

HiPhi



DIRECTOR'S TREATMENT BY: ELI SVERDLOV



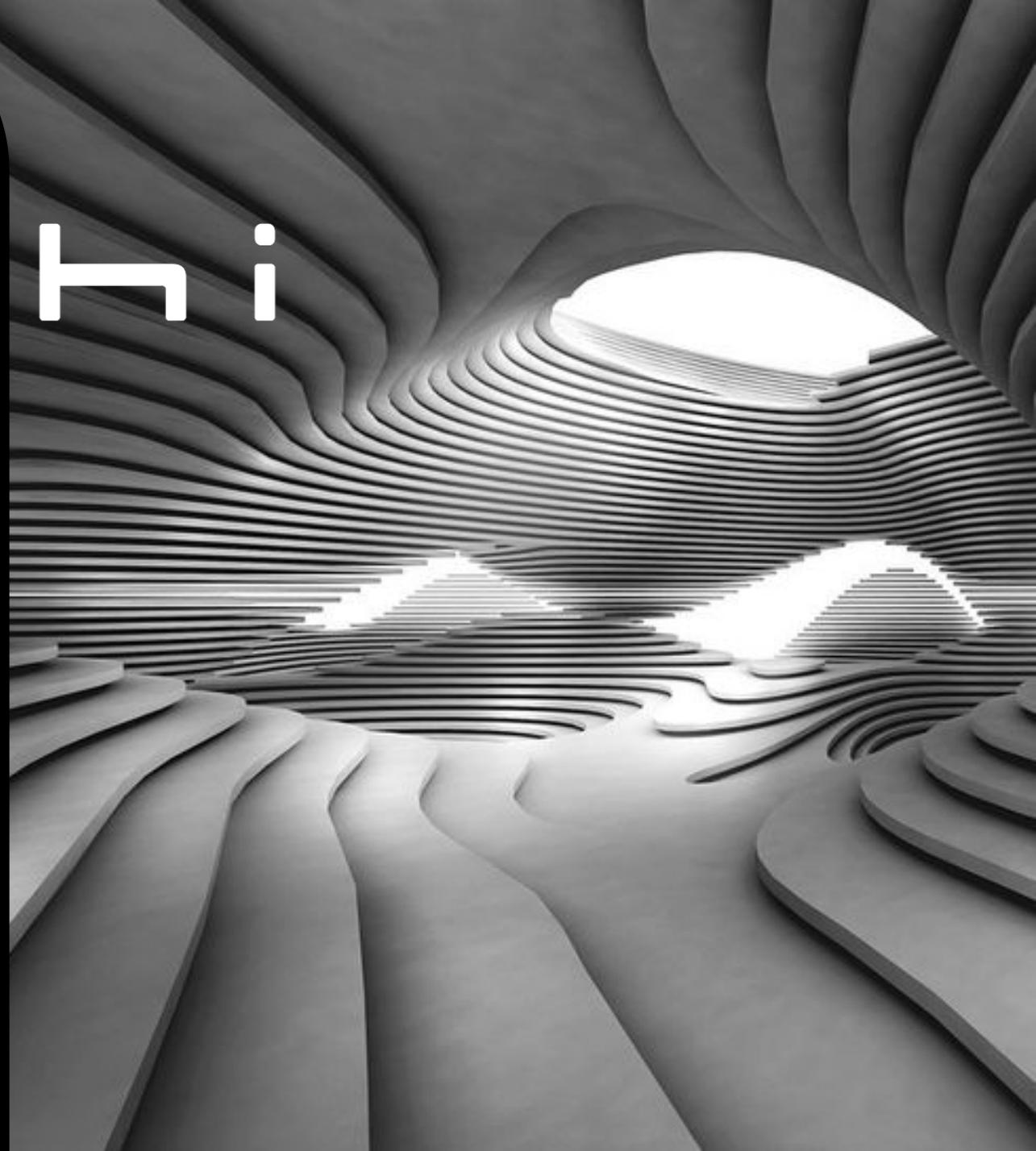
U N S T O P P A B L E

This is the story about an ambitious man – a man who always moves forward and upward, overcoming every obstacle, every hurdle. He is unstoppable, cleverly navigating his life and career with great talent. When he makes decisions, his choices are always right. He trusts his instincts. He seeks and appreciates beauty, design and technological advantage. This man projects infinite confidence, but is calculating on the inside.



