

An aerial photograph of a large, vibrant green lawn. Numerous people are scattered across the grass, some sitting, some standing, and some walking. The scene is bright and lively, suggesting a public park or festival.

2D

ADELE
"CHASING PAVEMENTS"



by Motion Theory

a two-dimensional love story.

In bringing Adele's song to life, we want to create a whole new kind of love story. The arc of this relationship will play out in the form of a fun, elaborate dance between dimensions. For this couple, reality consists of two separate worlds: (1) the real world that we all recognize, and (2) a flat, two-dimensional world that only exists to tell their story.

We open in the real world, on a pleasant day in the park. A couple is laying on the grass. We see Adele singing on a street corner near them. The camera rises above the ground, looking down at the pair and a car crashed into a tree. From our high-angle perspective, we realize that they have been in a car accident and have been thrown from the car and are unconscious.

As Adele begins the first chorus, something extraordinary happens – the man and woman begin to move as if gravity has been turned on its side. Magically they begin to move together without getting up off the grass – instead playing out a unique modern dance against the ground. She rolls away from him, laughing at a joke, or shyly covering her face.

The ground becomes the background for the actions of the man and the woman as they start a perfectly choreographed dance on the grass. Normal reality carries on around them as if nothing is happening. Our camera stays high above the ground, looking down at the man and the woman as they interact with objects in the

environment – they climb a fallen tree, they make “leaf angels,” they ride a bike sideways.

In the couple’s interaction and dance, we defy gravity and create the illusion of natural movement along the ground. By working with a choreographer (and using invisible practical effects such as wires and wheeled platforms), we will push the limits of what’s possible in a horizontal dance of this nature. Everywhere our couple goes, they interact with ground-based objects, painted lines, shadows, murals, and things they can’t avoid in the real world, e.g., parked cars and people moving through frame.

For inspiration, we turn to modern dance as much as we do to Busby Berkeley’s choreography – with the key difference being the storytelling and the idea that our dance must work set against the ground. This is not simply two dancers writhing around on the ground – it is an ambition to defy gravity and create the illusion of natural movement in a horizontal world.

In the real 3d world, we see Adele performing near the scene of the accident. At first, she is more a background element – almost as a street musician who blends into with the scene, but increasingly, she becomes the center of our focus. At times, she can even move between the two worlds, e.g., Adele could be sitting on the curb as he sings, then lay back on the sidewalk, and be in the horizontal reality for a moment. Her evolving performance forms the spine of our visuals, but at key moments of the song, we’ll make surprising moves back-and-forth between the real world and the horizontal one.

The overall story, revealed as the dance unfolds, is that the car accident represents the ending of the couple's relationship – and it has temporarily thrown this couple into this two-dimensional, horizontal existence. The rest of the couple's relationship is told throughout the video through the dance, and through events that happen around the scene of the accident. But we don't want to make the story specific and concrete – rather, we'll create a loose narrative from the most visually compelling moments, even if they simply represent the milestones of many relationships.

Along the way, we will constantly create extraordinary and surprising visual moments. For instance, we can create interplay between the real world and the horizontal world. A man drops a newspaper or a paper cup, and it becomes a prop in the dance. Or a dancer seems to walk along the side of the curb – and raises upward off of the street, temporarily bridging the gap between the two worlds. Deeper into the story, an ambulance shows up, and the paramedics begin to work on the couple, who seem oblivious to what's being done. We could end with the couple being loaded into separate ambulances and taken away in opposite directions.

Our vision is to look at reality from a different perspective, defy gravity with a visually compelling dance, and capture great moments of Adele's performance – all mixed in with amazing visual moments that effortlessly transport viewers between two separate realities.









