

An underwater scene with a diver in the lower left, surrounded by a large plume of bubbles. The lighting is a deep blue, creating a serene and somewhat somber atmosphere. The text is overlaid on the right side of the image.

DORNA

The fight for a clean nature
Starts with clean water

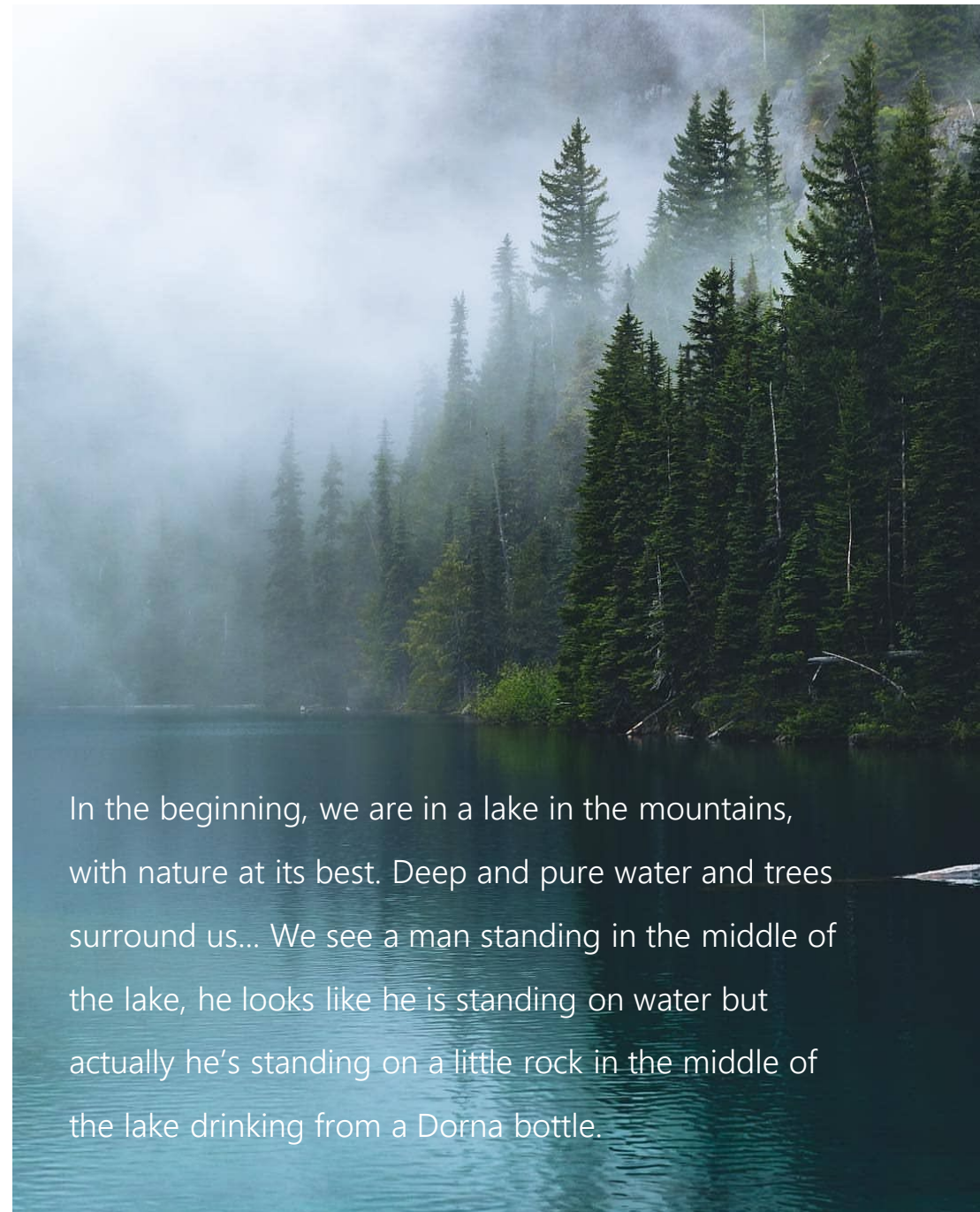
TREATMENT BY: ELI SVERDLOV



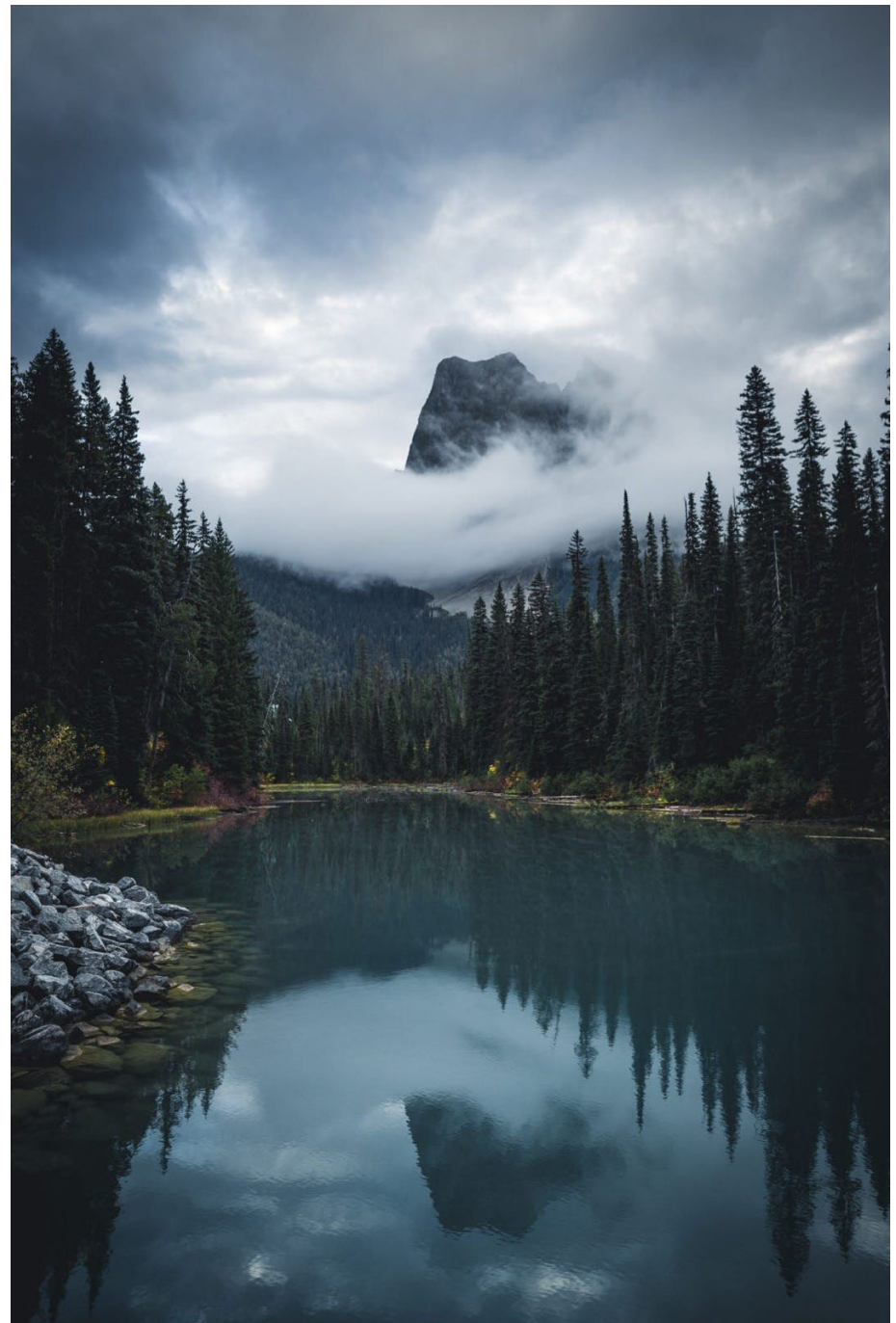
