



991

Director's Treatment by Aladino Debert

## Porsche “911” Director Treatment

When talking about automotive icons, few, if any, sports car come close to Porsche’s fabled 911. One of the oldest sports car nameplates still in production, since its introduction in 1963, versions of it have raced all over the world, and have won innumerable titles and events. Automotive critics and owners consistently swoon over it, and non-owners dream of one day having one (yours truly among them).

All of the above is even more incredible when you consider how physics-defying the 911 is at its roots. An evolution of the classic Porsche 356, with its rear engine (and engine’s weight) and natural propensity to oversteer, the basic concept has changed little throughout its progress. However, it has undergone continuous development, and it’s one of today’s most technologically advanced automobiles in the road.

Its basic design, that of a rear-engined two-door sports coupe, is also responsible for perhaps its second most valuable asset after its driving dynamics: its silhouette. Instantly recognizable the world over, it’s been synonymous with speed for over 50 years...

... all of which brings us to one of the reasons for this spot. Although car-enthusiasts like myself know how much the car has evolved through its history, and salivate over the Turbo S’ 530 hp, 516 lb·ft of torque and all-wheel drive, many people have the impression that the car has not changed much over the years. After all, it kinda looks like a Beetle, doesn’t it?

Oh man, that could not be further than the truth. It is hands-down the most exciting and advanced sports car in the world, and we will prove it in a stunning way.

So what makes a Porsche a Porsche?

Heritage and technology. Its engineers and drivers. Its people.



From the original 356 to the 550, 718, the RS and the stunning 917, the 911s from the 60's and 70's, all the way to the current 997, 911's have benefitted from continuous development in engine technology, chassis design and myriad other advances that escape the uninitiated. Someone mentioned the 911 is the world's longest running experiment, and I could not agree more. It's an experiment with one single goal in mind, that of creating and refining the best sports car in the world. Period.

Our goal in turn, is to link that heritage, both human and technological, to the upcoming design for the 991, while creating enough gorgeous imagery to please even the untrained eye.

We are thus presenting four concepts. All of them adhere to the basic premise of "design through heritage" but in slightly different ways. Consider these a starting point in our joint exploration, a way to get the creative juices flowing and to help visualize what can be accomplished with an exquisite combination of filmmaking techniques and a keen sense of style.

Thanks so much for the opportunity to work with you on this incredibly exciting project.

Peace,

Aladino Debert  
Director, Mothership



## “Flow”

An expansion on the agency boards, Flow begins in a concrete space, simple in its form, akin to a MOMA room dedicated to industrial design. From the ceiling hangs a rectangular piece of metal mesh, solid enough to accept a projector’s image, but with enough spaces between its component pieces to allow a certain percentage of that image to seep through. Lighting overall is low. Right behind the screen be can seen a circular turntable platform as it rises from the ground.

As the footage of classic races, drivers and enthusiasts begin projecting onto the screen, the turntable begins to rotate slowly.

