

PROJECT "COULD YOU BE LOVED"



MU FILMS
BUENOS AIRES - ARGENTINA



THE PRODUCTION COMPANY

MU FILMS

MU FILMS was born out of the alliance between executive producer Guido Rutenberg and award-winning director Fatty Iastrebnier, who is known to bring fresh ideas and expertise given his remarkable years of experience in TV commercials, video clips and graphics.

Our network allows us to work on a global level and as a result we have a department dedicated to production services.

This is a great moment for MU Films thanks to these amazing awards: 2014 Martin Fierro and 2013 Lapiz de Platino for the TV commercial "Grandma" for Speedy (DDB Buenos Aires) and the Gold in Fiap and San Sebastian for Powerful Yogurt (Vidal Partnership – NY).

We love music, films, travel, beauty and the good life and we want to express our experiences in projects that we seem exciting and will make us grow.



www.mufilms.tv



facebook.com/mufilms





THE PROJECT

PROJECT "IS THIS LOVE"

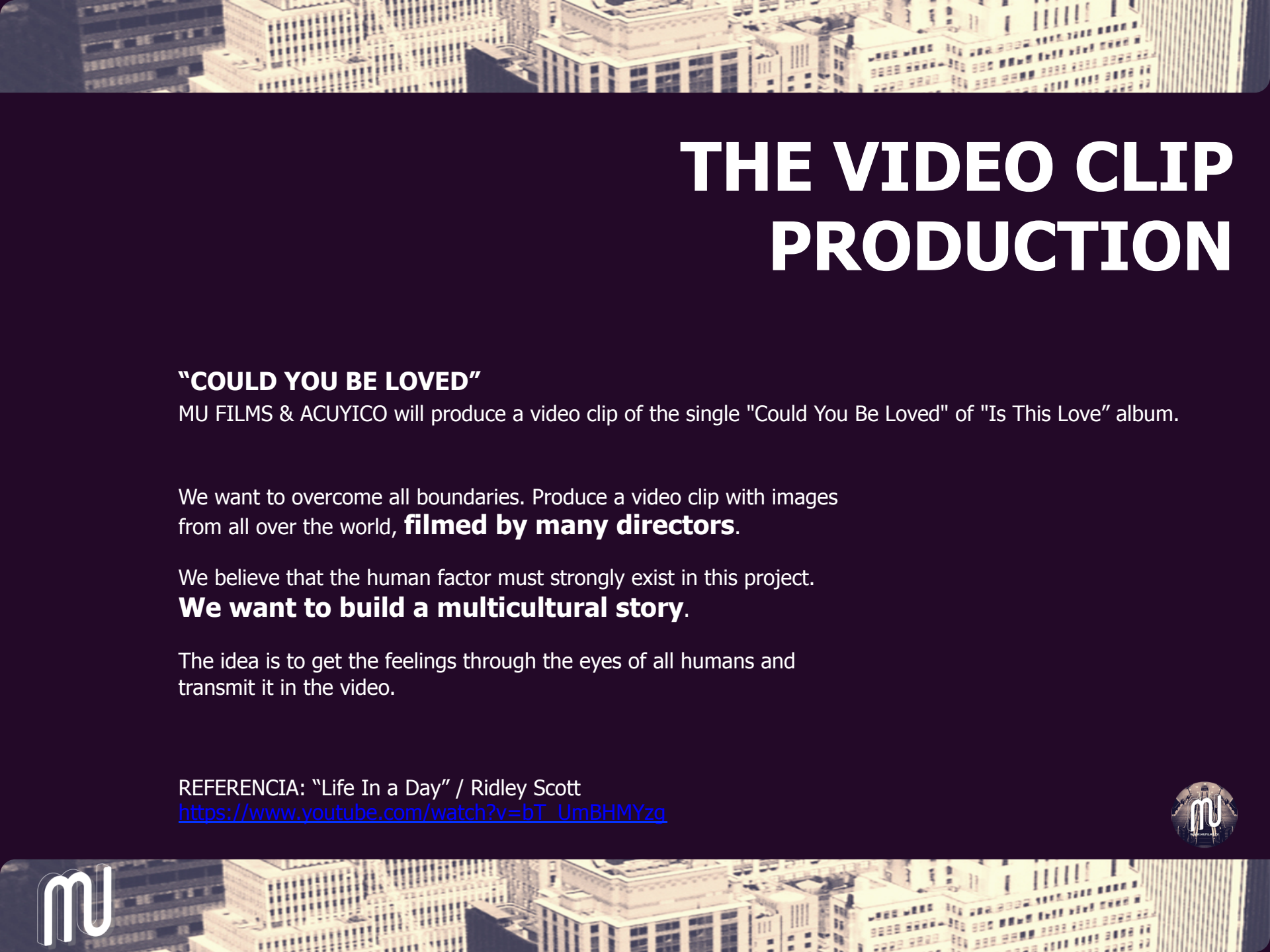
"Is This Love" is a CD with the most popular songs of Bob Marley redesign in a pop & rock version.

