANCER

Подпись

# MOVEMENT

#BODYMOVEMENT  
#ELEGANCE #POWER  
#FEMININE #SIMPLICITY







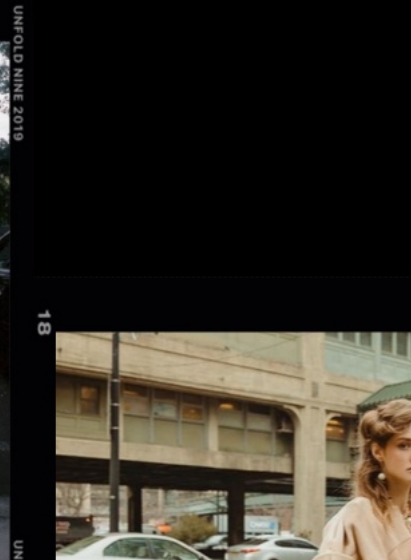
ELEMENT IDEA:  
SILK SCARF

#CHOREOGRAPHY #FLEXIBILITY

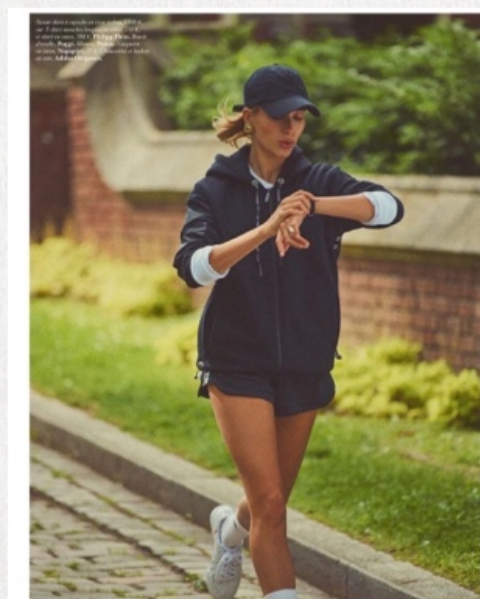


# MOODBOARD FOR SCENE I

#BEIGE #SOFT #FILMGRAIN #CITY  
#URBAN #LIFESTYLE #SYMMETRY  
#POETICAL #CONTEMPORARY







## COSTUME DESIGN: REFERENCES

#SWEATSHIRT #SPORTY #INMOTION

#WHITESOCKS #SPORTBAGS



(01)01234567890128-UN-FOLD



## HIGHLIGHTS:

- THIS IS A CALVIN KLEIN PRODUCT PLACEMENT
- 60 DAYS RETURN POLICY





A Black man with short hair, wearing a white ribbed tank top and light-colored pants, is shown in profile, looking down. The background is a plain, light-colored wall. The text 'SCENE II' is overlaid in large white letters, and 'INTERVIEW' is in smaller black letters in the upper right.

