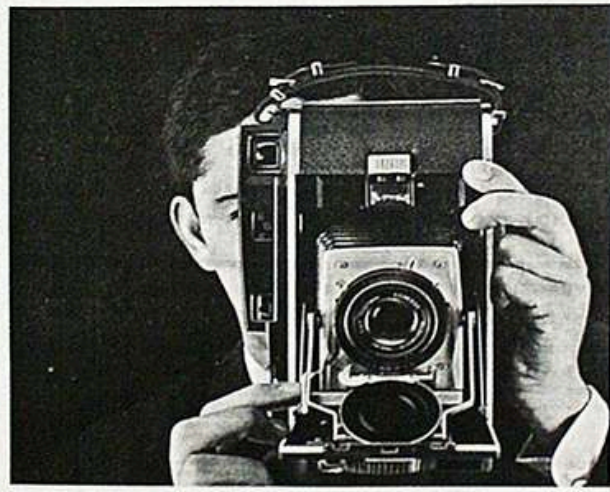


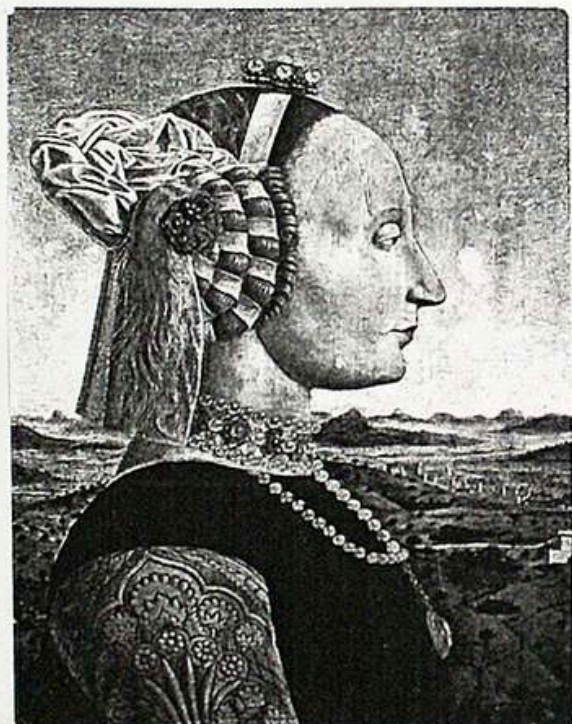


Lach eens even



Lach eens even

Flávio Pons & Cláudio Goulart



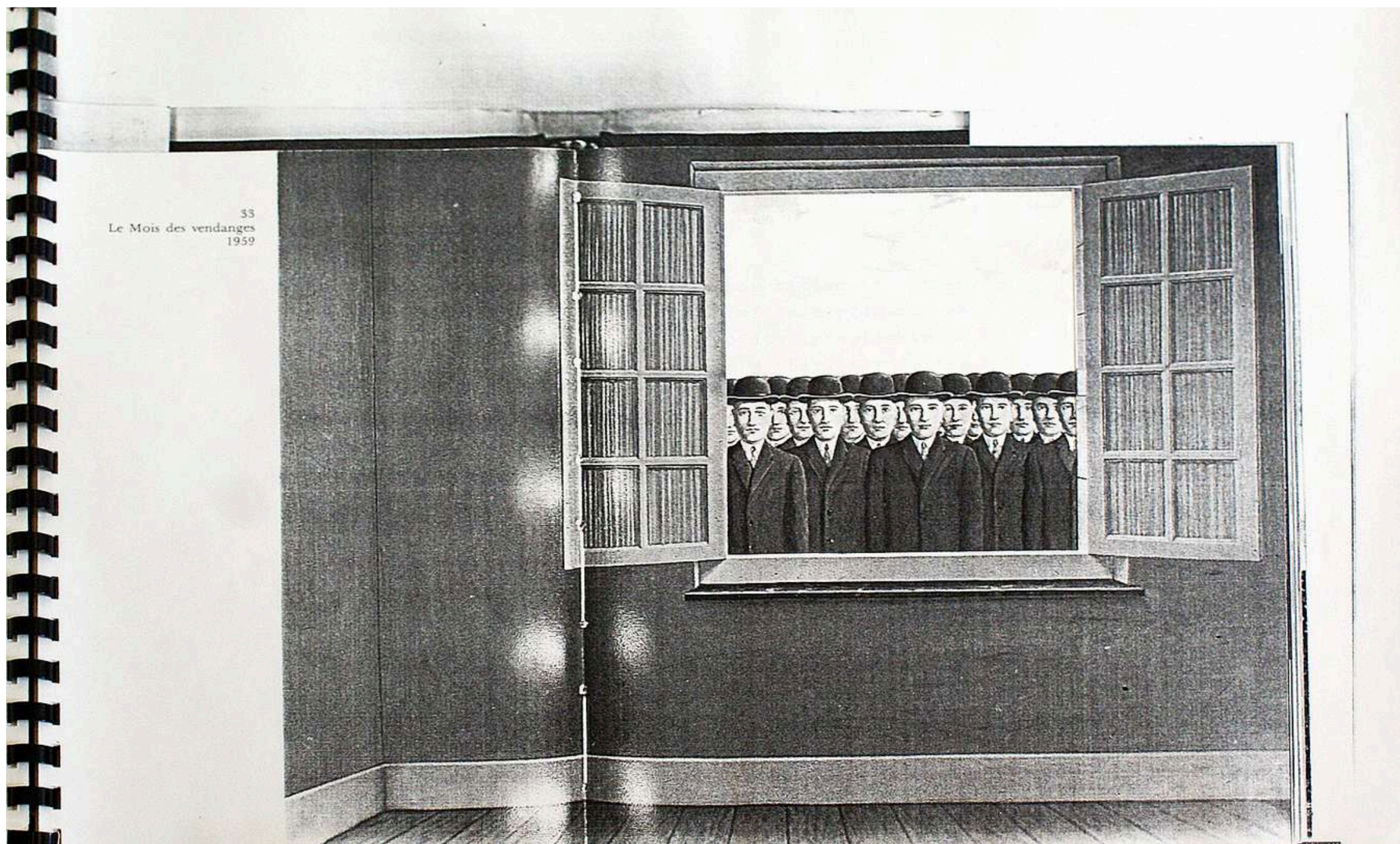
CONCEPT

During a certain period of time portraits of the inhabitants of the town will be made by means of photography and video recordings. This material will be used to produce a video tape which will be presented to the public at the main square, one or two evenings, using a billboard-like video screen.



Portrait making has been an intense activity in art
through the times ...

