

Storyboard for Passion for Motorsport by Michelin

PROPOSAL FOR HUMAN-FILM



SYNOPSIS

To those with a passion for motor sports, the concept of time takes on a different meaning. Where some see urgency and deficit, they see possibility and abundance. Where some see a blur... they see detail. And although the sport is all about speed, those who truly know the sport, know that it's actually all about fuel. Fuel to succeed, fuel to surpass expectations, fuel to not give up and keep going. Moment by gripping moment, racing is about fuelling emotions.

This film tells the story of beauty. It puts a wider audience into the shoes of the stars and allows them to briefly experience the grace of the sport, the mastery behind the finish line, the artistry of the energy that fills the stands. An inspiring, strong voice runs through the duration of the film, reciting a manifesto. A manifesto celebrating those who make it their life's work to bring us their passion and the wonder, joy and inspiration they create.

This isn't your typical run-of-the-mill corporate video or event coverage. It's a piece of shareable content that fuels feeling. This film allows us to see brevity expanded, and moves you through time. Time fuelled by passion.



We live life by the millisecond
A moment becomes thousands
A day becomes timeless
For us, the finish line is just a suggestion
Because we always go beyond
Pushing limits
Breaking boundaries
Burning dust
We don't live in the now, we live in the impossible
To prove there's no such thing
Some call it passion. Some call it history.
We call it life.
Life moves fast.
Does that mean we're going to slow down?
Nah.





The film begins on a shot of a race car about to cross the finish line. Just as it's about to reach, the video and sound slow down to a complete stop, and the footage begins to reverse in slow motion.

VO: We live life by the millisecond.



Various shots of people, with high energy and smiling faces is played in reverse and super-slow motion (120-240 fps). The sound will slow down and take on a minimal and atmospheric tone.

VO: A moment becomes thousands.



A stop watch slows down, stops, and then goes in reverse.

VO: A day becomes timeless.



Celebration shots of the winners. Champagne and confetti flowing in reverse.

VO: For us, the finish line is just a suggestion.



The intensity of a racer's expression before they go can speak volumes as to their determination.

VO: Because we always go beyond.



Footage captured at the end of the race should show tired but happy expressions of the drivers.

VO: Pushing limits.



Racers embracing their fans. Close-ups of this, also in slow motion.

VO: Breaking boundaries.



High-speed B-roll of the race will be captured. Wide shots of the cars and track.



Footage in reverse: smoke getting sucked back into tires.

VO: Burning dust.



Some behind the scenes footage of the racers getting their energy up.

VO: We don't live in the now, we live in the impossible.



Small details will be found within the crowd to capture their emotions.



Even if it's a single driver, motorsport is not a singular sport. The entire crew and their hard work are key. They care just as much and will be shown as well.

VO: To prove there's no such thing.



Selfies, group photos, anything high energy and social.

VO: Some call it passion. Some call it history.



This event is an endurance race, so an appropriate visual metaphor would be to show worn out tires being discarded and replaced.

VO: We call it life.



A large part of the emotion will come from extreme close-ups of peoples faces throughout the event.

VO: Life moves fast.



A few shots of the amount of prep before getting into the race car.

VO: Does that mean we're going to slow down?



Autographs being signed in reverse. Close-ups of this, also in slow motion.

VO: Nah.



As the VO comes to a close, we return to the opening shot happening again... Then we quick cut with the rest of the footage we just saw, but in real time and forward. Great emphasis will be put on sound design so the video ends with a bang. *The viewer will essentially "re-live" the moment.*

HOW WILL I ACHIEVE THIS?

Given my experience with motor sports, as well as filming around vehicles and large-scale public events, this is right up my alley!

Even better; I already own all the equipment that would be required, and it could fit into 3 low-profile backpacks. These include handheld gimbals (DJI Osmo) in order get great stable footage, pocketable cameras (RX100m4) that can film super-slow-motion in full HD, and a DSLR (a7s II) capable of shooting in 4K to get the best quality possible for an HD edit. I also own a personal aerial drone (Phantom 3 Pro) that I have used extensively while travelling the world, and would suggest this be employed as well on the shoot (this would require some discussion).

I have a Canadian passport, so there would be no issues traveling to Bahrain.





In stories, anything is possible. They bring emotions to life, they ignite the mind, they inspire. Ukraine-born, Toronto-raised, Dubai-resident. My name is Kirill, I'm a filmmaker and I tell stories.

My passion for all things Cinema is easily seen in my work, and often by the people around me. Any time I see a new piece of equipment, my mind goes into full-auteur mode thinking of the creative ways I can use it. I either own or have worked with most types of camera systems or equipment.

Steadicam? We go steady. 4K and RAW? Yup. Dollies and Sliders? You betcha. Super-slowmotion shooting? Super love that stuff. Drones? Mine have been all over the world!

Since 2005, my work has kept me involved with vehicles in some form or another. I've shot north of 40 separate videos for armoured vehicle companies. Both in a product display sense, and in-action. Some years ago, I shot and edited multiple drifting events around Dubai. Last year, I spent a week covering the Dubai Motor Festival and capturing the excitement and scale of the Grand Parade, Ken Block drifting, super car rides and the crowd's passion.

My philosophy to get the shot is simple: *keep an open eye, an open mind, and the camera rolling.*



