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6/17/13

DIRECTOR TREATMENT
BY ALADINO DEBERT

H013LE
BRON11

Nike “HO13 LeBron 11”

From the dawn of our species, we have always been seduced, terrified and fascinated by power. Natural and physical power first, then social, political, economic... and a thousand other shades. We want power, and yet we fear it as well -- a product of our deepest survival instincts from our days in the wild.

Games of power surround us, and perhaps that is why competitive sports satisfy such primal desires within us. From our need to belong within a larger group by cheering for our teams, to the hero worship of vicariously living through our greatest sports legends. Most importantly, we compete ourselves -- taking the opportunity, no matter our skill or talent level, to reach for victory. Sports allow us to harness these forms of power in deep and primordial ways.

On the basketball court, our power derives from our speed and strength. But speed and strength alone are not enough. Like all forms of power, speed and strength require control to reveal their highest potential. The source of this control comes internally from our skill, talent, and experience -- and externally from our bodies and our equipment -- which on the basketball court means our shoes.

You mention “Both player and shoe honed to perfection”, a synergy, a combination of high-tech design and manufacturing, and strong and agile living tissue.

Explosive power with complete control. That is the ultimate goal.



Power, harnessed... quite an apt way of looking at the LeBron 11, given the association with the athlete himself. LeBron has been an NBA Champion, a four time MVP, a scoring champion and an Olympic gold medalist as well. Not bad -- I'm sure I'm even missing some accolades. And despite his massive 6'8" frame, LeBron can move faster than most of us can think...

LeBron is arguably one of the top athletes of all time, regardless of sport. He is not called "King James" for nothing. The King, at the top of the food chain and the top of the game. So in another apt association we look to another type of king -- the lion, Panthera Leo. He is highly distinctive with his flowing mane, one of the most widely recognized animal symbols. He is synonymous with agility, strength, ferocious and fluid action, and power.

Lots of power.

Our goal as filmmakers is to seamlessly connect these elements instantly and without a doubt. The Lion as fluid power. LeBron as that fluidity and strength personified. The LeBron 11 as the tool and conduit for that combination of incredible power and control.

Did we mention the shoes look incredibly cool as well?



Concept Product Video:

We open on a darkened space, a warehouse perhaps. Shafts of light stream through skylights high above, illuminating drifting particles floating through the air. The ground is smooth concrete. The lines of a basketball court indicate the purpose of this space. A glint of the glass reveals the net in the background.

From the darkness we witness an unlikely apparition: a powerful, huge male lion strides into the light from the shadows beyond the court. He is strength in the flesh. Smooth, lithe, and beautiful as well.

A series of shots distinctively show the lion's imposing grace; unfazed by this unlikely setting. We'll show him taking short sprints. Turning in slow motion. Tensing his muscles, ready to pounce.

As the spot progresses, the shots will begin to reveal something unexpected... as a powerful paw hits the ground, a shimmer of power that could vaguely be described as "mechanical" travels up the leg. A close-up of the lion's rear haunches reveals an intricate set of mechanical parts, almost as if the muscles are becoming something else. The shapes are chiseled and geometric in nature. The lion is not what he seems to be...

But we don't want to make it obvious quite yet. We want to tease the viewer into wondering if this is real or imagined. It could almost seem to be merely a play of the light over the lustrous fur of the cat.

The tension continues to build as we get closer to the other end of the court. Our prey comes in sight: the opposing net. There are hints that the mechanical transformation is continuing underneath the skin... glints of light playing with our perception.

The lion stops for a moment, facing the net. There is a moment of palpable anticipation.



With violent swiftness, the cat takes off and leaps. We capture this incredible moment in exquisite slow motion as we orbit around him.

Revealed through our motion, we can now see the mechanical conversion in it's full awe-inspiring form: every muscle and fiber of the lion shimmers and changes in perfect rhythm with his organic grace.

We pan around around the lion's powerful head and are confronted with an astounding sight: half of his face has transformed into the geometric, chiseled pieces of the LeBron 11. The Swoosh glints upon each one, clearly visible. The dust, which until now played a background role, swirls around the lion's head, mimicking his beautiful mane...

