







BAF

Campaign





Equipment and Shooting Style

To achieve this unique visual narrative, we will utilize the Arri Alexa 35, renowned for its exceptional image quality and dynamic range. This camera is pivotal in capturing the subtle nuances and depth of real-world textures, which are essential for the authentic feel we aim to embody. Coupled with the best and most expensive anamorphic lenses, we will enhance the visual storytelling with a wider, more immersive aspect ratio that brings a poetic and expansive quality to each frame.

The background image is a full-page photograph of a hiker with a large backpack climbing a steep, dark rock face. The hiker is silhouetted against a bright, golden sunset sky filled with soft, white clouds. The sun is a large, glowing orb in the center of the frame, creating a strong backlight effect. The overall mood is adventurous and serene. The text is overlaid on a dark teal rectangular area in the lower-left portion of the image.

Lighting and Mobility

The lighting approach will be minimalistic, relying heavily on natural light to preserve the authenticity of each scene. This decision not only supports our documentary aesthetic but also allows for greater mobility and flexibility on set. By using less artificial lighting, we maintain the spontaneity of each moment, capturing scenes as they naturally unfold, which is crucial for the genuine feel of the campaign.