

## **Director's Cut**

### **Interview with 'Desire' director Philippe Andre**

Phillippe Andre is the director behind 'Desire.' He is widely recognized for his unique ability to blend imagination and striking visual effects. Andre has a diverse portfolio including commercial work, short films and music videos.

- **What appealed to you about this project?**

For me filmmaking, no matter what the length or the purpose of the project, is about telling a story. The notion of 'redundant' cars being carried away to make room for the new Mondeo is a very charming story, and I felt that we could tell it in a memorable and striking way.

- **Why is the ad called 'Desire'?**

First and foremost, its about the instant desire that the Mondeo sparks. The *need* to have the car, and the recognition that your old car simply won't do.

- **So, how did you make the cars float?**

We relied on a combination of different techniques to create the floating cars. We actually had a really light car that weighed about four to five kilograms, that floated filled with helium. I believe this was the first time ever this type of car has been captured on film. We also used special cars made of carbon fibre, and some of the floating cars were added in digitally in post-production.

- **Why not do it all through special effects? Wouldn't that be easier?**

It was important to me to keep the ad as authentic as possible, and I felt we could achieve that by shooting as much as possible on camera. We didn't want high-tech special effects to overshadow or take precedence over the vibrancy and warmth of the idea. There was some post-production work, but we made sure that it was as organic as possible to the rest of the activity

- **You shot the ad in high definition (HD) – what does that mean and what is the benefit to the viewer?**

HD basically means that there is a lot more detail in the picture. There is up to five times more detail (pixels), resulting in a superior quality picture.

- **What do you want people to take away from the ad?**

Hopefully, people will experience a touch of amazement – scratch their head for a bit, and think, 'wow, how did they do that?'

- **Thank you for your time.**

Thank you.