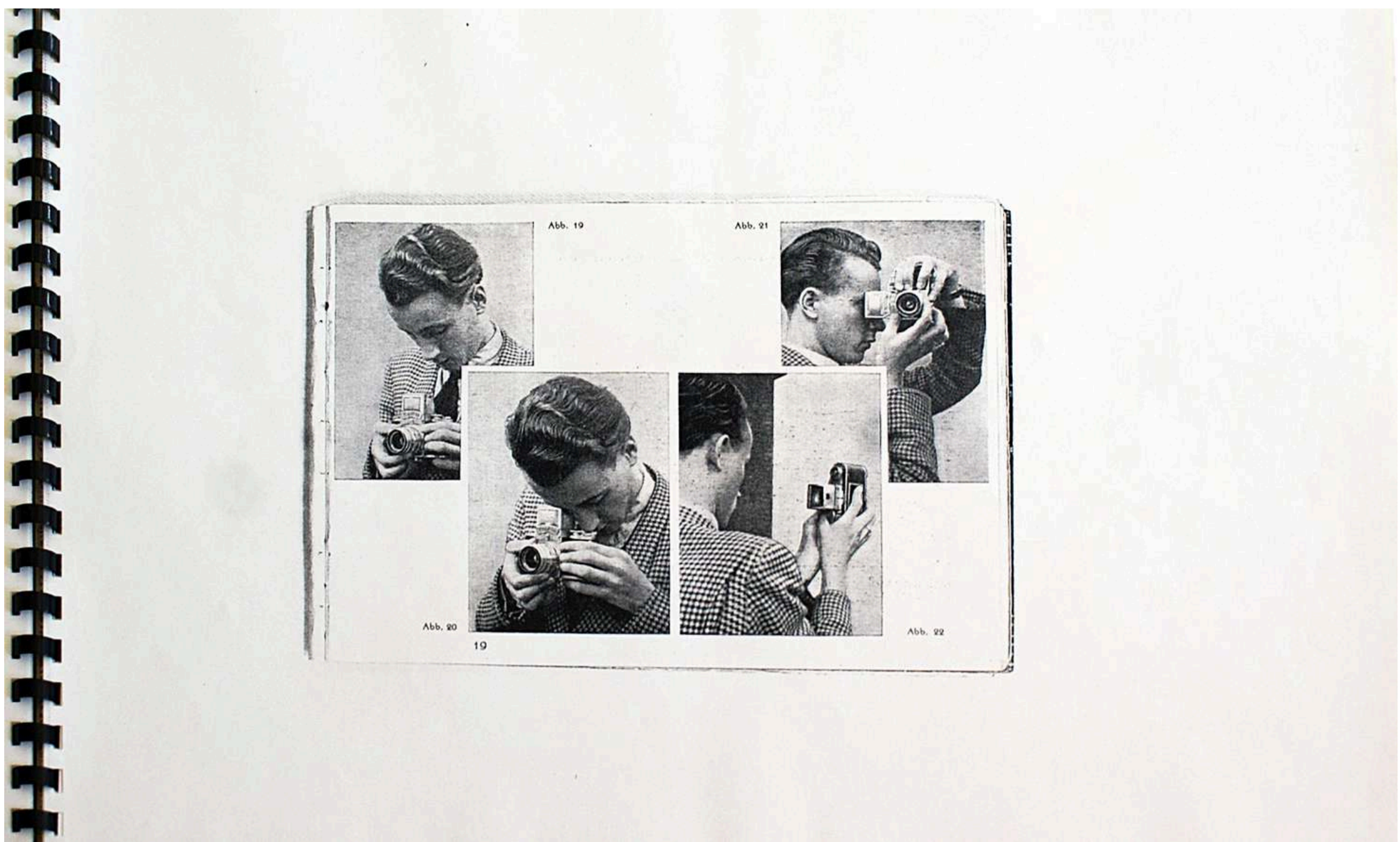




This project is an effort to depict the population of a town. On the occasion of the 800th anniversary of 's-Hertogenbosch it can be regarded as a gift/feed back to its inhabitants. Perhaps more important than its documentary character is the opportunity that it creates to explore the use of new technology and their aesthetical values in portrait making. Video is in our view the suitable medium for such a large portrait. Video and correlated technologies have a direct impact on the daily life of people e.g. television. This is an opportune moment to expose the community to such a medium now enriched by other conceptual/aesthetical elements which go beyond the flat language of television and video entertainment.





