



xylem
Let's Solve Water

Art department presentation

November 2023

This was a tightly budgeted commercial, being a one day shoot in the cold of January 2023 at Black Island studio. The set was constructed by Warren Lever at Construct Scenery, pre fabricated in the workshop and stood up on Stage 5, with a water containment tank and filtration/heat system (By Aquatic solutions), dressed, pre-lit etc. in 2 days.

The commercial was directed by Peter King at Brave and produced by Pamela Pifferi

One of several challenges being that Pep Guardiola was not available for the shoot date, and thus was never actually in the physical set. The commercial was entirely shot with a body double, edited, and then a post production shoot with Pep in Manchester against a grey screen was captured, in order to do a vfx upper body /head replacement.

The set was shot completely dry, and then water gradually added.

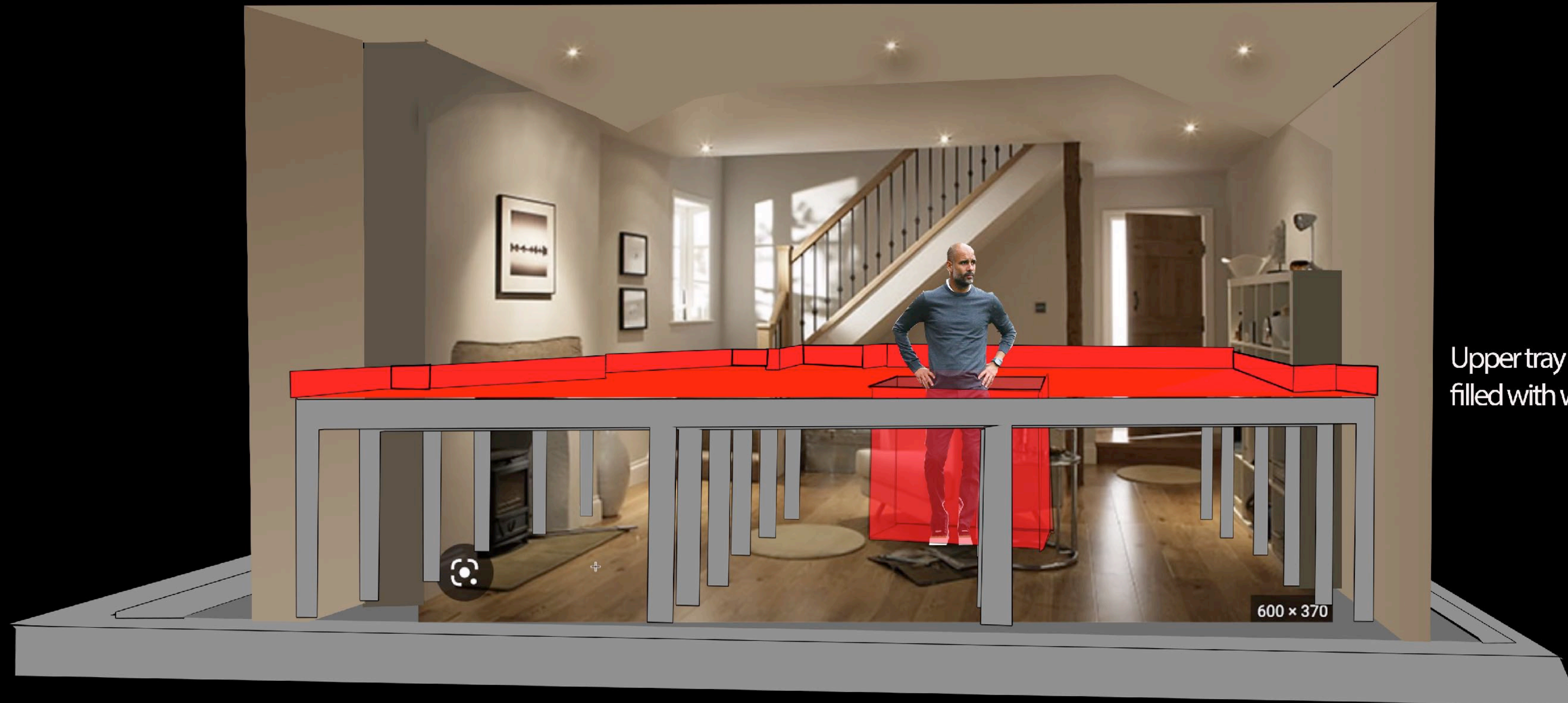
For the deep water final shot, this was achieved by installing a water proof shallow “tray” at waist height, with a trap “cube” where the actor could stand in deeper water. This actually was a cheaper and quicker solution than building a deeper containment tank, and managing a much greater volume of water on the day of the shoot.

