

NEW ORLEANS

LOUISIANA.

to accompany

APPLETONS HAND BOOK OF SOUTHERN TRAVEL

1873.

One Time, in New Orleans



RACHEL McDONALD & DJ NEFF

Tool

NOTHING IS MORE UNIVERSAL THAN STORIES.

If you broke down the human experience, sifting through layers of perception, memory, and emotion – what you'd find at the most sub-atomic level of humanity, is storytelling. From the smallest interpersonal moment to the largest philosophical pondering, narrative is how we frame our lives and make sense of our experiences. And a city? Well, a city represents the greatest story of all. A city has a narrative of its own, undergoing death and rebirth over and over again as geology, politics, and culture shapes and reshapes it. But it also contains billions and trillions of stories within it. A city is a living thing just as much as it's an umbrella under which a rotating cast of characters are constantly imprinting themselves. It is vital precisely because it houses, responds, and engages with an ever-changing

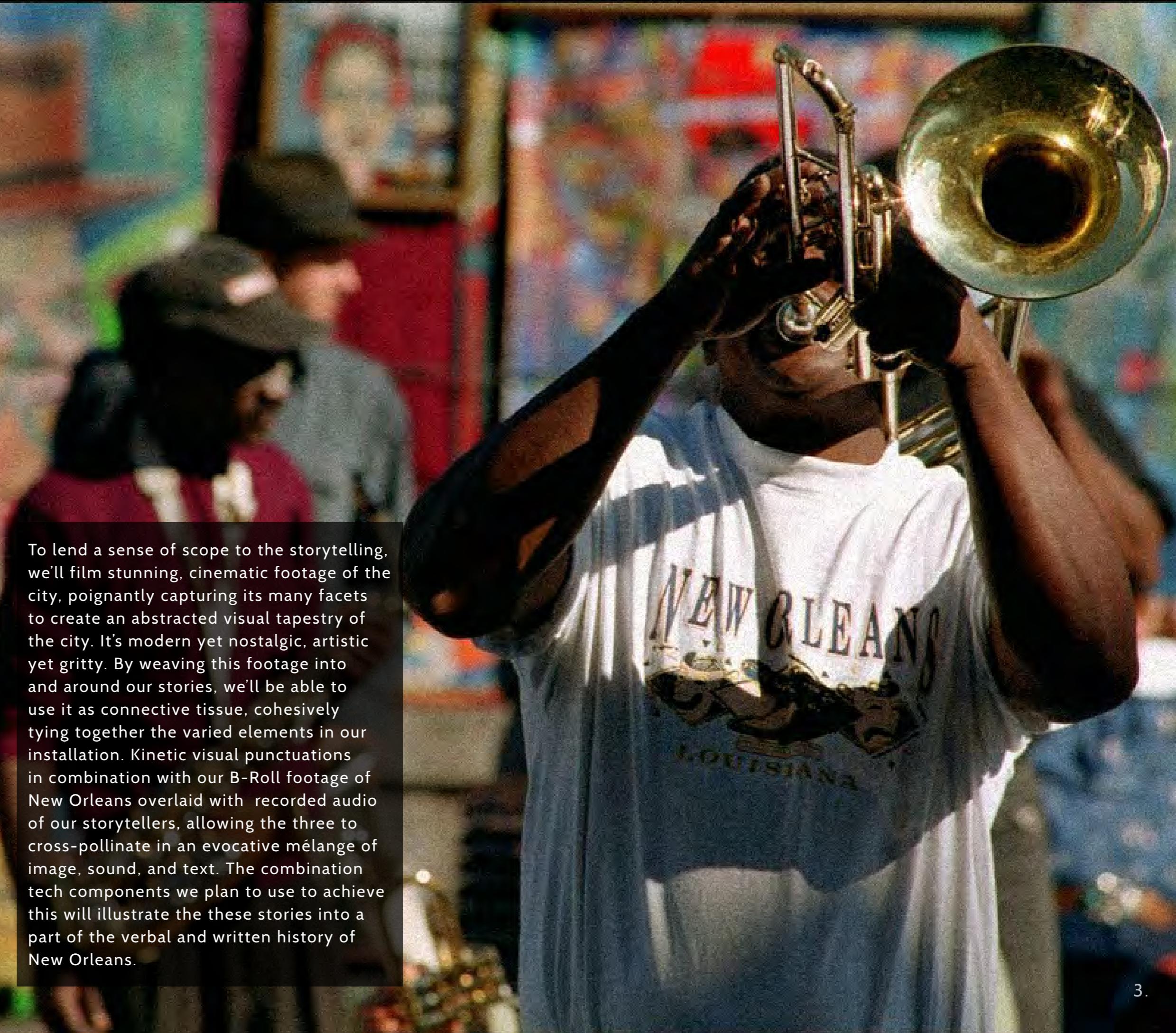
pool of people, all teeming with stories of their own. And no city does that with more panache and distinction than New Orleans. Those of us who carry New Orleans in our hearts understand that New Orleans is so much more than the things it's known for. It's more than Bourbon street, more than beignets, more than Jazz Fest or Mardi Gras. And it's certainly more than the glossy image the tourism industry would slap onto it. New Orleans is soul, it's grit, it's decaying beauty and there's almost always a lagniappe. This is an exciting opportunity to honor the New Orleans we know and love, telling the tale of its' past 300 years through spoken snapshots of what it is to people today, right now -- from the inside out. Thank you for thinking of us for this.



