



NICCE

«CHOICES»

PRODUCTION DESIGN

BY LOLA ALIMOVA

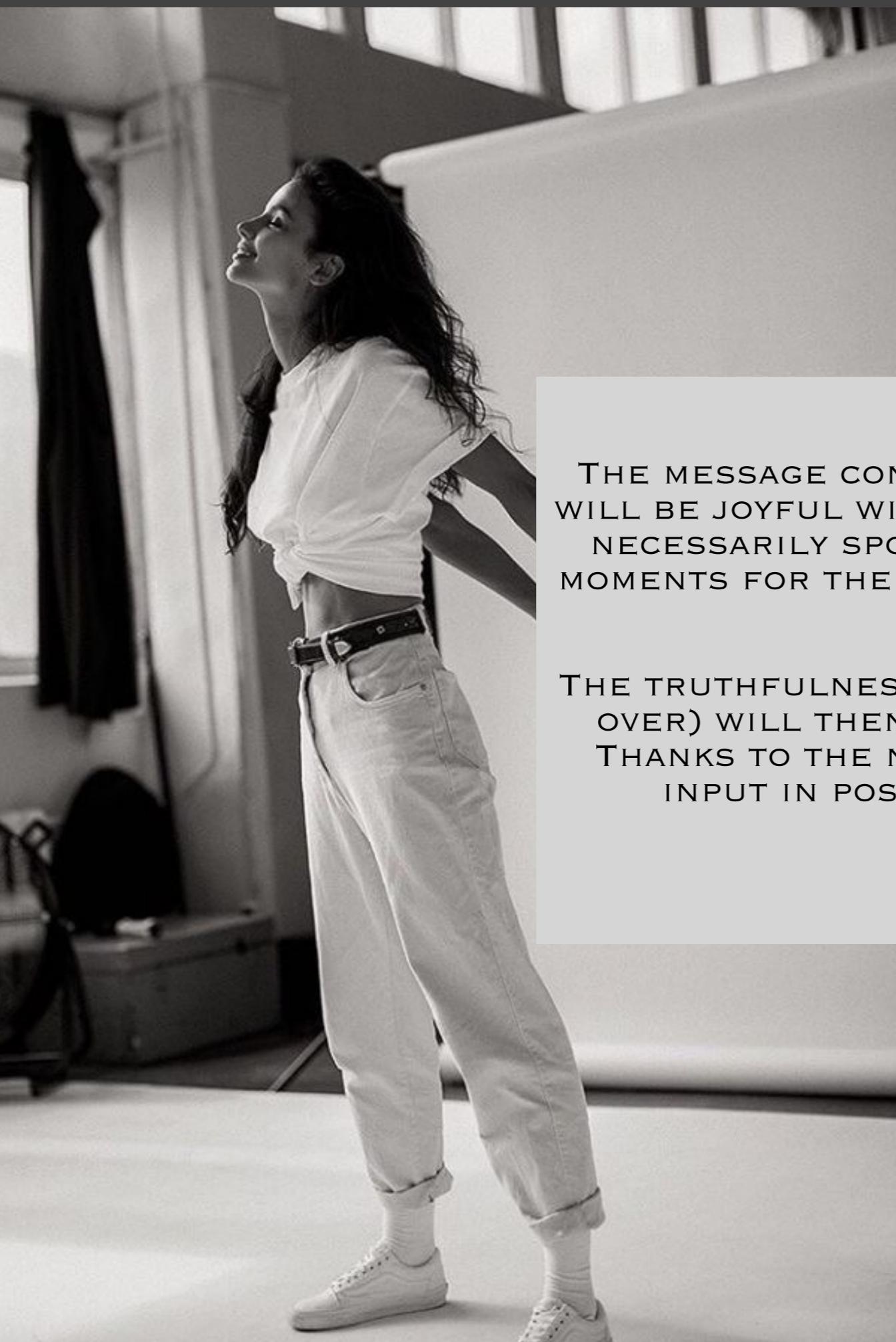


ABOUT

“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.

