

Editing

Beyond the casting and art direction, I think the editing is a way that we can give the piece a signature feel. Playfulness, and awkward pauses cut against rapid fire questions and funny cutaways will create a signature rhythm to the piece that we will be able to replicate with each installment.

Blending interview questions with mood shots of the room and it's accent pieces. Rapid fire questions with short sometimes one word answers.

Hot Ones, Vogue 73 Questions, I.D. Meets



Product

(Furniture placement)
Bring something totally unexpected to the idea of home.

The product placement will be discreet. It will be seamlessly integrated into the film. But will essentially be the 3rd character in the films. Through beautifully shot cutaways of unique accent pieces as well as the entire set of the films, CB2 aesthetic will come through in the feeling of the films. And through some eye catching details.

It will always be with one of our characters interacting with the furniture so it should never look forced.
Seamlessly integrated into the overall

aesthetic. The bed will always be present and we will have enough coverage of the room that the furnitur

