



W O R D S E A R C H

ONE BARANGAROO

D i r e c t o r ' s T r e a t m e n t

Introduction

We'll bring this story to life with a bold authenticity and vibrant energy, coupled with a sense of Crown style and elegance.

As always, your strong, clear storyboard will be the compass that guides us through the acts in the visionary tale behind One Barangaroo.

This account needs to be told by the key creators of this project: the biggest and grandest of all grand designs. This film is the unfolding of how – together – they've achieved something that, at times, seemed almost impossible.

We have made many films for real estate, and experience across dozens of new developments has taught us that every one has something unique in its make up. Location, architecture, design, connectivity – all play a part in defining a building's unique fingerprint.

One Barangaroo has all these qualities tenfold. Moreover, it's a story evolving on a world stage. Quite simply, there can never be anything else like it.

It's crucial that we bring the international scale of the project to the forefront. We want our film to stand out as much as One Barangaroo itself will, on the Sydney skyline.

So, we completely agree that meeting our creators in their native environment, as well as showing them on site at this iconic landmark, will help define the depth of scope of this undertaking.

The locations give us an opportunity to add sense of scale and dimension to our film: New York, Bali, London and probably Singapore. Each contributing through its own distinctive character.

For us, all this is a given, we want to go on and enhance the real storytelling with a simple visual motif that only One Barangaroo can own.





Approach —

We propose travelling to all locations with a core 3 pax crew: director, DoP and producer. Smart, efficient, flexible, fast. We've worked together on several similar projects, and operate with a short hand that maximises our ability to capture good footage.

In this instance, even more important than speed and adaptability is consistency across multiple locations. This approach will give us the ability to maintain a consistent look and feel to all material, and maintain optimal control of the quality of the end product.

We will pick up local support crew as required, balancing both cost efficiencies and quality concerns for the best outcome.



Interview —

It is One Barangaroo that drives this story but, for this film, it is the project's creators that will bring the journey to life on screen.

They should be captured in their respective environments. We want them to feel natural and comfortable. This should feel more like a conversation than an interview.

Your storyboard has a well-defined script direction, which will be our guide. However there are various areas worth exploring around the interview technique, which can produce remarkable results.

We are always mindful that our subjects are not actors, and may behave unpredictably in front of the camera. We need to give them the latitude to show us their best, but also be able to guide them to concisely expand on the narrative as required.

We would like to work with you to create a set of interview questions, that not only lead us to the answers we need, but will also allow us to augment our film with the insight and passion that can only come from the creative team that has raised this building from the Sydney Harbour foreshore.

Various documentary devices can work to transition the story between disparate locations:

- Use a narrative voiceover, as suggested in your brief
- Move forward between transitions with careful work on interview direction and edit. (This can be a really useful method to emphasise the role of each stakeholder in driving the development to completion.)
- Use supers to introduce each act / chapter.

The most effective strategy will reveal itself as we move through the production process.

This is the beauty of documentary: while planning and structure are essential to the success of the shoot, often we find the real words coming from our interview subjects' are ultimately more insightful than anything we script for them.

This is a rare opportunity to portray the essence of the creative team's attitude to a project of this magnitude. It is their passion and honesty that will help our film truly resonate.





Supplementary Footage —

Context pushes narrative to work harder. With this piece we have the privilege of showing our subjects in their environment, and to realise the full potential of the range of extraordinary international locations.

So, we can capture great architecture, great interiors, great landscapes; and also our protagonists actually inhabiting their work, rather than just cutting away to stock. It is these elements that will take our film to another level.

Ultimately, we will end up with more footage than we can use for our edits now, so this can become a significant resource for additional content.

Visual Language —

Talking heads in film content can be powerful, but in order to tie together the different personalities, experiences and locations, I believe it is essential that we find a device to engage the audience as the story unfolds. We have access to an ideal motif: an intrinsic element of the design of One Barangaroo is the arcing sinuous curve that defines the astonishing 257 metre tower.



Every truly memorable story has an amazing twist

The twist: a subtle, visual motif that will resonate through our film.