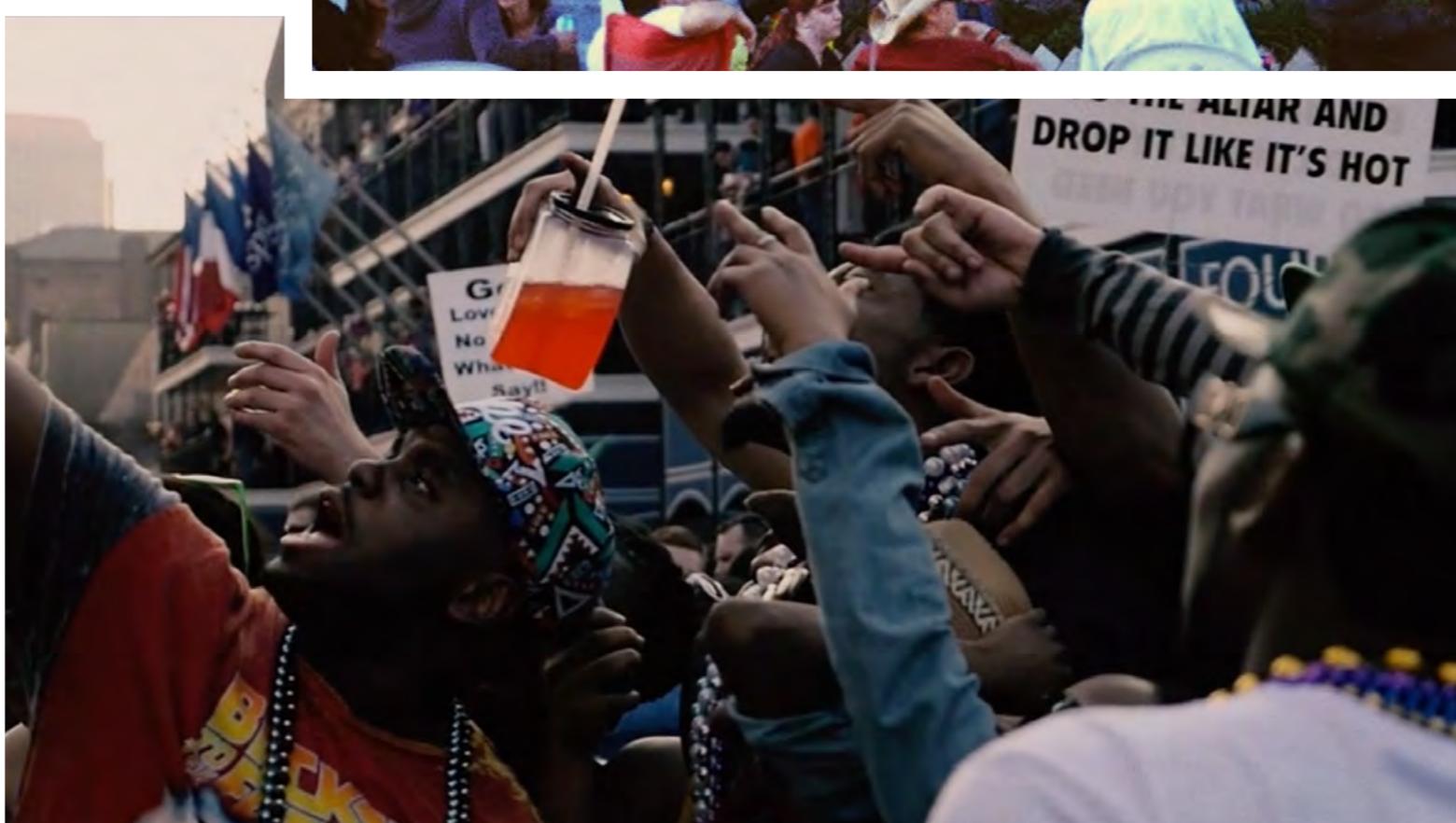
APPROACH

THE BEAUTY OF THIS CONCEPT IS THAT IT'S AS MUCH ABOUT THE POWER OF STORYTELLING AS IT ABOUT THE POWER OF STORYTELLERS.

From the most storied parts of its history to the most quotidian slices of daily life, we want to look at the city through a textural, nuanced, and honest lens, that's not without a hint of poetry. New Orleans is a city of such lyrical depth, such magic, such soul...so we want to capture that. Our goal, then, is to contextualize the stories that people tell in a way that simultaneously frames them historically, and also elevates them artistically. Like the city itself, every element we shoot, salvage, design, or build for this project should feel richly detailed and evocative, imbuing it with sweeping grandiosity and startling intimacy all at once. So in our physical spaces, our video footage -- in every single inch of this project -- there should be something raw about what we see, hear, and touch. A sense that the physical spaces inhabited by these stories reflect the mysticism of the city alongside its contradictions, legends, and memories.



To lend a sense of scope to the storytelling, we'll film stunning, cinematic footage of the city, poignantly capturing its many facets to create an abstracted visual tapestry of the city. It's modern yet nostalgic, artistic yet gritty. By weaving this footage into and around our stories, we'll be able to use it as connective tissue, cohesively tying together the varied elements in our installation. Kinetic visual punctuations in combination with our B-Roll footage of New Orleans overlaid with recorded audio of our storytellers, allowing the three to cross-pollinate in an evocative mélange of image, sound, and text. The combination tech components we plan to use to achieve this will illustrate the these stories into a part of the verbal and written history of New Orleans.









IN ADDITION TO THE CONTENT OF A STORY, THE MANNER IN WHICH A STORY IS TOLD WILL ALSO AFFECT THE WAY OUR AMPLIFIER DRAMATIZES IT.

When your voice rises in excitement, the colors you see will get brighter and bolder, if you gesticulate wildly, the images around you might jolt in reaction. Your intonations, movements, and volume will add color, pace, and life to the film that we capture; so you could tell the same story multiple times and never see the same film.

