



Chevy Volt



Count Alessandro Volta, an Italian physicist born in the mid 1700's is credited with the invention of the electric cell, something we now call the battery. His life's work and creations were so ahead of his time that it took a good many decades for the battery to find practical purposes outside the laboratory. His invention was a game changer, since it permitted us to unshackle ourselves from our need to be plugged-in, before we even knew what plugged-in really meant.

The Volt, the revolutionary new vehicle from Chevrolet, is such a forward leap in automobile technology that we don't even have a name for it... is it an electric vehicle? Absolutely. Is it a hybrid as well? Well, yes, but unlike any hybrid car out there. It will allow its driver to hum along in pure electric mode in most scenarios, but will happily use its gas-powered, range-extending generator to charge the battery for longer trips. Much longer trips. In fact, it is so revolutionary that many observers were doubtful GM could pull it off. But pull off it has, and we are the beneficiaries of their hard work. Oh, and did we mention that in electric mode it's completely emissions free?

So how do we portray this incredible piece of engineering in an informative, yet attractive way? How do we reach out to those consumers, both forward thinking and visionary? Automobiles are the single most complex machines we are in contact with every single day, yet most people don't know much about how they operate. Our challenge then is to create a stylish piece that treats both sides of the brain. Technology on its own can be very seductive, but combine it with astonishing visuals and we are talking about something that will leave a lasting impression. Equally important, we'll make sure our target audience has the information it needs to help the Volt build a movement.

With this in mind we will design an environment worthy of the vehicle's technology. It will inspire us and create a sense of optimism with clean and modern lines, lots of light and an unmistakable feeling of sophistication; warm wood, glass, greenery and smooth white surfaces. It will be a realistic set but with a tilt towards art gallery: A platform to showcase how the Volt is changing the future of transportation.

But while it's important for the environment to be exceptional, what we are concentrating on is our car, with its exceptional advances.



We open with a smooth glide in front of the driveway. The sun shines through and enhances the mood of anticipation. The Volt catches a light-ray and bounces it off the lens. A smart-looking woman comes into frame and plugs in the car. This is our trigger, the moment in which our sense of reality gets supplanted.

“X-Ray” vision has been a part of car commercials for a long time, so this is our chance to reinvent the technique. With a pulse of electrical energy emanating from the point of contact, our world transforms in subtle yet distinct ways. Where a moment ago stood a solid house, we now see a simplified version of its former self. It has become a series of simple white volumes that preserve the space around the Volt but do not infringe on it. The sunlight has been replaced with softer, more diffused illumination as if our world has just been put aside.

Notably, our solid vehicle has just been transformed into a sculpture made of glass. It has a certain blue hue to it and it allows us to selectively see the Volt’s myriad superior systems. Rather than simply disappearing in front of the camera, the glass’ optical qualities enhance the experience, subtly refracting and reflecting pieces of the sophisticated chassis and powertrain systems.

Smartly placed title-cards explain the various parts as the camera orbits around the car, showing the Lithium-Ion battery pack, the electric motor and gas-powered generator turning the shaft that powers the wheels. As we come around the front we cross into the interior and once again our world changes. This time the interior of the car is rendered in full photo-realistic glory.

The navigation screen pops up and the Green Leaf display illustrates the generator charging the battery. As the camera continues to pan, our attention is pointed towards the Smart Gauge inside the driver’s instrument display. Our camera zooms in for a close-up of the Smart Gauge in action. Our title-cards continue to enhance the experience, pointing out details in relation to the Volt’s ambient lighting, sound system, climate control, etc. We pull back towards the end of the car, over the back seats, and the rear hatch closes leaving the Chevy logo right in front of our eyes. Never miss an opportunity to do a little branding.



Our car has become solid again, and so has the environment. As we continue to sweep around the car and we showcase the car's aggressive design, the V.O. reminds us of one particular characteristic of electric motors: instant torque. That means no lag or gears to change. Yeah, this ain't no golf cart, gentlemen. Air-flow lines surround the vehicle to remind the viewer that the Volt's is GM's most aerodynamic car ever.

As our camera finishes its orbit and comes back to our initial meeting point, we realize our driver is back as she lifts her hand to use a smart phone. We cut to an over-the-shoulder shot to reveal the Volt mobile application, which will allow their drivers to check anything from the car's charge level to activating the remote start.

Our adventure thus ends, leaving the impression that the Volt truly is an incredible leap in technology and driver experience. It's sexy, chock-full of modern equipment and great for the environment to boot. Drivers no longer will need to choose between saving money on gas, helping the environment, or looking good while doing it all. The Volt is here.

Thank you so much for considering Mothership and Digital Domain for this project. We are certain we have the technical know-how and creative expanse to bring this exciting idea to the screen, be it a browser or a TV. As a gear-head myself, I'm excited about the Volt, what it represents for the American car industry, and about having the opportunity to be a part of that beginning.

Peace.

Aladino Debert  
Director. Mothership.



These 100% CG style frames are an example of what we could do with the environment. Stylish, modern, full of light.





Here we see both the transformation towards our glass+minimalist world, as well as variations on ways to portray the powertrain and other systems.







Style frames from our Audi “Rubiks” spot that showcases in exquisite detail the idea of car parts seen through glass.

