

Creativity becomes reality

Creative ideas live: Sachtler shows how visions become reality.



Ideas in Motion

The assignment was actually a different one: Roll Call Productions had planned to shoot the image film for the Pinakothek museums in Munich. But then, they received the request from Sachtler Camera Dynamics for an image film. However, this was not supposed to be an ordinary image film, for the Sachtler's company and product philosophy was to write the screenplay.

YOUR PROFESSIONAL PARTNER FOR YOUR VISIONS

"We did not only want to present our customers and interested parties simply our products, but we wanted to show them live at the set what shooting with Sachtler equipment means. In a nutshell: We let the products speak for themselves and let them tell stories with emotions," Juergen Sommer, Camera Dynamics, Director of Brand Development, explains.

Director Ralf Schmoekel and producer Heide Fliegner used this unique opportunity and combined both assignments: They used the Sachtler equipment for the shooting in the Pinakothek museums in Munich and produced the Sachtler image film virtually out of the making-of. Production scenes and scenes out of the image film for the Pinakothek museums are alternating. Heide Fliegner realised the Sachtler image film together with students of the University of Television and Film Munich. The students used the following background story: Four film students speed through the night putting up a car chase with the police. The reason: The students are planning a special project, and, without further ado, nick the Sachtler equipment they need.

ETERNAL LOVE OF DETAILS

Image film, first scene example: In the middle of a museum hall a string quartet is playing musical instruments in front of a backdrop of great world art. A camera operator gets a Sachtler CamCrane EFP started and places the remote head exactly above the quartet. The remote head is slowly pivoting. Change of perspective: A hand in close-up – it is bowing the the violin's strings gently and full of verve. Then again the four musicians from above. The camera is turning round in a circle, the audience is watching from a bird's eye view.

Suddenly the picture becomes blurred, and the viewer finds himself in a part of an old painting – in the middle of a mountainous landscape, gazing towards the ocean, at the endless horizon. Then again a violin in close-up. This combination of changes of perspective and classical music carries the viewer right into the picture – visual and acoustic impressions are blending.

Second scene example: Two children are hiding in the stairwell of the Pinakothek der Moderne (Modern Art Museum). Inquisitively they are walking up and down the stairs – an operator is following their every move using an artemis camera support system. He virtually captures every move closely and at the children's speed – flying pictures perfectly balanced. Yet again a change of perspective: The next scene shows the shooting's results. The viewer accompanies the children at eye level and shares their fast and spontaneous moves.

HIGHEST STANDARD AND TECHNICAL PERFECTION

It was not without risk for producer Heide Fliegner and her team to shoot in the Pinakothek in Munich: "The shooting in the Pinakothek was a very difficult production project. Shooting with children, many extras, lay actors and working in the middle of a museum exhibiting international art treasures at that: A perfect production is only possible with absolute professionalism, a first-class team and reliable, fully operative film equipment." Especially, as no insurance company was prepared to insure the project. Therefore, the Pinakothek security guards kept an eye on the film team all the time. "For instance, we put tennis balls onto the tripods' legs in order to not scratch the parquet flooring in the Alte Pinakothek."

A few sequences of the Sachtler image film were filmed in the Sachtler Academy studio in Eching under the direction of Judith Jerome and Ralf Schmoekel. Sachtler not only organises workshops on a regular basis there, but also rents the studio out for movie projects. Due to the state of the art equipment, the Academy was the perfect location for the studio shooting.

Gallery