The experience of telling a story as it is visualized around you will be truly one-of-a-kind, and will lend itself to instantly sharable content that is as unique as it is eye catching. But beyond all this, the physical structures in which our stories are told will also radiate with history and dynamism. Using shipping containers as our base, we'll add recycled elements like reclaimed wood and living walls, celebrating the stories that those objects hold within them even as they live on in our structure. We'll also take an imaginative approach toward typography, using found objects to add history and richness to our branded lettering. The booth itself will be a photo opportunity both in mobile and our airport booth, Its presence will help create buzz around the event and draw attention to our 20-25 featured films. The true beating heart of this project is the storytelling experience itself, in which you co-create a piece art simply by verbalizing a memory of the city beginning with the words, "One time, in New Orleans."

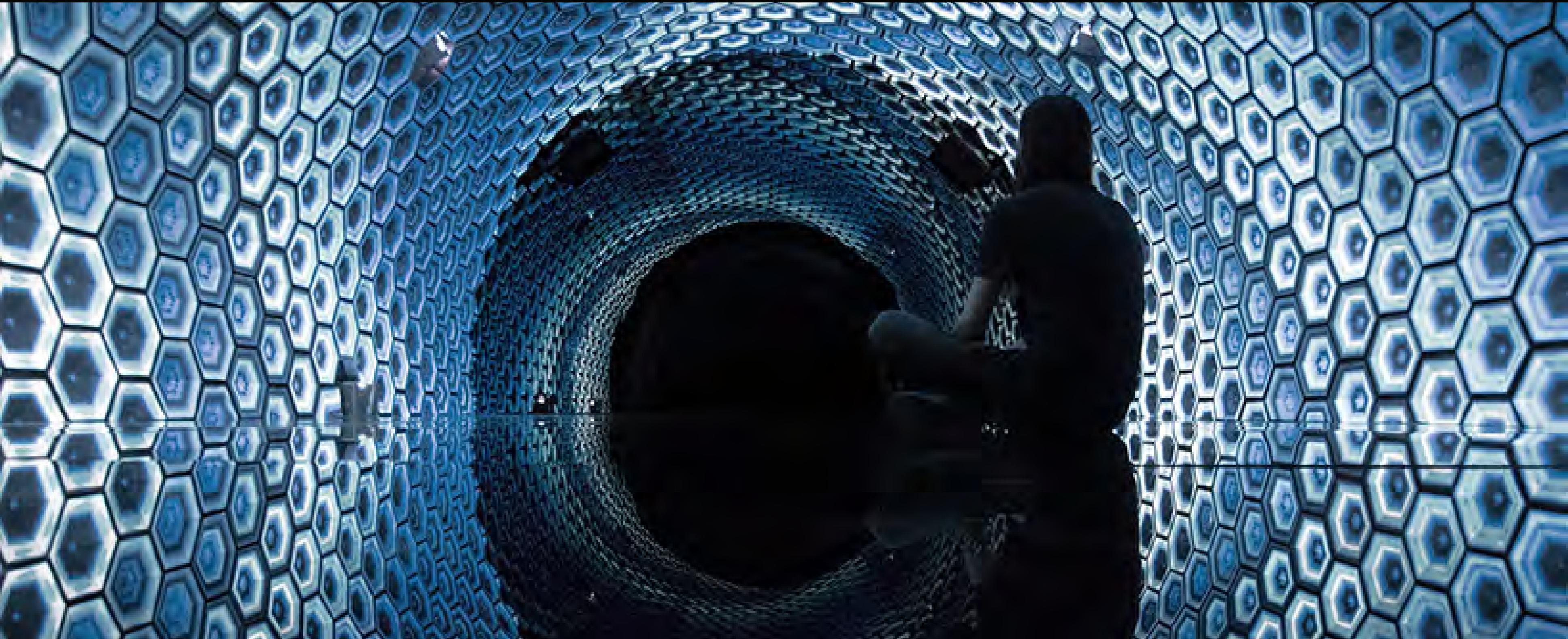
KINETIC STORYTELLING: A REACTIVE VIDEO EXPERIENCE

WE'RE GOING TO CREATE A NEW KIND OF RECORDING
BOOTH HERE...

One that has a two-way conversation with its' users, turning a personal story into a multi-sensory cinematic experience.

To accomplish this cutting edge installation, we're going to use a cutting edge technical approach by baking Artificial Intelligence right into the build. With the help of A.I..., the booth truly becomes a storytelling amplifier, able to choose from a huge array of tools at its disposal to help enhance a story as it's being told. We can use audio decibel sensors so volume differences can alter the color in the room. We can use Kinect to make our storyteller's movements translate to graphics or filters within the space. We can even use keyword recognition to highlight words like "Love," "Bourbon Street," or "Jazz," and respond with specific visuals – like setting the background in the French quarter, or making hearts flow off your chest.







When users first step into the booth, they'll see a quick video explaining how it works, so they have a sense of how the amplifier might respond to them if they move, yell, laugh, etc. They'll on-board with their name and a few details about their story: like selecting a general category (history, nightlife, food, etc) and inputting location in which it takes place. Then, they're off. The phrase: "One time, in New Orleans" is a required trigger to activate the amplifier. This is not only an authentic way to reinforce the branding of our campaign, but will also guarantee we have footage of everyone saying that phrase, which we can later

use in an anthemic master cut. As they tell their tale, they'll see swirling colors, shapes, and our gorgeous B-roll footage of the city projected on the walls around them, illustrating and complementing the words they're speaking. The booth will respond to the content of their story (by detecting keywords) but also the emotion of their story (by reading vocal intonation, gestures, and volume), making it a uniquely compelling experience. We might even consider having 2 to 3 cameras set up at different angles in the booth, and programming the A.I. to live-cut between them to create a dynamic video each time.

