

The Airwallex logo is displayed in white on an orange background. It features a stylized icon of a triangle with a curved line through it, followed by the word "Airwallex" in a bold, sans-serif font. A white arrow points from the logo towards the right side of the image.

Airwallex

TREATMENT BY:
ELI SVERDLOV



APPROACH

The world is constantly moving and changing. We should move and change with it .We can't stand still. We always have to think ahead. What's next? We all want to shine and to make our Mark. If you have a crazy idea ...you are not crazy. You are unique. If you are unique ,you are ahead. You believe in better.





We live in a world of Constant movement... from the air in the sky to the cells in our bodies everything is racing, just like leaves and clouds on the wind. Like the ground under our feet. We are always moving.... shifting... changing... and evolving.

Our perspective is changing. and our Perceptions, our habit and even what we think we love or hate.

Define and redefining ourselves again and again.

What we favor less or more.

What we fight for, what we stand for. Everything is changing, but we must ask...what doesn't change?

Our spirit and drive...

Our hunger for a better life, our passion and creativity always striving to stand out and shine bright.

So as our world is constantly changing, naturally we change with it. And now we need to move forward because we believe it's for the better.

The world is constantly moving under our feet.

Shifting. Evolving. Developing.

And it requires us to always think a few steps ahead.

We trust our judgement and intuition to guide us through.

We believe in the better so that it may manifest where our world changes.

As we believe in better, we feel connected because we share the same problems, the same ideas and breakthroughs.

We all know the fear of stepping out of the known way, just because you had a feeling that there might be a better one.

The problems of today are the opportunities of tomorrow and sometimes the journey between a dream and reality is shorter than you think.

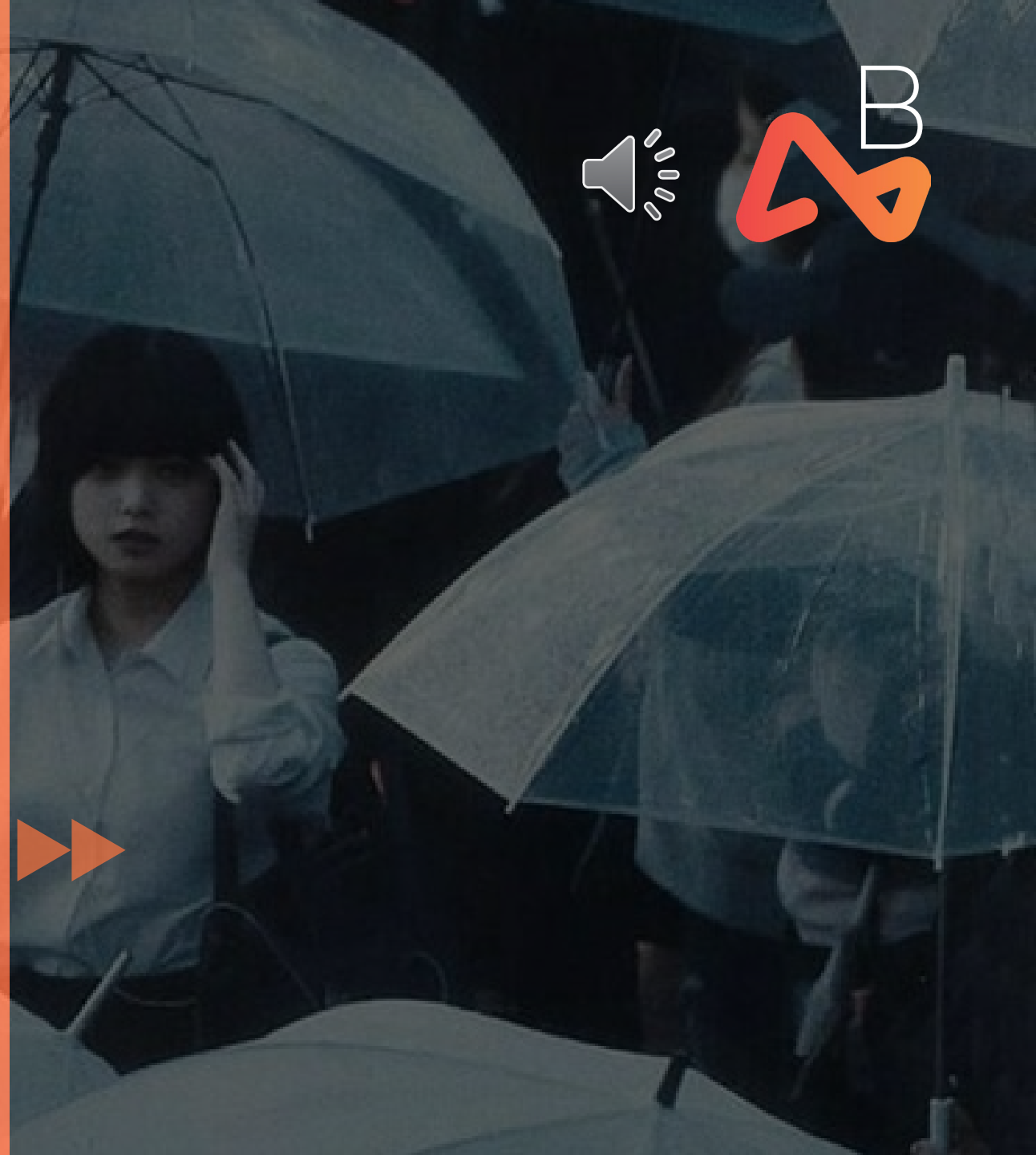
So dream big and

For that you might be called crazy, wreckless or careless

But... you might also be called fearless, courageous. Even a genius.

Just because you believe in better.

Be unique, believe in better.



THE WORLD IS CONSTANTLY MOVING

EVERYTHING IS RACING



This is a challenging movie and I have many ideas that are going through my mind and I believe we have some amazing options before us.

In the movie itself I am trying convey an experience to the viewer that shows how the world is changing and developing constantly and how we as people can't stop changing alongside it.

What I mainly want to convey in the experience is that while developing and changing with the world we are always changing things for the better and creating more sophisticated ways to make our lives simpler.

The movie needs to have a feel of constant motion besides the spoken word or visual. It must give us a never-ending feeling, like a journey that has no conclusion as it takes us further and deeper, our goal changes alongside the journey, as we discover more and understand more.



The movie must show a clear image of our global life as a species and a society.

There must be a strong emphasis on the new generation that is growing with this ever changing world.

I believe there must be an analogy between the world and our newest generation who are breaking new boundaries in every field. From science to art, from sports to medicine.



SOMETIMES THE JOURNEY BETWEEN DREAM AND SUCCESS IS VERY SHORT





PASSION TO SUCCEED



WHAT'S NEXT?

