

# Will Heard

Release Plan - Creative Direction

By Laurie TB

# General brand guideline

- Surrealist stories
- Canvas in nature & inside
- Force of nature mix with art
- Absurd concept
- Mix of colours and patterns
- New dimension to the music – cinematic proposition – storytelling
- <https://youtube.com/2HMCvRGrMlw> – for visualiser

# Production Plan

## Photo & Video

- 1 day outside. ( pm sun + sunset + night ) – video & photo
- 1 day in studio – Press shot + 2 live session
- Painting timelaps ( tbt )

# **Creative Direction**





**PRESS**  
- WHITE SPACE  
- WHITE TABLE

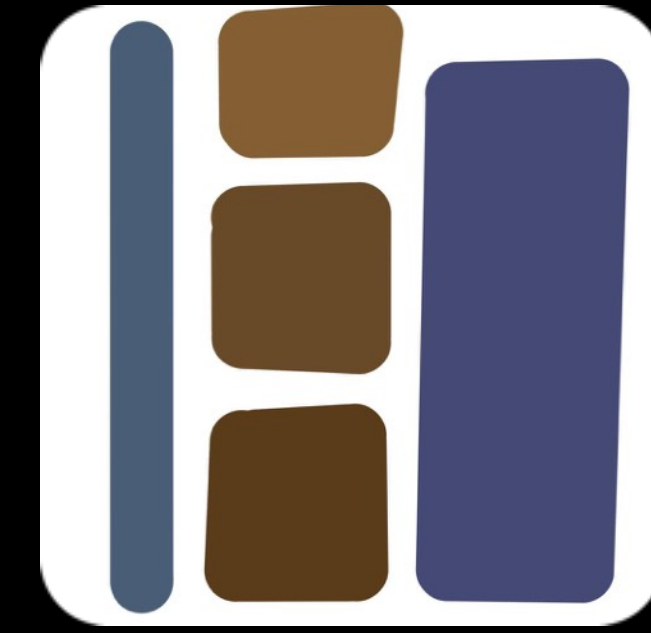




**Singles**

**Flash Light**





Colour palette



Artwork

Magic  
Vibration  
Teleportation

The light from within





