

'BRANDNEWFORMATS' PRESENTS



THE BEAUTY OF THINGS



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In art the form is often looked at
as the physical visible elements of the work,
separated from the meaning and content.

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Working Title:
‘The Beauty of Things’
‘Slow Nothing’

10 spectacular films

In this show we bring the countries best visual artists, directors, DOP's, composers, photographers, editors and animators together to create 10 spectacular films. They take part in a unique competition, to create amazing films. Films as art.

A film where form is (usually) more important than content. What emotions the audience want to achieve is up to them. As the producers of the show there is a risk. What will we get? Will people like the films, will they hate them? We can only assume and hope there will be a variety of amazingly beautiful, compelling, emotional, arousing or maybe even shocking masterpieces. Even though the teams will get a serious production budget (maybe sponsored), they have complete freedom to do whatever they want. Motivation will vary. Is it reputation? Desires to create a million views on YouTube? To put above the platform for personal fame? To shock people? To win and donate big to charity? It doesn't matter.

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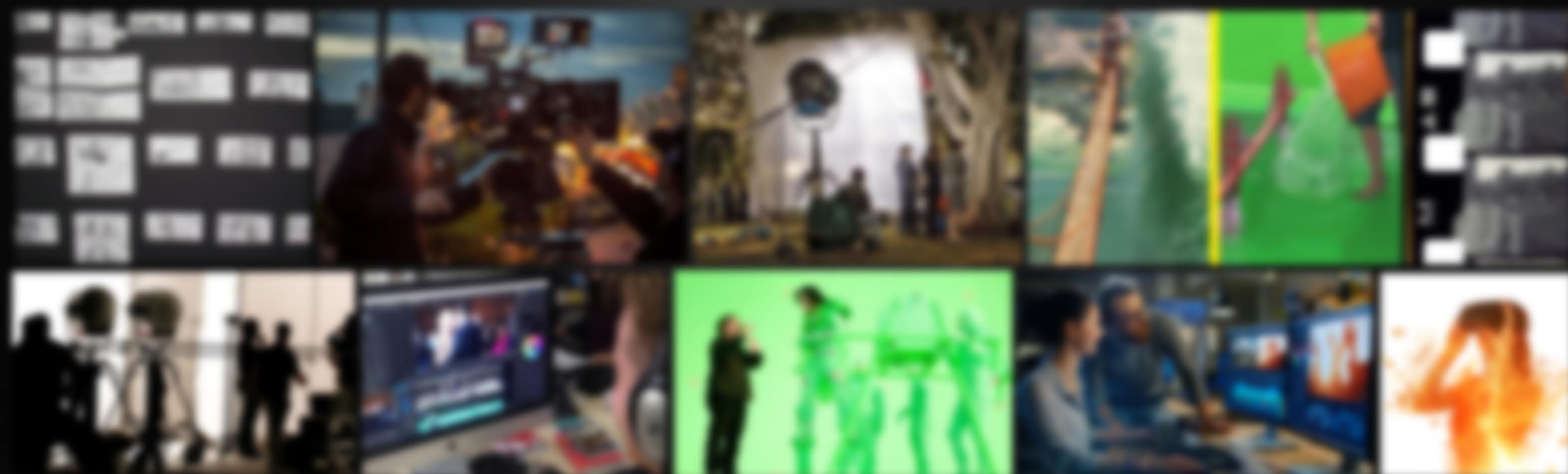
THE BEAUTY OF THINGS

Defining themes...

It is an option, especially after a successful first season, to give the audience a direction. A theme for that specific season. 'Love', 'Modern times', 'Solidarity' 'Light', 'Darkness' or 'Truth' or even 'War'. These themes can be general or inspired by cultural actuality or political events. The promise 'True over content' remains. The audience will have to look for the beauty in everything, no matter how ugly the theme or assignment might seem.

