

Director's Treatment

"Truth in Engineering". Audi's brand motto is more than apt to describe the concept behind this idea. Engineering is described as the art or science of making practical application of the knowledge of pure sciences, as physics or chemistry, as in the construction of engines, bridges, buildings, mines, ships, and chemical plants... hmmm, did someone say cars?

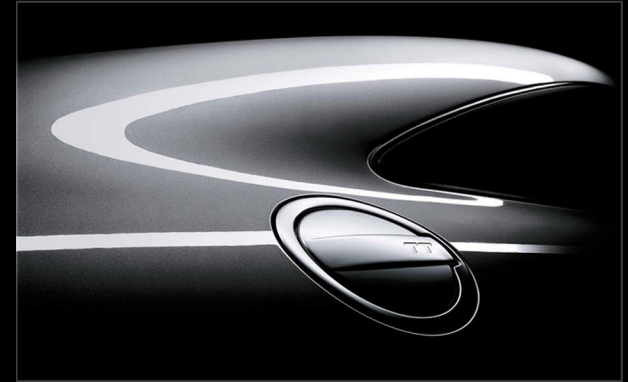
Borrowing from Audi's current campaign and looking into the design style for which Audi's marketing and brand are known, the wish is to create a surprising and elegant piece to portray the cars for what they are: gorgeous pieces of exceptionally complex engineering. With that in mind, the four rings of Audi's logo give us a unique opportunity to develop the visual style and tie the shots together with a flowing story-line. But that is not the whole story. Stylish lighting and sensuous movement combine to provoke the senses. In classic visual tension, we move from mysterious glimpses of our cars and slowly build up to a grand reveal. Let me explain.

Lighting is paramount in our execution. For a striking visual reference (courtesy of Limbert) please check this link: <http://www.youtube.com/watch?v=dGz8SUyZj7Q>

Created for a promo for SciFi Channel's *Battlestar Galactica*, and heavily influenced by UC Berkeley Paul Debevec's work with light probes, the light paints the subjects, in this case the actors of the show.

The overall design for our virtual set is based on Audi's logo of four rings. However, the rings are but one piece of a giant four-platform machine: Think time machine on "Contact" for inspiration. Concentric sets of circular platforms, nested within wider metallic rings provide the thrust for our story. They are the story, as we see next.

We start with black and slowly paint a bright swath that defines the sumptuous shape of the all-new for 2009 Audi TT, but as our eyes adjust to the light, we realize something is odd... the car is upside down, slowly rotating into view. We fade to black and as the light comes around, it paints the edges of the TT emblazoned aluminum gas cap and...



Cut to a close up of a dimly lit mechanism, two metallic rings slide past each other. The light fades and brings something new to look at, this time, as the light brings a new sexy shape into view, we realize it's the 2009 Audi S5. Once again physics seems to have been suspended, as the car rotates under us at an odd angle. It's not just the height of our camera that provides a sense of surrealism to the shot, but the combination of car motion and camera drift. Something is definitely not quite right in the picture. A close up of the shifter brings to our senses the brutal nature of the 400hp engine of the car, gas prices be damned... It vibrates slightly with the muffled sound of the exhaust...

We cut once again to a set of oily gears as they slowly exchange their stubby teeth in a "you first, no, you first" dance. We fade to black and are awakened by a growing chain of L.E.D. headlight lights. As the jewel-like innards of the lights get brighter, the camera continues to pull back to reveal the R8 sports car rotating sideways on a dark surface. As the car fills the frame and the light paintbrush continues to move, we reveal, in the out of focus background, the silhouette of the Q7. The space behind the truck is bright enough to reveal something odd: we see multiple ring profiles rotating in and out of view. On a close up we may see bright red circles define driver-centric tachometer, all very fleeting, something to arouse the senses.

Cut to our light brush painting the voluptuous shape of the Q7 into view; this time the camera finds it, for the first time, on a normal, right-side up position... behind it we see another set of rings with the R8 slowly rotating into view. The camera orbits the truck and as it fades to black we dissolve to a very wide shot when we finally see what we've been observing at close range: a majestic machine made up of four side-by-side gyroscope-like platforms with each of our cars resting on them at odd angles. Each platform is nested within a wider ring mechanism supported by a gimbal-like strut protruding from its back. The machine itself is framed by a dark, dimly lit hangar, its spindle-like trusses fading into darkness.

We slowly pull back and the platforms align themselves just so, we fade into the Audi four-ring logo.

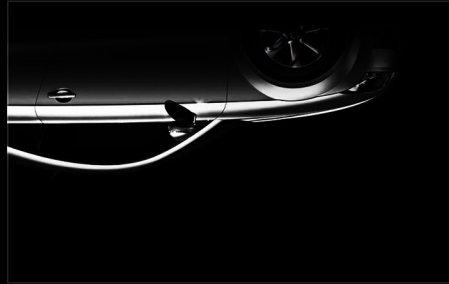
Beauty in Engineering. We fade to black utilizing the same light brush technique.



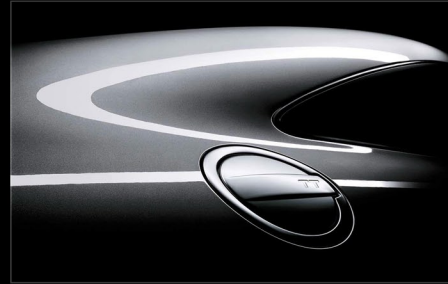
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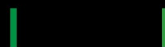


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VO: There's beauty in Engineering

VO: Audi



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