

NIKKOR[®] Z[™]

NIKKOR Z 1.8 RANGE LENS

Promotional campaign

20.01.20

1.

PROJECT INFORMATION

Featured Maker

Sebastian Cox is a furniture designer producing timeless cabinets, tables and bespoke projects from his London workshop, with a focus on sustainable British hardwoods and coppiced timbers.



Key information

Key messages:

- Artisan filmmaking is as much a craft of detail and perfection as the artisanal crafts it seeks to capture
- The Nikkor Z 1.8 range Lens, it's exceptional imaging capabilities and it's place in the creative community.

Maximum length:

2.5 mins

Film mood



Film Overview

The aim of the film is to showcase the capabilities of the five new **NIKKOR Z f/1.8** prime lenses.

It will capture the work of British artisan furniture maker **Sebastian Cox** whose award-winning creations are mesmerizing in their natural detail and perfect in their execution. The film will follow the production of a highlight piece from his new collection "**Products of Silviculture**". The pieces are inspired by the local woodland Broome Wood, shaped on its lines and made with its raw timber. The film will be shot and edited in a style which is technically precise, captivating and cool.

2.

STORYBOARD

COLD OPEN - Reference: <https://cnn.it/2Upi09m> (Davide Quayola - Sublime 'antiquities' carved by robots)

Sequence of stylised shots to capture the artisan at work. Shots will be framed tightly, abstracted to create a sense of wonder, lit beautifully. The aim is maintain a sense of mystery at the start of the film, drawing the viewer in to the detail and building up to a final reveal of the character and his masterpiece as the narrative unfolds.

MUSIC:

Natural sounds building up in a staccato rhythm.. fast, slow, fast -cut just off the beat.



85 mm lens

Macro detail of Sebastian's hand at work with wood shavings in the air



50 mm lens - Macro filter

Wood shavings flying through the air



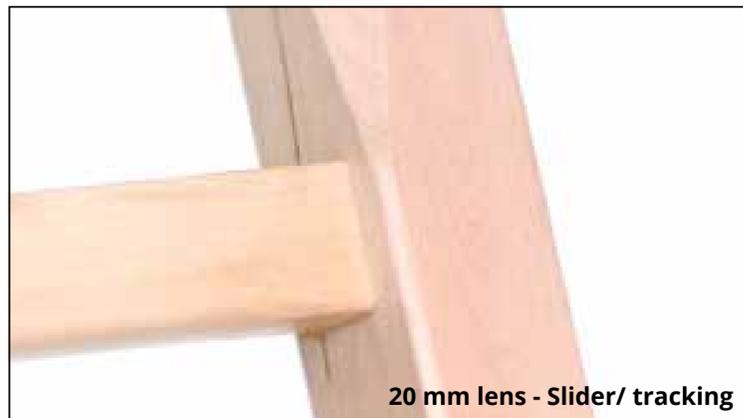
35 mm lens- Macro filter - Slider/ tracking

Macro shot hands preparing the tools



85 mm lens - Macro filter

Tight shot of tool carving to release the wood shavings



20 mm lens - Slider/ tracking

Macro shot of the final object



50 mm lens

Seb Cox felt-tipped onto wood



24 mm Lens

Wood pile



85 mm Macro filter

Tight shot of Sebastian's hands at work on machine with dust particles flying off

TITLES ON SCREEN

MUSIC:

Mysterious, warm, textured

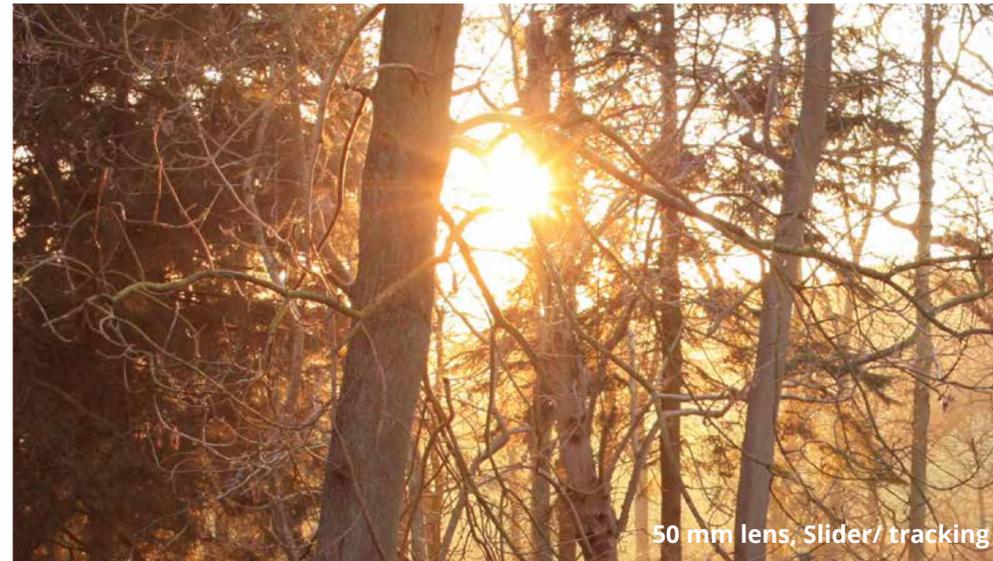


SEQUENCE 1: THE INSPIRATION

Location: The forest of xx where Cox sources his wood



Wide shot of the woodland with beautiful sunlight through the trees



Tight shot of the light through the trees



Macro shot of dew on the leaves/bark



Mid shot of Cox feet walking through forest



Mid shot of Cox looking up to the trees and the sky



Tight shot of the bark/wood

SEQUENCE 2: THE PROCESS BEGINS

Location: Inside Cox's London studio

As a new day begins the images from Sequence 1 find their context in the workshop. The process of building the object begins. In sequences 2, 3, 4 the most essential, visual shots will show the making of the object in as concise a narrative as possible. It ends with a reveal of the object.