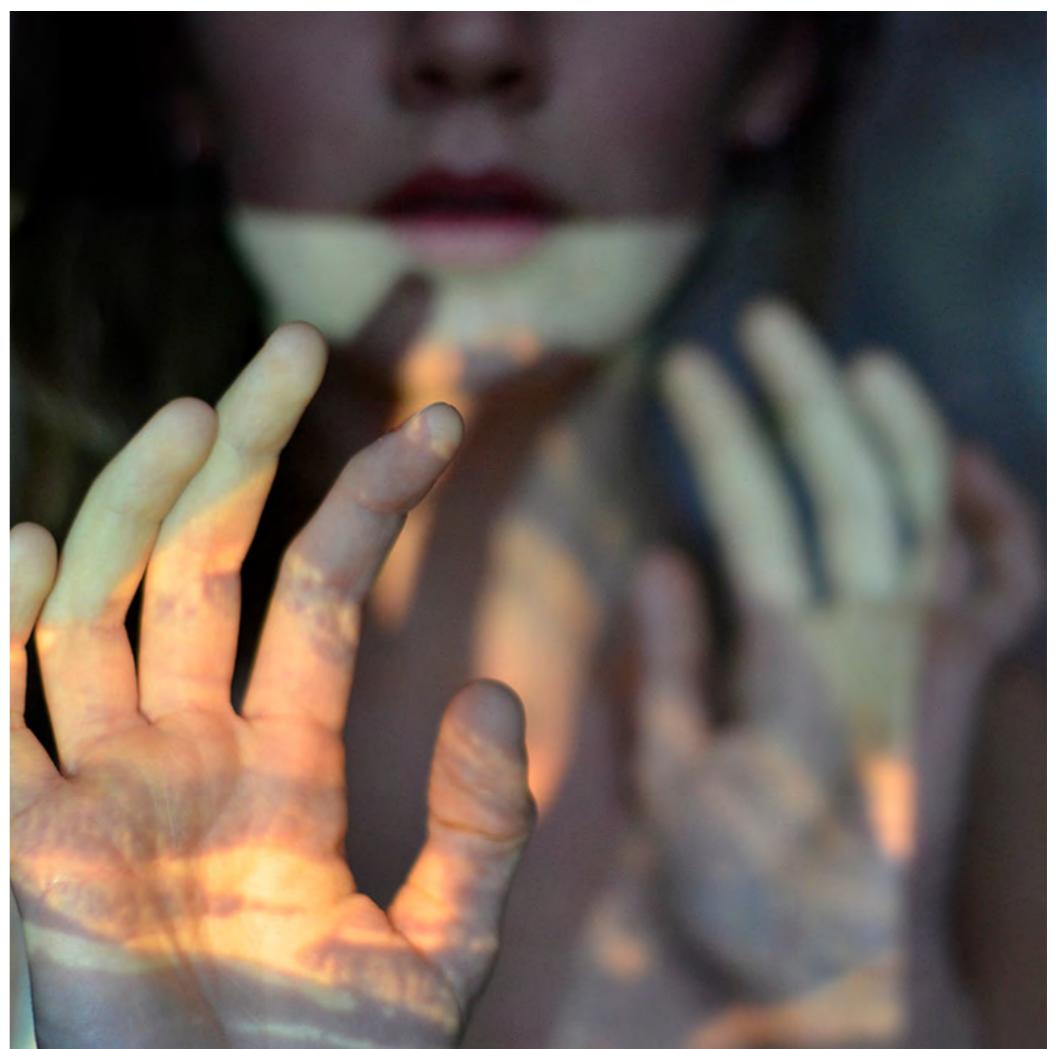






AS WE CONTINUE DEVELOPING THIS TOGETHER, WE'LL COLLECTIVELY DECIDE WHAT THE TIMEFRAME SHOULD BE FOR OUR STORIES.

Perhaps it's 2 minutes – ensuring that we allot enough time to get to the heart of a story. The stories that blow us away will be the ones that we dig back into for the 25 additional films. The stunning, cinematic imagery that we'll capture around New Orleans will not only be used to create shareable double exposure films but they'll also be used to shape and build those 25 featured films. We're even hoping and anticipating having enough beautiful moments from great stories captured in the booths to create one big anthemic film when it's all over.

