

B&Q Flip



Production Designer - Dan Betteridge

Art Director - Kate McConnell

Filmed in a stadium in Sofia

B&Q 'Flip' Supporting Statement

Introduction

The brief for the spot was for a one shot take where the actress enters the kitchen of her home and proceeds to flip her world around (with the aid of B&Q of course...). This was to be achieved in camera, with post solely limited to clean up and exterior plate shots. This was an amazing opportunity to build something that I don't believe has ever been built before in this way. There have been many rotating sets (I have built a few myself) but this was something different. Most of these type of sets are built within a balanced wheel but this required something more unusual. Being able to combine this large scale rig with the addition of miniatures was an absolute dream job for me.

Technical Design

The rig required an offset nodal design to allow for varying weight distributions between the garden and the main building and also to be able to achieve the maximum length of travel for our actress within the height of the building. As there were no stages that could accommodate the size of the rig we built it in an indoor sports stadium in Sofia over a 3 week period with the main structure comprising a 30' diameter ring with a further 20' of projected platforms. We needed to use the products that would be available when the commercial was released, as these were not in the stores yet and due to the operation of the rig we needed to retro engineer a significant quantity of items in lightweight materials

Unlike a lot of sets that can be balanced as they rotate with fixed elements we had to account for dynamic loadings and redressing of all the of the elements as they were meant to shift and fall within the shot; as the items move they alter the balance within the set and this had to be designed in, so as to ensure a smooth and safe 180° rotation that matched the specific length of the commercial. The timing and the action of this spot was crucial as it required her to travel the complete route within a 60 second commercial, no more and no less!

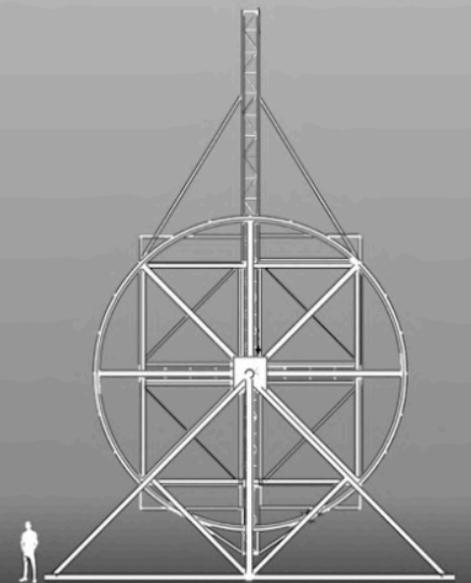
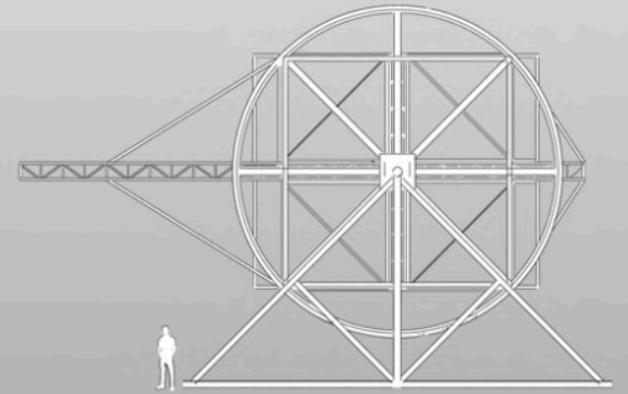
Aesthetics

The aesthetic brief was governed by the requirement to use products that were solely produced by B&Q in the final scene, this of course meant that we were very constrained in the style of dressing that was available to us. However this did lend itself to the fact that the normality of the dressing would emphasise the peculiarity of the physical effect within the space.