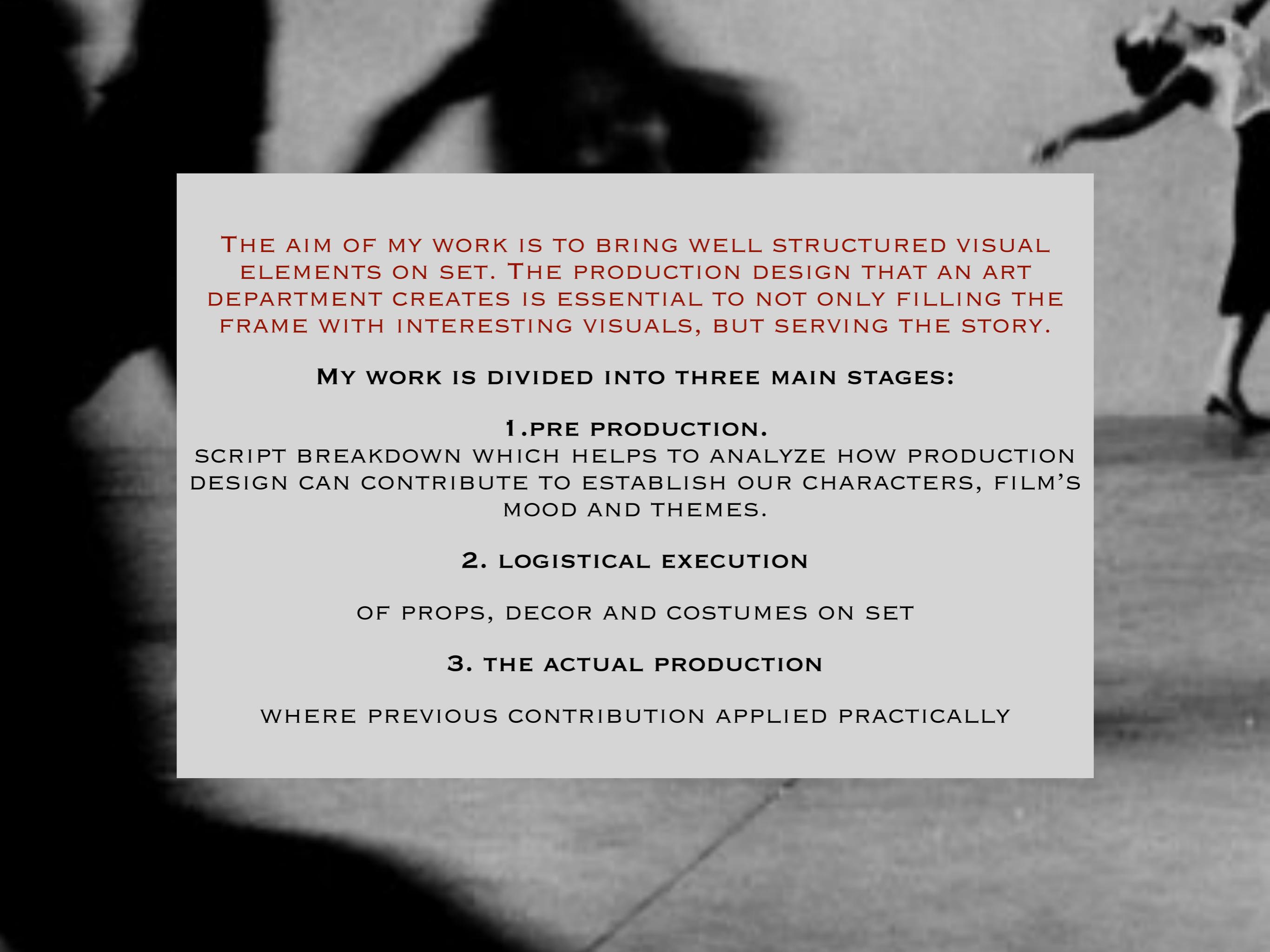
WE AIM TO BUILD 2 NARRATIVES OF 2 DIFFERENT PEOPLE BEHIND CALVIN KLEIN PRODUCTS AND WE WILL HAVE SCENES WHERE THEIR PRODUCTS ARE INTEGRATED INTO THEIR DAILY CHORES.



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 GRITTINESS OF THE CITY. SHE WALKS PASSING BY THE LOCAL SHOPS.



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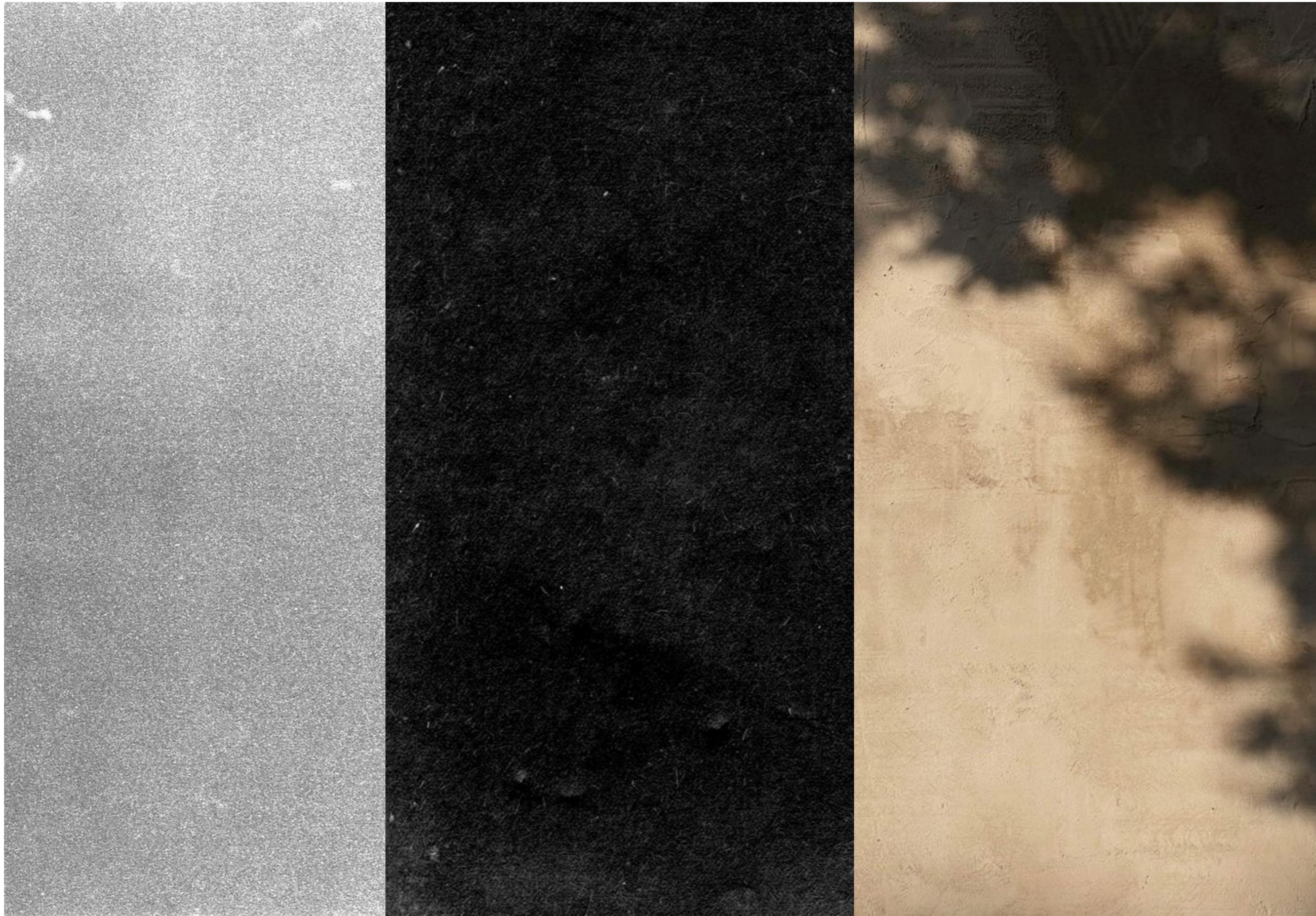