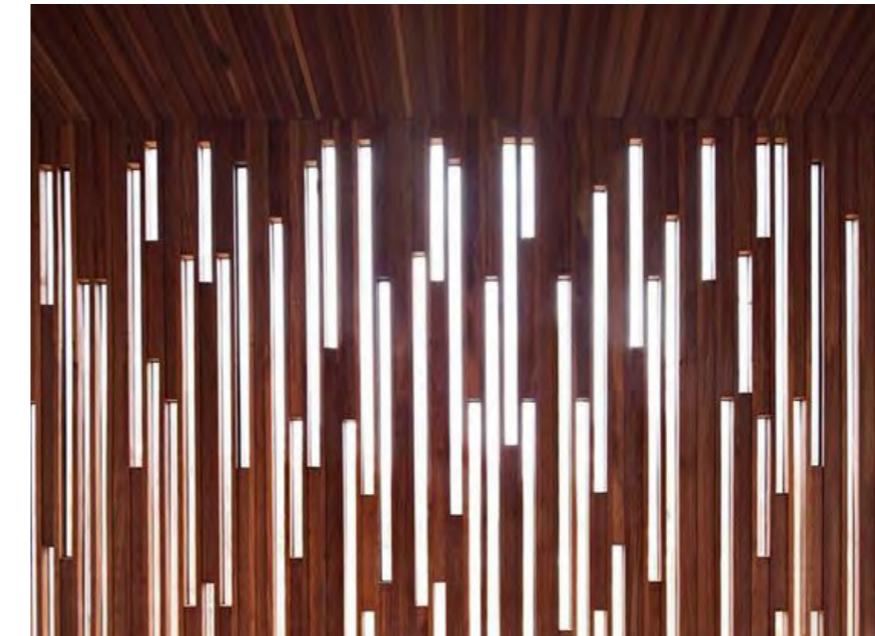


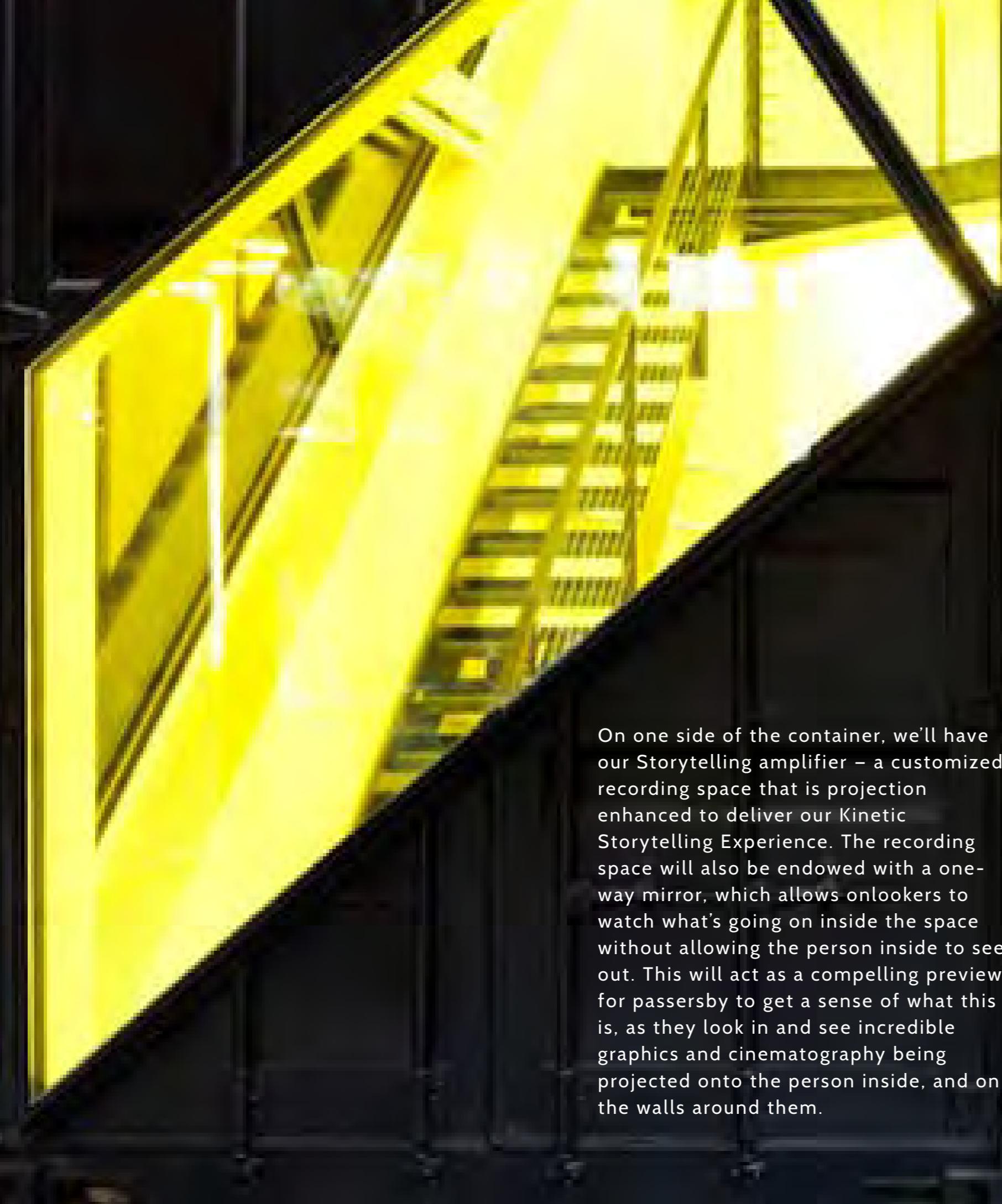
BOOTH AESTHETIC

THE DESIGN OF OUR BOOTHS WILL BE CLEAN, INTUITIVELY FUNCTIONAL, AND CLASSY, WHILE MAINTAINING A RECYCLED/ RECLAIMED AESTHETIC THAT LENDS AUTHENTICITY TO THE TONE OF THE EXPERIENCE.

That feeling of elegant grit should radiate through our spaces, with a warm sense of texture that feels true to New Orleans. That might mean adding some corrugated steel, reclaimed wood, a weathered panel of leather, live plants, typographic lettering, or some vintage details to our design. Whatever we include, we want to use materials that have a sense of meaning and purpose – materials that speak to the history and culture of the great city we're representing.

On the exterior of our container, we'll install the phrase "ONE TIME, IN NEW ORLEANS," with letters that are made from reclaimed wood, metal, musical instruments, found objects, books, or even plants. The individuality within each letter can make for a unique juxtaposition to the colder more industrial feel of the shipping container.





On one side of the container, we'll have our Storytelling amplifier – a customized recording space that is projection enhanced to deliver our Kinetic Storytelling Experience. The recording space will also be endowed with a one-way mirror, which allows onlookers to watch what's going on inside the space without allowing the person inside to see out. This will act as a compelling preview for passersby to get a sense of what this is, as they look in and see incredible graphics and cinematography being projected onto the person inside, and on the walls around them.