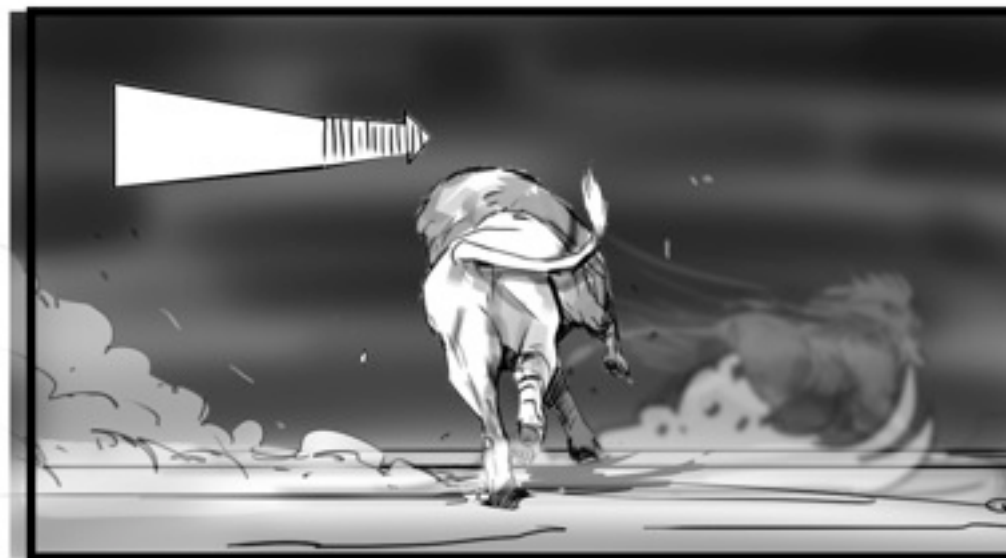
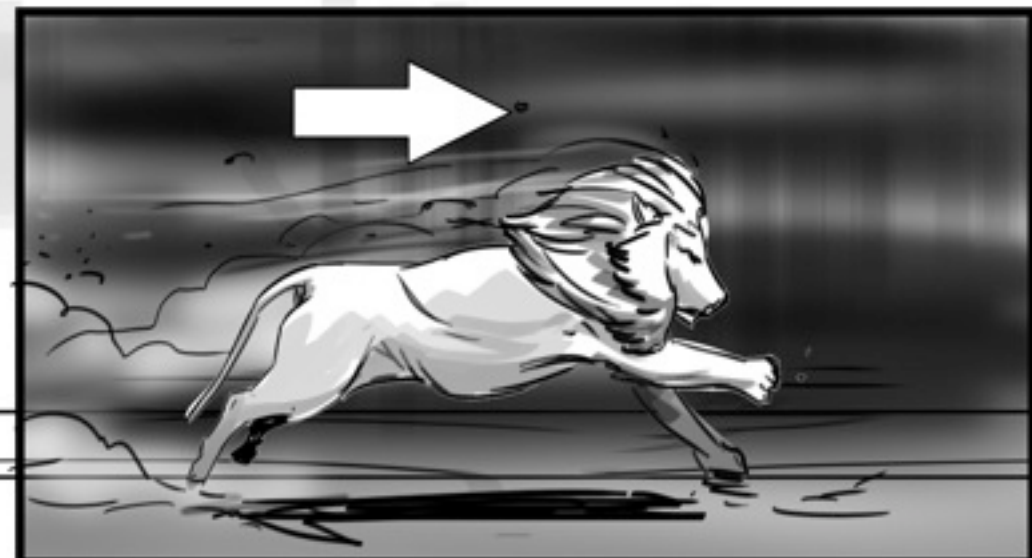
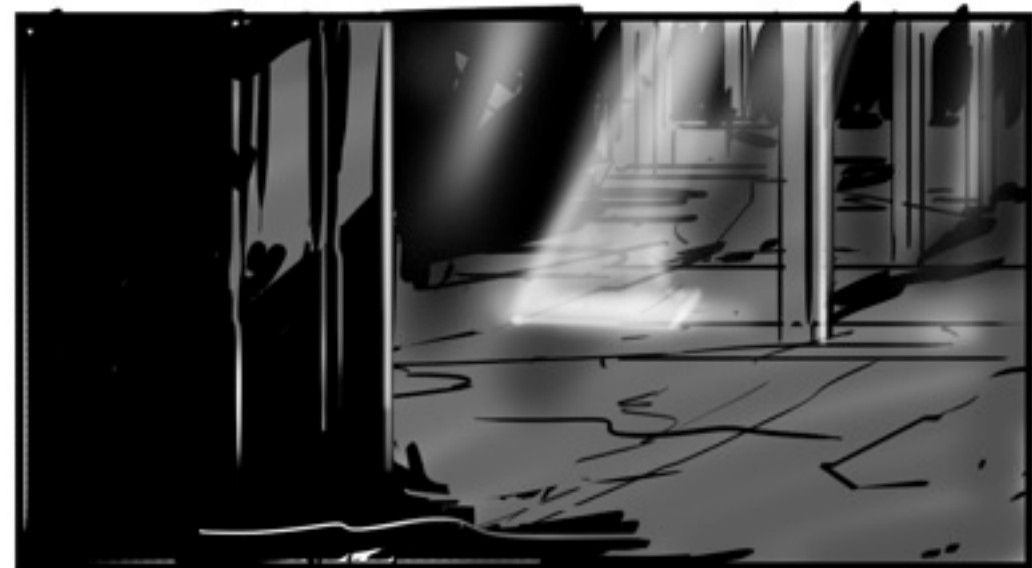