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Golden Green



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Sundress

TEXTURES



GRAINY, MATTE, HARD , ROUGH, RUBBERY



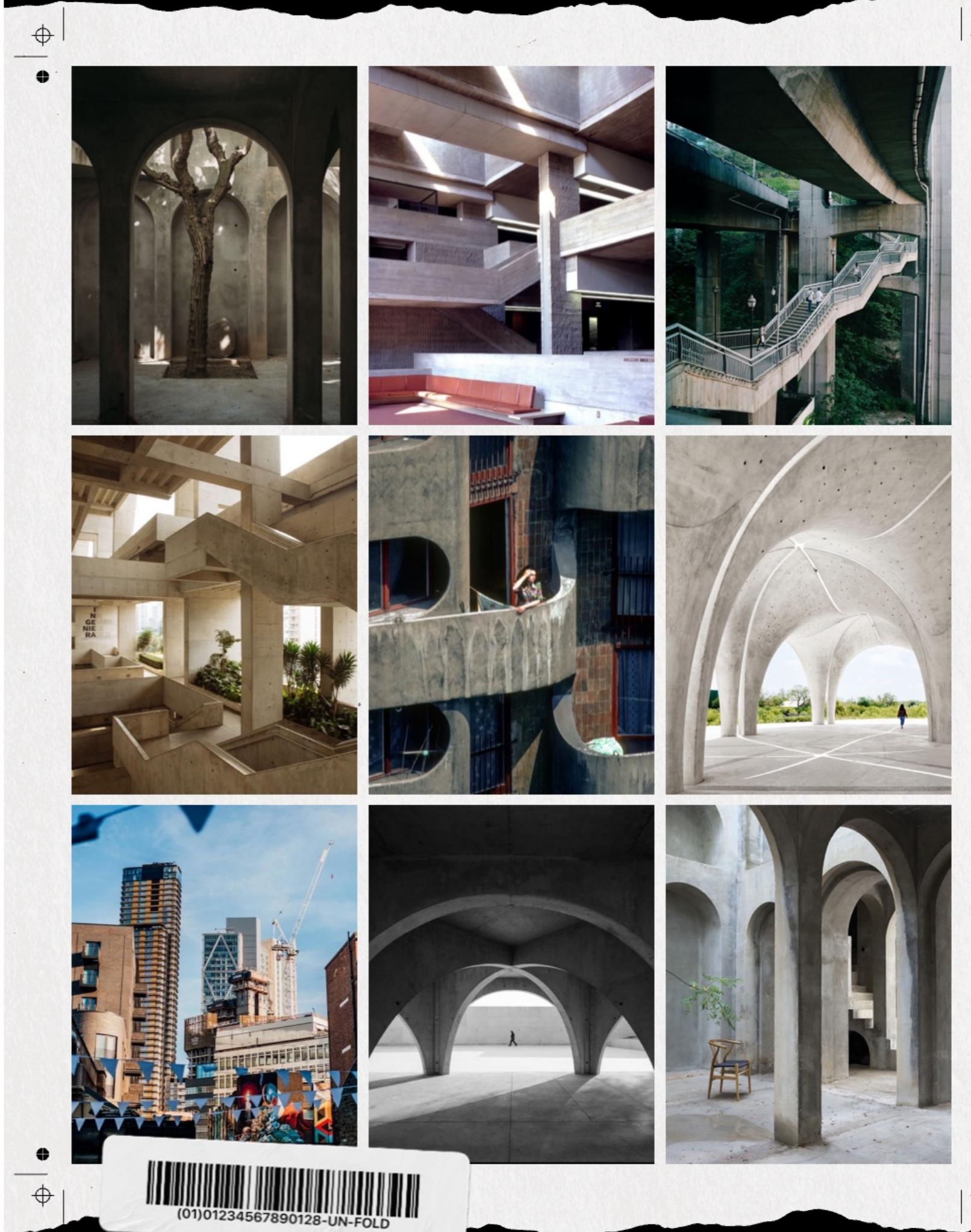
LOCATION FOR SCENE I:
SHOREDITCH, BRICK LANE