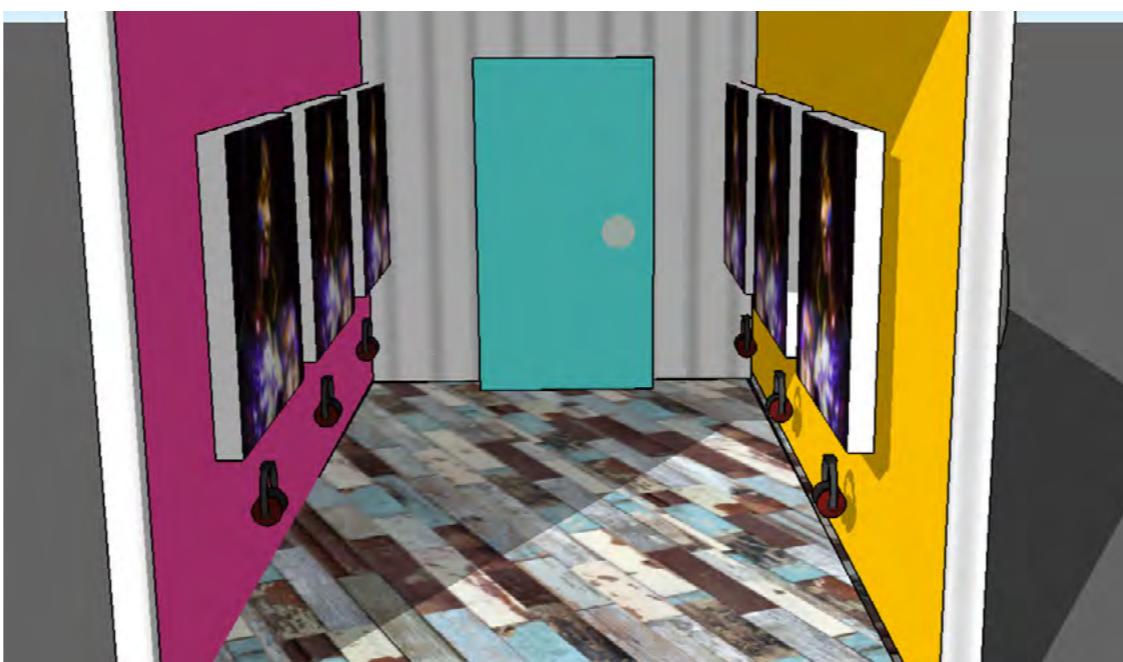
THE MOBILE BOOTH

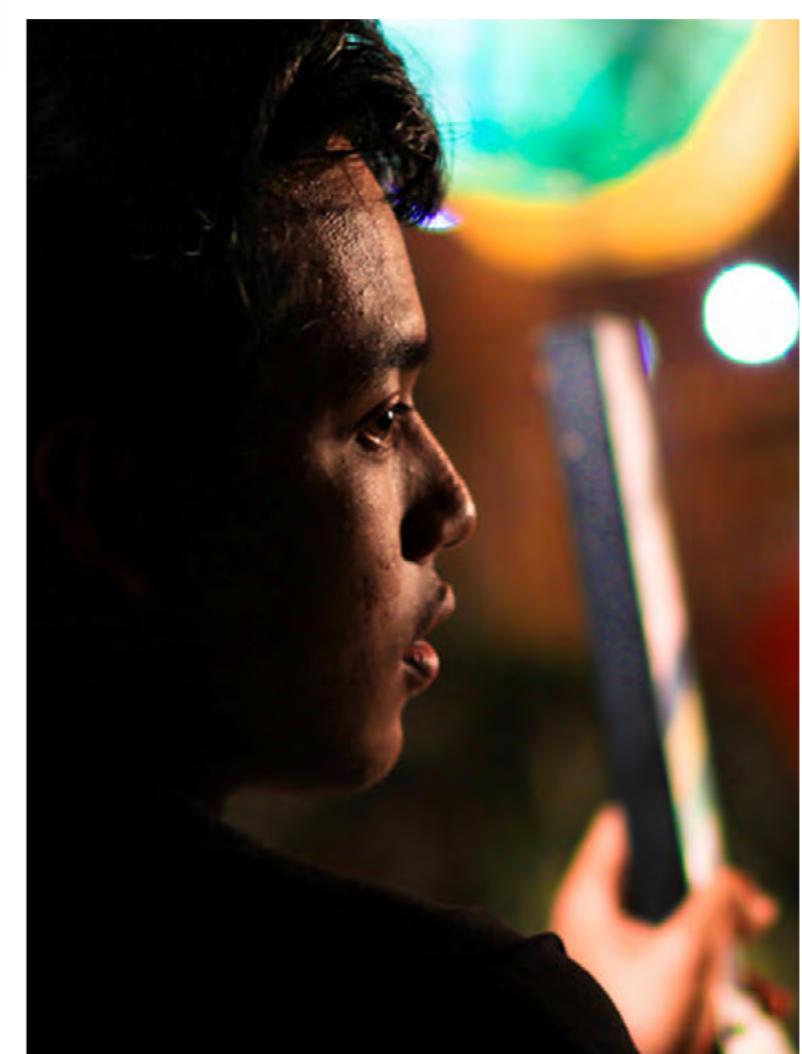
OUR MOBILE BOOTH WILL BE ONE SHIPPING CONTAINER, APPROXIMATELY 48 FEET LONG.

