

Treatment writer Portfolio extracts

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Role: Treatment Writer

A CINEMATIC & EMOTIONAL RIDE...

In a world where everything is moving at high voltage, forever growing and evolving, why not let us sit back and remember where we have come from, and how much we have achieved? A celebration of histories milestones and a story of engineering told with passion and purpose.

The goal is to create an unforgettable brand moment. Visuals and story that enthral the watcher and take them on a journey, just as ABB has done for the past 125 years. We will depict the forward-thinking and innovative essence of the brand, whilst creating personality and heart.

Set amidst a high-octane train, as it charges forward, we will simultaneously present interesting and meaningful meetings between characters. It's about painting a personal encounter with innovation; technology and engineering that allows humanity to be more connected. The train taking a soldier back home to his loved ones, a family home illuminated with light by the first steam turbine.

Interspersed between the forward motion of the train, we will allow for selected frozen moments. Imagine Edison first gazing into the light he had created, breath held, time stood still. History rewritten. We will celebrate triumph and inception through the journey of our characters as they pass from coach to coach ... and through time.

There is no doubt our audience will be on the edge of their seats, having stimulated their senses through powerful visual and an immersive narrative.

The overall flow of the film will allow us to unobtrusively educate the viewers, and we will ensure historical and brand accuracy during the pre-production stages. Together we will discuss the details of each vignette, in order to determine that the metaphor for each shot is in line with the overall message.



The concept is to strike a balance between visually stunning brand moments, showing off the premium designs, with heartfelt and relatable storytelling. Any story needs great characters, so selected pioneers throughout time have been chosen to accentuate our journey. But who leads us through the worlds of these great people?

A man catches eyes with a woman boarding a train and, as if pulled into action by an imaginary puppeteer, he cannot help but follow her. So our story begins...

Just as every invention started with a seemingly impossible idea, we will follow our 'hero' as he finds himself hurrying after this woman. It's a universal emotion that allows us to hook the viewer in and keep them rooting for the characters, who act as windows into the past, and a timeline of discovery. To borrow words from Emily Dickinson, we shall "dwell in possibility" as to the conclusion of this love story, just as we will to the possibilities of the future of innovation and engineering.

After all, isn't it the feeling you get when you realise the utter magnificence of the world that truly dazzles a moment. The simplest yet most meaningful exchanges: the meeting of eyes in shared admiration, hairs simultaneously stood on end – the things that make us human. Ideas, inventions, achievements; they affect mankind on a global scale.

Through subtle interactions between our two leads, and an epic line up of heroes, we will remind our audience that genius and transformation is living amongst us, as it always has. It's almost as if they are holding our hands, taking us on the journey, elegantly dancing with us throughout history. They motivate each camera move which in turn introduces us to inventors, writers, politicians and scientists. A surreal world beats around our characters, while time lapses allow us to witness evolution in real time. It will be so all-encompassing that they will want to press the replay button.

The love story is also the perfect vessel to show passion and dedication to the future. Our characters are the metaphor for progress, which cannot exist without risk. They take that leap by jumping on a journey together, just as every leader ever has. This perseverance is what allows us to write the future, the pay-off being the future itself. The love story adds a level of humanity, showing that everything can change in the blink of an eye. It builds in intrigue and tension to a crescendo the viewer can relate to.

The heart warming tone helps the film to create a flow of information that does not overwhelm, whilst seamlessly incorporating those brand moments. It's a visual feast with a personal pay-off.



'TAKE THE TIME'

EHSAN B + TREATMENT V1

Role: Treatment Writer & picture researching

WANDA



RODUCTIONS

ΟΒЈΕСΤΙΥΕ

LET US WEAVE YOU THROUGH A DREAM...

We will allow the audience a moment of escape into a harmonious land you long to live in.

Jardiland.

As the breeze, the camera floats fluidly through beautifully crafted and visually stunning vignettes. We have introduced the idea of seamless shots that show the minuscule detail of perfectly composed close ups to epic wides that tantalise our imaginations as we picture ourselves in the scene.

