



inwa™

DIRECTOR'S TREATMENT BY: ELI SVERDLOV



ILLIMITÉ



INTRO

This is a **colorful**, dynamic, ultra-modern film with a high-tech look and feel. The visual language is young and **fresh**, and the casting, wardrobe and location styling are clubby and cool, and full of vibrant, **inwi**-inspired colors. Most of all it's a bit **crazy** and surprising, constantly leaving viewers with a '**WOW**' as they wonder how we created this spectacular imagery and breathtaking effects.



The theme of the film and the driving force behind the effects is the idea of multiplying people in visually striking and unexpected ways. Every scene showcases a unique and eclectic style of multiplying effect that will captivate and surprise viewers, much like my 'App Gallery' film for Huawei. Even young people who have 'seen it all' will be amazed by our techniques.



A lot is happening throughout the film. The tempo is fast and there's always a connection between imagery and text -- not only with the titles appearing on screen, but also with the words being sung. The text/singing and visuals shouldn't be literally connected. You don't exactly see what you hear, but there's an interplay between sound and image, as if one is completing the other's thought, while constantly engaging the viewer in the story.

The theme is the unlimited access that **inwi** provides to everything in life. You can enjoy all the benefits of the digital world -- not just taking photos and selfies, and using your smart phone. It's going to go far beyond that, giving a sense of endless and vibrant possibilities.



To create this sense of unlimited, ever-multiplying potential, I will use digital techniques and effects from motion control, to kaleidoscope, to 2D animation for a video game feel.

In this treatment I will try to give you as many examples as possible for technique and overall feel. However, because this is so completely visual, and unlimited in ambition and scope, I don't think any treatment can honestly capture the possibilities of what I have in mind.

A person is standing in the center of a large, open space with a colorful, abstract background. The background is a mix of warm and cool colors, including reds, oranges, yellows, and greens, creating a vibrant, ethereal atmosphere. The person is wearing a dark coat and is looking towards the colorful wall. The word "ILLIMITÉ" is overlaid in large, bold, yellow letters across the center of the image.

ILLIMITÉ

Ultimately it's going to play out as a rapid-fire barrage of breathtaking, tech-inspired imagery, filled with cool people and cutting edge style, and edited to a great, energetic track. Of course I want the technique to stand out -- not just one, but more like 10 techniques that we will mix together into one movie, and one message: **Unlimited.**

STYLE







LOOK & LOCATION





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