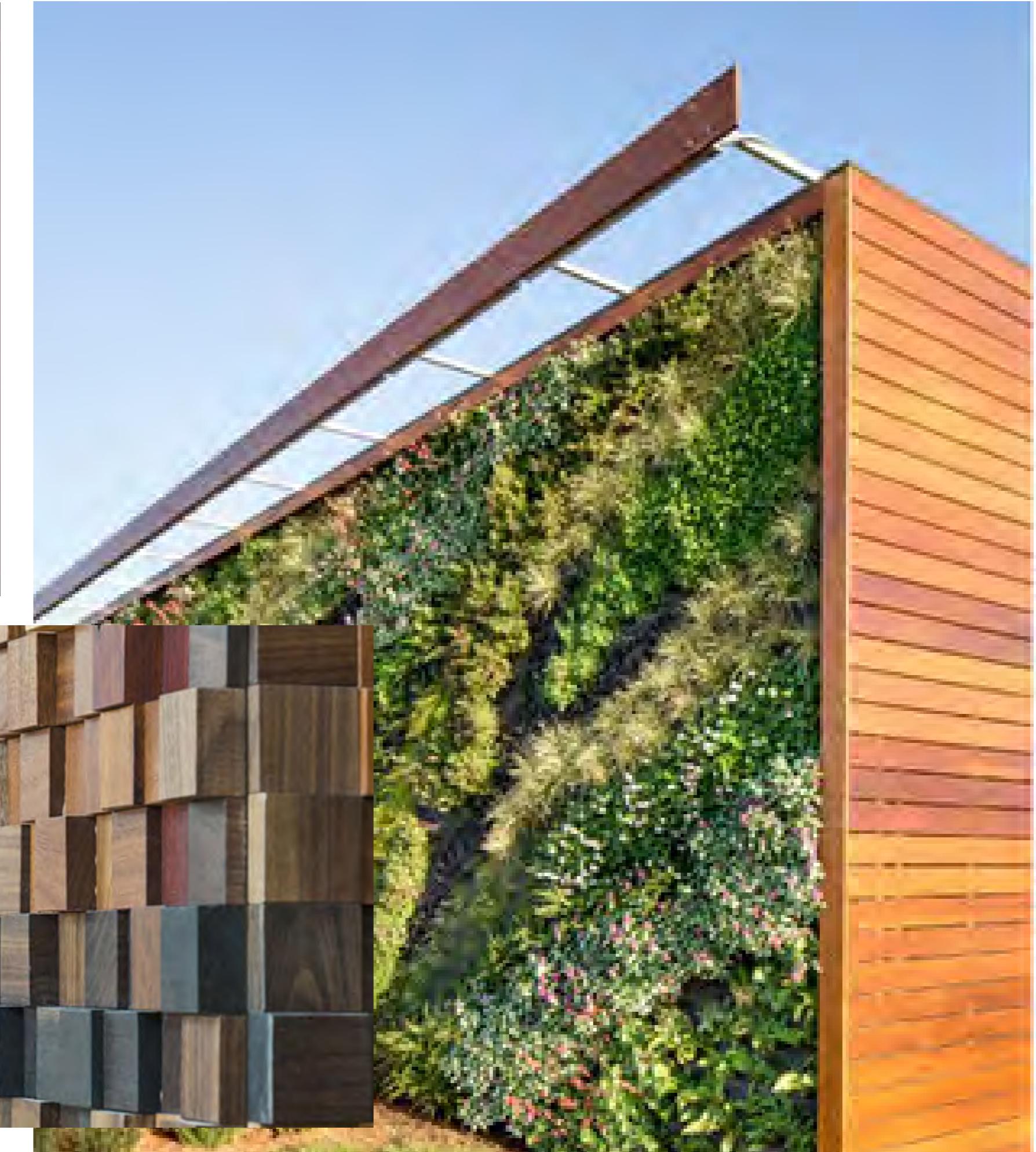
By giving outsiders a view into how immersive the experience is, we'll encourage more people to participate. Half the container will function as 'the experience' while the other half will function as a more distant 'look at the experience.' The exterior of the container will display branding, as well as an archive, with multiple LED screens that allow you to view past recorded stories (the featured 20-25 we like best). These are viewed individually and with headphones, offering a more personal experience. In addition to the external walls of the container being used for branding, they will act as potential photo opportunities for passer-by-like videos of the stories.