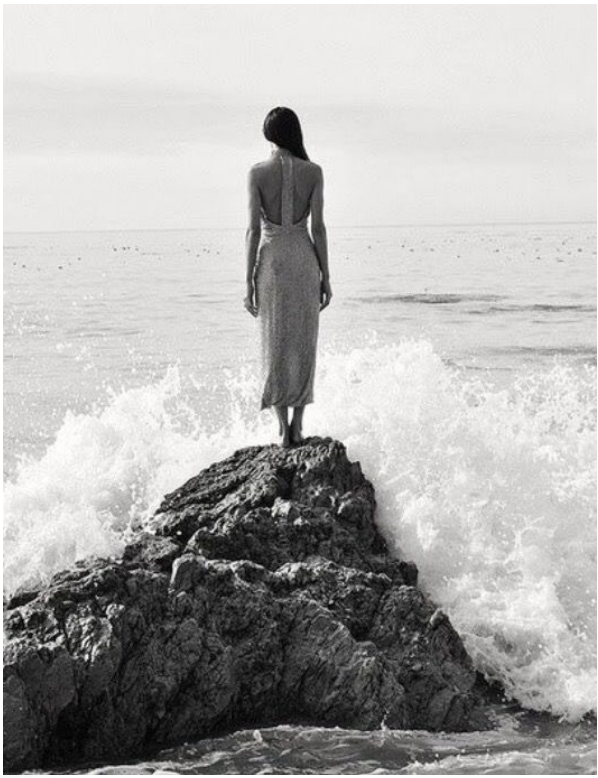
This is a great opportunity to do something unique and memorable. I really love your approach of advertising the need for a better, cleaner world and its water. I want this movie to be artistic but also powerful, we need to see on screen something we haven't seen before. Of course, the beauty and purity of water comes first and it is very important to show this in photography and approach.

