

# PHOENIX CITADEL

MOOD BOARD

# PHOTOSHOOT

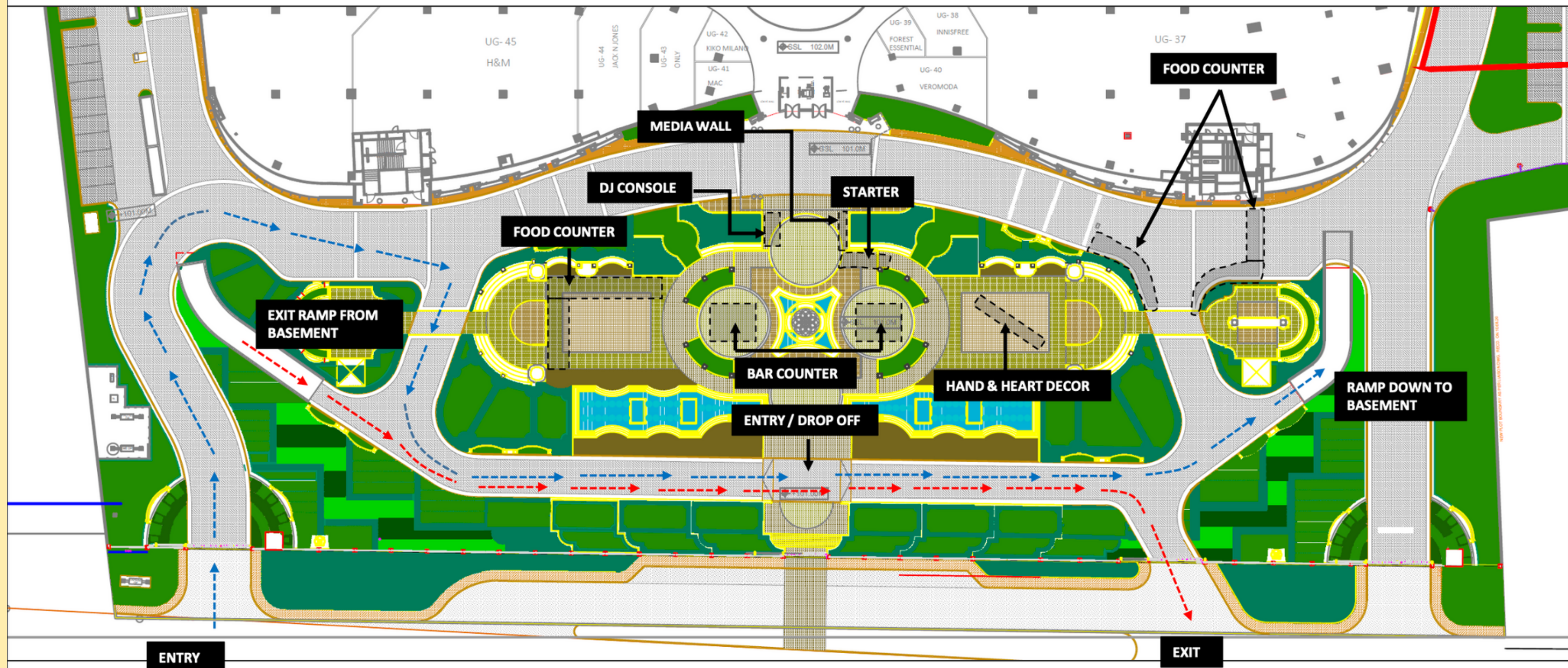
(Total Deliverables: 80-85 Photos)



The photoshoot will cover Before the launch  
Photoshoot of full property:

1. The Facade
2. Interior of The Mall
3. Fountains
4. Streets Decoration (Via Venice, Via Tuscany, Via Bologna)
5. Atriums (Piazza Delle Signoria, Piazza Murano, Piazza Florence)
6. Courtyard (Siena Pizza)
7. Arrival (San Marco Square)





