



GENESIS
GV70

'IMMORTAL FORM'

TREATMENT BY: BRITTON SEAR

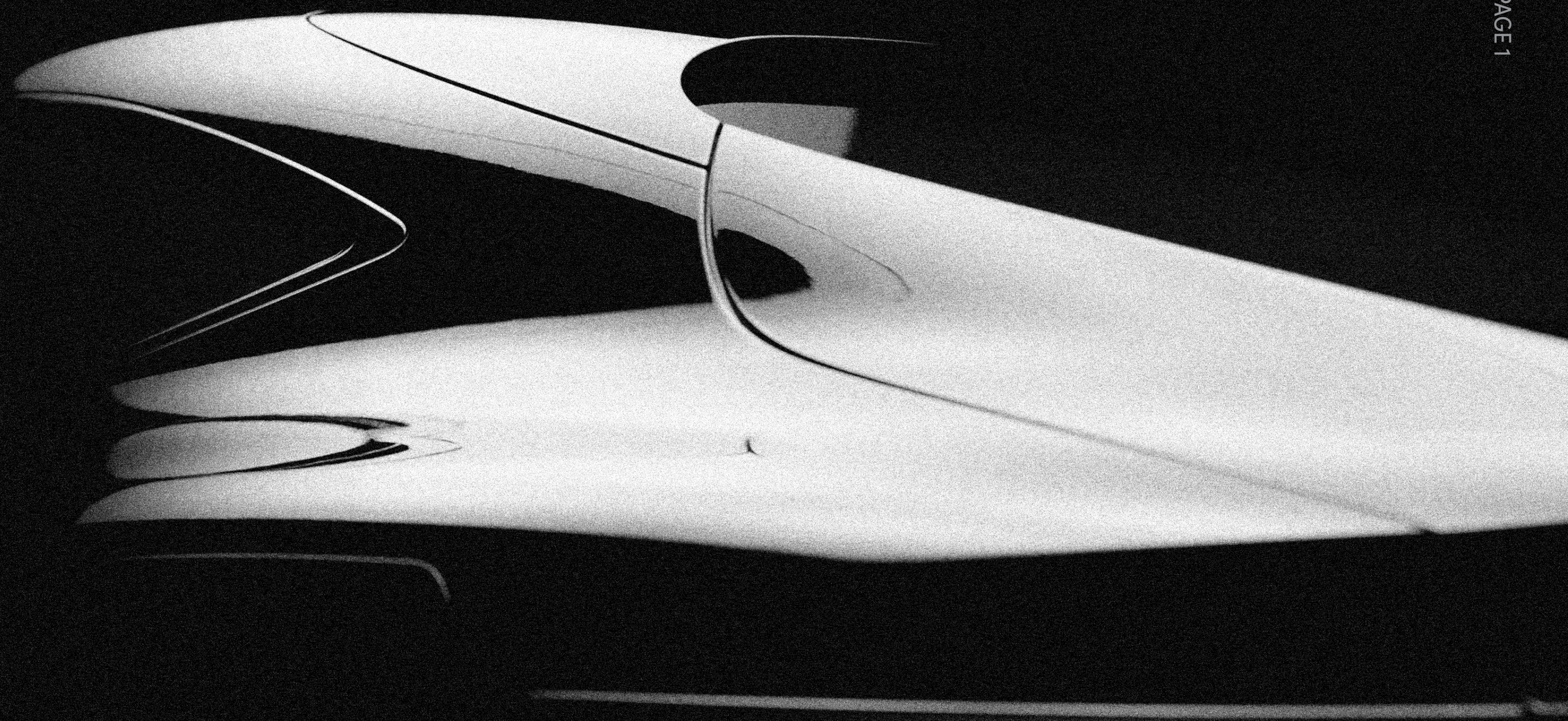
CONCEPT

THE RITUALISTIC BIRTH OF GENESIS MOTORS'
LATEST CONTEMPORARY RELIC, THE **GV70**

THE FORMS OF HUMAN AND
AUTOMOTIVE **SCULPTURE** EXAMINED IN
MACROSCOPIC DETAIL.