MOCK UP OF THE MOBILE BOOTH





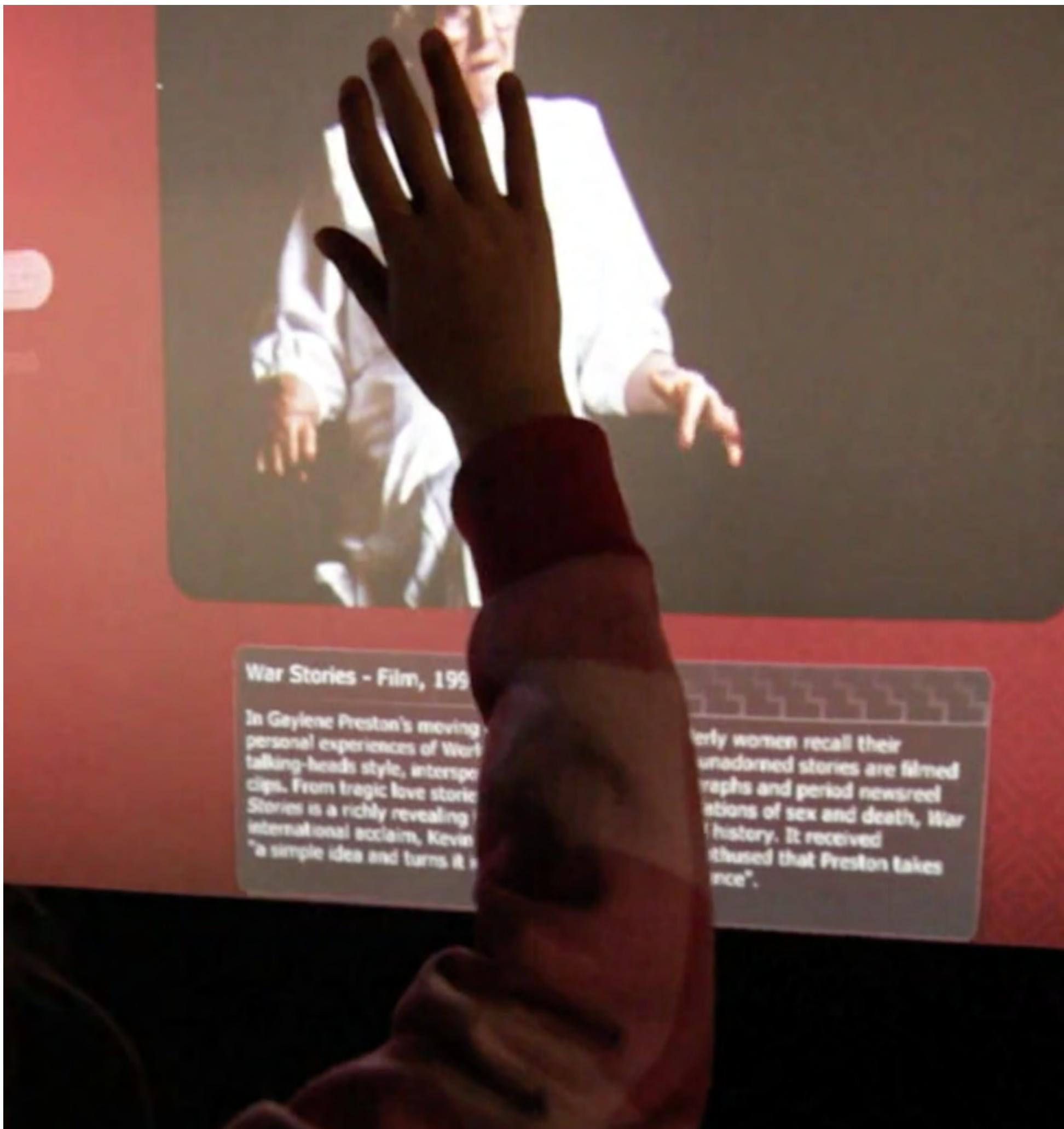




THE AIRPORT BOOTH

THE AIRPORT BOOTH WILL BE A SMALLER VERSION OF OUR MOBILE BOOTH, COMPRISED OF ONLY ONE CONTAINER, WITH AN ADDITIONAL KIOSK TO VIEW PREVIOUS STORIES.

Outside of its smaller scale, however, it will be a virtually identical experience (excluding the garden/ hang zone). We would enjoy playing up the recycled lettering element or art design with this one, since it won't move around. Also since folks might have some time to kill, we will make a few comfortable seats where people can sit and curl up with some stories before they catch their flight.



War Stories - Film, 1999

In Gaylene Preston's moving personal experiences of War talking-heads style, interspersed with clips. From tragic love stories, War Stories is a richly revealing international acclaim, Kevin "a simple idea and turns it into a

terly women recall their unadorned stories are filmed in period newsreel situations of sex and death, War history. It received the accolade that Preston takes precedence".



B-ROLL APPROACH & LOOK

ONE THING WE REALLY PRIDE OURSELVES ON IS BEING ABLE TO INFUSE STORIES WITH EMOTION IN A WAY THAT FEELS HONEST AND PERSONAL, AND THIS NOLA B-ROLL WILL BE NO EXCEPTION.

We also want this footage to be incredibly artful and cinematic. The camera language will be poetic and immersive, creating a sense of nostalgia for New Orleans.

Staying present in each location and vignette, we'll capture and craft moments that are spirited, sincere, and intimate. We won't avoid the iconic scenes of New Orleans, but we'll capture them in a new light. We want our audience to feel completely immersed in the worlds of these personal stories being told to us about New Orleans. The viewer should feel like they're able to soak in the experience as it happens, creating a sense of spontaneity that drives each moment and allows the different personalities of New Orleans and the visitors of New Orleans to shine through with a true-to-life tone.

Our lens will be searching for that infectious laugh of an older lady in the French Quarter, for a dynamic frame of the Mississippi River with a riverboat pushing through – and we'll be there moving through the little hidden corners and corridors alive with patina and grit.









THIS FILM WILL BE STUNNING AND CINEMATIC WITH A RAW TONE AND EXUBERANT ENERGY.

These aren't sombre or heavy-handed vignettes, but rather, spirited and stunning slices of New Orleans.

It will be rich in contrast, textural, and slightly stylized. We don't want super sharp HD. We want to soften our image and give it some character. We love to beat up digital footage and make it look more like film. We've got some great combinations of lenses and cameras that give us that desired aesthetic.

While keeping things fluid and intricate, we envision most of this film to be shot handheld with an easy rig. There's a fine line between good handheld and distracting camera work that feels shaky and docustyle. Our team knows how to do it with a graceful touch.





SHARING

ONE OF THE THINGS THAT'S SO EXCITING ABOUT THIS APPROACH IS HOW IMMEDIATE AND SHAREABLE IT IS.

The visual of the double exposure we'll create with each story – our storyteller inside the booth with cinematic imagery overlaid atop their face and environment, punctuated by text and graphics – will lend itself to instant screen grabs, which users will receive directly upon stepping out of the booth. So right away, users have a totally unique image to share out to social media. Shortly thereafter (depending on the moderation tools we decide upon), they'll also receive the full recording of the story they told, which they'll be able to share out as well. Given the gorgeously engaging visuals of screen grab/ video they'll receive, we have no doubt our #onetimeminNOLA hashtag will be overflowing with content. It's also worth noting that, because of the singular nature of every story, and the fact that the amplifier responds to the minutiae of people's speech patterns and emotionality, users really can tell the same story and get different results. Or better yet, they can tell multiple stories and get different results! It's an experience that lends itself to repeat users, and to users sharing out videos from other users that are particularly compelling.





IN CLOSING

FOR A GROUP OF STORYTELLERS AND NOLA LOVERS (SOME OF US ARE EVEN NATIVES), THIS IS TRULY A DREAM PROJECT.

Beyond the thrill of accumulating these richly human stories of love, loss, pleasure, pain, and the one-of-a-kind city in which they were born... this project also offers us a chance to invigorate people about the power of storytelling. It's more than a homage to New Orleans. It's a contribution to the city's present and future. We would be honored to work with you on this epic endeavour, and look forward to continuing the conversation.