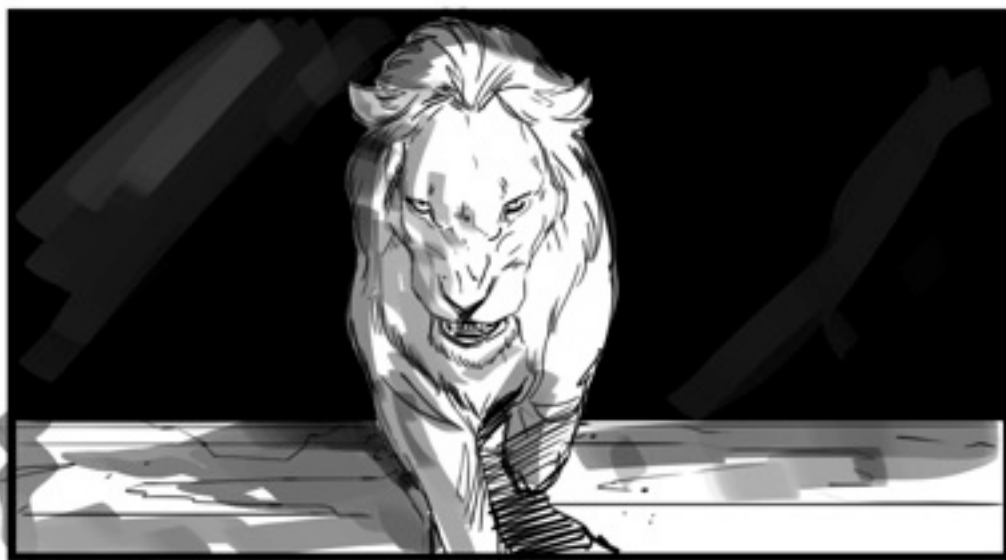
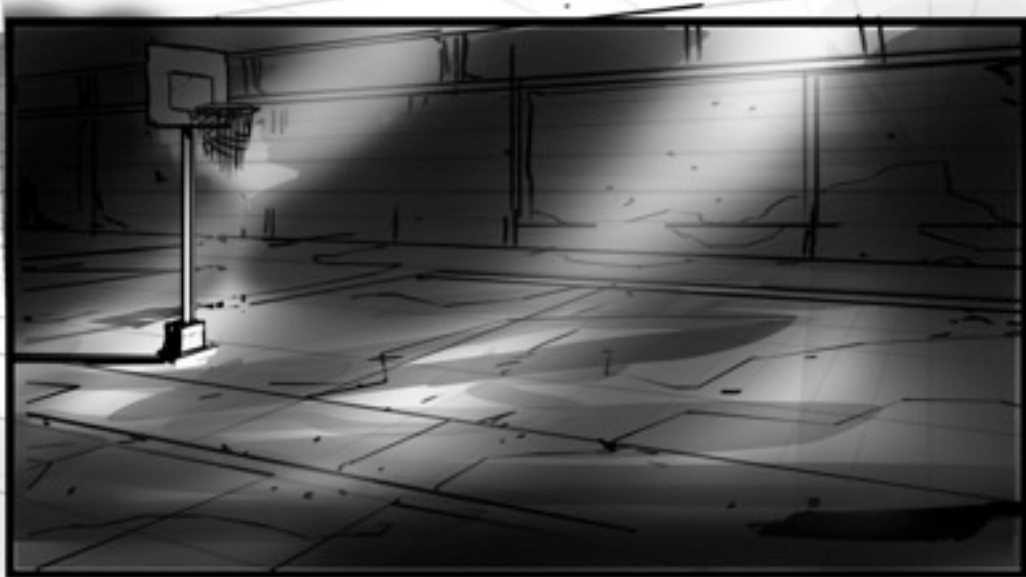
We hold here for a moment to absorb the awesome image.

