

Rock The Road, the latest Suzuki Swift 30-second TV car commercial will be an irresistible wake up call if you had nodded off in front of the television.

And not only a wake-up call.

Even the sleepest TV viewer will find it easy to capture the infectious spirit of the commercial by getting out of the chair to join in the dance!

"Because the story is vibrant we wanted warm strong hues and sunlit scenes. We used an ARRI 435 and a set of old-style Zeiss standard primes to give us some lens-flare. Second unit DP Oliver Naske filmed the car-rig shots with an ARRI III."

"I've always loved the old 50 ASA stock 5245," he continued, "although it gave a little less highlight information than other Kodak negatives. I used it whenever the lighting allowed. As well as its fine grain

not employ fill-lights or reflectors because we had the cars passing in front of the band. I exposed for the shadows and my spot-meter gave me readings up to six stops over on the glistening street surface. Just out of curiosity we looked at these highlights in telecine and found that the stock held every little detail of information on the asphalt. We didn't use all that highlight detail though as we wanted the street to appear shining white."

"We shot several scenes on a small semicircular piazza with sunny spots mixed with dark shadows produced by the trees. The 5201 delivered subtle colour differences in the shadow areas and produced lovely skin tones in both light and shady areas. The film's ultra-fine grain pleased the operators at the Hamburg-

based SFX company, Die Animationsfabrik. It guaranteed excellent results for their animation on the final shot, which they transferred in 4K resolution."

Klaus Krieger has enjoyed shooting everything from features to documentaries and commercials. But for the last ten years he has mainly filmed car commercials for manufacturers including Audi, Mercedes-Benz, Porsche, Toyota and Volkswagen. "I've done many car films," he said, "but that doesn't mean everything I shoot has to have wheels!" ■

I appreciated the bright viewfinder image and not having to use a conversion filter."

"When I heard that Kodak had introduced VISION2 50D film 5201, I immediately decided to use it on the Suzuki commercial without even testing it. The weather was wonderful during the whole three-day shoot, and early or late in the day, when the sun hadn't yet hit the streets, we shot smaller set-ups using an 18K HMI Fresnel as a substitute."

"The stock had to cover many high contrast scenes; sunlit piazzas with large shady areas; wet, backlit streets and even direct sun in the frame. In the shot of the marching band the small 'wet down' alley was backlit by the sun. We could



Above: DP Klaus Krieger using an ultra long eyepiece on the commercial.

PHOTO: DIRECTOR LINO RUSSELL

Wakey-Wakey!

You won't be able to doze in front of the TV while the Suzuki Swift commercial is on

Produced by Hamburg-based Rebel Media Ltd, Director of Photography Klaus Krieger filmed *Rock The Road* on a three-day shoot in sunny Lisbon.

"The basic idea" he said "is simple. A shiny red Suzuki Swift cruises the streets of a city, putting everyone in a mood to dance. In the final shot, the camera booms up and reveals that, seemingly, Suzuki Swifts fill the whole city!"

