# POND5

Brief

| Title | Collection | Director |
|---|---|---|
| LES | | Robert Pascale |
| **Date** | **Filmmaker** | **Company** |
| | Rodin Hamidi | |
| **Address** | **Telephone** | **Facsimile** |
| **E-mail** | **Contacts** | **Contract #** |

## Concept

Lower East Side in Manhattan is a bastion of small business and hip, urban backdrops. The day begins with a modern couple starting the day relaxing and tasking in their apartment and getting chores done with local vendors.  We'll feature diverse footage from 2-3 small business locations - a Laundromat, fruit/vegetable stall, pizza parlor and arcade/jukebox. Scenes will depict the couple with business owners handling food/ conducting transactions, opening/closing shop, etc. Couple will be seen eating, purchasing, laughing, talking, entering and exiting. We will show diversity in race and age.

HANK WILLIAMS

GQ

# Casting

- One lead male – mid to late late thirties
- One lead female – mid to late late thirties
- Shop owners

# Styling

Modern, clean – contemporary – simple, clean

Coca-Cola
CUP & SAUCER

Crédit Photo : Clément Louis

## Camera

RED

## Format

4K

## Location

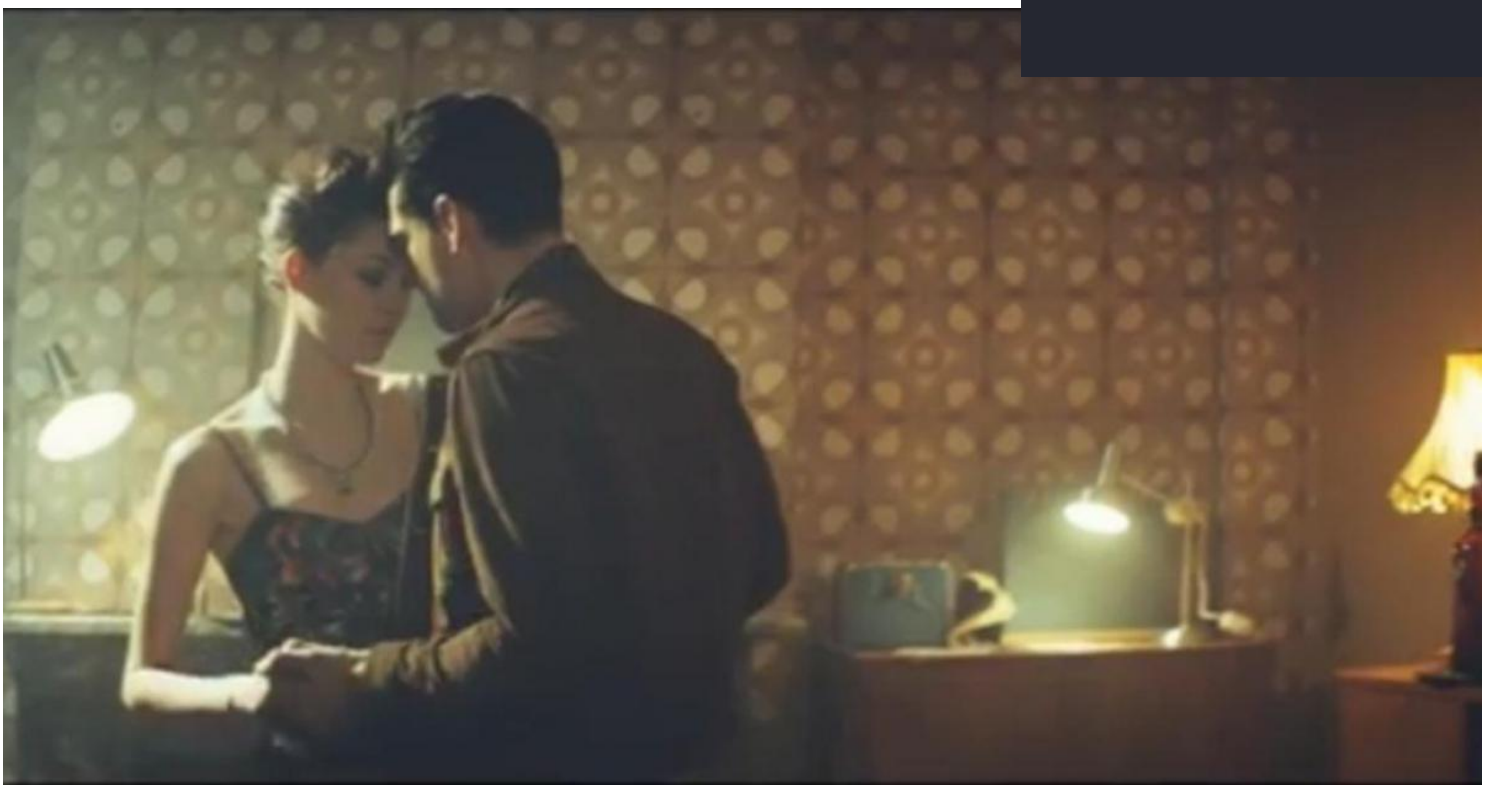
Mahattan LES

## Shoot Days

1

## Shoot Dates

TBD



# HOME

- Kitchen activities 1. Preparing coffee. 2. toast. 3. Eating.
- Entering House with grocery/shopping bags
- Getting dressed
- Ironing clothes
- Watching TV
- On laptop
- Trying on clothes in front of mirror
- Listening to music with headphones
- Texting
- Portraits

# STREET

- At the Laundromat.
- Shopping for fruit and vegetables
- Grabbing a slice and strolling the avenue
- *POSSIBLE- Arcade/Stax bar - Jukebox*
- Window shopping
- Portraits