Glowing body  
Still video shot for post



Hands holding light



VIDEO + PHOTO  
^ MINIMUM MOVEMENT





Light in nature setting



Flash style photo / video





Live session

STUDIO

- BLACKOUT SPACE
- HIGH CEILING



billboard

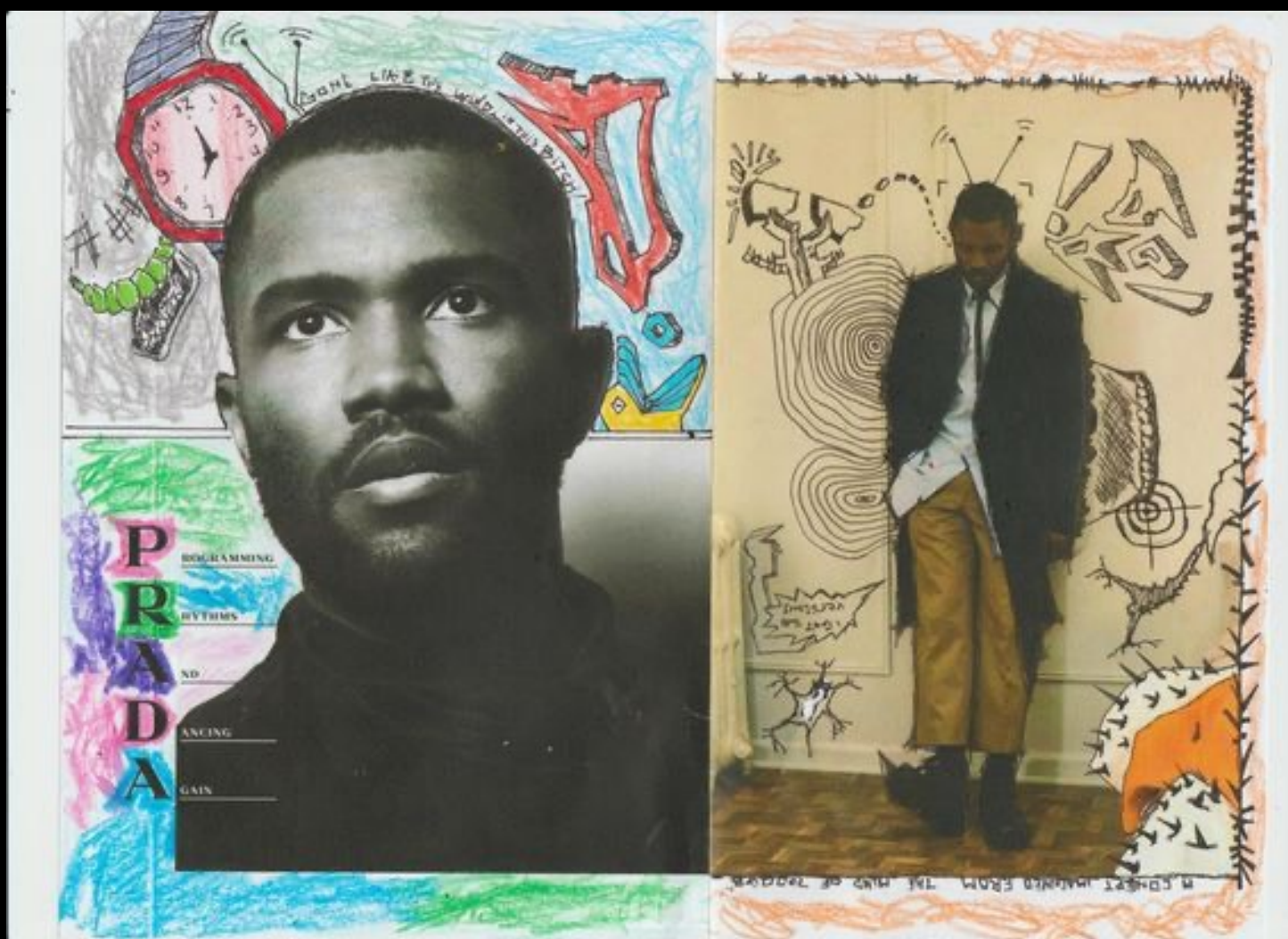


Light

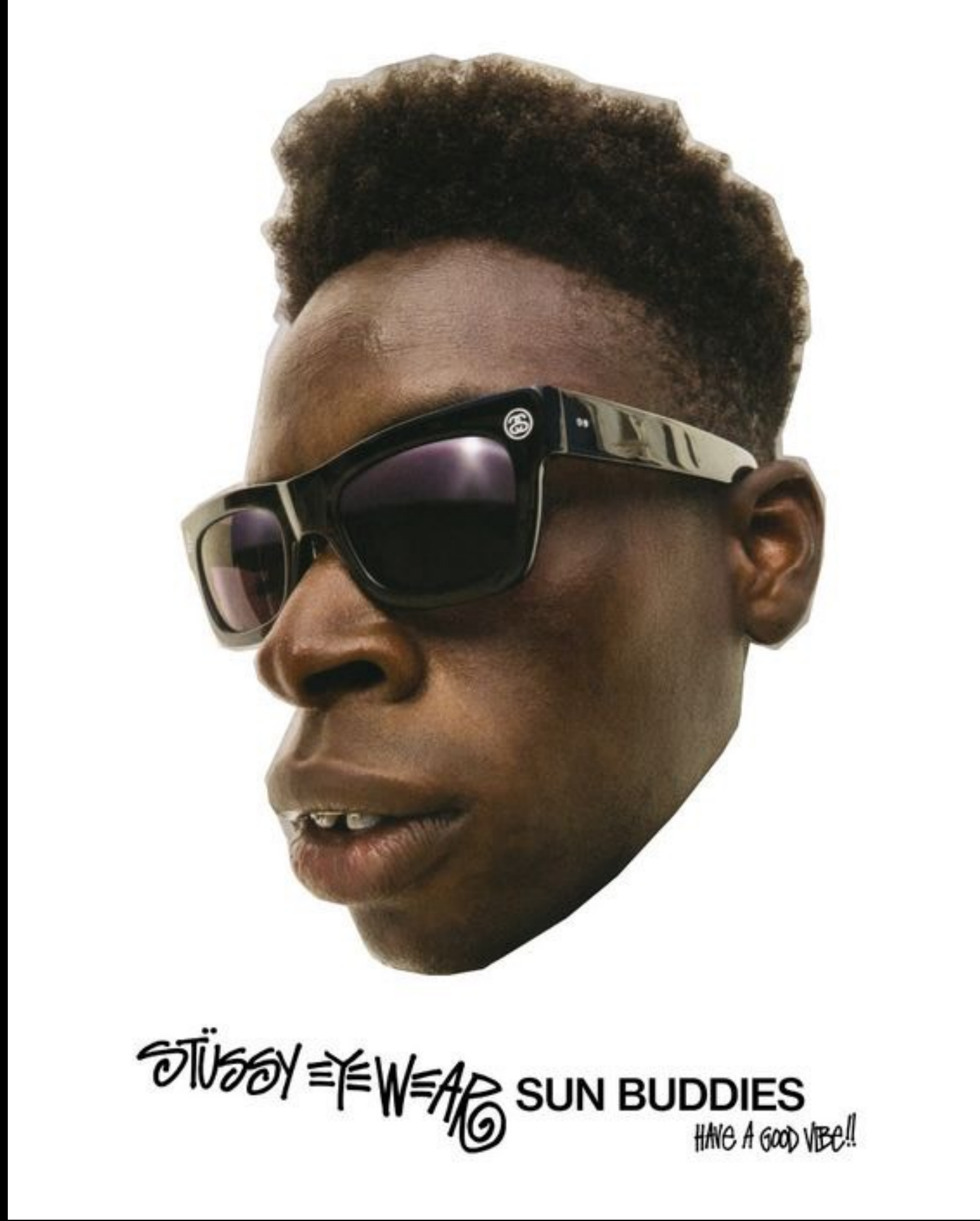


**Graphic Design**











**Styling**









Uniquement masculin  
À grande, en laine et cachemire, un pardessus à col fourré et surpiqué (Max Mara), sur un sweat à capuche, en molleton (La Redoute). Chemise en soie rayée (Cerruti 1881), T-shirt (Hanes). Pantalon large en crêpe de laine (Apostrophe). Cuir (Tucay). Montre Brevetto (Jaeger Le Coultre). Chaussures de basket en cuir gris (Bebop).