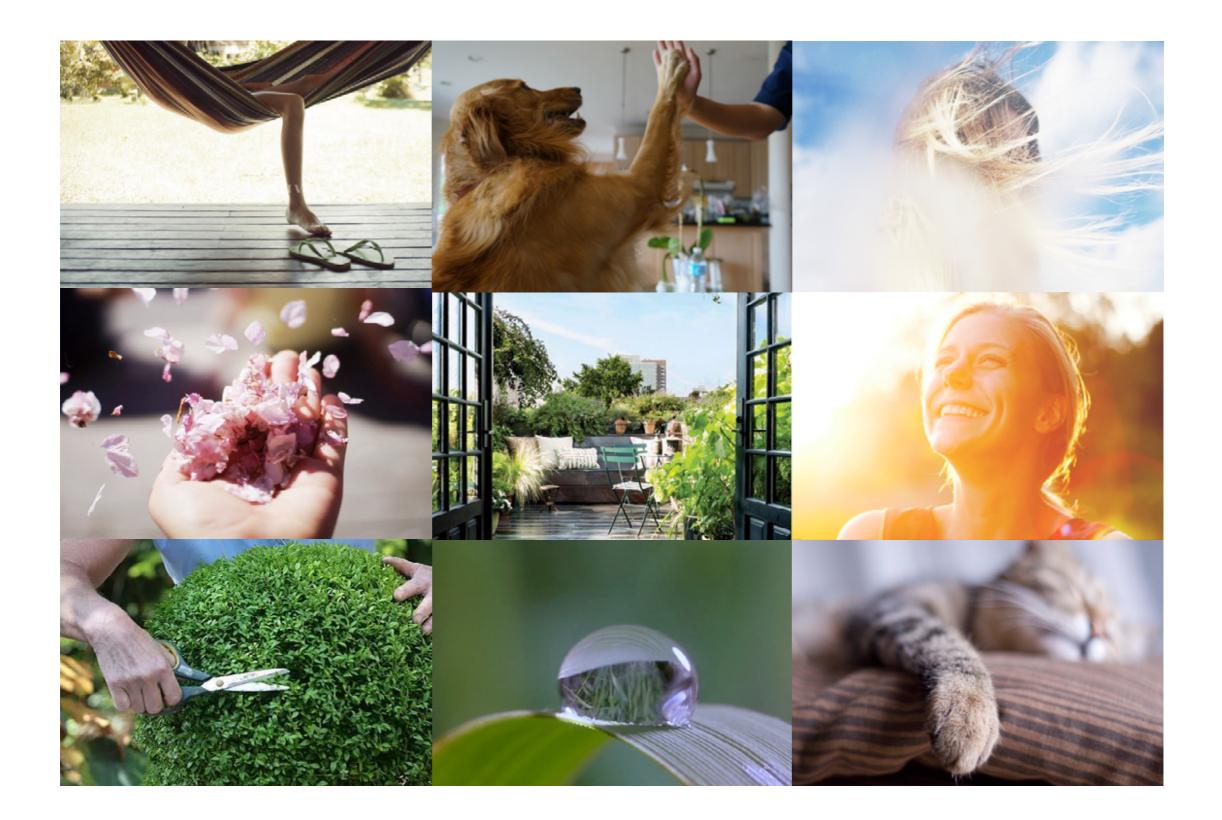
Les Choses Simples...

Here we have a warming sense of pieces of life coming together in a blissful symphony. Jardiland's ethos transcends as our audience stop and immerse into a bubble of magic.

Therapy... Purity... Serenity

The script has been crafted to employ a captivating visual technique which in turn works as a metaphor for 'cultivating,' the culmination of all that is Home. Mesmerise upon the simple things in life, in all their intricate beauty.

Everyone deserves their own little haven. This sincere collection of vignettes, told in super slow-motion, should speak to the viewer of the stolen and cherished moments we share, which allow us to forget all our troubles.



CONCEPT CELEBRATING THE EVERYDAY - EFFORTLESS & ELEGANT

We open on the object, be it a cluster of dancing blossom, the endearing tiny twitch of a bunny's nose or the scintillating beam of the sun through branches. The feeling of a relaxing afternoon; warm and easy. A disarming interval amidst the usual frenzy of TV commercials.

It's about the times we treasure...genuine rather than cliché, an insightful and charming look at what really makes us happy. Isn't it actually the simple things in life? When we long to press the pause button, simply to gaze a second longer on the composition of a laughter as it's about to burst or the wonder of a skyline when sun and clouds collide.

Our film has a blissfully nostalgic feel. Environments you'd like to transport yourself into; we will communicate the brands range in a way that is desirable yet still personal and authentic. A vision of the creation of your home and life; where tools turn into projects and moments into memories.

TIME VALLEE

WHERE TIMES MEET' EHSAN B | INTENTIONS VI

Role: Treatment Writer

WANDA

O B J E C T I V E / A P P R O A C H

Step into an immersive experience - a surreal universe like the mysterious world beneath the case of a fine watch; where times freezes for just a moment and we witness history being rewritten.

Enter our heroes, set against a backdrop of an endless horizon where parts of a watch levitate around them like stars in space. We celebrate icons of the past and present, an epic anachronical line up never seen before. It's the modern hero ready to confront the warrior of yesterday - each a master of their craft, perfecting every movement, preparing to spring into action in an epic collision of times.

