

CO-PRODUCTION  
HOUSE



BALCONES  
DISTILLING

DIRECTOR'S TREATMENT BY  
COREY CRUMPACKER

6/21/22

A man with a beard, wearing a dark suit, is shown in profile, playing a violin. The scene is dimly lit with warm, golden light, creating a moody atmosphere. The violin and bow are the central focus of the image.

# DIRECTOR'S NOTE

**The goal of this project is to show off virtual production by not drawing attention to it. Our :30 whiskey spot should be so photoreal that most people won't realize it was shot on an LED volume.**

The heart of our story is two interwoven storylines of master craftsmen - a master bartender and master fiddler. The idea is that creating a cocktail is like playing an instrument: it takes practice, finesse, and passion. And as with any craft, the mark of a master is making excellence seem effortless.

We want to maximize the benefits and value of the volume stage, but never lose sight of our goal to tell a compelling story. The narrative has been designed with a resource filmmaking mindset—we chose to assemble an environment with assets from a 3D marketplace that requires minimal customization. Combining the robot, the volume and a simple, strong narrative, we are set up for a great shoot.



# CONCEPT

Crafting an amazing bourbon cocktail is like playing an instrument: it takes years of effort to make it seem effortless.

This :30 piece is in some ways a process documentary - we will follow our characters through their journey of creating a perfect cocktail and playing a beautiful song. As our Bartender prepares the ingredients our Musician tunes her fiddle and strings her bow. As our Bartender begins cutting oranges and scooping ice our Musician plays her first note. As our Bartender starts mixing the ingredients into the cup our Musician flows into a soaring melody. And as this process escalates the pace of the piece will follow, eventually climaxing with a beautiful custom Texas fiddle score as our craftsmen bring their creations in for a landing.

A person is pouring Jack Daniel's Tennessee Honey whiskey from a bottle into a glass filled with ice. The bottle is tilted, and the golden liquid is captured mid-pour, splashing into the glass. The background is a rustic wooden bar with several lemons in a wooden bowl on the left and a leather bag with a metal handle on the right. The lighting is warm and dramatic, highlighting the textures of the wood, leather, and glass.

# STONE & FEEL

Elegant. Rustic. Finesse..

Our characters' worlds are a reflection of the years of dedication it took to master their crafts. The screen should almost smell of rich mahogany. The world should feel heightened but grounded in rich, dark tones. The house is old, ornate and getting more beautiful with each passing year. Deep, warm colors. Heightened, dramatic lighting. "If a whiskey brand shot a spot in Wayne Manor."

# STORYLINE


As our Bartender prepares the ingredients our Musician tunes her fiddle and strings her bow.





As our Bartender begins cutting oranges and scooping ice our Musician plays her first note.

