



Focus : "Light Moves"



Directed by Jorn Threlfall of Outsider, "Light Moves," is a spot for Mazda via JWT, Dusseldorf, - now airing in Europe and the UK. It depicts a standoff of sorts between an artist and a new Mazda3, as each tries to outdo the other with the light shapes they create.



"We created imaginary light installations in a surreal environment on the water," says Threlfall of the night shoot in Barcelona. "It felt like a mad, modernist playground. We had to complete the trajectory of the light in our minds. Important was a sense of elegance and grace, a balletic movement from the artist and car alike."

The director achieves just that, as his lead - a French artist and musician - commands the light emanating from his fingertips as the car encircles him and answers his challenges at every turn. In the end, the two come together, their light-lines forming the image of a Mazda3 in the night sky. "I give a lot of credit to (VFX house) MPC," Threlfall says. "This project required the right combination of reality and fantasy, and striking that balance is always a challenge."



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DOP: Ekkerhart Pollack

Producer: Benji Howell

Postproduction Company: Moving Picture Company London

Producer: Paul Branch

Music: Mark Sayfritz