This form conjures up the helix that defines our individuality; the elegant curve of a seashell; the crisp curve of a backlit breaking wave. A propeller cutting through the air; or the organic swirl of a vine reaching for the sun – even the twist of lemon peel in a Martini.

Using this motif, we will subtly connect the acts of our film together into a cohesive and compelling narrative. Joining together all that has brought this incredible, almost impossible building to reality.

We'll find a way to include a subtle signature twist element in each of our interviews, with each reference hinting at the collective source inspiration. For example, the twist of a branch in our interview with Dennis Selinger; spirals of pasta or the twist of a corkscrew in our interview with Guillaume.

Thus the form of our building becomes integral to the story of its creation.





Technique —

Beyond the incredible location, the exquisite interior design, the stunning landscapes, and the sheer ambition of the building, it's the twist that will make One Barangaroo a true landmark of the world skyline – a globally significant building.

As we shoot we will plan to incorporate a few simple, twisting camera moves that will echo the unique shape of the building. Not tricky, not overdone, but an occasional device to help us move between scenes, and in and out of render sequences.

Post-Production —

All the relevant sequences requiring post-production will be shot with transitions and compositing in mind. Especially the scenes where we see the building emerge from the foreshore.

Further, in our usual collective approach, all camera techniques will be planned with our post team, ensuring seamless composition and animation.

Edit —

The story will be exactly as long as it needs to be: with no unnecessary fat, but covering every point.

Your structure, as briefed, is a strong base that we will use to piece together this edit. The interviews, our subtle motif, allowing us to move between scenes and through transitions, all this will result in an engaging, intimate (at times), dynamic and visually rich documentary depicting the journey of how One Barangaroo came to be.