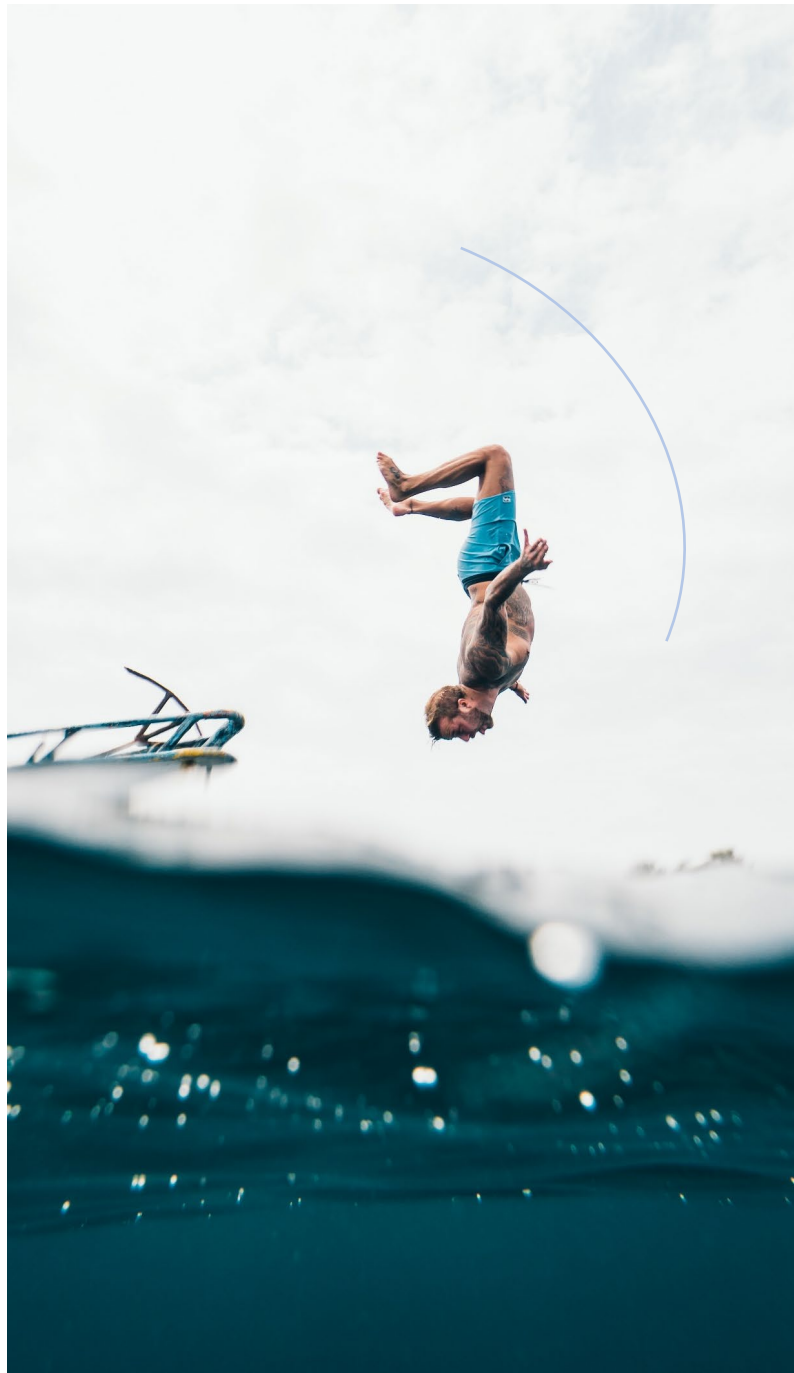
THE MOVIE



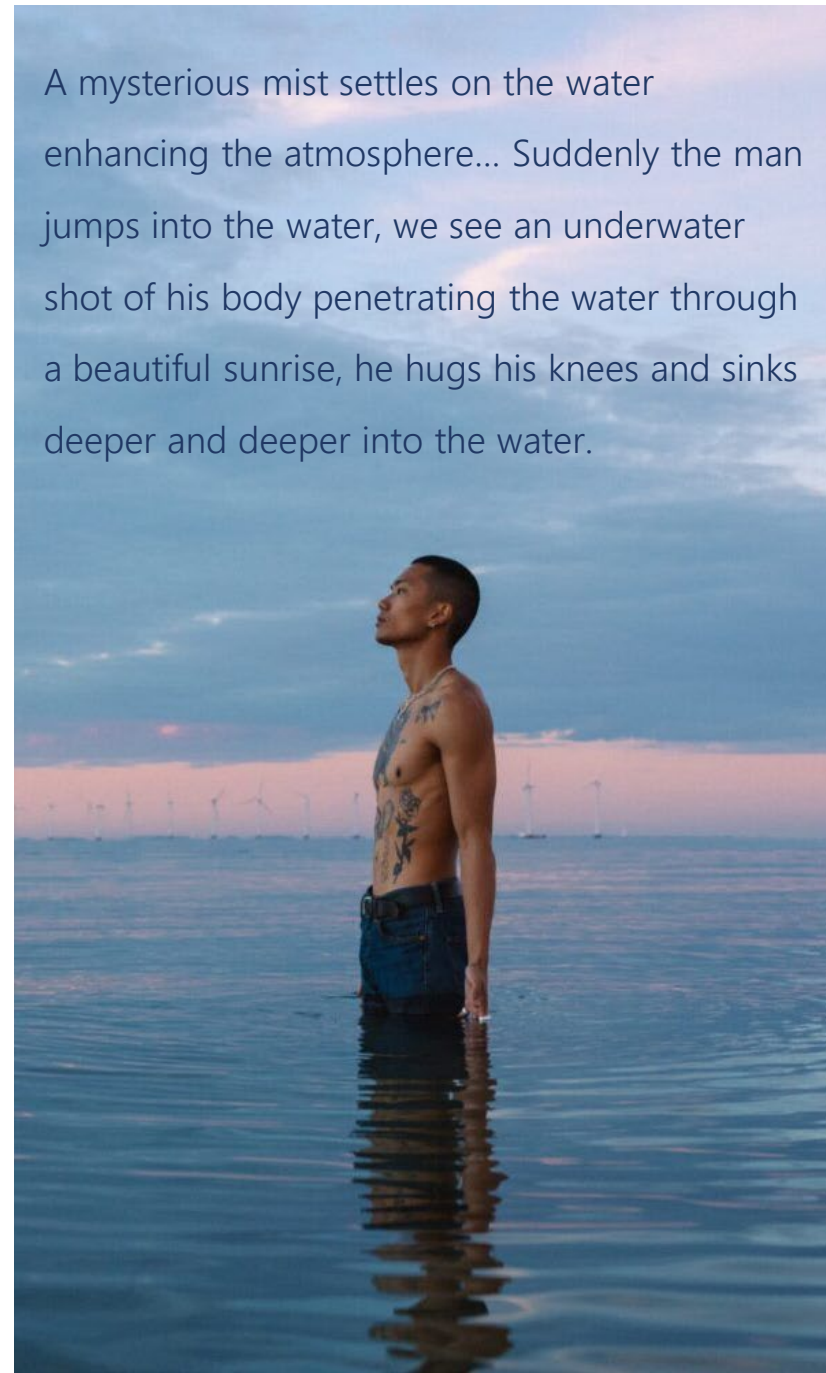


In the beginning, we are in a lake in the mountains, with nature at its best. Deep and pure water and trees surround us... We see a man standing in the middle of the lake, he looks like he is standing on water but actually he's standing on a little rock in the middle of the lake drinking from a Dorna bottle.





A mysterious mist settles on the water enhancing the atmosphere... Suddenly the man jumps into the water, we see an underwater shot of his body penetrating the water through a beautiful sunrise, he hugs his knees and sinks deeper and deeper into the water.





We see the pure, beautiful water around him with rays of sun, suddenly up above him on the surface, we see other people penetrating the surface and sinking in beside him. When we can almost see the bottom of the lake, we notice there is a bunch of people, men, women and children, in the water.