INTERVIEW

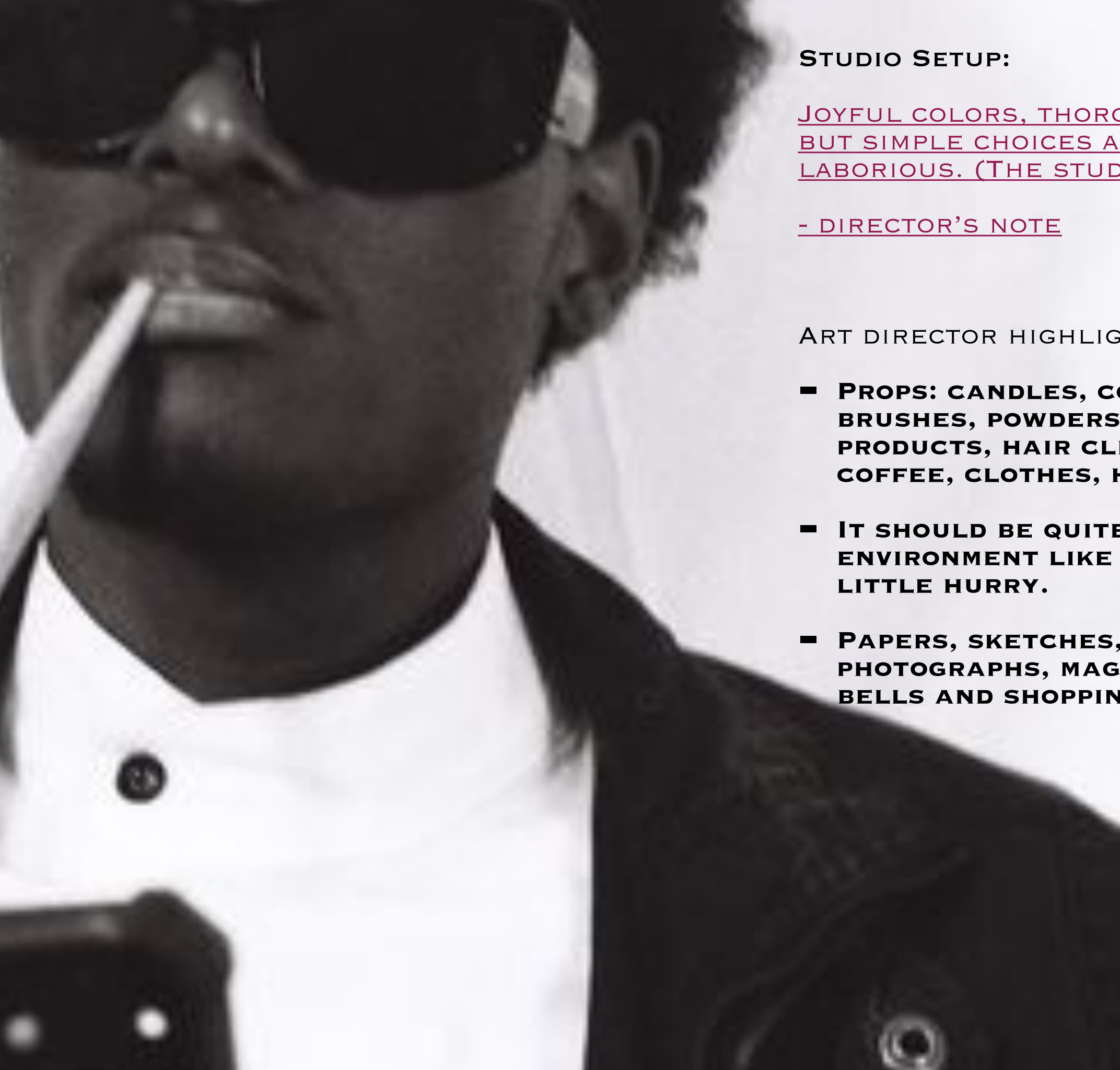
# SCENE II

INT. STUDIO — MORNING

THEN CUT TO THE STUDIO SETUP, SHE WALKS INTO THE FRAME AND THEN SITS. THE FILM CREW GETS READY TO ROLL, DIFFUSE **THE LIGHT**, MOVE THE **LAMPS** ETC... WE CAN SEE THE BEHIND-THE-SCENES FOR A FEW SECONDS. WE NEED TO BREAK THE SERIOUSNESS OF THE FIRST ACT OF THE FILM, WITH A MORE FUN AND RELAXED APPROACH.

WE SLAT THE TAKE AND WE INCLUDE IT AS PART OF THE NARRATIVE. NOW WE GO A LITTLE MORE EXPERIMENTAL AND THE FILM DEVELOPS AS THE SPEAKER MOVES AROUND THE STUDIO SET - UP.





## STUDIO SETUP:

JOYFUL COLORS, THOROUGH ART DESIGN  
BUT SIMPLE CHOICES AND NOT TOO  
LABORIOUS. (THE STUDIO SETUP)

## - DIRECTOR'S NOTE

### ART DIRECTOR HIGHLIGHTS:

- **PROPS: CANDLES, COSMETICS (BLUSH, BRUSHES, POWDERS, HAIR FIXING PRODUCTS, HAIR CLIPS, MIRROR, FAN, COFFEE, CLOTHES, HANGERS, SHOES)**
- **IT SHOULD BE QUITE MESSY ENVIRONMENT LIKE EVERYBODY'S IN A LITTLE HURRY.**
- **PAPERS, SKETCHES, MOODBOARDS, PHOTOGRAPHS, MAGAZINES\*CK, CK BELLS AND SHOPPING BAGS.**