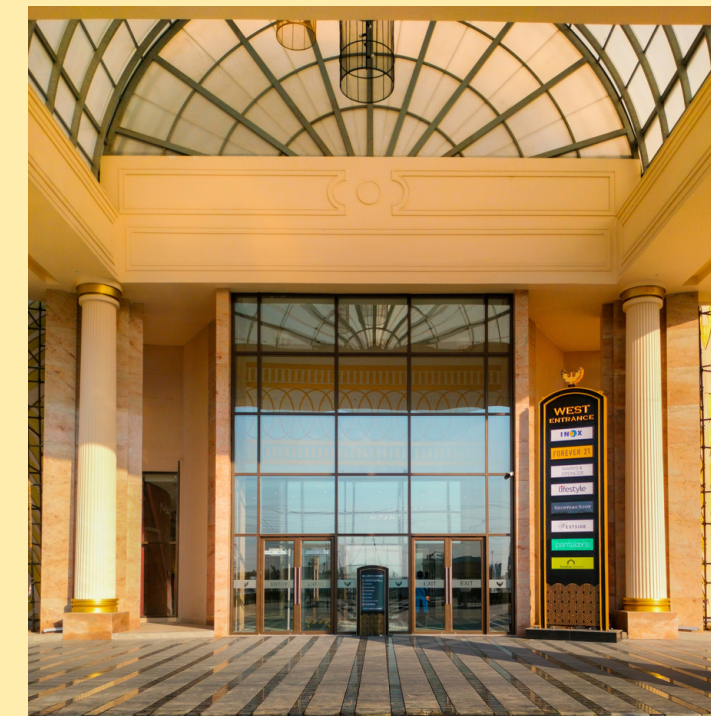
Plan for the mall opening



# 1. Ribbon Cutting Ceremony: Candid Photoshoot of Ribbon Cutting and people entering the Mall for the first time



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**2. Mall Walk:** Photographs of the interiors of the mall, In which we will cover Arrival (San Marco Square), Streets Decoration (Via Venice, Via Tuscany, Via Bologna), Atriums (Piazza Delle Signoria, Piazza Murano, Piazza Florence), Installations by Thomas.





**3. Musical Fountain Show:** Photoshoot of the fountains with different patterns and lightning with showing the facade in the background; covering people's reaction when seeing the fountain for the first time (Candid)



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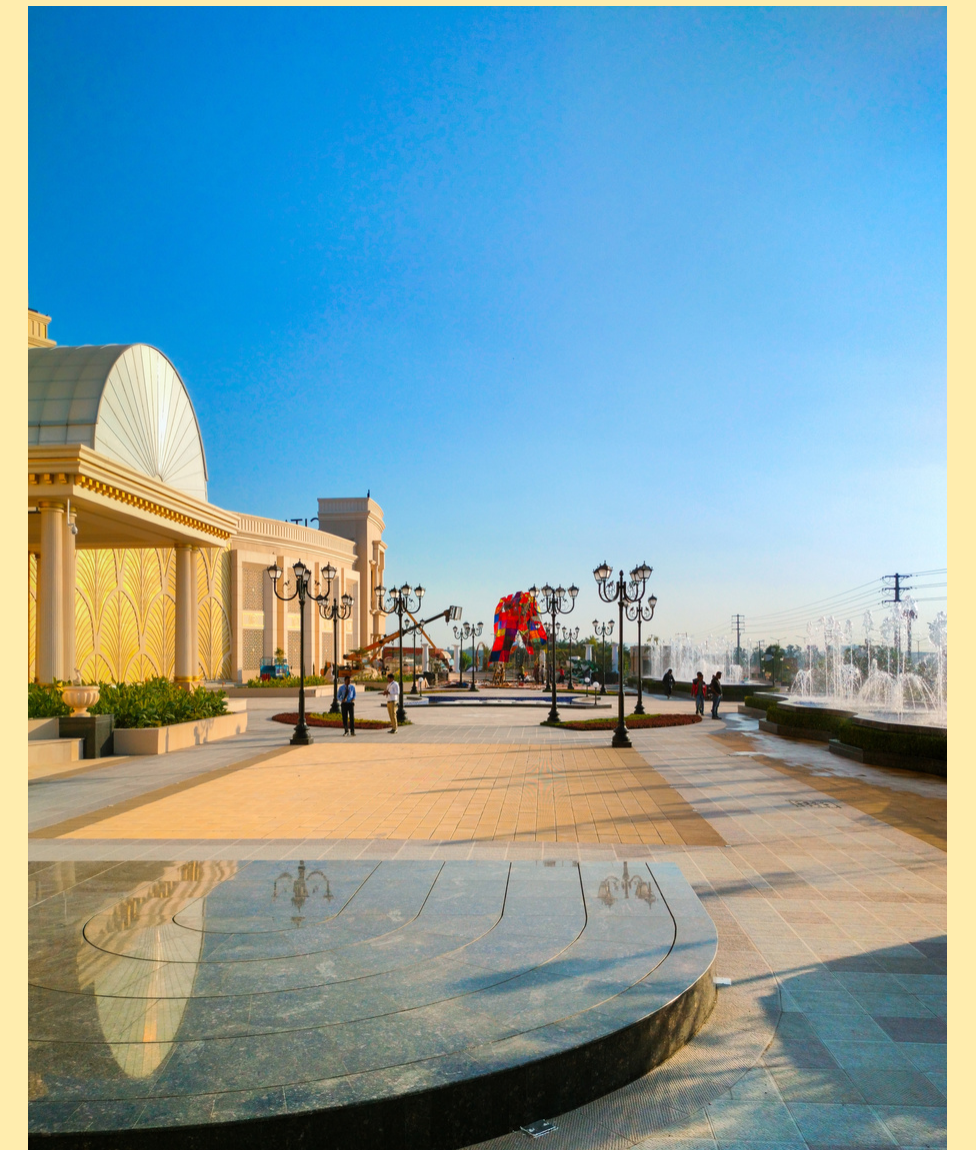




