



# visualising the future – now

<b>Client</b>	Alstom
<b>Project</b>	Future Now (short promotional film)
<b>Audience</b>	Alstom's prospective customers, partners and the broader community

## Brief

Global power generation leader Alstom asked us to produce a short promotional film to help their key audiences visualise a new, multi-million-dollar, state-of-the-art manufacturing facility proposed for a site in Chattanooga, Tennessee. Additionally, Alstom wanted the communication to support the argument that their ambitious undertaking was entirely credible and an imminent reality.

## Creative Solution

By applying a combination of feature-film techniques and traditional 3D modelling we enabled the organisation to truly visualise their future by creating a highly realistic representation of the proposed facility in its riverside location.

Accompanied by a compelling and informative voice-over, our film zooms in to an aerial vista of the Chattanooga region of Tennessee. Soaring across the Tennessee River, the full extent of the proposed riverside plant is revealed, situated attractively within the natural landscape.

To achieve this, the 3D elements featuring the proposed plant were superimposed onto aerial shots of the Tennessee River site, filmed by our team from a helicopter.

We also adopted a unique approach to capture various elements of the plant's internal manufacturing process. By filming live action shots at an existing factory in Switzerland, we applied the latest post-production techniques to create a 'virtual' representation of the proposed site's inner workings.

## How Effective?

By presenting the plant as a fully functioning reality, our film has helped convince stakeholders of its benefits, while also justifying the choice of location in light of its environmental and socio-economic impact.