Episodes & Structure (short)

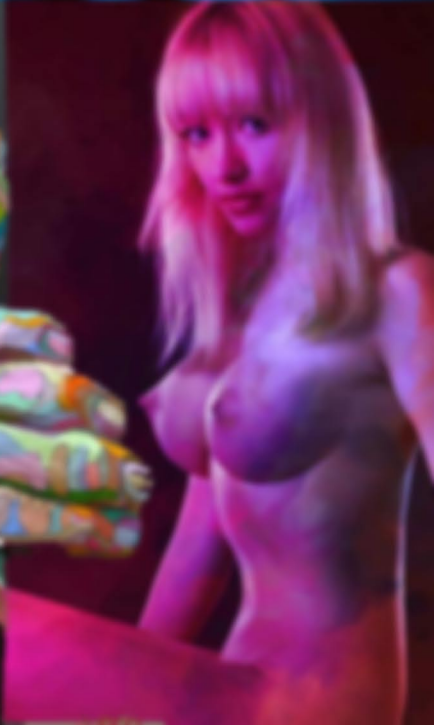
In the first episode we introduce to viewers to the project and we introduce the artists, the directors, the photographers, the animators, etc. In total, they will have 10 hours of it. Every team gets a producer appointed. The producer will arrange things, and make sure they work within the budget. During the 10 episodes we will see the preparations, the discussions, the storyboarding. We will visit all the sets, the artists that are cast, the musicians, behind the scenes interviews. Even though we cannot 'judge' the works, the art, we will get opinions, from other artists, from concept to execution to final delivery. We will work with finished shots, rough or edited. We will witness the beauty of film and the complexity of filmmaking, but also the struggles, the frustration, the failures.



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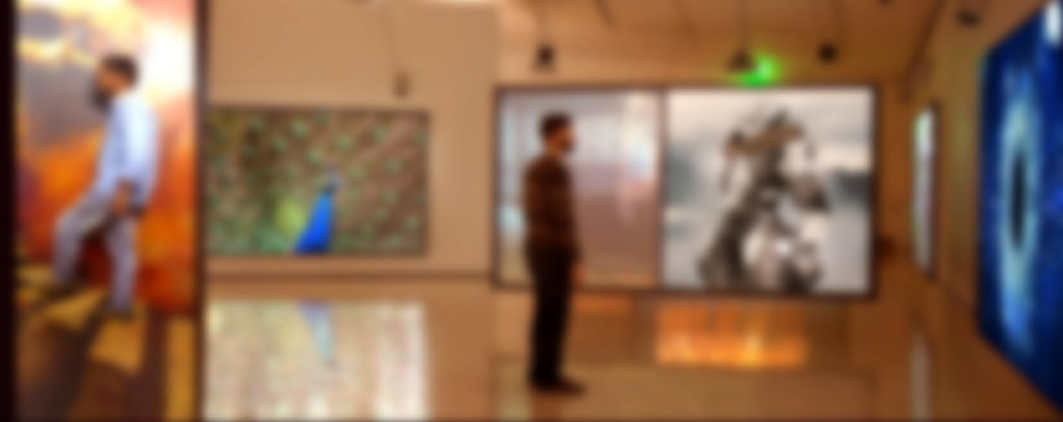
THE BEAUTY
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The Final episode

Once finished the film will be displayed to the public in an Oscar-style event or at a national (pop-up) museum. This can be a film museum but also a museum of modern art. Obviously a more intense cooperation with that museum is an option. Of course the projection screens will display the work. Both professionals and the audience can vote on the works and vote. They simply vote the works from 1 to 10. The results are visible on screen 11 (in the museum).

The film will be put online, on YouTube, or a dedicated channel, also for viewers to give a 1 to 10 rating. The film will also be provided as screensaver, morning backgrounds, short gifts or even eye candy for the broadcaster's or channel's identity. Needless to say but it's a very easy and credible project, also for sponsoring. We can only assume that the film will reach many viewers. The Making of or 'Behind the scenes' clips can also be watched.

The winning maker (or group) will win a fair amount of money prize, either for themselves, a project or for a charity cause of their choosing. But again, it's more about the challenge than the competition.

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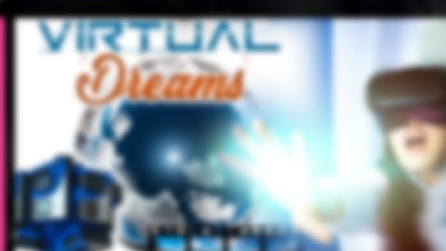
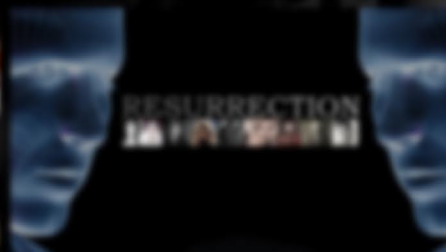
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OTHER FORMATS, FEATURES & SHORTS



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