

Locations

London Landmarks

London Streets

Location of the Month

More

June 2007 - Streets in the City of London

May 2007 - Trafalgar Square

April 2007 - Shakespeare's Globe

March 2007 - Osterley Park

February 2007 - King Charles Street

January 2007 - Cecil Court

December 2006 - Fournier Street

November 2006 - Golden Jubilee Bridges

October 2006 - Bluebird Restaurant

September 2006 - Tate Modern

August 2006 - Debenham House

July 2006 - Science Museum

June 2006 - Tredegar Square

May 2006 - Temple Church

April 2006 - Underwater Stage at Pinewood

March 2006 - Whitehall

January 2006 - Palace Theatre

December 2005 - St James's Park

November 2005 - Reuters Plaza

October 2005 - Marylebone Station

June 2007 - Streets in the City of London



Ford has just premiered their breakthrough Ford Mondeo advertisement, *Desire*, on British television.

London-based production company, Bikini Films, who specialise in commercials and pop promos, produced the ad. It was directed by France's Philippe André who is recognized for his unique ability to blend imagination and striking visual effects.

It is a radical departure from traditional automotive advertising. In fact, the ad leaves the typical domain of the car commercial - the road - as the viewer's eyes are diverted upwards to see old cars being carried away by balloons. And this is exactly what happened on the shoot, as no part of the advert was computer

generated.

"It is only fitting that we would unveil the new Ford Mondeo with advertising that is as innovative and distinctive as the car itself." Stephen Odell, Ford of Europe's Vice President for Marketing, Sales and Service.

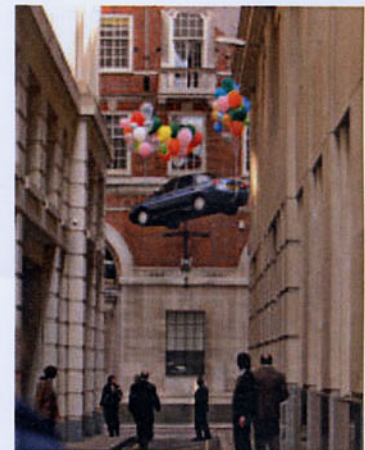
Shot in High Definition, the ad was filmed in thirty locations in and around London, including internationally recognised landmarks such as Trafalgar Square, Piccadilly Circus and Tower Bridge.

It also shot extensively in the City of London - using streets such as Abchurch Lane, Lombard Street, Silk Street, Giltspur Street, Finsbury Circus and Shoe Lane.

"This was a complex but very interesting shoot to work on. We have worked with the location manager, Ben Hopkins, on many occasions before and, as ever, he was very efficient and organised in his approach over the weeks of planning prior to filming. Several different locations were used in the City and filmed over two weekends. The effect of flying cars was achieved using different methods all of which needed to be controlled so as not to adversely affect buildings, residents, pedestrians and traffic. The City of London Police played a key role in making this adventurous commercial possible." Mick Bagnall, City of London Film Officer.

To film in the city of London please contact Mick Bagnall on 020 7332 3128 or email mick.bagnall@cityoflondon.gov.uk. Alternatively, contact Joanna Burnaby-Atkins on 020 7332 3202 or email joanna.burnaby-atkins@cityoflondon.gov.uk.

Find out more about the [Ford Mondeo *Desire* advert](#), including a 'making of' featurette.



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