HiP hi

The stairs are a metaphor for our Hero's untiring climb to success through visual expressions of passion, challenges and competition. He demonstrates the dynamics of his inner thoughts, as he pursues his goal – the ultimate symbol of success.



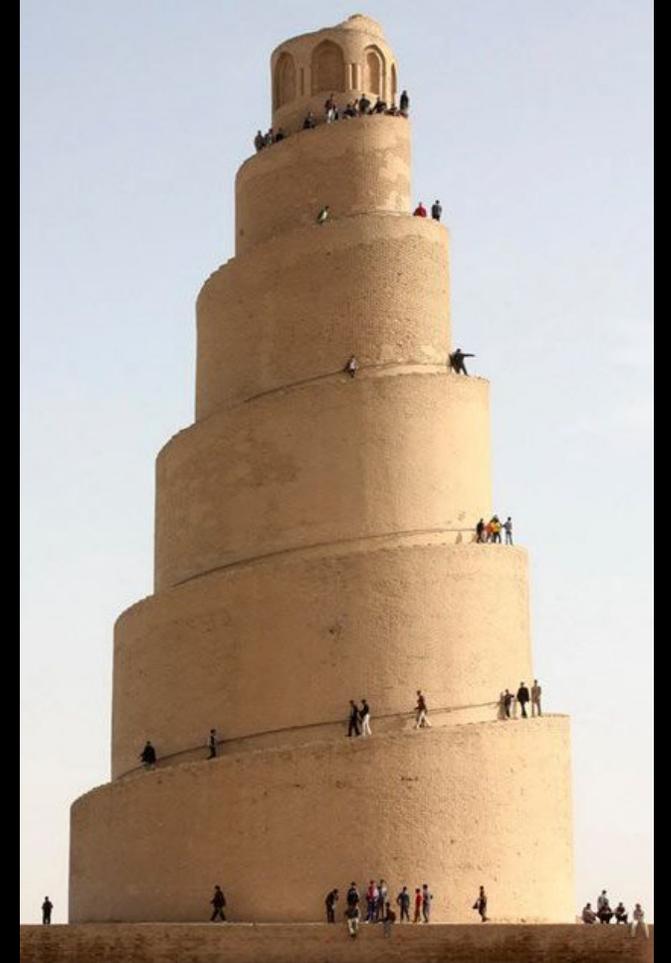


This is also a story of success and the ultimate car for all-around achievers.