**4. International Act:** International Act will be covered with artists performing and taking candids of the Artists with showcasing the crowd and property.



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**5. Cocktail Dinner:** In the cocktail diner, Team's concept will be to capture the owners networking with people; Team will also focus on capturing the essential people who are present at the property.

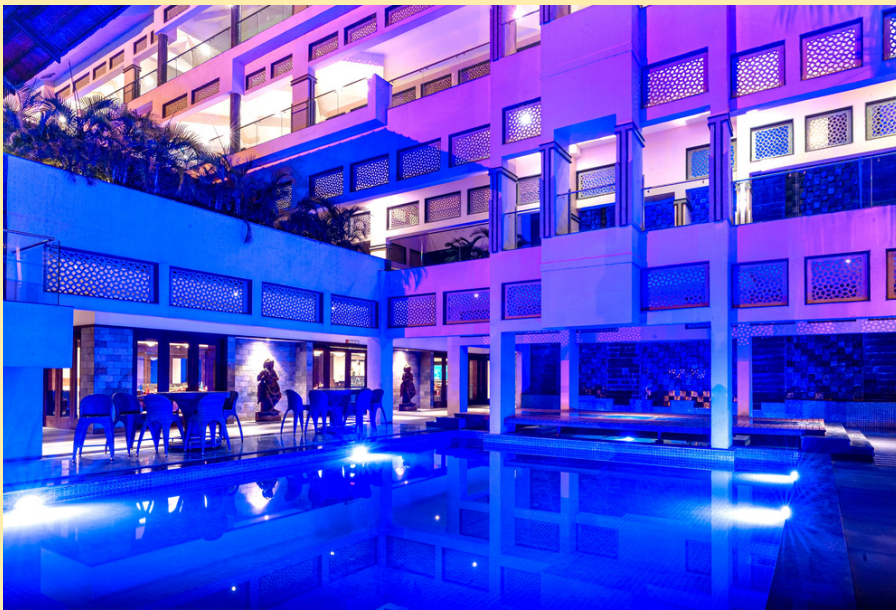
**6. Pooja:** It'll consist of capturing candid moments of people and the ritual of pooja while making sure to capture the moment when people are participating in this pooja ritual.





# Our Work









## LINKS

<https://drive.google.com/drive/folders/1klBSe2yHM9Xob70B51hTCdmF2AhrGQz6?usp=sharing>

[https://drive.google.com/drive/folders/1klBSe2yHM9Xob70B51hTCdmF2AhrGQz6?usp=share\\_link](https://drive.google.com/drive/folders/1klBSe2yHM9Xob70B51hTCdmF2AhrGQz6?usp=share_link)



# REELS CONCEPT



Total Deliverables: 4 Reels (Upto 8)

## Reel 1 Concept - **BEHIND THE SCENES**

Covering the makeover of the whole property before the launch keeping in mind the concept to grab people's attention and making them tease to know more about the whole makeover of the property. The glimpses of limited art on the property and making it minimal and aesthetic.

## Reel 2 Concept - **THE PROPERTY REVEAL**

It'll consist of showcasing the whole property makeover, how the property is looking before the launch and covering the aspect of the finishing that Phoenix Citadel has come up with. Showcasing fully functional stores glimpses and ready for entertaining the customers the next day.