SOFT BLUE



QUICKSILVER



SEA SALT



GRAY LAKE

GRAY BLUE



HALE NAVY



PHILIPSBURG BLUE



FOLK BLUE

CREAMY NEUTRALS



BRUSHED COTTON



ZEPHYR HILLS



MARITIME WHITE







CAST:

NICHOLE

BMX RIDER, PHOTOGRAPHER

Подпись





MOVEMENT:

#CONTEMPORARY #MINIMALISM  
#FILM #WARM #NATURAL  
#EXTRAORDINARY #FREEFORM







BRAND  
PHOTOGRAPHY  
BY  
RENELL  
MEDRANO









## MOODBOARD FOR SCENE II

#MATTE #SOFT #FILMGRAIN  
 #COMFORTABLE #COZY #PASTEL  
 #LIFESTYLE #COMPOSITION



12 UNFOLD NINE 2019 13A



15 UNFOLD NINE 2019 13A



18 UNFOLD NINE 2019 13A



13 UNFOLD NINE 2019 13A



16 UNFOLD NINE 2019 13A



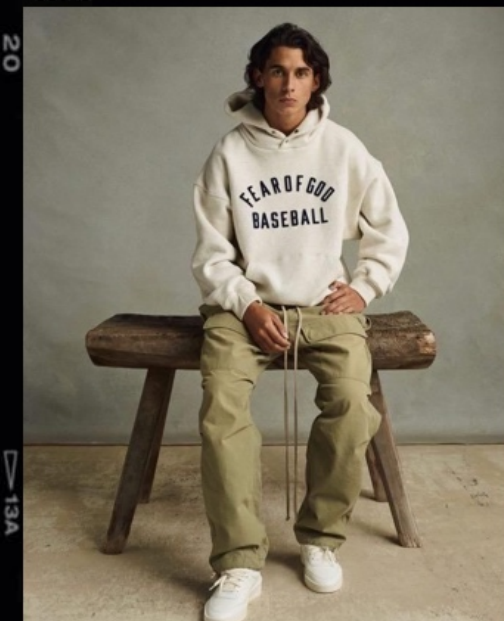
19 UNFOLD NINE 2019 13A



14 UNFOLD NINE 2019 13A



17 UNFOLD NINE 2019 13A



20 UNFOLD NINE 2019 13A



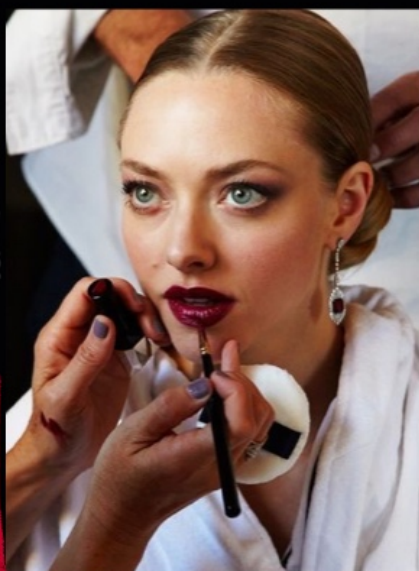


**SUNSET STUDIOS**

**OVERTIME: £90 PER HOUR**

**133 COPELAND ROAD LONDON SE15 3SN**





## BACKSTAGE ELEMENTS

PROPS

ANALOG CAMERA, COSMETICS,  
BRUSHES, HAIR SPRAY, COFFEE,  
SKETCHES, CK SHOPPING BAGS, PHOTO  
MOOD BOARDS, PARFUMERIE, MIRROR,  
FOOD

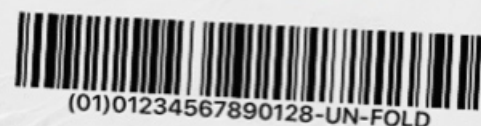




ALL BRAND LOGOS WILL BE HIDE



MINIMALISM IN  
INTERIOR DESIGN





**MINIMALIST STYLE** IS ALL ABOUT LESS IS MORE, HIGHLIGHTING UNCOMPLICATED FORMS, CLEAN LINES AND SIMPLE FINISHES. INSPIRED BY JAPANESE DESIGN, MINIMALIST STYLE ECHOES A CONTEMPORARY FEEL WITH PLENTY OF OPEN SPACE.