#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.»





Подпись

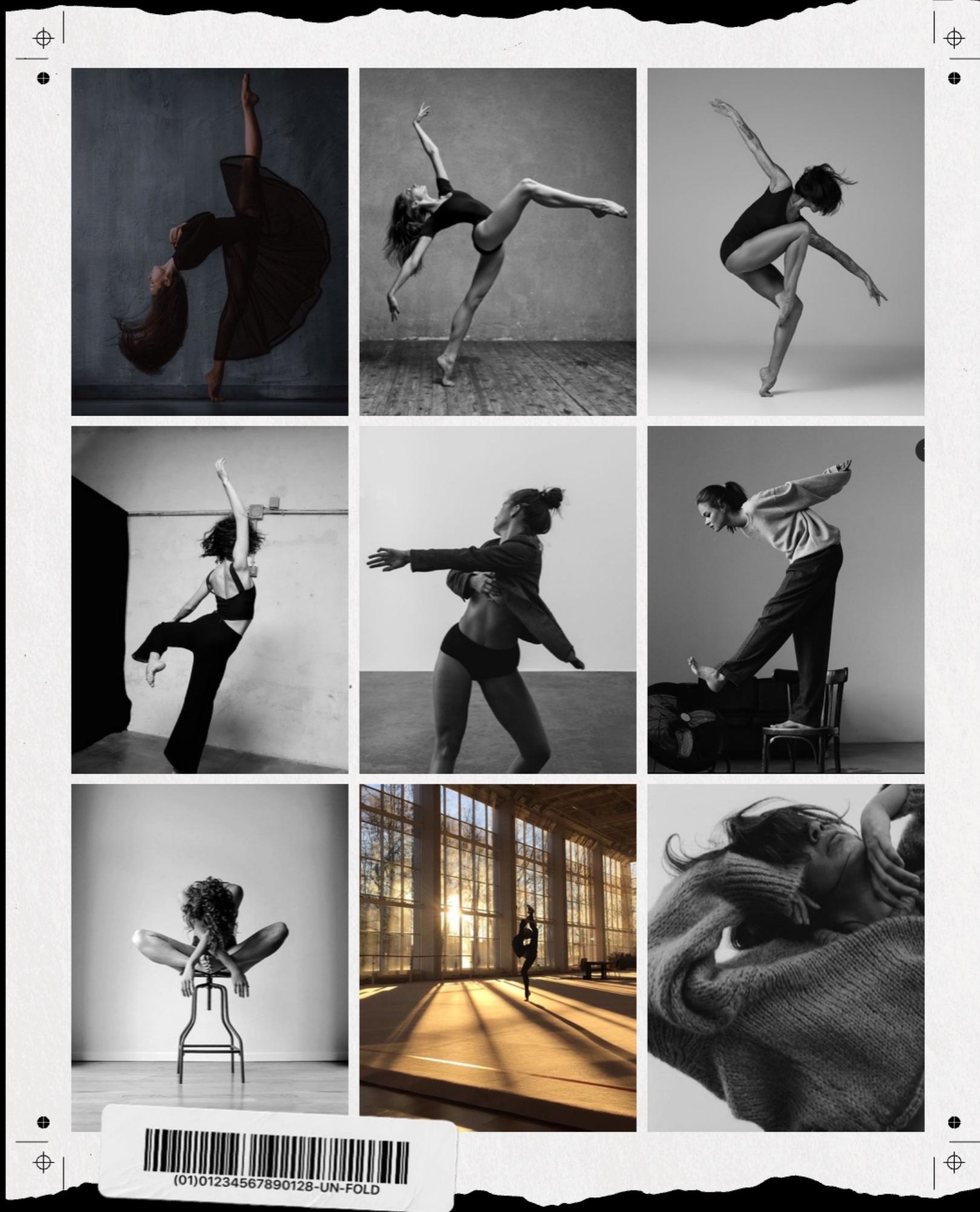
CAST:

ALICE READIE,

PROFESSIONAL DANCER

MOVEMENT

#BODYMOVEMENT
#ELEGANCE #POWER
#FEMININE #SIMPLICITY



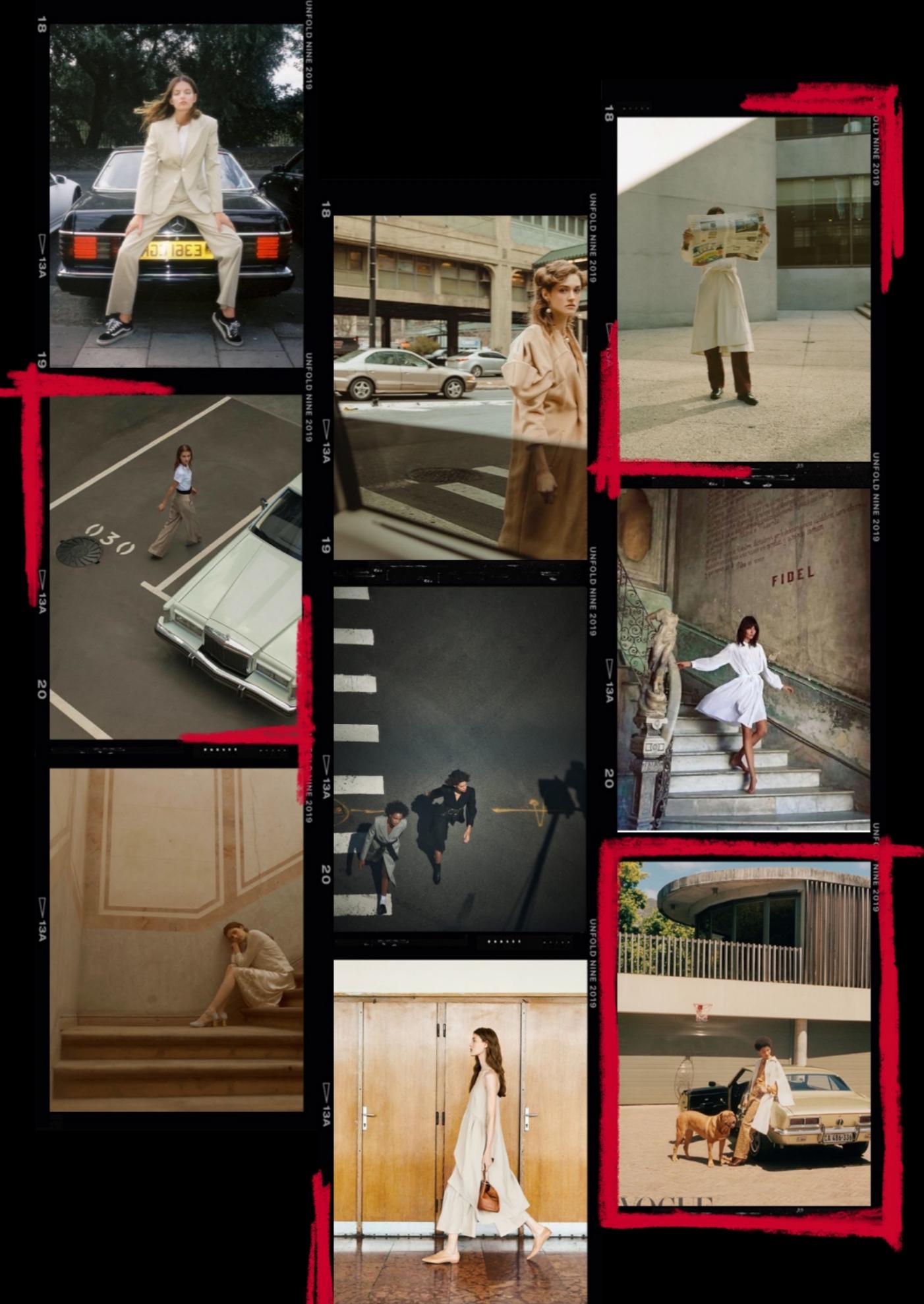


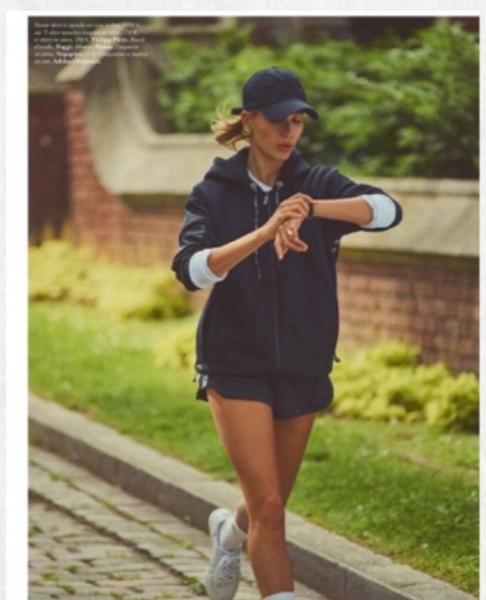
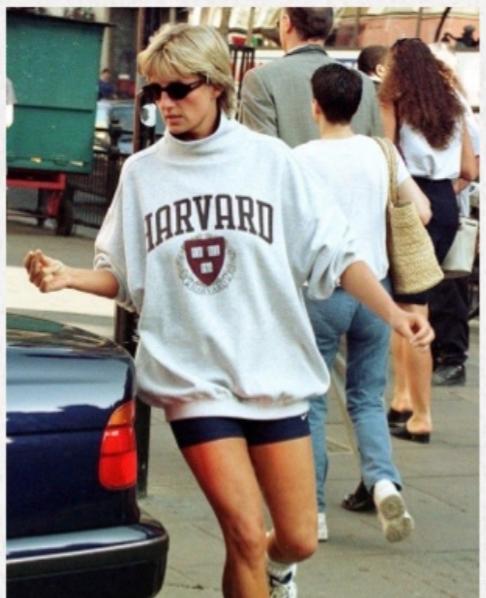
ELEMENT IDEA:
SILK SCARF