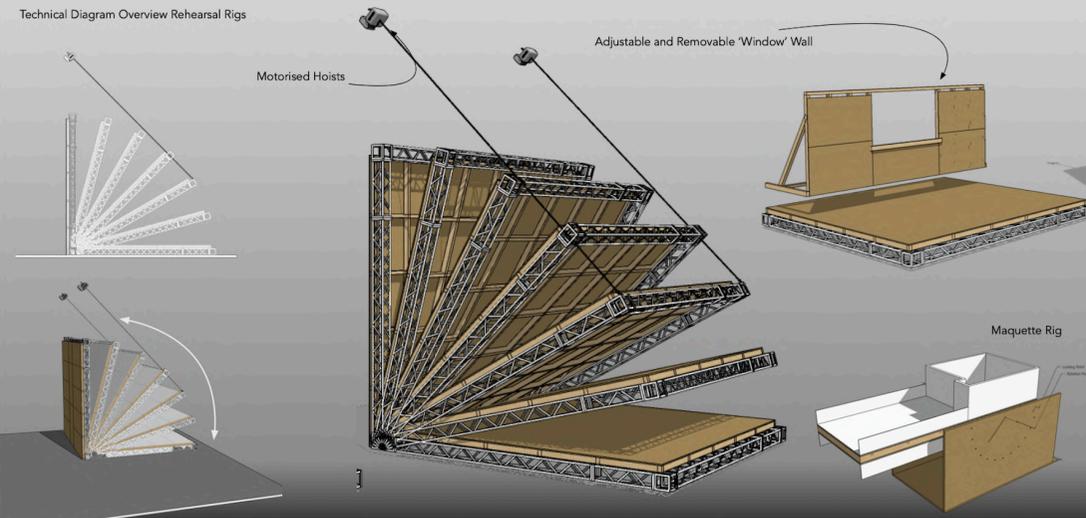
Miniature Sets

There was not a lot of time for post production in the schedule to establish the wide shots of the suburb where the house would sit, we produced a miniature set to take photographic plates from to build the exterior world and constructed an quantity of modular houses in conjunction with a 2d floor plan to shoot various plate shots with additions and removal of specific elements to give us a natural variation in design and provide post with most of the texture and lighting elements that they needed to place our home within the story location.