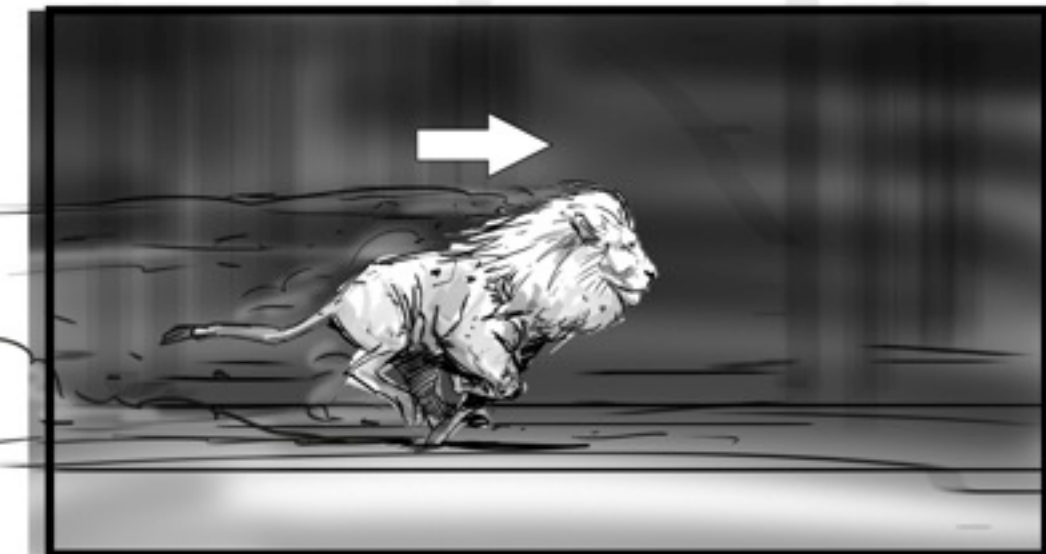
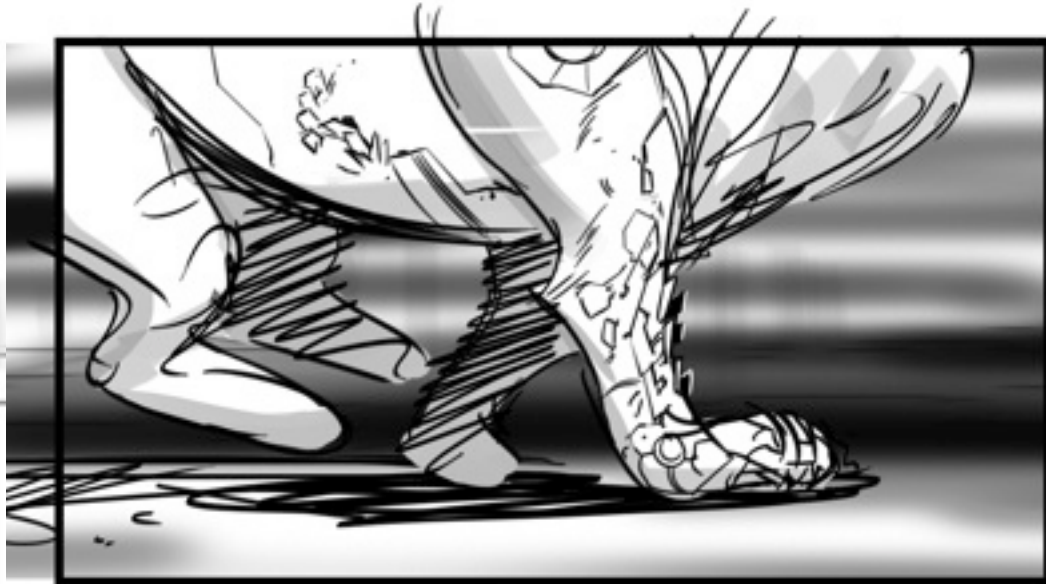
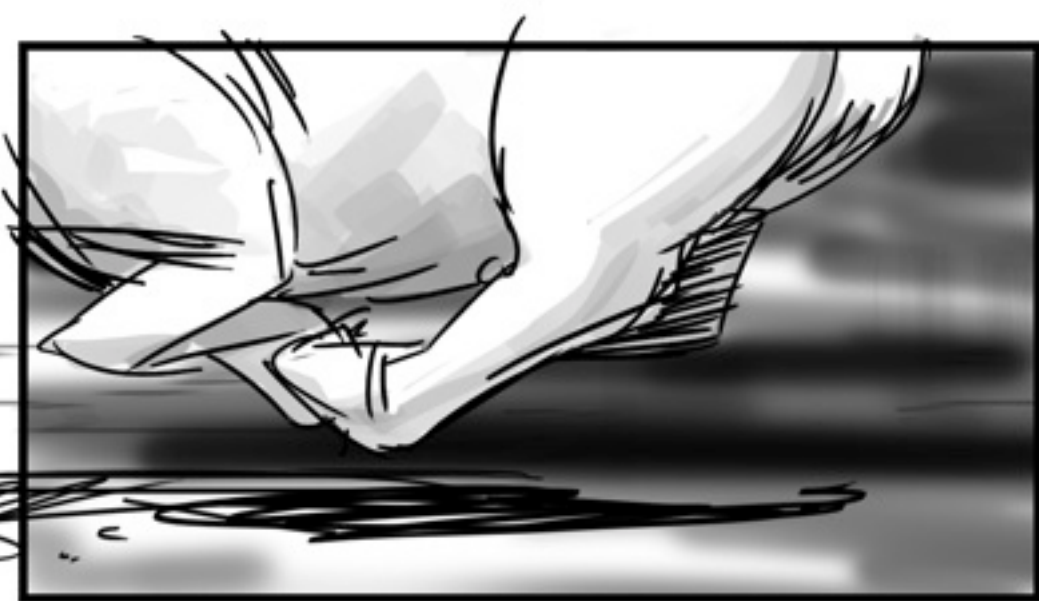
We cut once again to a profile perspective and track with the lion as he continues along his path, the transformation now fully underway. As he moves the individual geometric pieces separate. Another quick cut and we see all the parts landing in quick succession forming the boot of the shoe. But it's not coalesced yet, as if the final line in the equation hasn't been written.