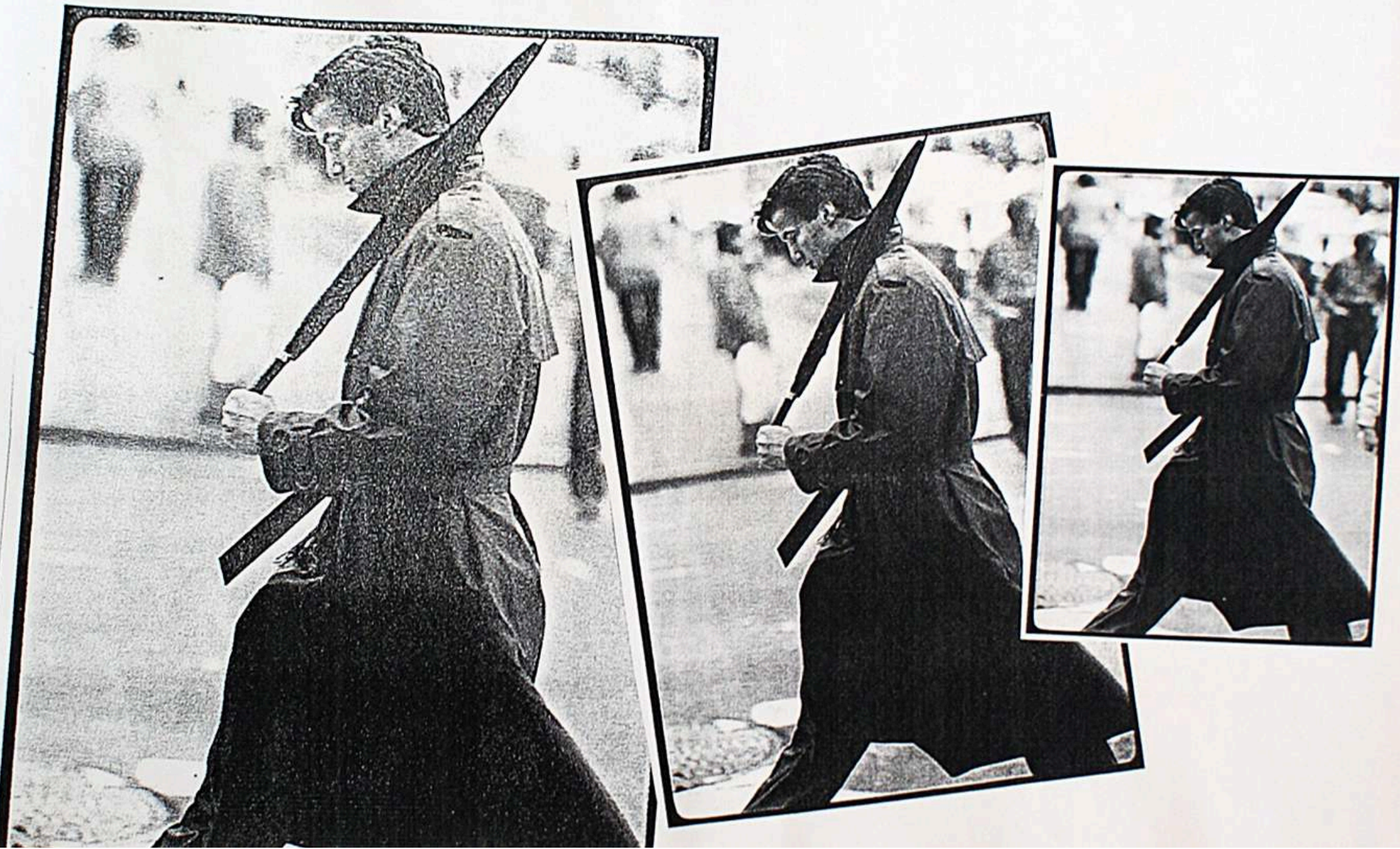


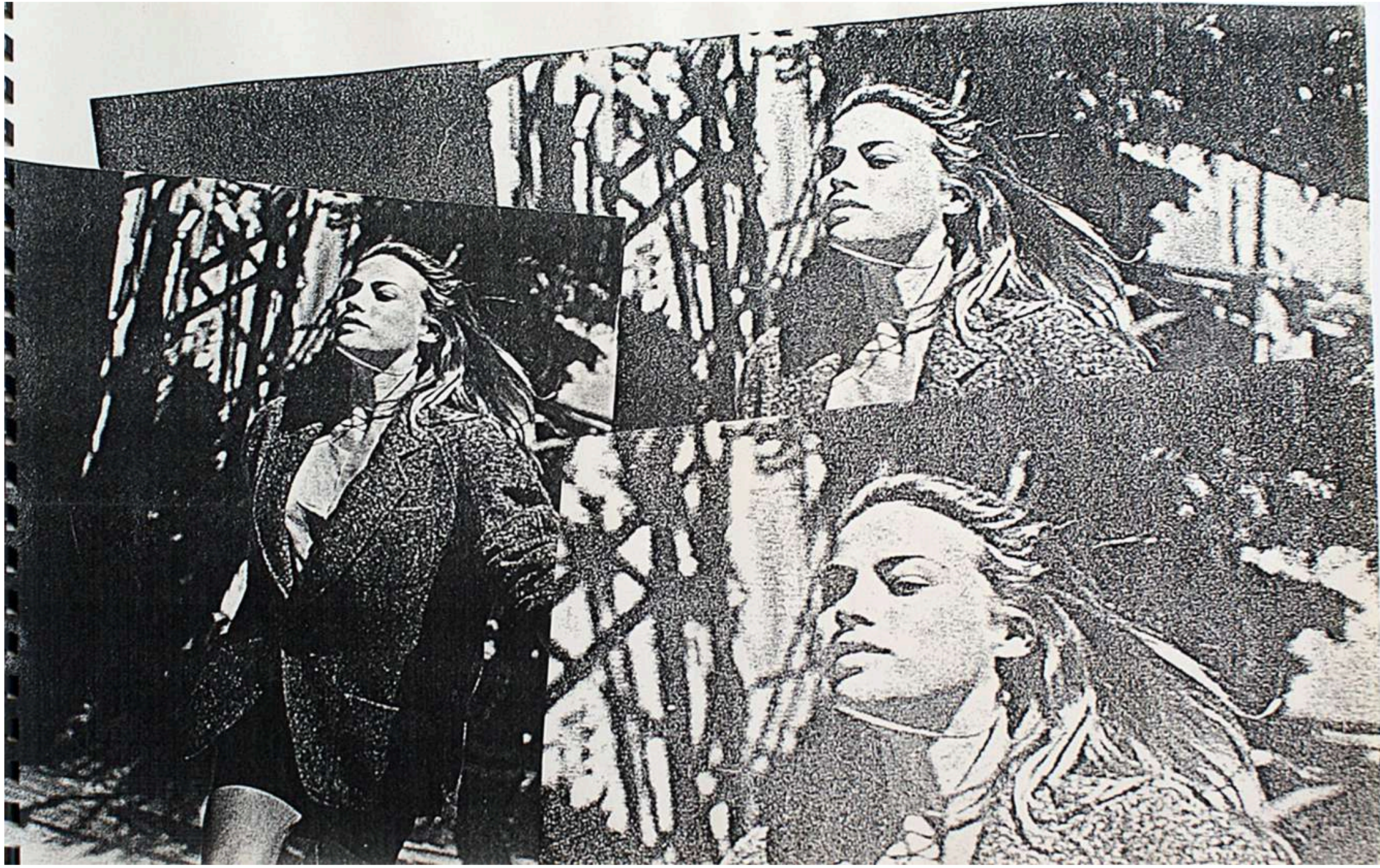
WORKING PROCESS

- Random photography and video recordings
- Event at the main square
- Image processing

RANDOM PHOTOGRAPHY AND VIDEO RECORDINGS

During a certain period of time photos and video recordings will be made covering a large number and a variety of inhabitants. This material will be collected at random (in the streets, shops, public places, indoors and outdoors, etc.) This first phase emphasizes casual, unexpected shots and it aims to quantity of material - a human landscape.





