

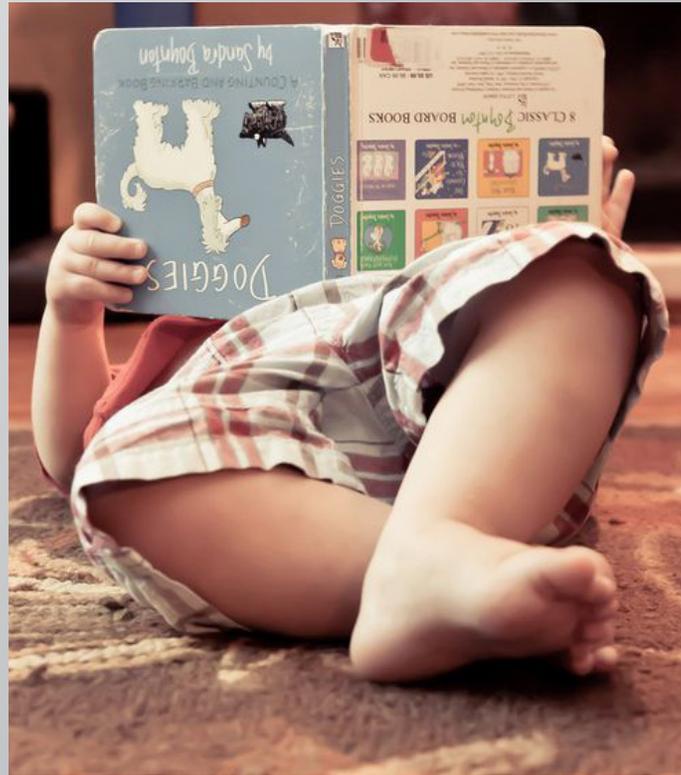
CARRIER

DIRECTOR'S TREATMENT



They say that, "Home is where the heart is." But a deeper truth is, home is where the hearth is... The hearth is the warmth, the core, and the comfort giving center of every household. Keeping us warm in the winter, and since 1905 – when Carrier invented Air Conditioning – keeping us cool in the summer. Carrier's technology has been protecting us from the harsh extremes we face outside by keeping the forces of nature at bay, providing us the comfortable environment we have always craved.

In this modern day and age, when our lives are complicated and filled with so many responsibilities, so much activity, the ability to simplify our essential tasks is a freedom-giving gift. Accessing Carrier's new mobile interface is exactly that gift. I want to build this film around that theme. Giving a visual voice to the overriding truth that it is the home that gives us the comfort and security we all desire and it is Carrier that has, for well over a century, been at the forefront of providing us with the products and expertise we need to achieve this.



APPROACH

The intimate and personal relationship that families have with each other and how that defines and enhances their homes is the heart of this spot. I will examine and capitalize on those relationships. I plan to do this by letting the intimate family moments that happen between our cast unfold in a natural and unrestricted way. I will then capture these moments by putting our talent so at ease with the camera, that it will be treated as just another member of the family. As our actors interact in a completely comfortable environment, I'll let the camera discover those private, singular moments that tell our story in an authentic honest fashion. As those moments evolve, I will find portraits to capture the essence of each person and bring out that simple honesty we all hold inside. One of those portrait moments will involve our "Carrier Man". I will shoot this moment making sure that it integrates seamlessly into our story. I will also make sure that we capture concise moments that will be essential in gathering footage for our lifts.



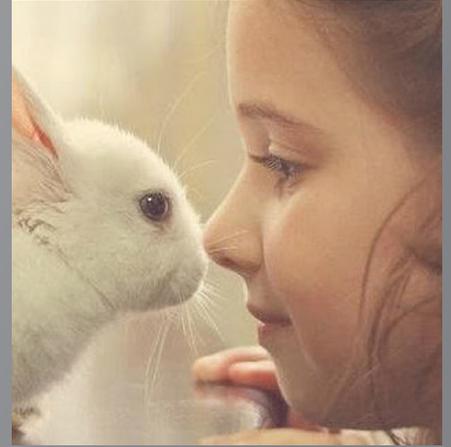
Another key to telling our story is the opening transition, as we capture the romance of the historic home and seamlessly wipe to the modern house. I really love this concept and want to utilize an extended steadicam shot. The camera will move up the walkway, (This could be a nice place to introduce some weather, wind blowing autumn leaves etc.) to a porch, over the threshold, into an entry hall, down the hall into a den or dining room. Somewhere within the house, we will find an object, or piece of architecture to use as our full frame wipe to our modern house. The object might be an heirloom, or even an old family portrait that we could use to add a connection or continuity between the old and new locations.

One last thing here, I want to find a few moments to tie our devices (Smart phone, Tablet, etc.) to their actual connection at the homes. I feel we will need a couple of inserts of the thermostat dropping, or some other tactic we can use for that connection.



PHOTOGRAPHY

As you might surmise, photography is my first love. Beautiful pictures are the driving force behind everything I do. I shoot motion pictures, but I approach each set up as if I am creating a still shot. Every frame should and will stand alone as a perfect photograph. I take extreme care with my framing, lighting and composition to make sure that the photography will be breathtaking. Going hand held at times to add a tantalizing bit of subtle motion and some off centered compositions will emphasize the intimacy of the moments. Long lenses, with soft backgrounds will isolate our talent within the environment, keeping the imagery intimate as well. I will also employ wide lenses where it can enhance the moments' familiarity. Both lensing structures will help the film feel real and accessible. Unobtrusive and natural lighting will draw out the easy, casual, unguarded performance from our talent that is so important in keeping our film genuine and spontaneous.



CASTING

We will find a cast that can be relaxed, and comfortable with each other. It is essential that they interact seamlessly so that the camera can all but disappear among them, allowing me to capture those unguarded moments that will drive the tone of our storytelling. Finding actors with exceptional chemistry is vital. To that end, I suggest we consider casting actual families. The preexisting relationships that exist between members of a family allows for a casual intimacy that is difficult to duplicate. Not impossible, but it could facilitate the process and lead to more magical spontaneous moments.



LOCATIONS

Autumn is upon us, and that means that the sun is lower in the sky for longer periods of time. This is a huge benefit to us photographically, and the right locations will allow us to take advantage of this. We will scout streets and homes that face the correct direction as well as fit our architectural needs. Exteriors that can give us beautiful dappled light in the afternoons as well as the magic of mornings and evenings will work to our advantage. The style, design and stature of the homes will be realistic and accessible, as well as slightly aspirational.



ART DIRECTION

Accessible, authentic and un-staged is the theme. Comfortable, homey and natural, each environment should feel so natural that the art direction is unnoticed.



FINAL THOUGHTS

This is a great concept filled with endless possibilities. I love to capture the essence of people in a warm and spontaneous way, allowing their honesty and personality to shine through. I look forward to further conversations and workshopping these ideas with you soon.