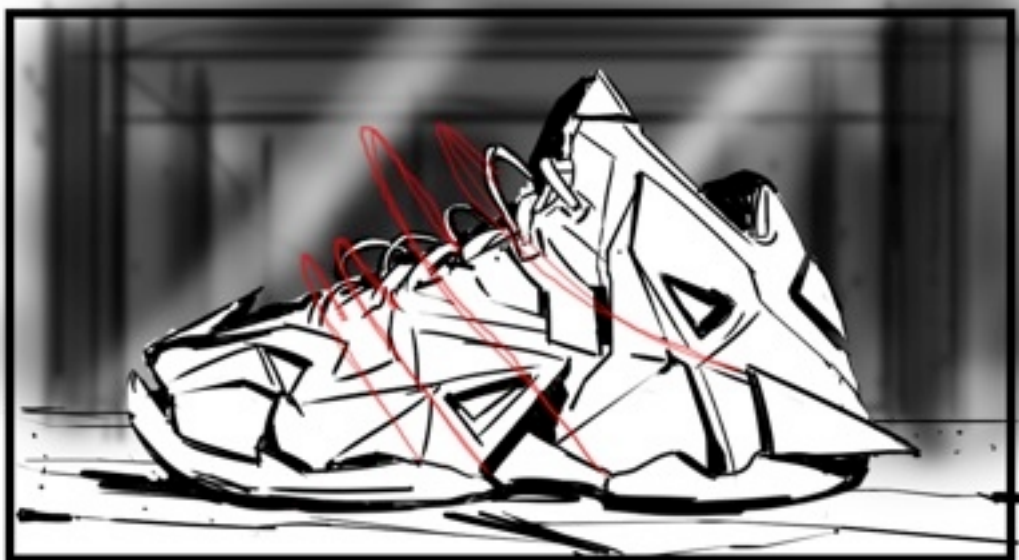
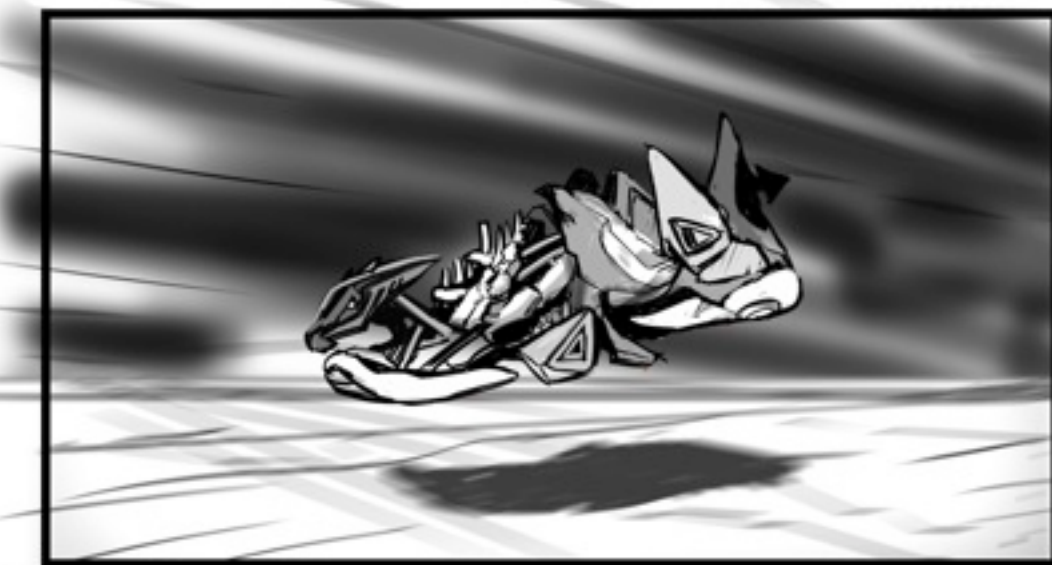
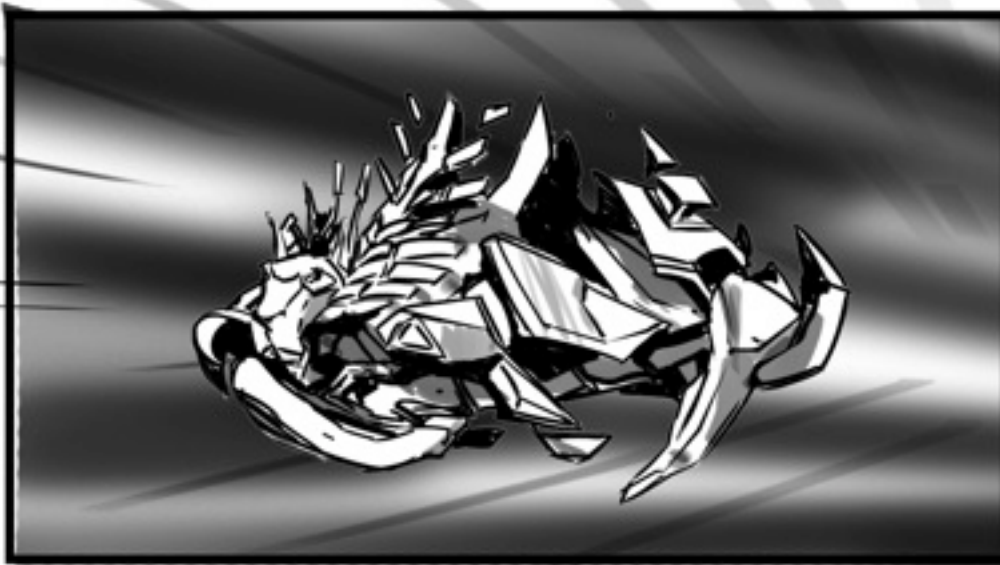
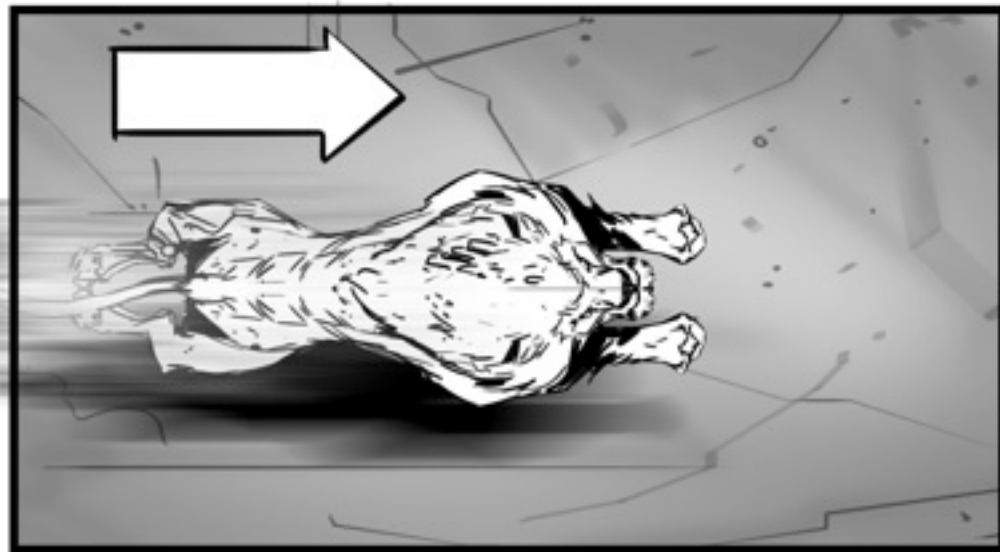
As we orbit the shoe the Flywire cables come in from under the sole and tighten. Molten-hot red lines weld everything together, finishing the transformation. A shock wave emanates from the LeBron 11 and ripples through the court, physically distorting the ground and turning off all the overhead lights except one, leaving a spotlight on the now fully formed shoe...