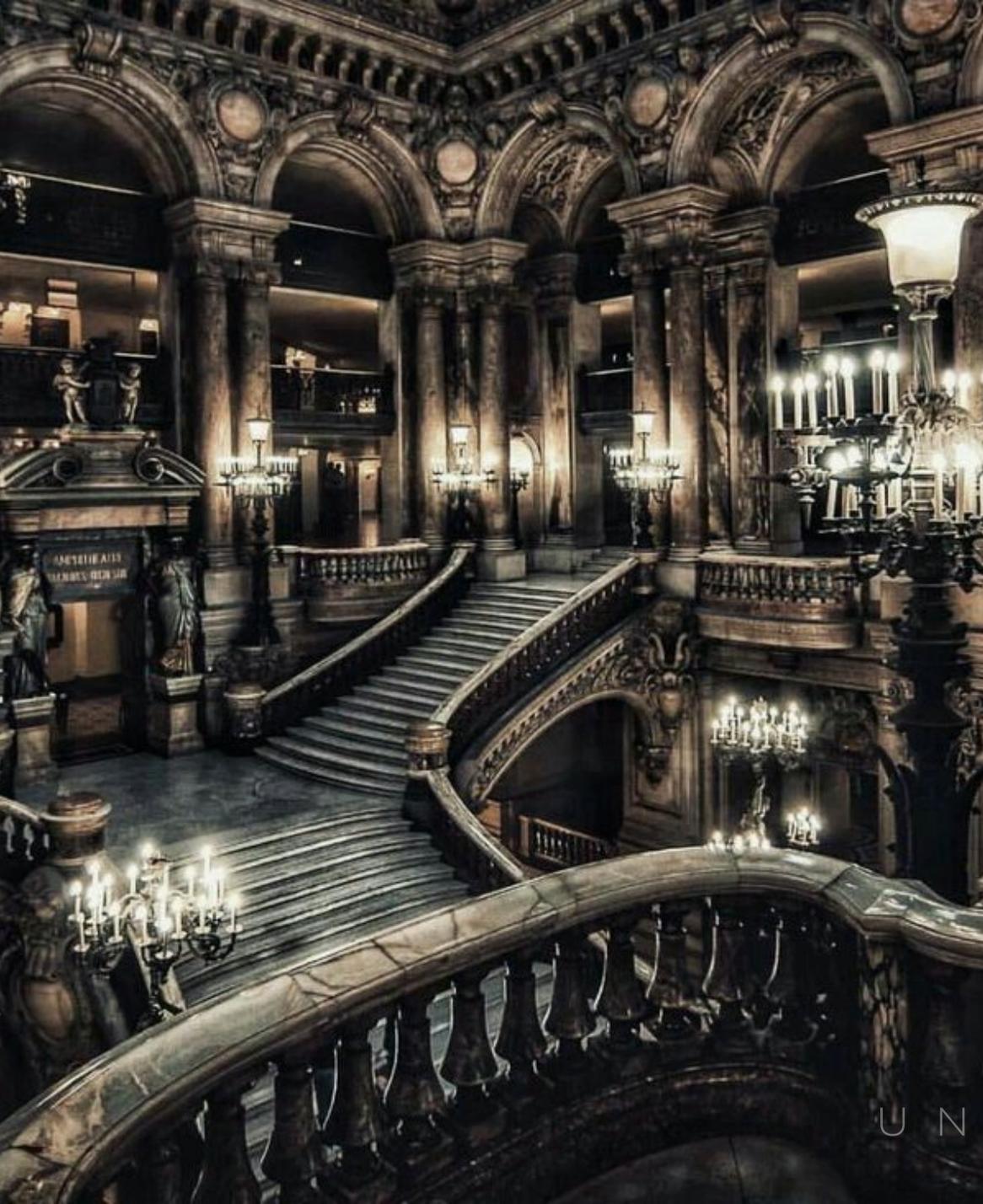


The commercial I will create will command visual impact and drama, drifting between realism and surrealism, combining classic aesthetics with modern, futuristic design. The visuals will convey mystery and power by using unique and surprising special effects that have never been seen before. There will be a visual connection from beginning to end that will provide the viewer with an emotionally-profound experience, in which they can identify with the man, his climb and his success.





