

FORM

REAL WORLD



As for the part of the film realized in the "real" world (live action), my inspiration are two films - Sin City and Pleasantville. I'd like to apply the same mode - with selectively desaturated colors. Of course yellow will be separated color, whole figures of our main characters as well. Such a means of expression will emphasize the characters' uniqueness, their detachment from the gray mass and the willingness to go ahead. They will be a bright spot in the world made of patterns. I'd also like to point out that the world presented in our ad won't be as dark as in Sin City – it's only an inspiration to use color.

MOODBOARD

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