Technical Diagram Overview

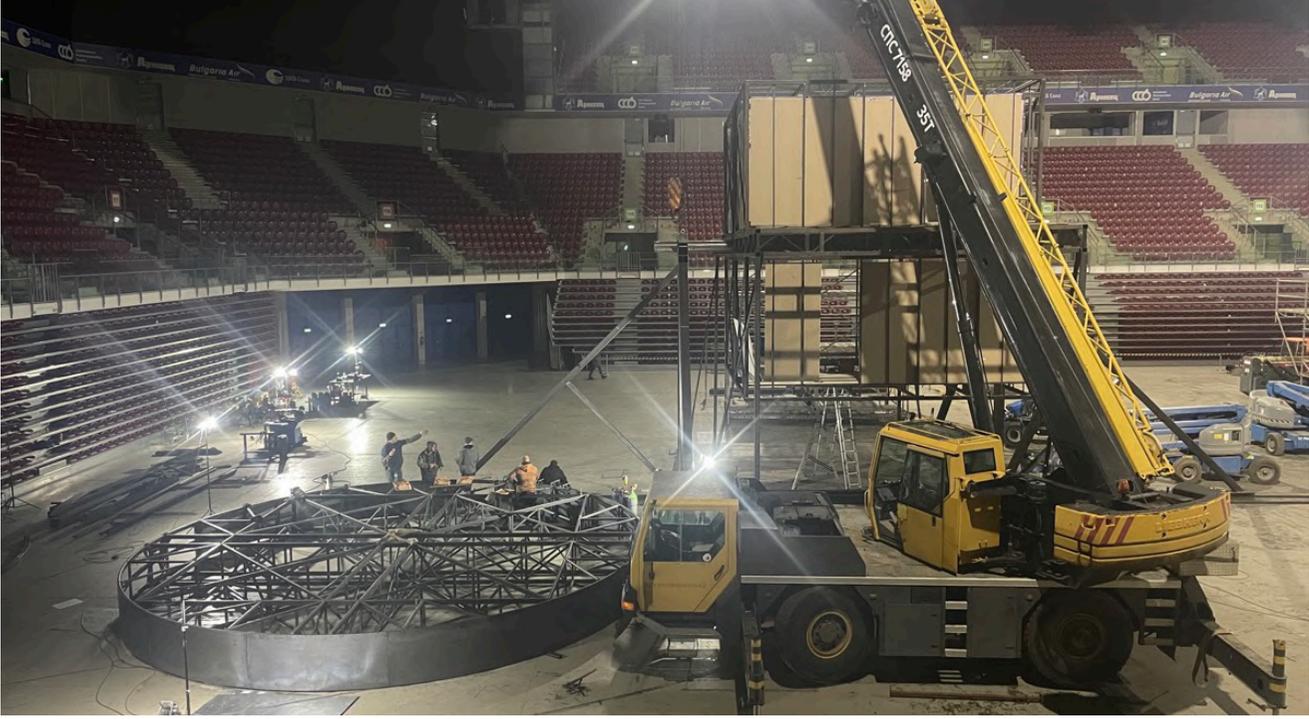


Technical Diagram Overview Rehearsal Rigs



Exterior of Hero House Overview





BTS Photos of Rig Construction and operation

Set Design Original Side



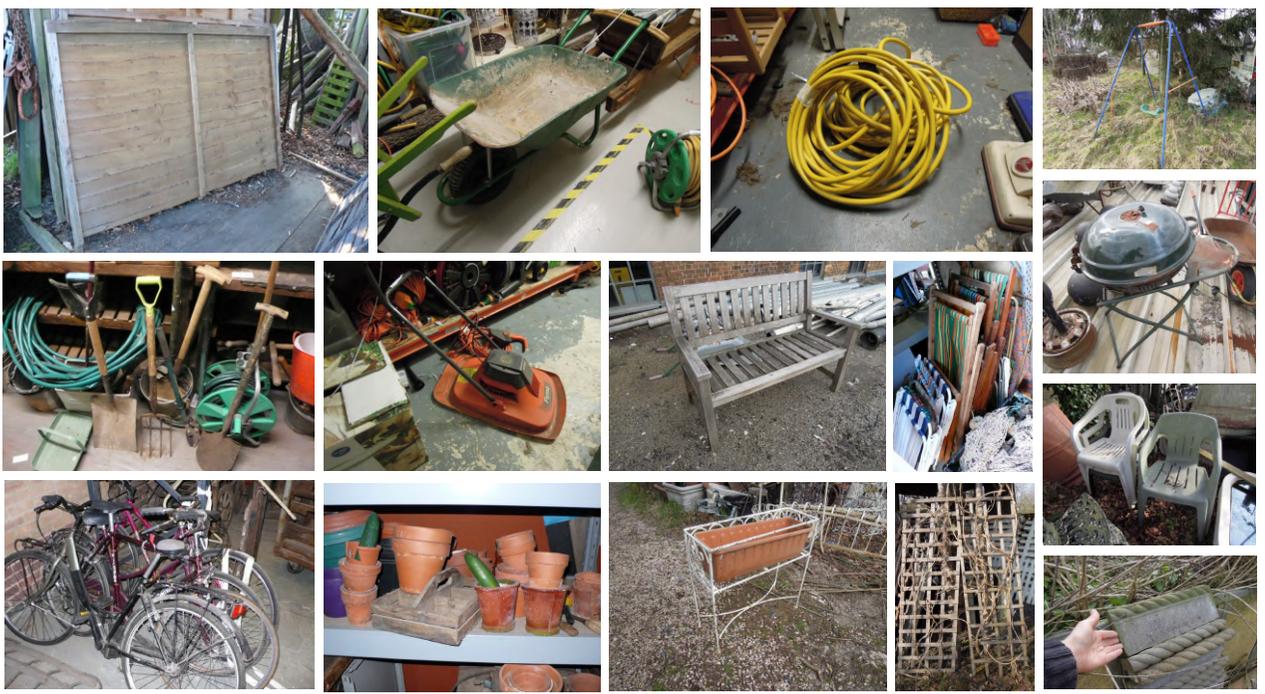
Muted Tones, worn items, not all items will be changed when the kitchen changes, there will be updates and the colours and tones will be fresher and brighter but not a complete alteration

Set Design Sections



lots of Swinging items in shot, fruit baskets, curtains, lamps, bo, hanging plants, ornamentsxes sliding pictures on long wires, clothes by the back door, utensils, mug tress

Set Design Plan



Designs and Garden Moodboard for 'Original house' prior to flip

Change of Horizon through glass door (1st Indication of movement)