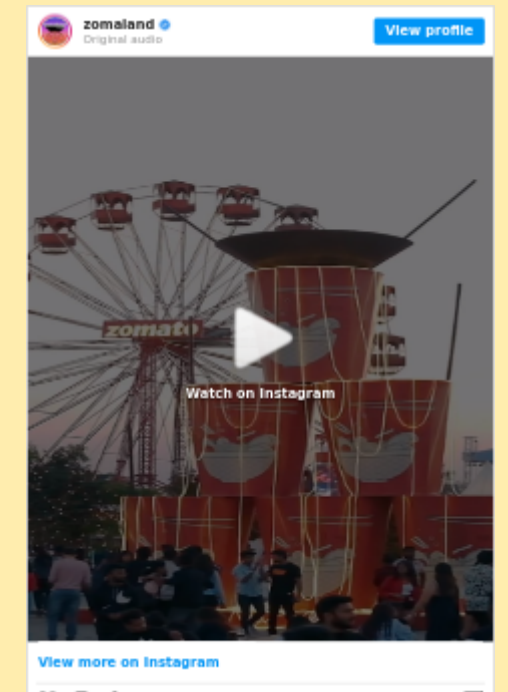
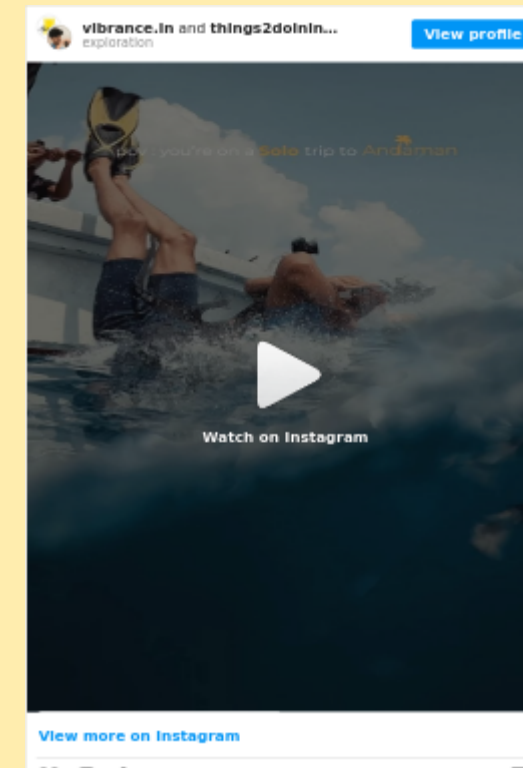
## Reel 3 Concept - **Day 1 Event Capture**

They are covering all the itineraries and making the reel energetic by showcasing all the aspects of the events going to take place at the property while capturing the candid moments of people when they see Musical Fountain, International Act and more.

## Reel 4 Concept - **Day 2 Event Capture**

Making a base of soothing & upbeat music that showcasing all the rituals taking place while people participating in it and the joy of people when the Mall opens for the first time to the public and their reactions while seeing the mall for the first time, shopping at Phoenix Citadel for the first time and their excitement.





# REFERENCE

<https://drive.google.com/drive/folders/1-MP5Jopx9A8nm9o-8km3w6tu52R7vtbR>







# CINEMATOGRAPHY



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## Total Deliverables: 3 Overall Videos

### Cinematography 1 **Concept: The Launch Event**

Cinematography will consist of capturing The Drone Shot of how the property looks, capturing the Facade and Decorations, following the event itinerary and capturing the moments to make a detailed video.

2nd Drone Shot will take place at the time of Dawn when there'll be a Musical Fountain event going capturing the Musical Fountain and Facade in the same Frame then the drone will fly toward the property, will make a 180-degree turn and capture another shot showing musical fountain & people together.

3rd Drone Shot will take place when International Act starts capturing the action from the height showing people, facade and performance in the same frame

### Cinematography 2 **Concept: The Rituals & Point Of View**

It'll cover all the rituals & Point Of View on how you see the phoenix when you see it for the first time and the people tour, also covering the gist of the Press Conference when The Phoenix Team will be elaborating on the whole Concept.

### Cinematography 3 **Concept:**

The Video will be an overall video of Behind The Scenes, Day 1 itinerary, Day 2 and Post Launch people shots which will be a collaboration of Day 1 & Day 2 Videos.





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# REFERENCE

[https://youtu.be/We\\_i5gv6MUUs](https://youtu.be/We_i5gv6MUUs)

<https://youtu.be/ksFueTxjHmk>

<https://youtu.be/0HpA7xnmBqA>

<https://youtu.be/5xvwuEBaemg>





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Thank you!