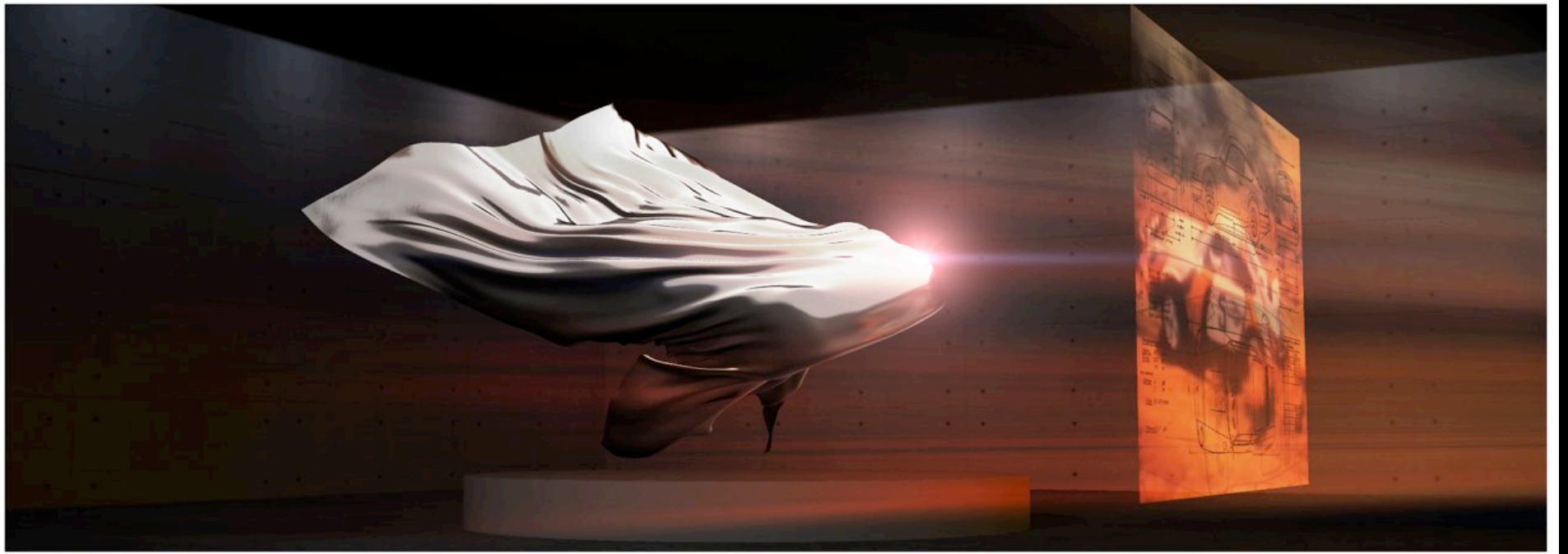
Every once in a while, as a particular iconic image leaves an undeniable mark, something incredible happens: a membrane, almost like a ghost or a clone of the screen, separates from it and, like a silk sheet slowly blowing in the wind, moves towards the rotating platform.

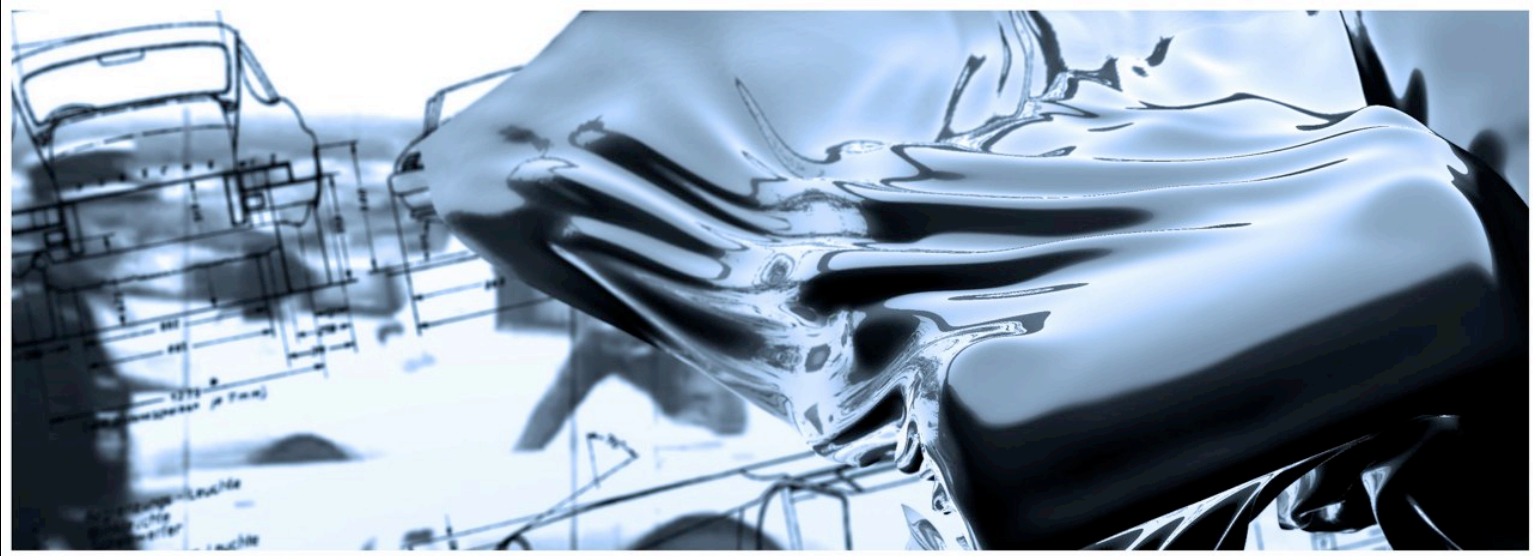
We close-up on it as it wraps around what could be interpreted as an invisible car, and quickly solidifies into a particular section of the car.