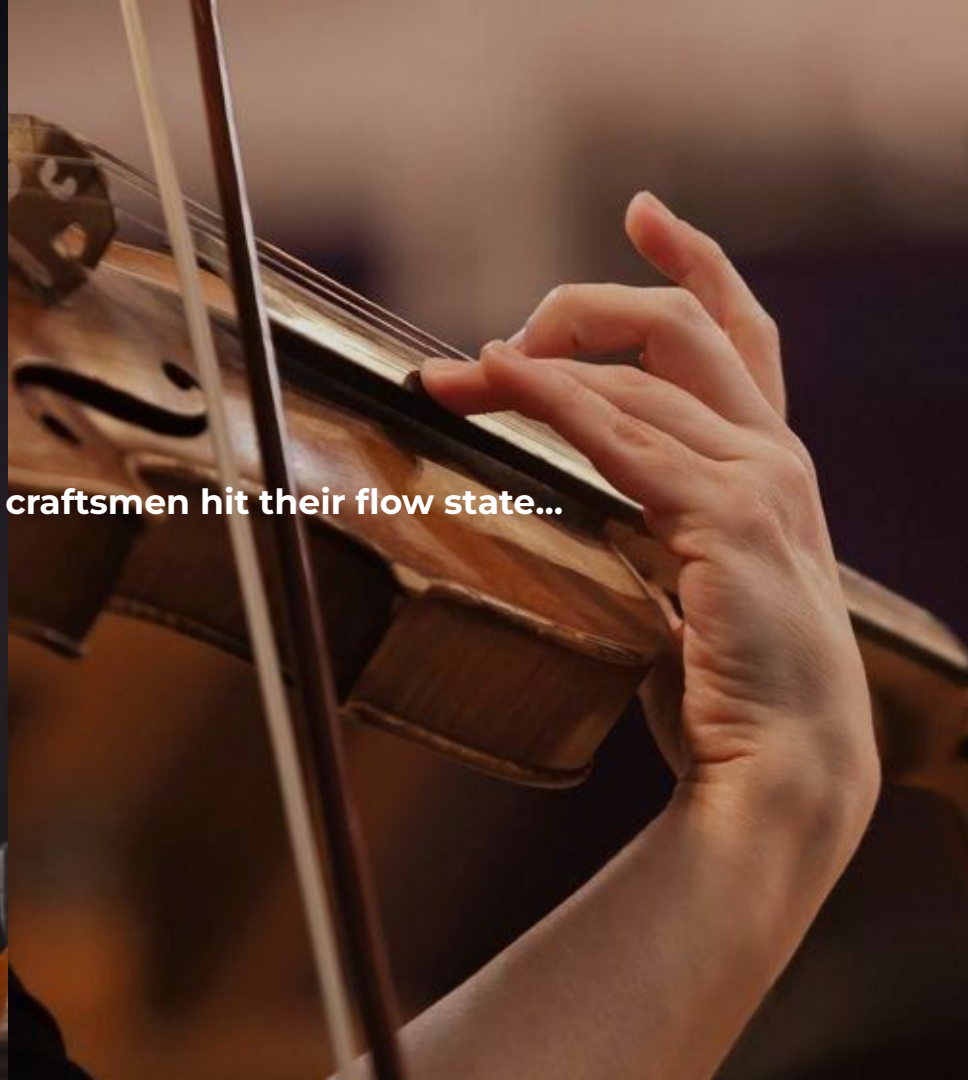


A close-up photograph of a bartender's hands. The bartender is holding a stainless steel cocktail shaker in their right hand, tilted to pour a golden-brown liquid into a stainless steel glass held in their left hand. The background is dark and out of focus. The lighting highlights the metallic surfaces of the shaker and glass, and the texture of the bartender's skin.

**As our Bartender starts mixing the ingredients into the cup  
our Musician flows into a soaring melody.**



The pace picks up as our two craftsmen hit their flow state...





...eventually climaxing with our beautiful custom Texas fiddle score as our craftsmen bring their creations in for a landing.





# CINEMATOGRAPHY

Visually, our goal is realism. We want the audience to not realize they are watching something shot on an LED wall, so we will use all tools and techniques at our disposal to “glue” the illusion together. As we have two characters in the same location, we will be using foreground objects and set design as opportunities for natural transitions. The lighting will be embracing shadows but always grounded in heightened, rich and punchy cinematography. We will be incorporating many practical lamps and lights in the physical space to marry the digital and physical set as well as foreground, midground and background set design.

And lastly, we will be shooting the whole piece on the Sisu robot but using it as a dynamic and convenient dolly (no crazy dutch angles, etc.). This is classical filmmaking with modern technology.



# LOCATION

Co Production House

# PRODUCTION DESIGN



## PRACTICAL ELEMENTS & FX

We will be incorporating practical foreground and midground elements to blend our virtual world with real world.

## WHISKEY

Need to lock brand and get our hands on product

## VIOLIN

Our musician actor will bring their own instrument.

## CUSTOMIZED, OPTIMIZED ENVIRONMENT

We need to assemble the environment from the Quixel asset pack and lock in our shot design to make sure our bases are covered.

A man and a woman are seated at a bar, engaged in conversation. The man on the left is wearing a denim shirt and has his hair pulled back. The woman on the right is wearing a dark blue shirt and glasses, with her hair in a bun. They are both looking at a glass on the bar. The scene is dimly lit, with a warm, golden light source from above creating a soft glow. A bottle of beer is visible on the bar between them.

# WARDROBE

Our characters' wardrobe will stay the same throughout the piece. We want them to pop off screen but stay in the world of rich, warm Americana style. To help visually emphasize them from the background we will incorporate splashes of deep primary colors into their wardrobe.

# LOGISTICS

- Priority Discussion: We would like to come in sometime last two weeks of July for a test day. We feel this is crucial for our Cine team to have at least gotten minimal experience before main shoot day and to confirm our chosen locations sell as photorealism.
- This is a one day shoot
- We have secured G&E package and most of our primary crew
- We need to target a Bartender and Fiddle Player as our actors - Corey is working on this
- Assembling the environment from Quixel assets - Justin, let us know what we can do to help and optimize time
- Production Design will be crucial and requires a few custom pieces/elements. I know you mentioned a few potential connections and resources in this department. Let's chat through this as well now that creative is fleshed out.
- Ideally this will be a custom score- either way, the score should be at least roughed in beforehand so we have shot timings



# LET'S DO THIS

Excited to dive in and bring this thing to life!