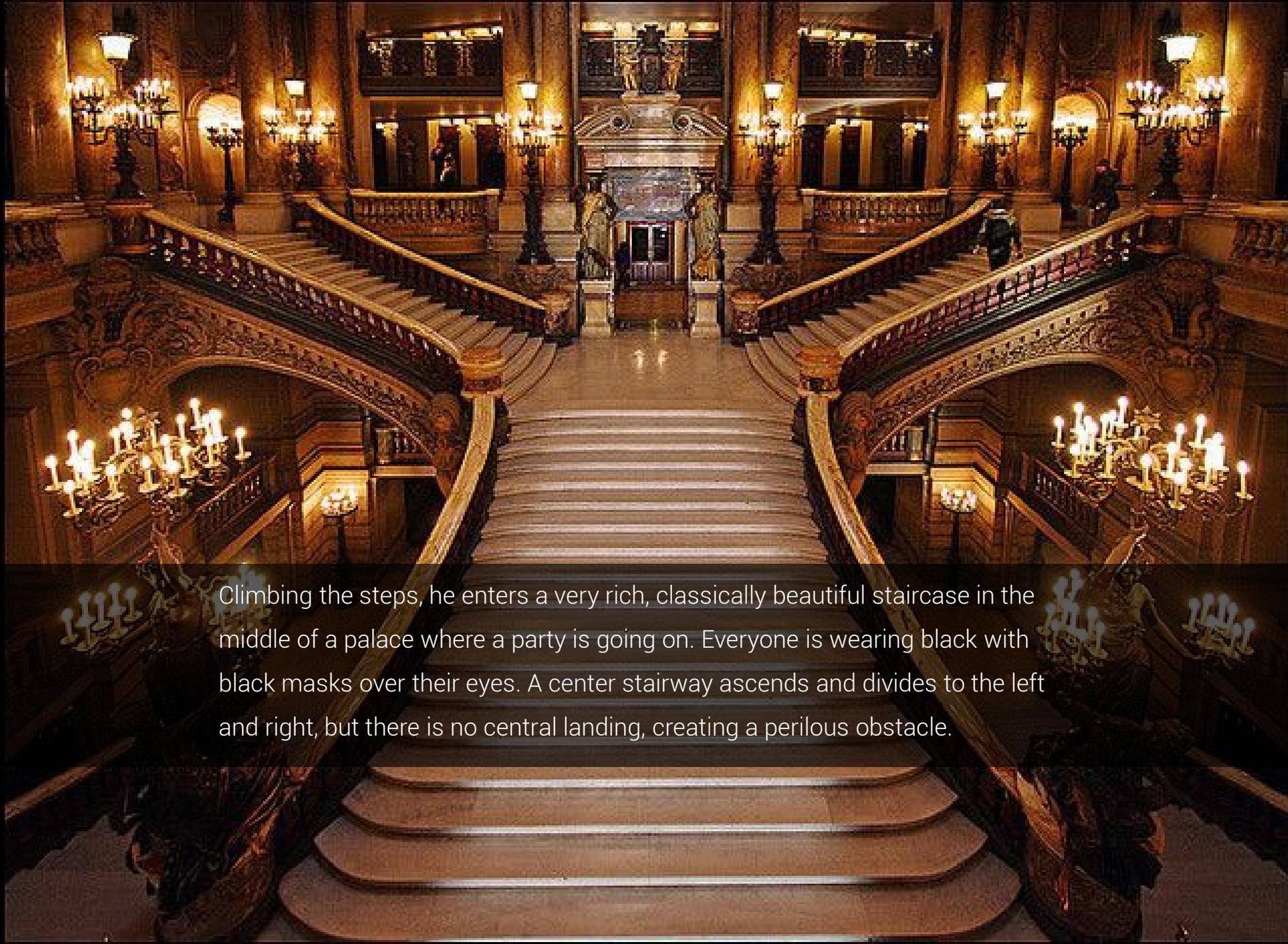
In executing this movie I recommend combining real locations with fabricated locations, composed with high design; the surreal locations will be based on reality – places that really exist – but which are enhanced to accentuate their extreme beauty and magnitude. One of the amazing references that inspired me to create this combination is the VFX-quality movie *Inception* whose magic and surrealism appear both powerful and realistic.



The commercial begins with our hero climbing up steps, moving from one space to another, nonchalantly overcoming obstacles. As one space leads to another, the setting changes. Unhindered, he continues climbing, determined to reach his goal.



U N H I N D E R E D



Climbing the steps, he enters a very rich, classically beautiful staircase in the middle of a palace where a party is going on. Everyone is wearing black with black masks over their eyes. A center stairway ascends and divides to the left and right, but there is no central landing, creating a perilous obstacle.

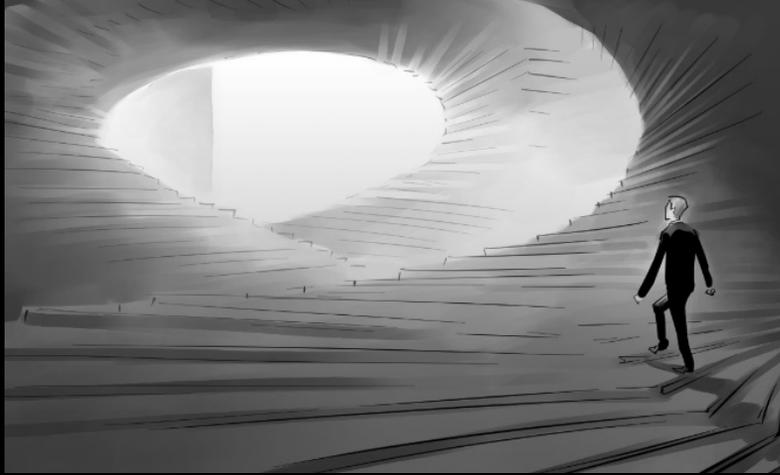


Our man climbs, unfazed. He scans the faces of all the men and women on the right side of the steps, who look very alluring, dramatic and elegant. Uninterested in joining the crowd on the right, he turns to the left.

Just as he steps on the landing, a platform rises to his foot where the floor was absent a moment ago; he doesn't miss a step. He shoots an assured look, under his eyebrows to an elegant, exceptionally beautiful masked woman turned toward him, leaning in his direction, though from a distance. She gestures with her head as if to say, "Would you like to join me?" The man knows what he wants more and continues to climb, undeterred.