We continue in this way, directly linking Porsche’s history to the building and engineering of the new 911. Eventually the flowing metal wraps and forms the distinctive tail-lights. They turn on. The camera finds itself straight behind the car as the room lights go off, and a sliver of light start to seep through an opening hangar door. The 911 revs its flat-6 and drives off. We cut to some incredibly dynamic and beautiful driving footage.

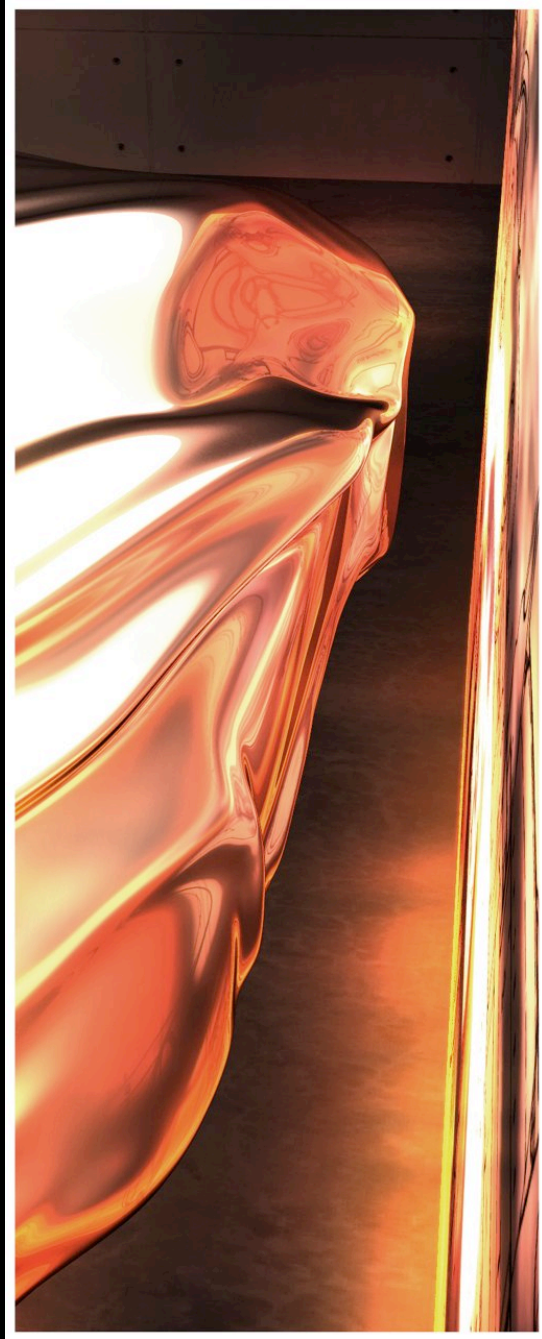
Note: We believe the rotating platform helps with your client’s concern about being able to “resolve” different angles of the car. In this way, the platform moves into place rather than having to resort to multiple screens.