The motivation of this project is to travel inside Marley's deep messages. Pay attention, understand and awake!

An invitation to be yourself and express it.

Wake up! Stand up! Say something!





THE VIDEO CLIP PRODUCTION

"COULD YOU BE LOVED"

MU FILMS & ACUYICO will produce a video clip of the single "Could You Be Loved" of "Is This Love" album.

We want to overcome all boundaries. Produce a video clip with images from all over the world, **filmed by many directors**.

We believe that the human factor must strongly exist in this project.
We want to build a multicultural story.

The idea is to get the feelings through the eyes of all humans and transmit it in the video.

REFERENCIA: "Life In a Day" / Ridley Scott
https://www.youtube.com/watch?v=bT_UmBHMYzg



INVITE YOU TO BE PART OF THE VIDEO CLIP

You can shoot what you want, **what you feel**, what you like!

Respecting a few advices/notes:

INSTRUCTIONS:

- All must be shot during daylight and exterior
- 5 plans maximum
- 5 seconds duration minimum
- Hand held camera
- Don't talk to the camera, you must use your imagination and tell through images
- Shoot in 1080p format
- Cameras: Canon, GoPro, iPhone 4s/5s or the best you've got!
- Fill 100% the Rights Release with photo
- Fill 100% Personal Information spreadsheet
- Be careful about brands logos in your video