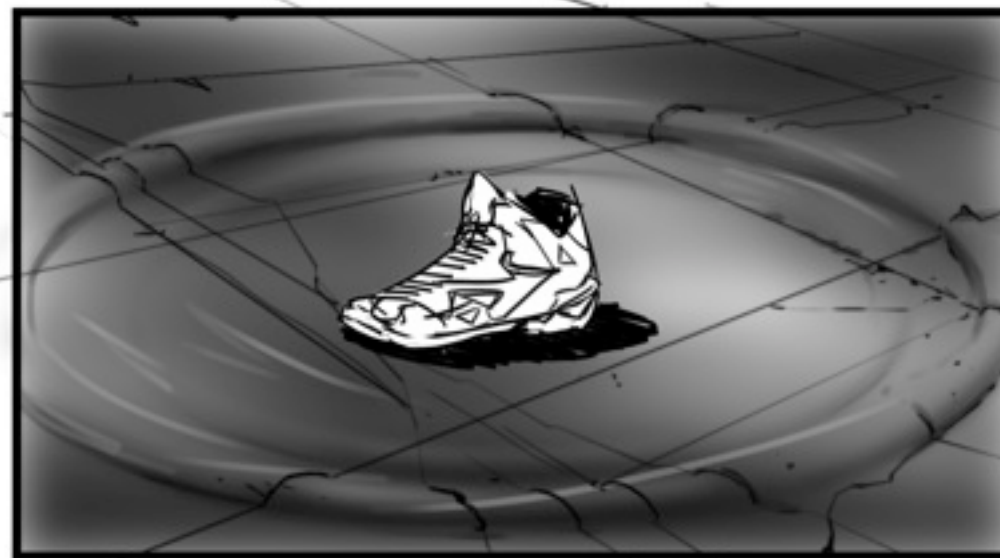
Lion as power. As agility. Transforming that power into one incredibly high-tech basketball shoe. Power harnessed. The LeBron 11.