The original script has been developed to add emotion, visual depth and suspense. We present a cinematic powerful film that entices the viewer to keep watching - building up a pulsating tension so tangible that it radiates off the screen. We aim to get hearts racing; leaving the audience surprised, entertained and blown away by unexpected pairings, a powerful crescendo and surprising climax. The viewer is left eager to see more, and encouraged to engage further with the characters through the digital experience.

A visual spectacle yet precisely executed, we create an unforgettable brand moment to mark the launch of Timevallee and establish it as the home of haute horlogerie in the market. We speak to the core luxury consumer; recognising Chinese sensibilities while emphasising the brand's international outlook as a retail player.

The focus is creating interesting and meaningful meetings between characters - juxtaposing contrasting eras and stories with each other to create deeper insinuations; whether a suggested romance, elegant dance, high-octace race or the big clash of the titans. Our goal is to associate Timevallee with a true understanding of each luxury brands' unique heritage, through high end cinematic visuals, immaculate attention to detail and subtle references to the brands themselves.

We have developed numerous script ideas with characters meeting in different ways, to allow wide variety of interactions in the digital experience. We will together select our favourites to use in the main film, each meeting perfected into a comprehensive story, yet versatile to allow for alternative edits. All ideas can be refined further upon discussion.

LABTECH



Work. Live. Dream. Create. LABS, Collective.







OBJECTIVE / APPROACH

To Connect. To Learn. To Grow.

Our aim is to successfully capture the essence of LABS Collective. It's about people, connections and the modern shift in consciousness towards balance and wellbeing. At LABS spaces, work and play co-exist. Our film will show just this.

We will use a captivating visual style, allowing the camera to move seamlessly through the space. Movement will then pause in order to capture specific moments which communicate the brands range in a way that is desirable yet authentic.

Where possible we'll find these moments in close up, allowing us to truly illustrate the experience members can expect to have at Lab. This could be the first conception of an idea between friends or the meeting of likeminded people.

The idea is to employ a transition of scale, allowing the audience, piece by piece, into everything that LABS Collective can provide. We could start with the skyline of London from Primrose Hill or the morning sun floating up over Camden Lock. This is the city at your doorstep.

This film will be a vision of the life/work balance you'd like to achieve; where buildings are places of inspiration, and people turn into partnerships.











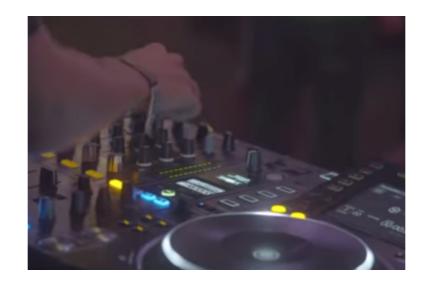
















R E P R I S E.

Short Film.

BFI funded.

Written and Directed by Isla Ure.

Produced by Romy Waller.



S H A D O W S AND L I G H T

<u>Location</u>

Just as the films themes and characters are defined by contrasts (love and anger; youth and decay; responsibility and regret), the setting will also be characterised by its dichotomy.

The main action takes place in Rayen's home. Although its opulence and style suggest a certain lifestyle, the disarray we find it in is telling of the inner state of Rayen's mind.

Dying plants, once providing colour, scatter the space, and closed curtains create a murky palette as we are introduced to Rayen's world. Her interaction with the items within also speak of the altered state this character is now in. Books being used as a barricade is a specific motif used to suggest this woman's deteriorating cognitive function – building a wall around her.

Patrick's presence will slowly alter the colour palette, bringing in more light as the story unfolds, a symbol of the illuminating effect a person can have on one suffering from any form of dementia.

WHAT IS REAL?

Style and Feel

Conscious of not wanting to guide the audience too much in which characters to sympathise with, I plan to shoot fairly objectively, opting for a broader focus than one character's experience.

A static look will be used for the majority, not only to give an almost fly-on-the-wall feel, but also to play against the chaotic behaviour of Rayen. I want the audience to see the world Rayen is from, and how she no longer fits within it. It's crucial we capture the unpredictability of the characters and their lives, so we may play with the actors moving in and out of the frame. The audience should be wondering where the story might lead to next.

Playing with relative proximity will allow a suggestion of how a character might be feeling within the situation, without guiding the audience too much towards an empathetic response. Adopting a tilted-up framing throughout will leave the characters stranded within the frame just as they are in this new and complicated reality.

Tracking in on key moments will be used in order to create a more subjective viewpoint. Specifically, when Rayen is looking at the image of her younger self, so as to highlight her recognition of her own transformation. Similarly, when Rayen plays the song which brings on a lucid moment, finding these characters in close ups will distinguish this interaction between them from the rest of the film – where the carer/patient role becomes man/woman for the first and only time.