A DREAM OF MODERN KOREAN
FASHION INFUSED WITH
TIMELESS CULTURAL **ANTIQUITY**.

CULMINATING IN THE EMERGENCE OF
THE **GV70** FROM A SLAB OF LIQUIFIED MARBLE



TONE

VISCERAL MACRO IMAGERY AND PULSING
SOUND DESIGN CREATE GUTTERAL IMPACT

SYMBOLS OF ANCIENT KOREAN
SPIRITUALISM WILL GROUND
THE WORLD IN A SENSE OF PERMANENCE

SLEEK **MODERN** FASHION MODELS AND
BRUTALIST ARCHITECTURE FRAME OUR
WORLD IN THE PRESENT.

A **CEREMONIAL** REVERENCE WILL BE
APPLIED TO THE PERFORMANCES
TO DEVELOP A STIRRING INTENSITY



FASHION

SLEEK, **CONTEMPORARY**,
ANDROGONOUS KOREAN STYLE.

GARMENTS PULLING SUBTLE INSPIRATION
FROM HANBOK, THE TRADITIONAL CLOTHING
OF **KOREAN CULTURE**.



ANTIQUITY

A **KALEIDOSCOPIC** EXPLORATION OF
ANCIENT FORMS JUXTAPOSED WITH
THE CONTOURS OF THE **GENESIS GV70**

WE WILL FLOAT THROUGH A MODERN VISION
OF AN ANCIENT KOREAN ART MUSEUM
TO ARRIVE AT...

THE RITUAL

A MODERN **BRUTALIST** TOMB WILL BE THE SITE
OF THE VEHICLES **AWAKENING** FROM A MON-
LITH OF SOLID BLACK MARBLE.

THE FIGURES IN THIS FILM ARE NOT
ASPIRATIONAL IN A MARKETING SENSE
BUT, **CEREMONIAL ATTENDANTS**







EMERGENCE

IN A CLIMACTIC MOMENT...

THE **GV70** WILL EMERGE FROM THE
MARBLE RELIC IN SUPER SLOW MOTION
LIKE A BULLET **PENETRATING** FLUID

SOUND & MUSIC

PULSING ELECTRONIC MUSIC
REMISCENT OF GESSAFELSTEIN WILL GROUND
THIS WORLD IN A GRAND **ENERGY**.

CAVNERNOUS REVERB AND AMBIENT DRONES
WILL LEND A **SUPERNATURAL** SOUNDSCAPE
TO THIS MODERN RITUAL

CINEMATOGRAPHY

MACROSCOPIC IMAGERY WILL BE EVIDENT
THROUGHOUT THE PHOTOGRAPHY TO
EMPAHSIZE FORM AND TEXTURAL DETAIL.

SLOW MOTION IMAGERY WILL EMPHASIZE THE
GV70'S TRANSCENDENCE OF TIME.

KOREAN ART

WE WILL EXPLORE THE LANGUAGE OF
KOREAN ART & DESIGN THROUGH IT'S **FORM**.

THE **CONTOURS** OF ANCIENT SCULPTURE
AND POTTERY WILL BE COMPARED TO THE
CONTEMPORARY AESTHETICS OF THE **GV70**





CASTING

MULTINATIONAL MODELS WITH **INTENSITY**
AND ANDROGONOUS ATTITUDE.

THE PEOPLE IN OUR WORLD SHOULD FEEL LIKE
ALIENS ON EARTH.



NOTE

I AM EXCITED TO EXPLORE AND
REFINE THIS CONCEPT FURTHER
WITH THE TEAM AT INNOCEAN.

I HAVE ENJOYED DEEPENING MY
UNDERSTANDING OF KOREAN CULTURE
AND THE GENESIS BRAND
TO IDEATE THIS VISION FOR YOU.

THANK YOU
BRITTON SEAR
WWW.BRITTONSEAR.COM