Concept Design



LeBron :15 Teaser:

For the teaser :15 piece we are going for something simpler, albeit as visually arresting.

We follow LeBron as he leaves the locker room. The place is moody, almost monochromatic. Handlers move out of the way to let his 6'8" frame get through. We cut to a close-up as his foot enters frame. The LeBron11 is beginning to form, although due to the lighting conditions we only get a hint of the glints and slight reflections hitting the geometric shapes.

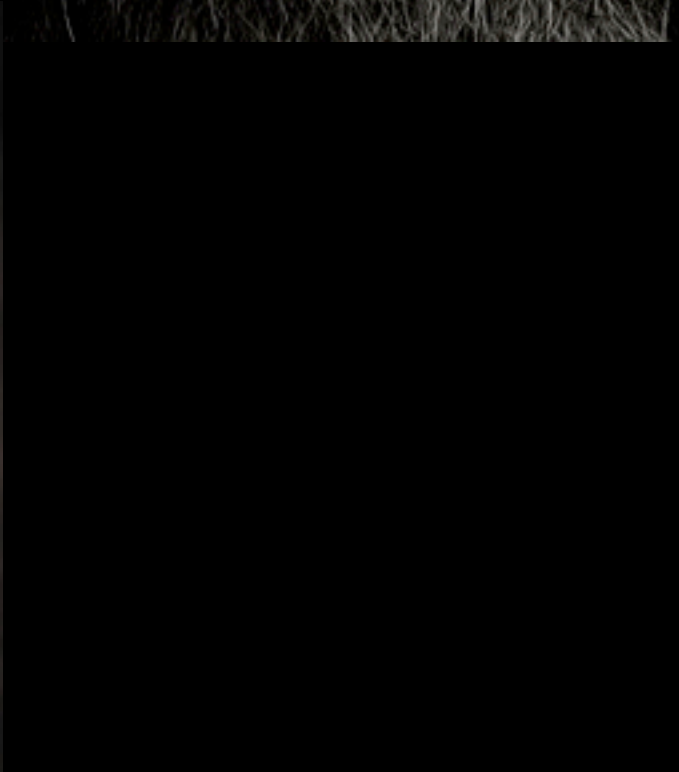
He turns into the tunnel leading to the court. The lighting is once again quite dramatic and noir. The camera pans from LeBron's head, down to his powerfully built torso, continuing onto his legs. As we follow downwards, a hint of something mechanical appears on his shins before ending on the shoes as they continue to form.

The sound of the crowds is getting louder as we approach the exit.

He arrives at the exit of the tunnel and stops, the camera low to the ground. The dynamic fly-wire comes in and welds everything into place with a dramatic heat wave that ripples outwards from the shoes.

The camera cuts to a wide over the shoulder shot. LeBron is silhouetted against the bright lights of the court. We intuit the larger crowd by the myriad light flashes and roaring. He starts once again towards the court and we fade to black.





Product Photography References



Mood References



In closing.

Thank you so much for the opportunity to collaborate with your team on such an exciting idea. As with every project we've had the pleasure of working with Nike, we are looking forward to the next steps in creating something incredible.

Peace,

Aladino Debert & The Digital Domain Team.

