



In Conclusion

A Documentarians sincerity. Absurd & Muted behavior specificity. We are not pitching jokes. We are pitching human malfunction under order. The humour must feel accidental, and build towards a cacophonic fervor. Body language is calm, symmetrical and in want of balance. We will let each frame run longer than it feels polite. One tic per frame. No cutting away early. If a tic feels uncomfortable to watch for 2-3 seconds, that for me is correct.

We're slowing it down so the audience notices themselves before we point at them. We're observing what an obsession with an idea is quietly doing to them. And most importantly, the humour will work, if we trust discomfort. We are distilling. And distillation is exactly what Glenfiddich stands for.



Ties, overview