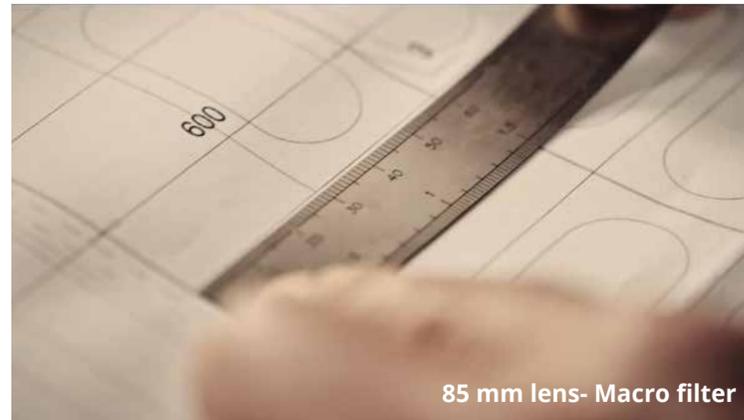
MUSIC:

Calm, building with a sense of activity beginning



50 mm Lens. Tracking/ slider

At the drawing board, the design process begins



85 mm lens- Macro filter

Detail Measuring shot



35 mm lens

Wide top shot Cox and design assistant at drawing table surrounded by objects of inspiration and previous designs



20 mm Lens- Slider/ tracking

Cox selecting raw material



24 mm Lens

Hands moving the wood around.



85 mm Lens- Slider/ tracking

Macro shot of the wood clicking into the workbench



35 mm Lens

Close up on Cox's eyes at work



85 mm Lens- Macro filter

Macro shot of Cox making first cuts into raw material

SEQUENCE 3: THE MAKING OF/ MATERIALS AND TEXTURE

Kettle boils in morning light, breaking natural silence, slow motion of macro steam particles back light for natural light.

MUSIC:

Music builds up to mirror the speed and complexity of the artisan's process



50 mm Lens. Tracking/ slider

Tea brewing



85 mm lens

Macro shot steam particles from kettle catch the light



20 mm Lens

Sipping tea on bench outside workshop



50 mm lens

Clock ticking on workshop wall



24 mm Lens

Tight shot Cox turns on mechanical machinery and the work picks up again



24 mm Lens. Tracking/ slider.

Wide shot Cox at work with machinery



35 mm Lens

Timelapse of clouds moving through the sky visible through workshop window



24 mm Lens

The lights change as the passing of time continues

SEQUENCE 4: THE FINAL PIECE REVEALED

MUSIC:

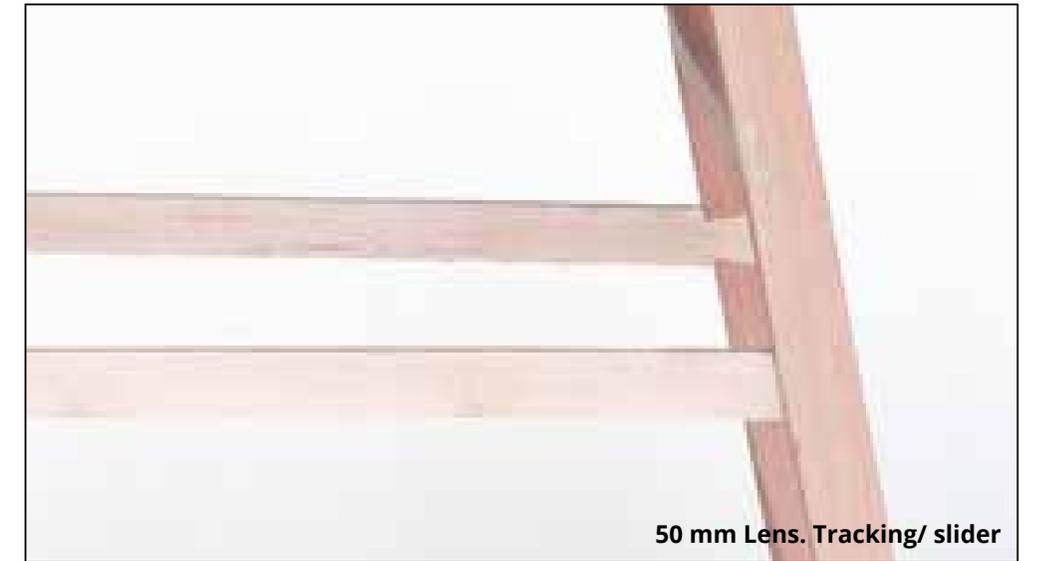
Music workshop natural sounds, as per opening sequence



Evening light in the workshop



Cox polishes/ finishing touches to final design – tight and mid shots under golden hue from bokeh of background interior lights.



Macro shots of the details of the object



See Cox's eyes looking through a detail of the object, tracking back to reveal object



Beauty shots of the object under dramatic lighting showing contrast and tone in the piece (4 squares)



Cox leaves workshop: tight shot light switches off, beautiful vintage lights fade slowly off.