## THE TEAM

CLIENT: CK

EXECUTIVE PRODUCERS: THE FILM CREW

DIRECTOR/DP: IGNACIO SANTANA (DFP)

GAFFER/CAMERA ASSISTANT: JACK  
BREWEER (DFP)

ART DIRECTOR/STYLIST: LOLA ALIMOVA  
(DFP)

1ST AD/PROJECT MANAGER: MEHMET  
MUSTAF (DFP)

WRITER/EDITOR: MARCUS CHOY (DFP)

SOUNDFX: MIKKI CARUSO (LECTURER  
SUPPORT ONLY) BTS

FILM/RUNNER: ELLA CHICK (ILLUSTRATION  
COURSE)





# REFERENCE LIST:

## ARCHITECTURE/INTERIOR DESIGN

[HTTPS://MYMODERNMET.COM/BRUTALIST-ARCHITECTURE/](https://mymodernmet.com/brutalist-architecture/)

[HTTPS://WWW.DEZEEN.COM/2018/06/18/LAKE-FLATO-CREATES-PAVILIONS-WITH-CONCRETE-PETALS-FOR-SAN-ANTONIOS-CONFLUENCE-PARK/AMP/](https://www.dezeen.com/2018/06/18/lake-flato-creates-pavilions-with-concrete-petals-for-san-antonios-confluence-park/amp/)

[HTTPS://WWW.IGNANT.COM/2019/11/08/ARNAU-ROVIRA-VIDAL-PHOTOGRAPHS-THE-BRUTALIST-ARCHITECTURE-OF-LIMAS-NEW-UNIVERSITY/](https://www.ignant.com/2019/11/08/arnau-rovira-vidal-photographs-the-brutalist-architecture-of-limas-new-university/)

[HTTPS://THELANE.COM/MODERN-BARCELONA-WEDDING-XAVIER-CORBERO/?EPIK=DJOYJNU9ZLFUQWTDEF9IMEHDWS14RTHPVLJOVKNSSELSN1DIEGIMCDOWJM49AZUWVzFWRMDHBHJsDE50c3NsDMHVdYZOPUFBQUFBRO4XTU5J](https://thelane.com/modern-barcelona-wedding-xavier-corbero/?epik=djoyjnu9zlfuqwtdef9imehdws14rthpvljovknsseelsn1diegimcdowjm49azuwvzfwrmdhbhjdsde50c3nsdmhvdYZOPUFBQUFBRO4XTU5J)

## BRAND CAMPAIGN

[HTTPS://YOUTU.BE/2MBIIS8I1BK](https://youtu.be/2MbiIS8I1BK)

[HTTPS://YOUTU.BE/ALCGEOMOUKW](https://youtu.be/ALCGeOMOUkw)

[HTTPS://YOUTU.BE/4TNNGJ69UZU](https://youtu.be/4TnNgJ69UZU)

[HTTPS://YOUTU.BE/9TCQ44WLOQS](https://youtu.be/9TCQ44WLOQS)

[HTTPS://YOUTU.BE/2Q8JC8HBLbQ](https://youtu.be/2Q8JC8HBLbQ)

[HTTPS://YOUTU.BE/JXM2GRAFCF8](https://youtu.be/JXm2GrafCF8)

[HTTPS://YOUTU.BE/PWVJIZPCUDQ](https://youtu.be/PwVJizPCuDQ)

[HTTPS://WWW.INSTAGRAM.COM/TV/CDVYYOAFVEX/?IGSHID=YMMYMTA2M2Y=](https://www.instagram.com/tv/CdvYYOAFVEX/?igshid=YmMyMTA2M2Y=)

## MUSIC VIDEOS

[HTTPS://YOUTU.BE/MHWMB95EX1A](https://youtu.be/MHWMB95EX1A)

[HTTPS://YOUTU.BE/V5K8S-JUAPo](https://youtu.be/V5K8S-JUAPo)