## “Reflections”

This concept seeks to link the car manufacturer’s heritage to the current design in a more subtle way.

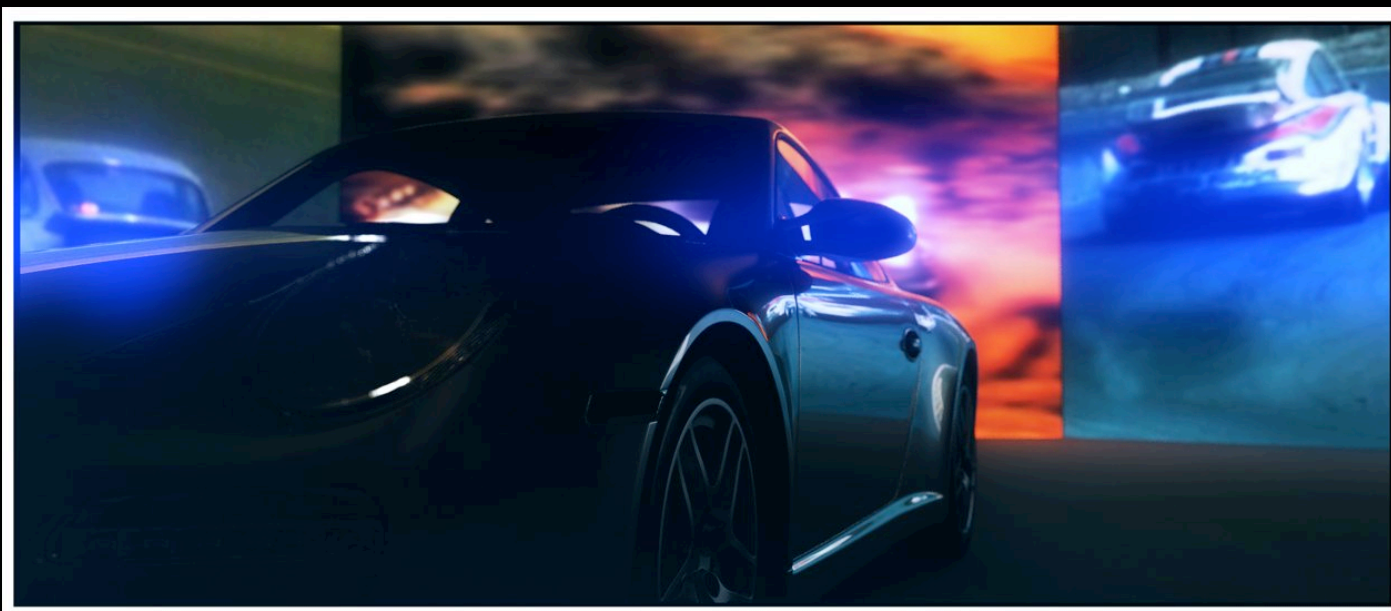
Not by literally transforming into the car, but by using incredible archival footage being reflected onto the sensual sheet metal of the car.

The same way good parenting reflects on the child, the history and technology advances of Porsche reveal the shape of the new 911. We would show the car in a beautiful light, making sure to deliberately show the most iconic angles.