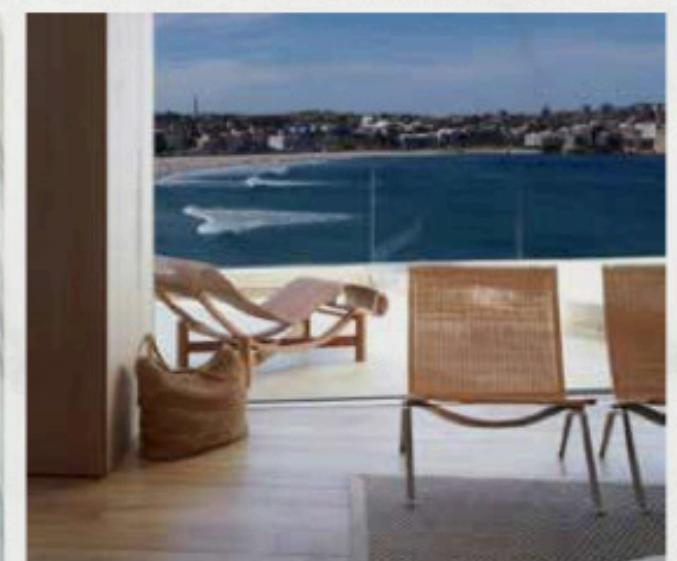
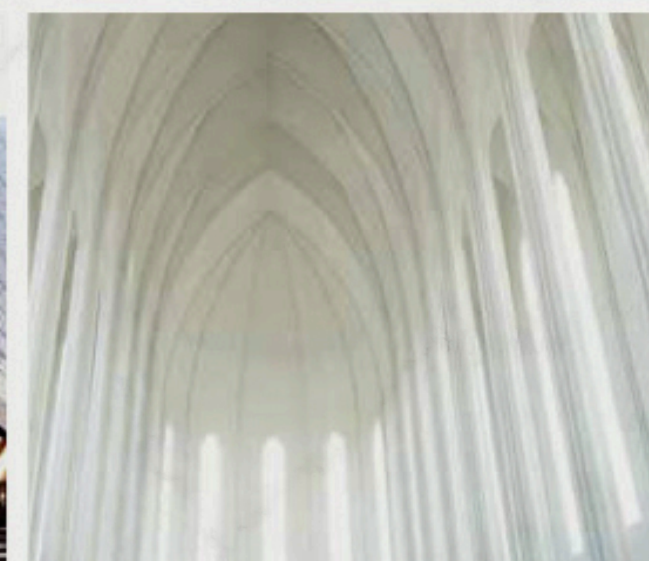
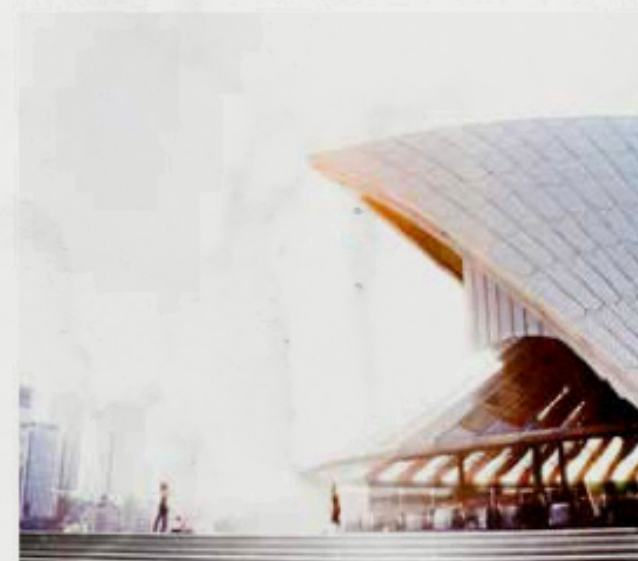
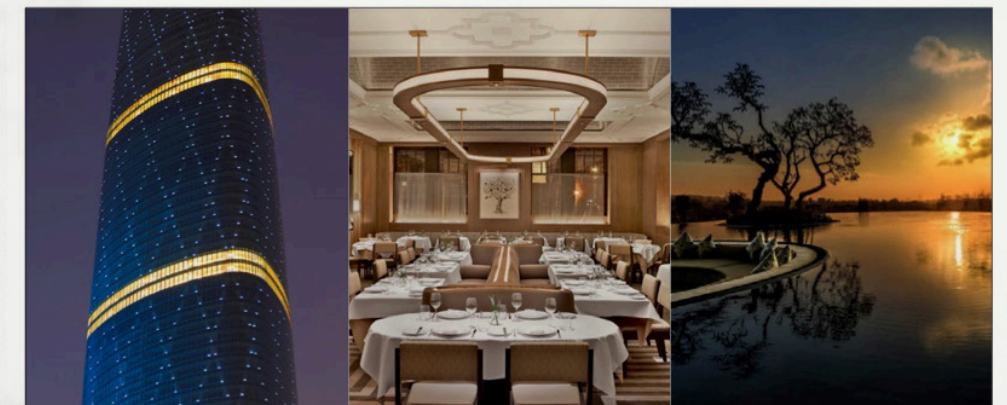
And leave our audience wanting to know more.

Colour & Grade —

The visual identity for the One Barangaroo project will certainly have a strong influence on our grade.

However, weather and lighting conditions in New York and London may be unpredictable. We may be able to use this to our advantage: exploring the creation of a dramatic shift in colour from our autumnal overseas footage, to the clear light of summer Sydney; thereby reflecting and augmenting the change in mood and energy of the narrative.

Even in moodier scenes we will include a hint of the blue and white colour palette of the visual identity.





Music & Sound —

Music is an evocative, emotional part of any film, and the storyboard here has some very specific pace shifts.

We will search libraries for something that works here, but it may be worth investing a little more to have our own track composed to accommodate our specific tempo.

Music will be a collaborative process, our approach to the track will develop as we get a clearer understanding of our end result. Essentially, it just has to feel right for the whole team.

— In conclusion —

We're going to create a dynamic and compelling mini documentary, revealing the complex, fascinating story of the creation of One Barangaroo – told by the voices that made it happen. It will have both energy and international flavour, and be an authentic reflection of the passion of its creators and the building itself.

I look forward to being able to discuss the evolution of this treatment further with you, as we learn more about the locations, etc. Like the subject of our film – this should be approached as a collaboration, the result of creative minds coming together with a single purpose. Our intent is to create a film that resonates with the scale and ambition of the project in way that is equalled only by the impact of One Barangaroo.

Thank you





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