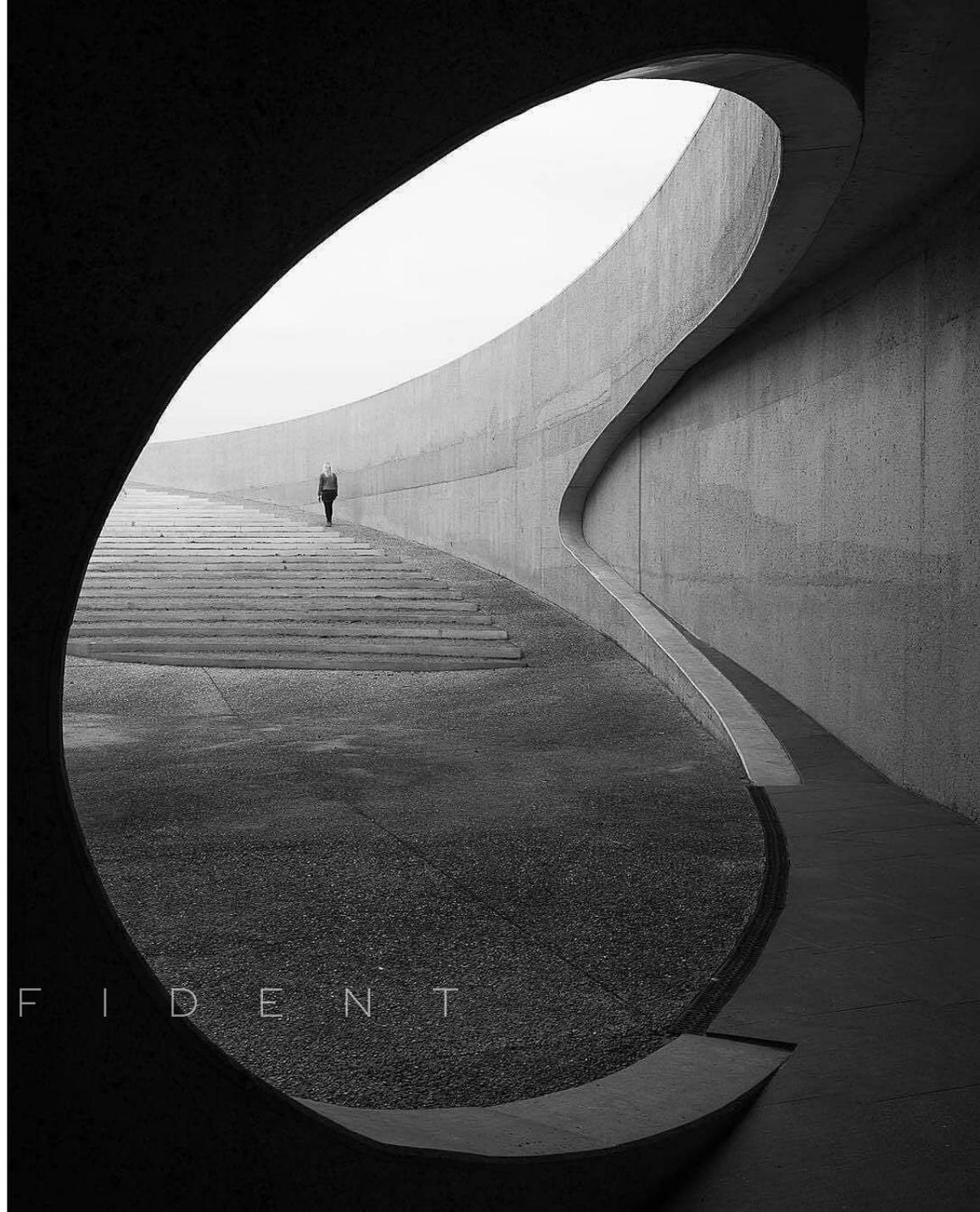
U N D E T E R R E D



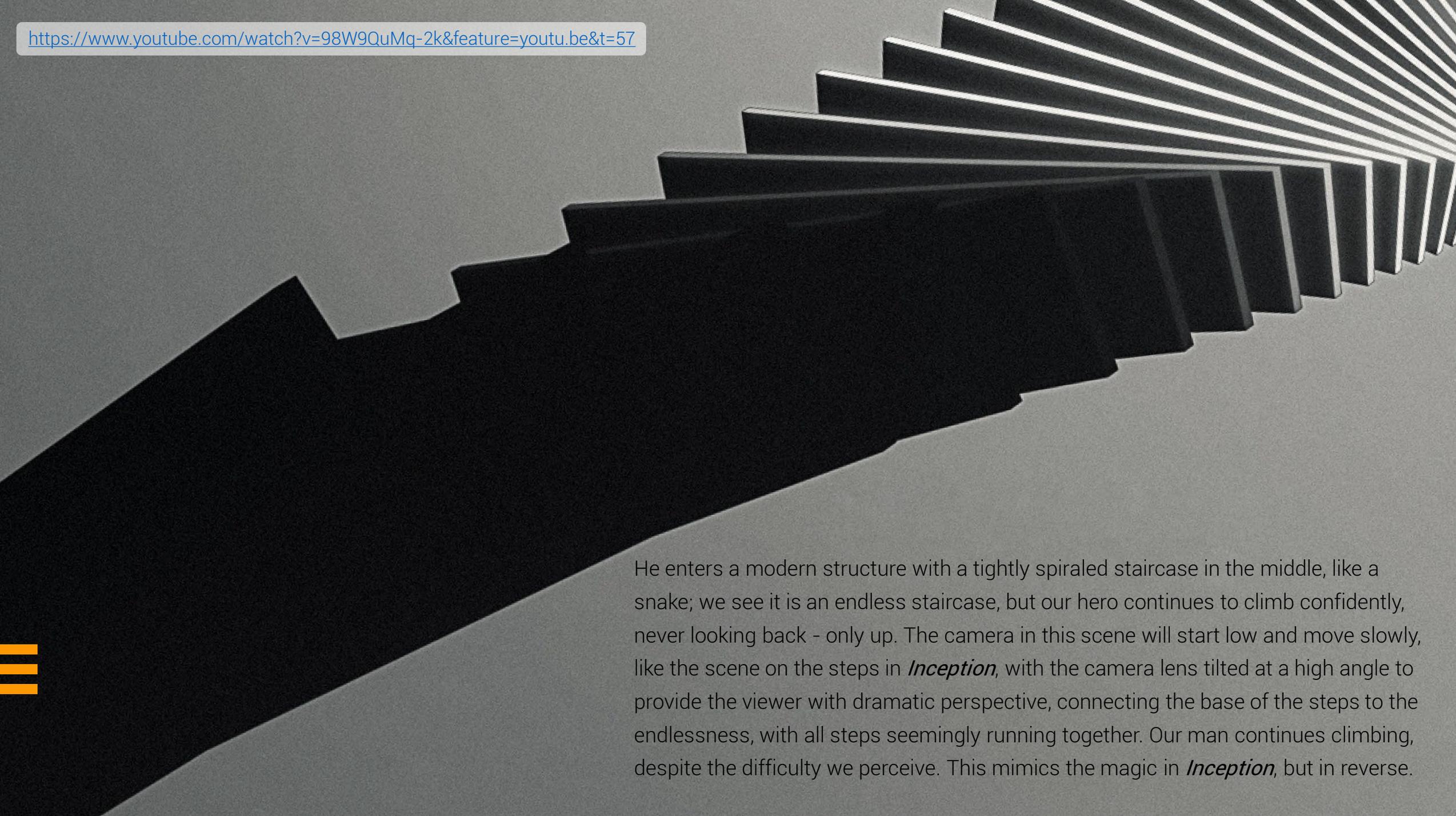
Transitioning to the next scene, he passes through a door to the next level. Here, he encounters a very modern structure with a long staircase with rounded steps, creating an architecturally-beautiful structure. The steps move like an accordion, creating slow waves and an illusion that the walls, too, are moving. The shape of the room keeps changing, and yet, the man continues to walk with confidence, chin-up, with a determined gaze forward and up.



C O N F I D E N T



C O N F I D E N T



He enters a modern structure with a tightly spiraled staircase in the middle, like a snake; we see it is an endless staircase, but our hero continues to climb confidently, never looking back - only up. The camera in this scene will start low and move slowly, like the scene on the steps in *Inception*, with the camera lens tilted at a high angle to provide the viewer with dramatic perspective, connecting the base of the steps to the endlessness, with all steps seemingly running together. Our man continues climbing, despite the difficulty we perceive. This mimics the magic in *Inception*, but in reverse.



E N D L E S S