Cut point in internal porch area

Clothes on Hooks

Table and Chairs Slide

Pendant Lamp Swings

Artwork swings on walls

Climb over Radiator

Exercise Ball

Books on shelves

Space down the side for things to tumble when in garden

Bench to climb down the other side

Curtains

Cut point at edge of door

Fountain

Clothes Line



Shoot through Door

Items slide on kitchen surface

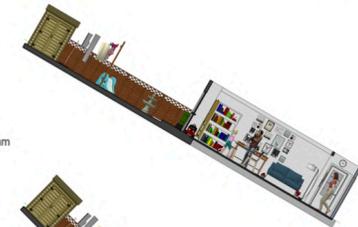


0°

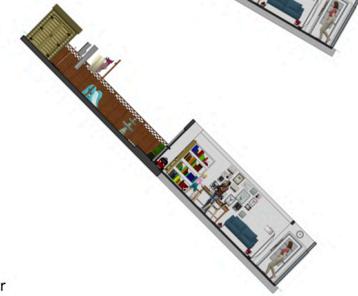
60°



15°



30°



45°

90°

Plants on border

Rotation Angles



Rig angles of operation overview and main in camera action pieces and a few BTS Photos

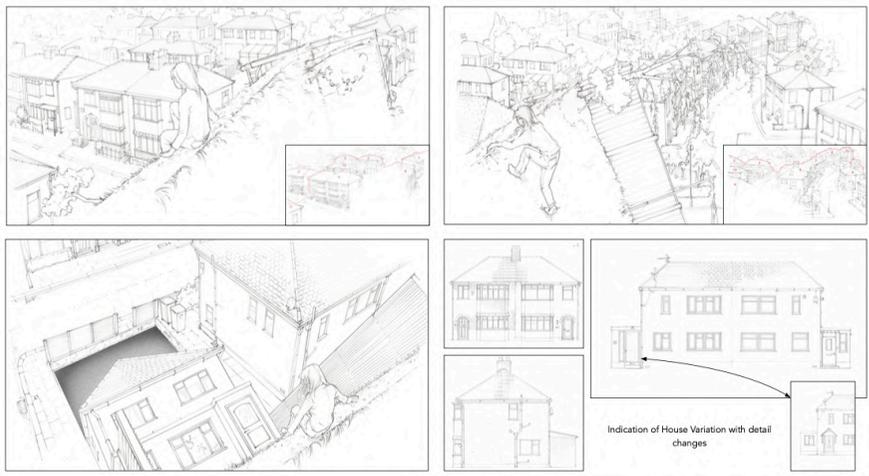


Before and after interior styling and screengrab of rig in motion (please see link on final page for BTS)

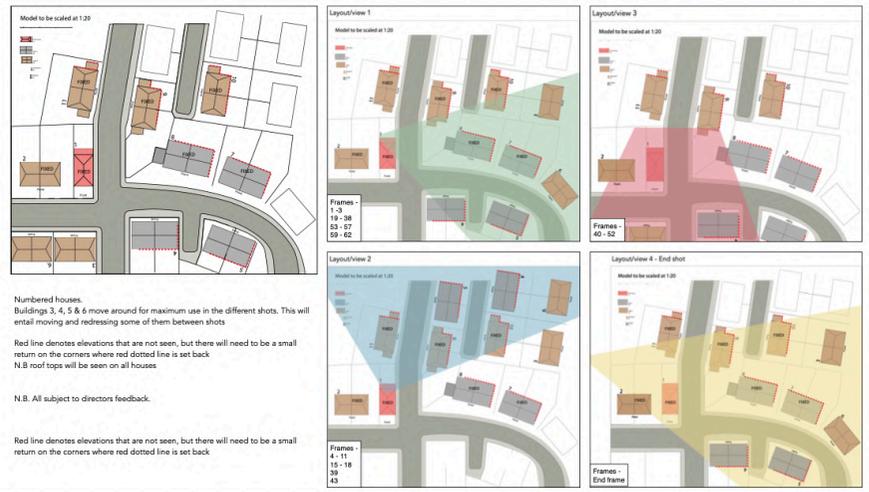


1:20 Miniature set build over an area of approx 4.5 x 4.5 m, houses share foot print so can be used for plating, tower block build tbc

Production Designer: Dan Bennett; Surfaces Ltd



Indication of House Variation with detail changes



Numbered houses.
Buildings 3, 4, 5 & 6 move around for maximum use in the different shots. This will entail moving and redressing some of them between shots.
Red line denotes elevations that are not seen, but there will need to be a small return on the corners where red dotted line is set back.
N.B. roof tops will be seen on all houses

N.B. All subject to directors feedback.

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Miniature designs and layouts for VFX plate shots

It was a pleasure to have an opportunity to design and construct a project of this complexity and would not have been possible without a fantastic Crew in the UK and in Bulgaria

Link to BTS Videos. <https://vimeo.com/706924983> <https://vimeo.com/706924875>