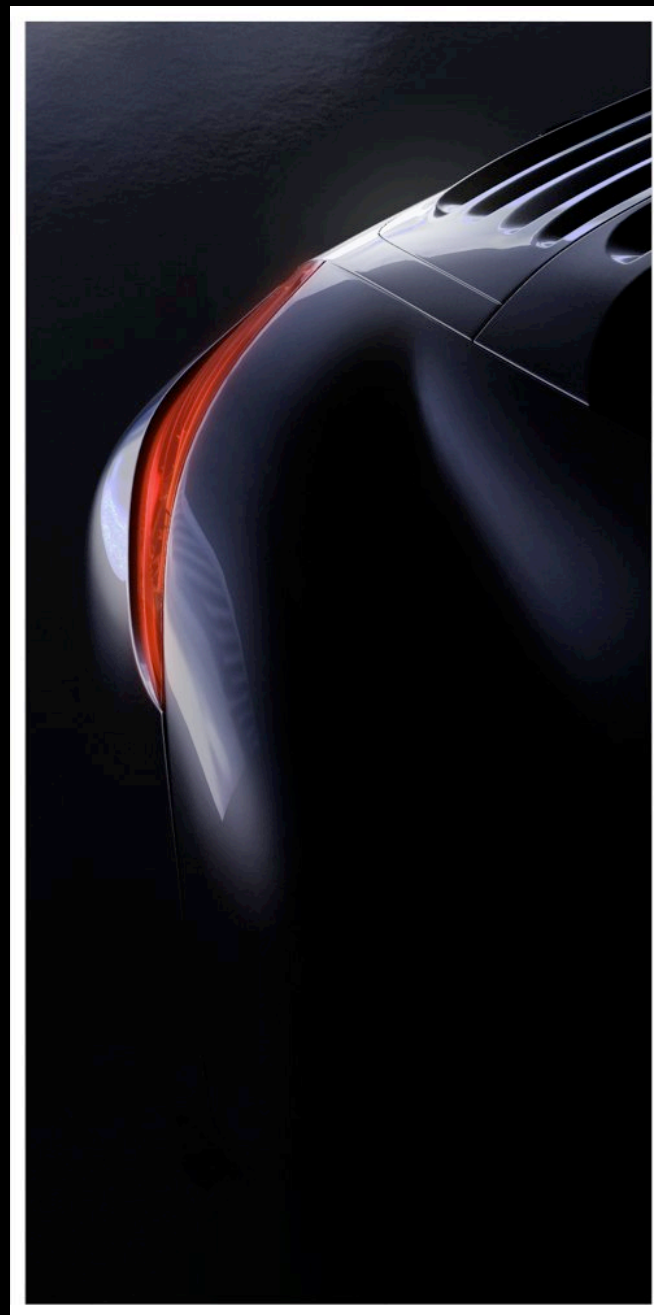
As with Flow, eventually we would find the distinctive tail-lights. They turn on. The camera finds itself straight behind the car as the room lights go off, and a sliver of light start to seep through an opening hangar door.

The 911 revs its flat-6 and drives off. We cut to some incredibly dynamic and beautiful driving footage.









## “Turntable”

The simplest of the four concepts, but equally powerful, Turntable is a voyage through time and the generations of cars that contributed, directly through design or indirectly through technological advances, to the upcoming 991.

Although we didn’t have time to accurately portray the design in our style frames, imagine the following: By either photographing, or more likely creating in CGI, a couple dozen iconic Porsche designs, placing them on a turntable and lighting them simply but magnificently, we would generate a series of image sequences that would give us a 360 degree take on each of the cars (including the new 911).

The spot will then be created by generating a time-lapse film cataloging and showcasing how all the past designs have culminated on the new car.

By carefully studying the timeline of individual contributions, we would elegantly bond Porsche’s past, present and future in once stunning visual tour de force. Once again we would like to end the spot in the same manner as with Flow and Reflections, with the car going off into beautifully shot driving footage.





## “Flipbook”

One last variation on the concept of linking images and footage of past designs to the new model, Flipbook would be a more personal experience.

The idea behind it is that of an owner looking at photographs of the many Porsche cars his family has owned, or has had the pleasure of driving, throughout the years. All culminating in their new acquisition, the 2012 911.

By combining exciting footage and gorgeous photography, we would create a film that would electrify every Porsche owner, and would-be-owner, out there.

Once again we would eventually find a photograph of the rear quarters of the 991 and smoothly transition to stunning driving footage, the same person that moments ago was reminiscing on the past is now happily and enthusiastically driving the future.



