

## ELDEN BLACK

Treatment v3 10/2/08

### ∞ CONCEPT

Our concept for Elden Black is to create a promotional commercial where a simple story unfolds from within a high fashion photograph. Picture the Calvin Klein or Versace ads found in VOGUE Magazine, add *living* people into the otherwise lifeless compositions and then throw them into an underground decaying atmosphere.

The look will have an overall effect of contrasts and stark juxtapositions. We will accomplish this by staging modern/urban actors within a worn down decaying setting. The lighting, the clothes, the music, EVERYTHING will seem to contradict another part, yet as a whole it will be uniquely cohesive.

Although this is a 'commercial', there will be no labels or product placement until the 'Elden Black' title card at the end. Our intention is to create a cinematic work of art.

### ∞ TECHNICAL SPECS

This will be shot in black & white on the RED camera with 35mm Zeiss prime lenses and outputted to an uncompressed High Def. Quick Time. This camera package will give us an amazing, cinematic look, and the amount of color information sampled (4:4:4) will allow for unparalleled latitude in post, giving us full range of the grey scale for the black and white image. This camera will also allow for us to shoot at a very high frame rate, giving us beautiful slow motion photography that will be a nice contrast to the climax of the song.

## ∞ - SYNOPSIS

Blinding Brightness. It floods the screen as the melodic sounds of a harmonica rise. Dark, silhouetted movement from within the white blur slowly comes into focus and we see A WOMAN smoking a cigarette in a window sill. A beautiful portrait of sadness. The remains of her eye make-up tread down her face like cracks in a dry dessert abyss.

We push in slowly and see that beyond her pain, her eyes reveal an anger that is unsettling. A decision has been made. All that remains of her sadness is exhaled in one final puff of smoke, and as she extinguishes her cigarette, rage overcomes her sadness, and it is no more.

We track alongside her as she makes her way through the apartment to her bedroom. A suitcase is thrown on the bed, and with it several articles of men's clothing. Stopping at the vanity, she touches up her hair and make-up.

She takes one last look at herself in the mirror. Then, with suitcase in hand, she exits.

CUT TO: A warehouse. Dark, seedy. A MIXED GROUP of PEOPLE surround a FEMALE MODEL laying in the middle of the room. She wears a one-piece swimsuit with a men's jacket draped over her shoulders. One guy has a 16mm camera in his hand ('16MM' MAN).

There is absolutely NO movement from any of the actors. It's as if we've been thrust into the middle of a fashion picture. The only hint of life comes from the slow, melodic pulse of an off screen light source (like a neon store sign blinking in the distance).

We cut in between several different compositions of the master shot, each one capturing a different perspective, revealing more of the details/atmosphere.

NOTE: Although everyone in this scene is motionless, we catch glimpses of 'live action' from the subtle swaying of an earring and/or the glimmering reflection of light as it bounces off a necklace (etc).

Now a riot of life explodes into the picture – THE WOMAN charges into the room and heads directly for THE MODEL in the middle. Words and actions are violently exchanged.

THE WOMAN tries to rip the jacket off THE MODEL’S back. THE OTHERS try to restrain her, but it’s no use, it’s like trying to contain a wild animal.

Finally getting the jacket, she gets right in the face of ‘16MM’ MAN. They square off. She doesn’t back down, not even for a second. Then she throws the suitcase at him and clothes fly everywhere as she turns and walks away.

Clutching the coat in her hand, THE WOMAN leaves the same way she came in and whiteness overcomes the screen once again...

TITLE CARD: ELDEN BLACK.

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## ∞ CASTING

There will be no dialogue, so the casting will rely heavily on the looks of the individuals. Everyone in this will in some way have to convey a sense of modern urban youth in appearance. The female lead should have a beautiful sadness innate in her eyes. I’m looking for someone who’s more compelling/unique than ‘beautiful.’

## ∞ FOURTH STREET AND BEYOND

We hope that this *commercial* will not only serve as helpful marketing tool for Elden Black and the City, but will in some way help to lay the artistic foundation for the 4<sup>th</sup> Street Fashion District as well.

# AKORN ENTERTAINMENT

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## ∞ - IMAGES

These are the images my director of photography and I have come up to help convey the look of the piece.



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## ∞ - LOCATION SHOTS

This is above the Yost Theatre on 4<sup>th</sup> street (The Ritz).



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## ∞ - CLOTHING & PRESS



endovanera




Endovanera




Endovanera







- Endovanera, the California-based label, showed its third season at Project.
- The label focuses on **tailored basics**, such as cropped pants, waistcoats and shrunken slim-fit blazers.
- The knitwear offering is particularly strong for spring/summer 2008 with grandpa cardigans and unusual cut-out hoodies.
- V-neck cotton vests and crew-neck tees with wandering graphics are simple classics.
- **Jeans** are subtly **tapered** and avoid fashionable washes, keeping the look clean.
- The colour palette completes the minimalist aesthetic and uses only grey, white and black.



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**Musician 'BECK' wearing an Endovanera Jacket (Flaunt Magazine Sept. '08)**



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## ∞ - CASTING

A few pictures of the local talent that we feel capture the look we're after.



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