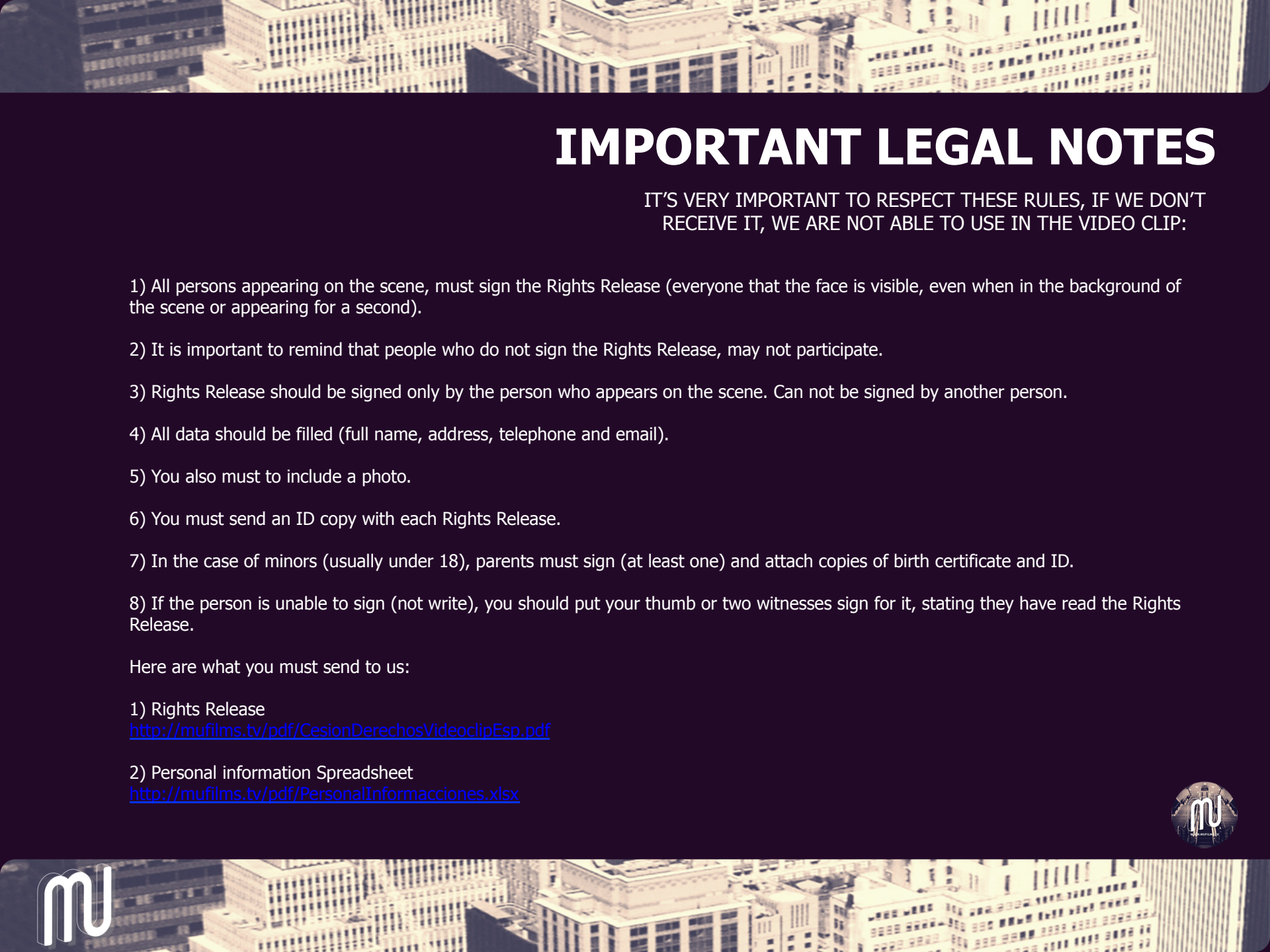


WHAT TO SHOOT?

Here are a few suggestions of what to shoot:

- Picture a group of people celebrating
- Picture displays of affection and love
- Picture a person who loves what he/she does
- Picture the practice of a group sport
- Picture happy babies, children and elderly
- Picture nature and animals
- Picture your culture
- Picture your environment
- A Selfie of you and everyone you film, turning the camera 360 degrees and singing the final chorus "Say Something! Say something!"





IMPORTANT LEGAL NOTES

IT'S VERY IMPORTANT TO RESPECT THESE RULES, IF WE DON'T RECEIVE IT, WE ARE NOT ABLE TO USE IN THE VIDEO CLIP:

- 1) All persons appearing on the scene, must sign the Rights Release (everyone that the face is visible, even when in the background of the scene or appearing for a second).
- 2) It is important to remind that people who do not sign the Rights Release, may not participate.
- 3) Rights Release should be signed only by the person who appears on the scene. Can not be signed by another person.
- 4) All data should be filled (full name, address, telephone and email).
- 5) You also must to include a photo.
- 6) You must send an ID copy with each Rights Release.
- 7) In the case of minors (usually under 18), parents must sign (at least one) and attach copies of birth certificate and ID.
- 8) If the person is unable to sign (not write), you should put your thumb or two witnesses sign for it, stating they have read the Rights Release.

Here are what you must send to us:

- 1) Rights Release

<http://mufilms.tv/pdf/CesionDerechosVideoclipEsp.pdf>

- 2) Personal information Spreadsheet

<http://mufilms.tv/pdf/PersonalInformacciones.xlsx>



DELIVERY MATERIALS

We will give you a FTP link, User and Password to upload the following items:

- 1) Signed Rights Release with photo
- 2) Spreadsheet with Personal Information
- 3) Rushes (No need to edit the material. Send the raw directly)



CONTACT

Alexis Tkach

Productor

Email: alexis@mufilms.tv

Skype: alexistk

Oficina: (+54) 11 4788 1182

Celular: (+54) 911 4197 2725

Larissa Miranda

Productora

Email: larissa@mufilms.tv

Skype: larissa.miranda3

Oficina: (+54) 11 4788 1182

Celular: (+54) 911 4197 2725

WE WILL LOVE YOU TO BE PART OF THE PROJECT!



www.mufilms.tv



facebook.com/mufilms