The tray took about 90 mins to put into the set and fill, whilst close ups and other details were shot against a separate wall corner.

The space immediately below the set build floor, acted as a reservoir, to hold, heat, filter and recirculate pumped water. It all worked out very well on the day!

Xylem, worked with a very strict sustainability and environmental brief and so all props and construction materials had to be recycled or have a second life.





Upper tray and deep man pit filled with water

Proposed set build - water ingress down stairs, down chimney, and through front door

CONTAINMENT AREA = 6.0m x 10m x .20 deep = 12 Cubic metres capacity

Upper tray approx 6m x 8m x .10 deep = 4.8 cubic metres (4.8 tonnes) - largely made with Steel deck and pool liner - Independant upstand painted wall colour perimeter will be simplified for ease of construction

This will be pre-built and struck out during the shooting day

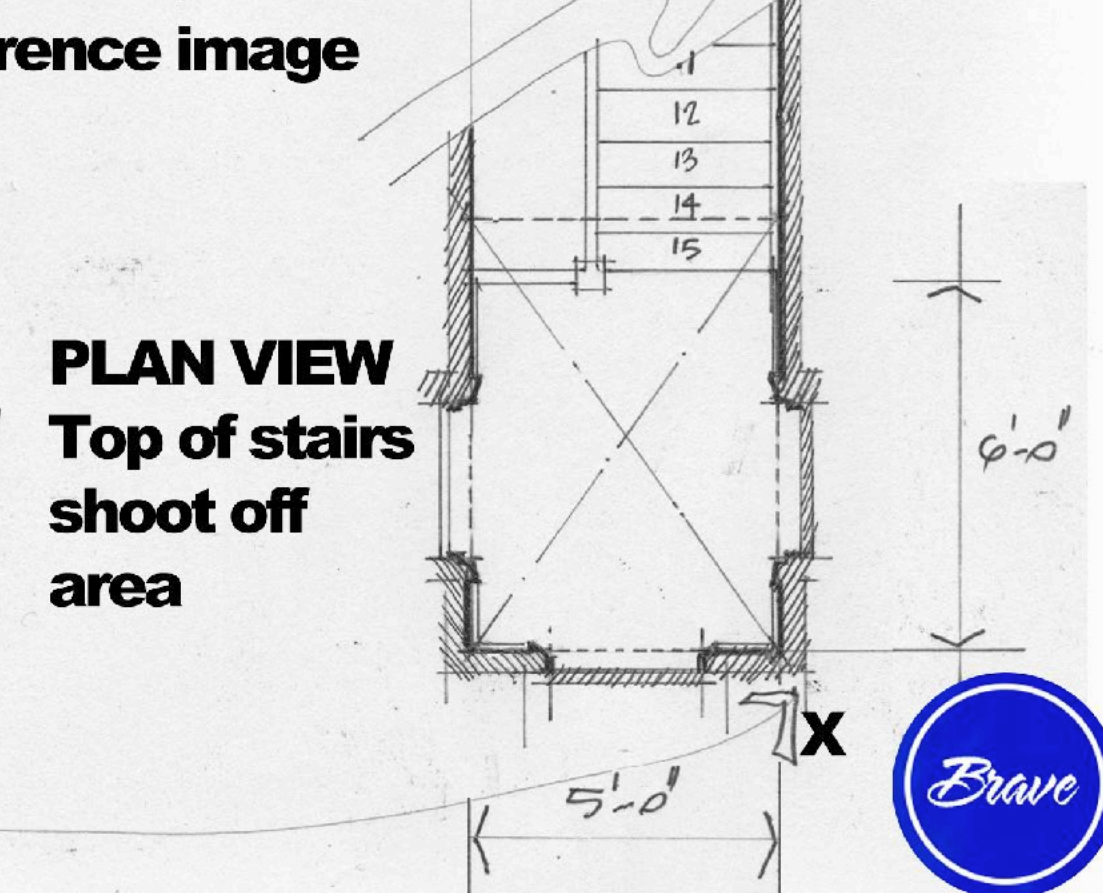
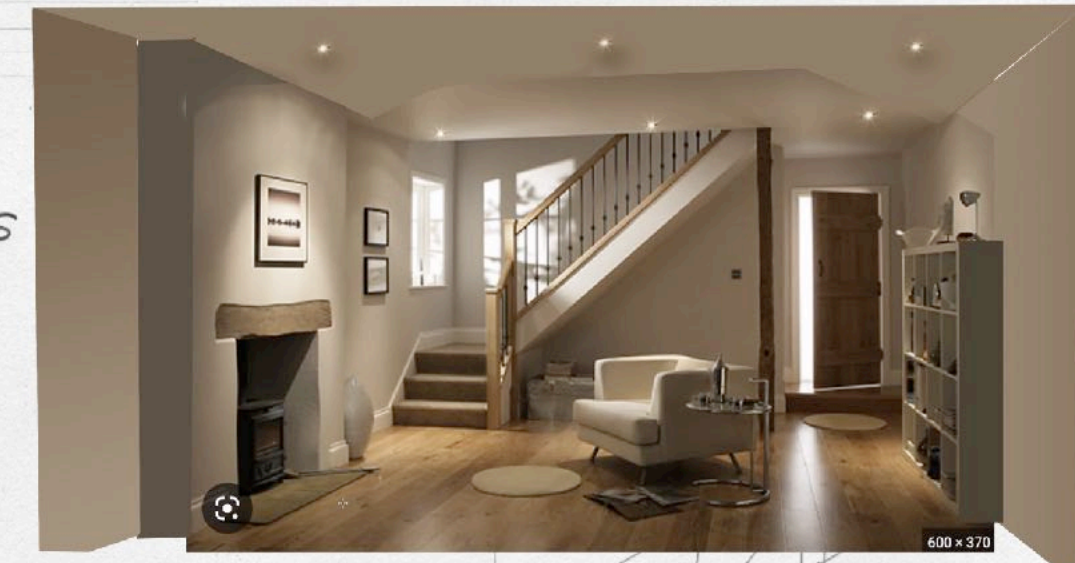
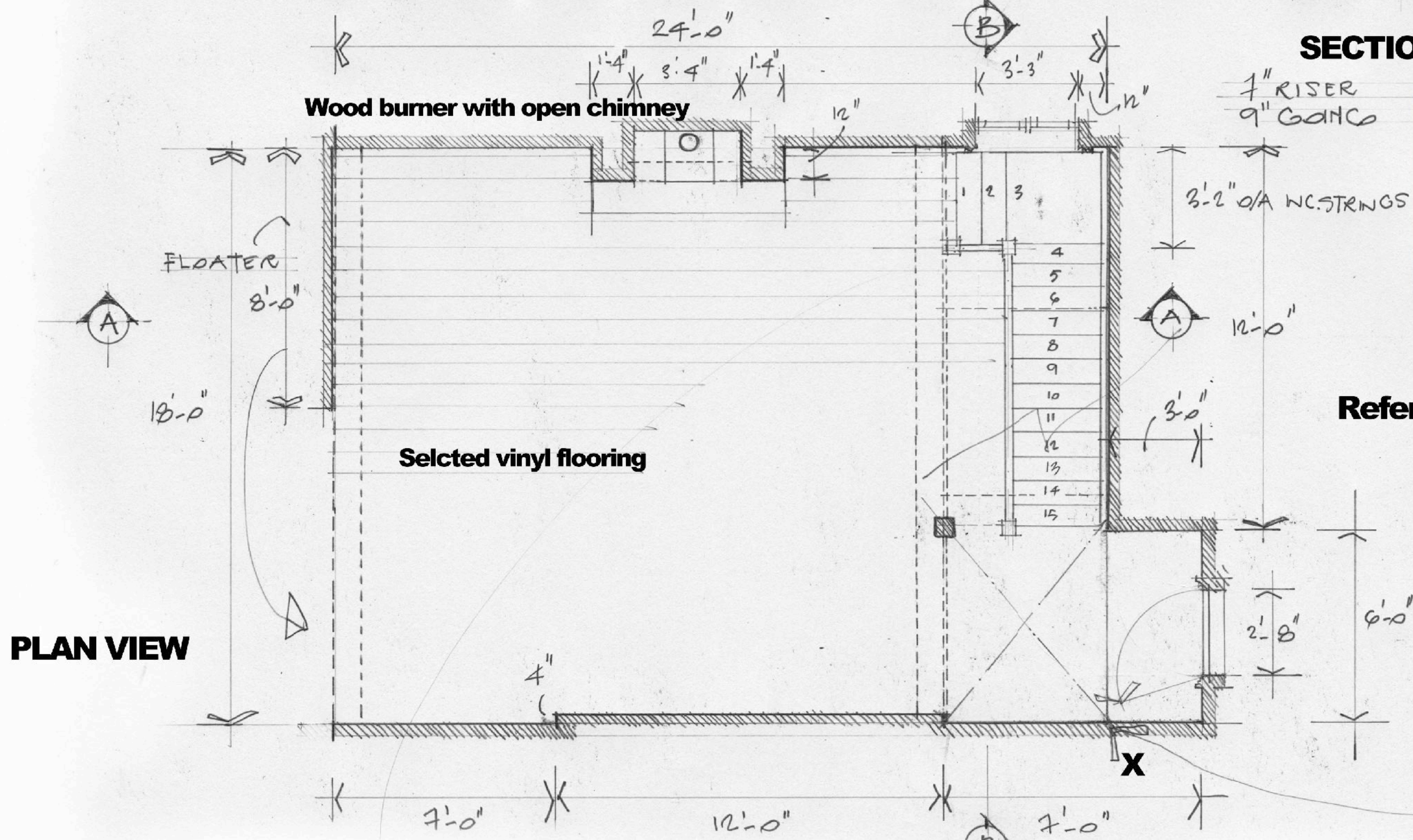
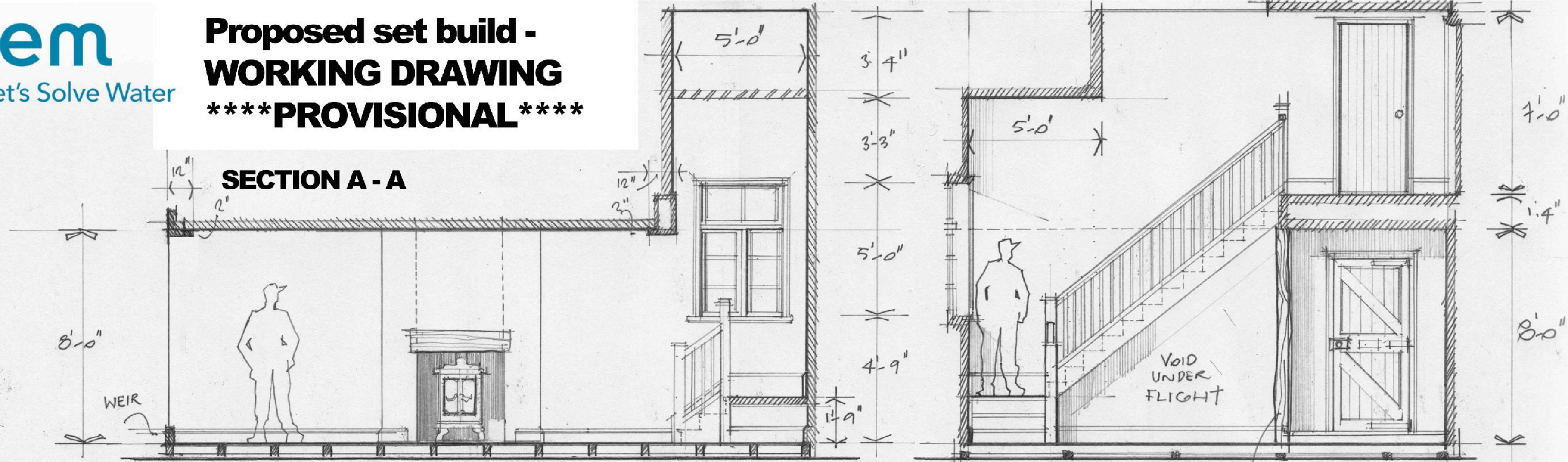
Deep pool area, 1m x 1m x 1m deep = 1 cubic metre

STAGE 2





**Proposed set build -
WORKING DRAWING**
****PROVISIONAL****



This drawing scales to 1/4" to 1' when printed on A3 at 100%

