



OVERVIEW

Design is something which affects our subconscious at every moment of the day. Whether we realize it or not, a space creates an experience which not only shapes our mood but has the power to create harmony or discord. dPOP! is a company which gets to the heart of their clients' culture in order to create designs which are not only breathtakingly beautiful, but personally meaningful as well.

This 2-3 minute film will be a showcase of the elegance, sophistication, and craftsmanship of dPOP!'s portfolio of spaces. Startling visuals will gently lead the audience down a rabbit hole into the fantastical world of dPOP! workspaces. Afterwards, the film will show a glimpse behind the scenes of the dPOP! team developing designs at every stage. A supporting voiceover will give insight into dPOP!'s design philosophy and unique approach to working with clients. By the end of the film it will become clear to the viewer that there is dPOP!... and then everyone else.



WOODWARD
ORIGINAL



STYLE

As a complement to dPOP!'s bold and innovative designs, the stylistic treatment of this film will take an equally unconventional approach. Rather than show dPOP!'s designs with stark documentary realism, this film will take an expressionistic style which elevates these spaces as more than just a space.

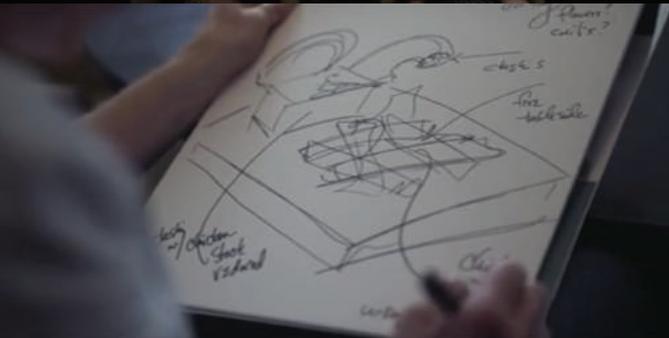
A surreal tone will be created by dreamy coordination between graceful camera movements and perfectly-timed entrances & exits of people's choreography. This will give viewers a sense of the harmony which is created between people and dPOP!'s design. The viewer will feel a contagious energy as though they've been whisked off their feet into the magical world of dPOP!'s designs.

REFERENCES

The craftsmanship of interior design will be approached similar to the way the culinary arts are depicted in *Chef's Table*.

[Chef's Table - Season 1 Opening Credits](#)

The magical realism of the film and the sophistication of dPOP!'s designs will be complemented by a classical music score reminiscent of a waltz.





MUSIC REFERENCES

Suite Bergmanesque: III. Claire de Lune - Claude Debussy

Blue Danube Waltz - Johann Strauss

Spartacus Suite No. 2: I. Adagio of Spartacus and Phrygia



SCOPE



Budget: \$50,000

One 3-minute deliverable
Two days of production
70 hours of post-production

6 Locations

dPOP HQ
QL 615 Lafayette Lobby
QL 615 Lafayette Lobby (Fort Street)
QL 615 Lafayette Office
Playground Detroit
Globe Tobacco Building