#CHOREOGRAPHY #FLEXIBILITY

MOODBOARD FOR SCENE I

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





COSTUME DESIGN: REFERENCES

#SWEATSHIRT #SPORTY #INMOTION

#WHITE SOCKS #SPORTBAGS



HIGHLIGHTS:

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





SCENE

II

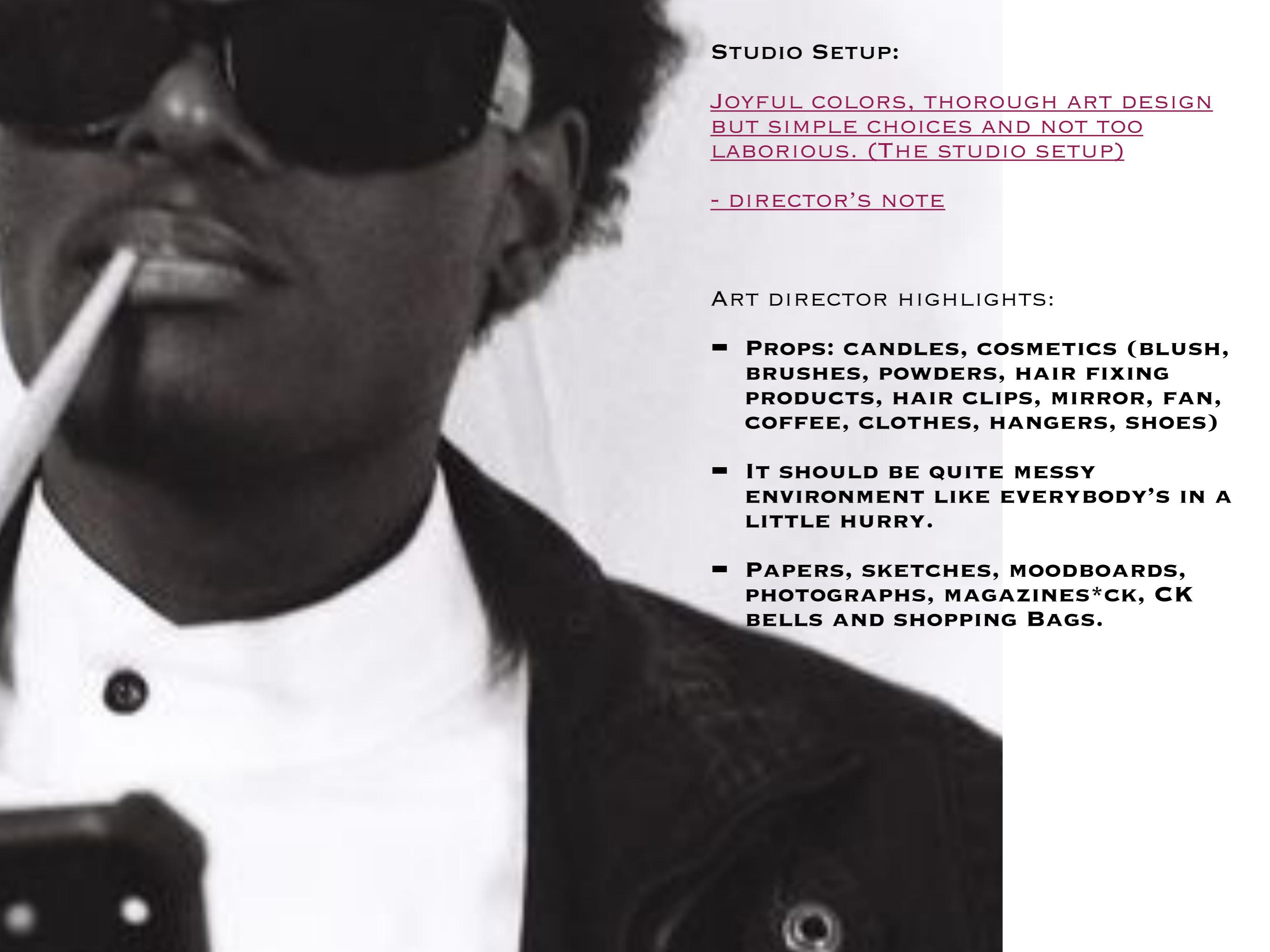
INTERVIEW

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 BELS AND SHOPPING BAGS.**



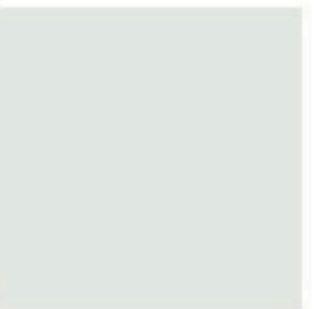
SOFT BLUE



QUICKSILVER



SEA SALT



GRAY LAKE

GRAY BLUE



HALE NAVY



PHILIPSBURG BLUE



FOLK BLUE

CREAMY NEUTRALS



BRUSHED COTTON



ZEPHYR HILLS



MARITIME WHITE

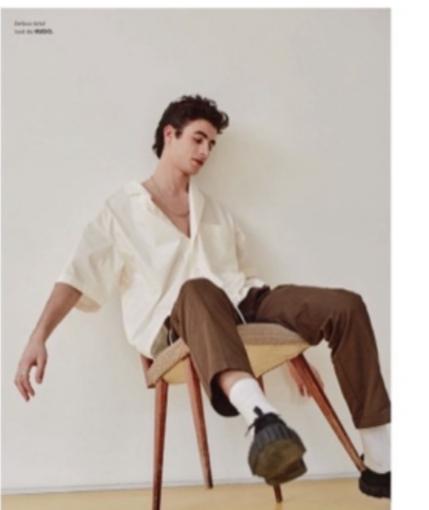


CAST:

NICHOLE

BMX RIDER, PHOTOGRAPHER

Подпись



MOVEMENT:

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



UNFOLD 2010TX

BRAND
PHOTOGRAPHY
BY
RENELL
MEDRANO



UNFOLD 2010TX

UNFOLD 2010TX



MOODBOARD FOR SCENE II

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

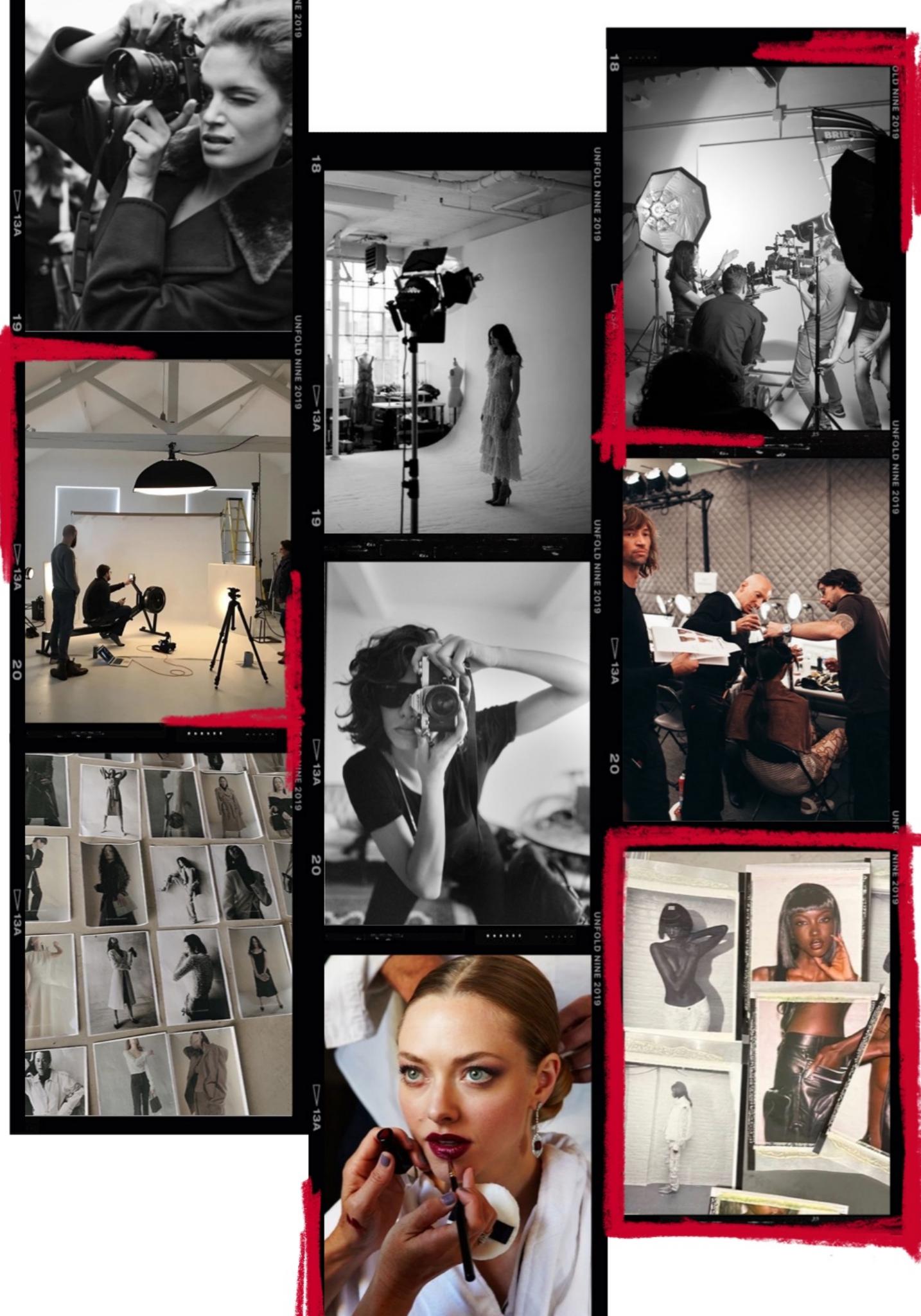




SUNSET STUDIOS

OVERTIME: £90 PER HOUR

133 COPELAND ROAD LONDON SE15 3SN



BACKSTAGE ELEMENTS

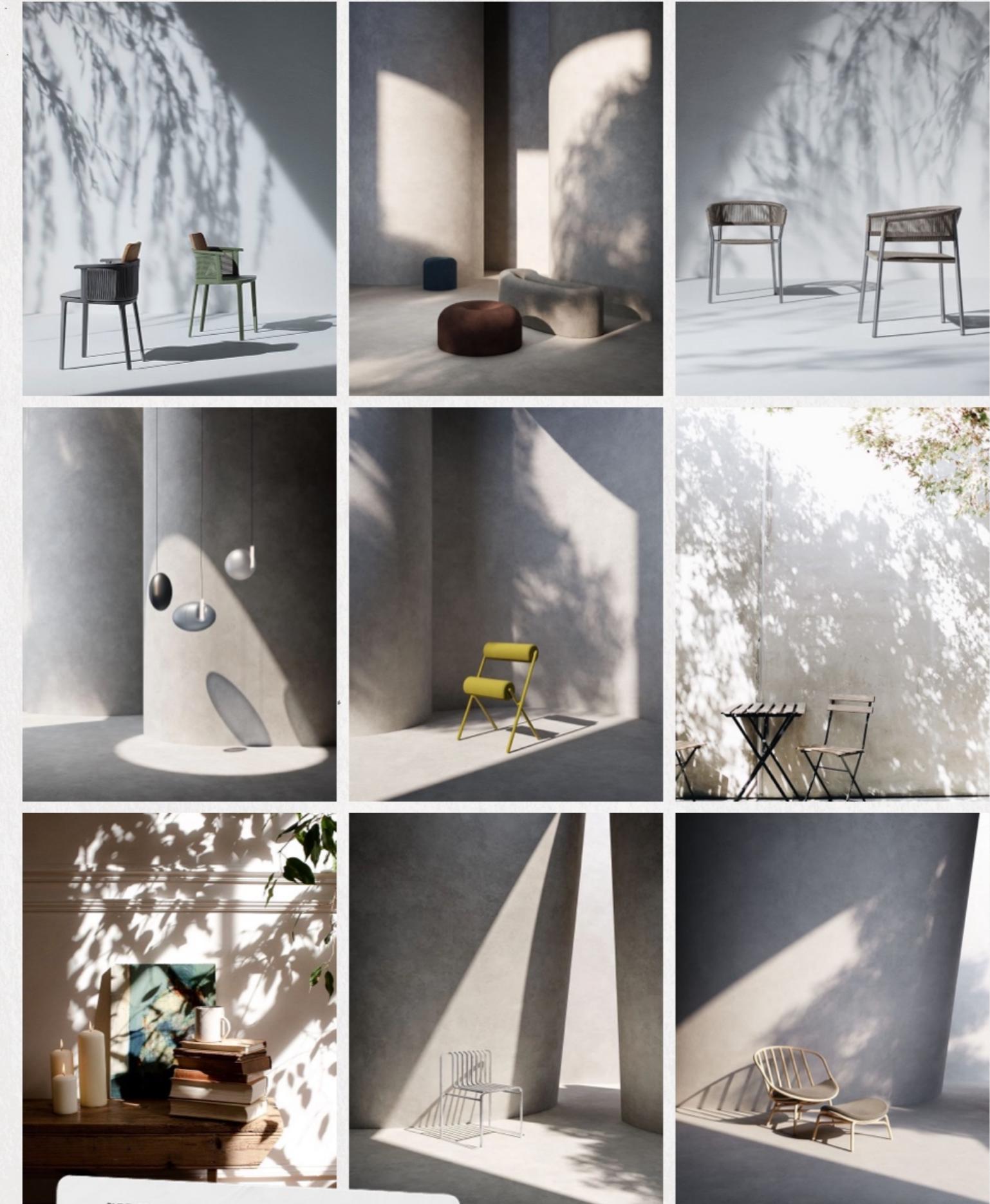
PROPS

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=DJOYJNU9ZLFUQWTDEF9IMEHDWS14RTHPVLJoVknSSElsN1dIeG1mcD0wJm49azUwVzFWRMDHBHJsdE50c3NsDMHVdYZOPUFBQUFBRO4xTU5J](https://thelane.com/modern-barcelona-wedding-xavier-corbero/?EPIK=DJOYJNU9ZLFUQWTDEF9IMEHDWS14RTHPVLJoVknSSElsN1dIeG1mcD0wJm49azUwVzFWRMDHBHJsdE50c3NsDMHVdYZOPUFBQUFBRO4xTU5J)

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/PWVJ1ZPCUDQ](https://youtu.be/PwVJ1zPCUDQ)

[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)