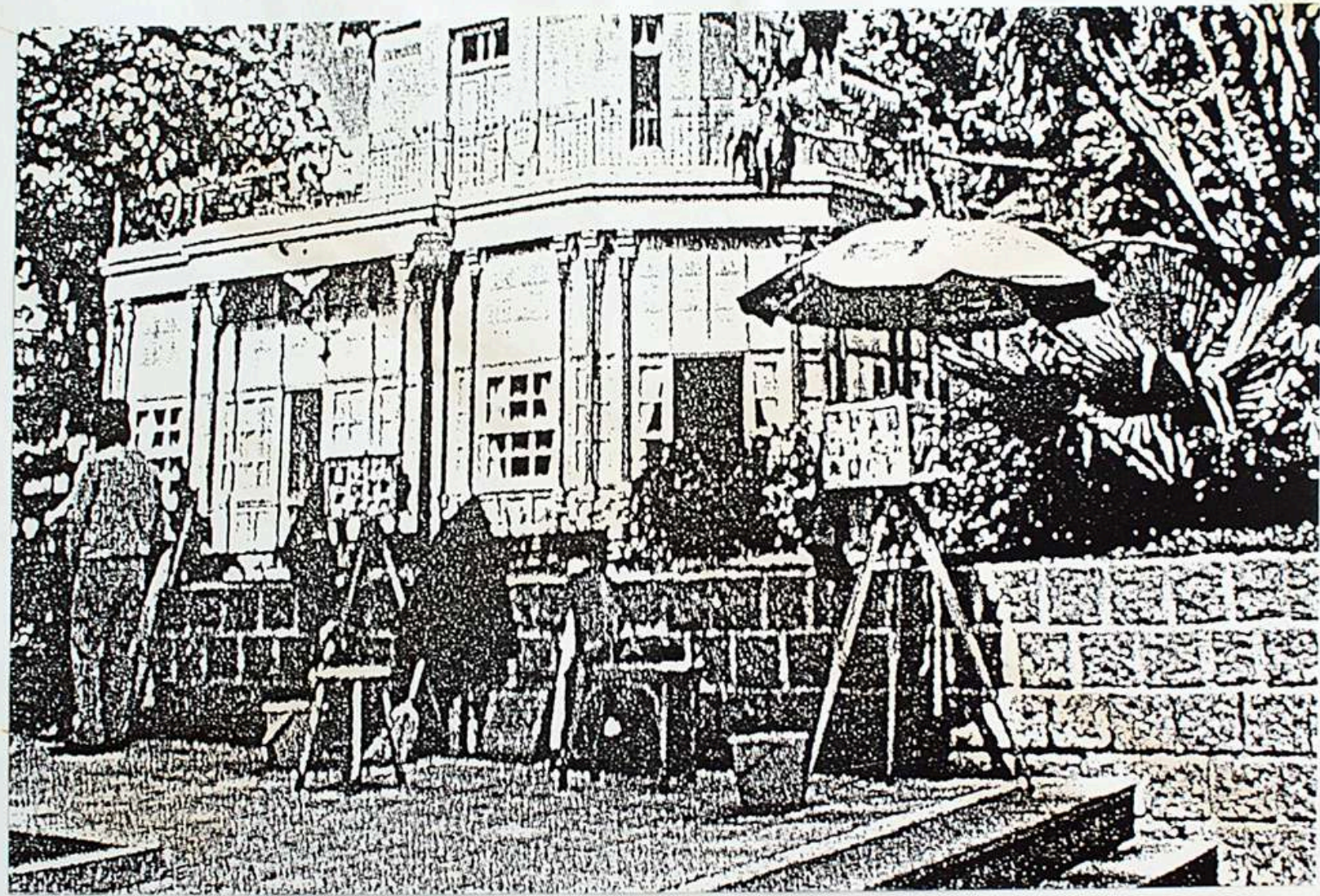
EVENT AT THE MAIN SQUARE

During a whole day or two, at the main square or similar central place, a situation will be created around the idea of an old-fashioned street photographer.

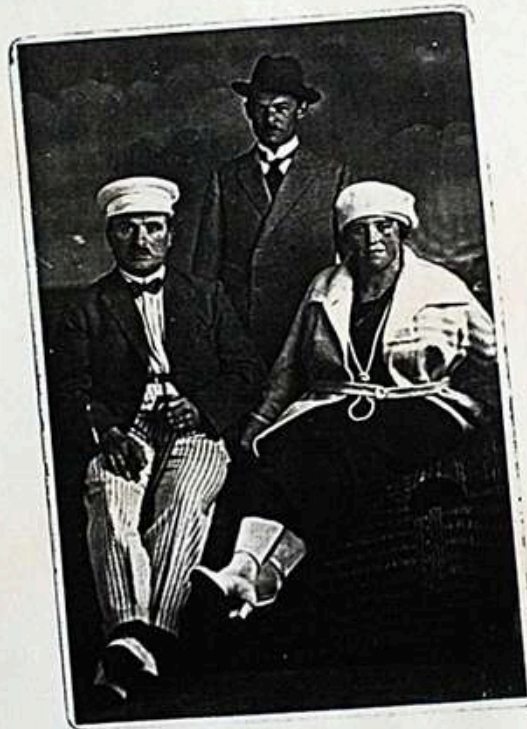
EVENT AT THE MAIN SQUARE

During a whole day or two, at the main square or similar central place, a situation will be created around the idea of an old-fashioned street photographer.





An open tent or similar structure will hold the center of activities. Passers will be asked to pose for photographs and video recordings. A host will be there to welcome the people and put them at ease with the situation. The basic idea of these photos and recordings will be the old-fashioned main square posed photos. This set up allows us to make close-up portraits as well as totals. We will work on involving the people in the process in order to obtain more specific material, for instance: hold the recording of a subject for a certain time exploring the uneasiness or spontaneity of a person in relation to the camera, or to ask for the same head movement from different people which could be edited at the studio in a sequential manner. Our role will be the one of a photographer in relation to a model.



The atmosphere around the tent will be slightly theatrical, with music, special outfit for the host, etc. The photos' and video recordings' setting will remain as neutral as possible to concentrate on the people as they are. The tent will be there to protect against eventual bad weather, we intend to use natural light as much as possible and will carry most activities outside the tent. There will be two sets of equipment, each including a photo camera, a recorder and a video camera. One set will be permanently located near the tent, the other will move about the square recording the people as they gather around the event. This phase of the project aims to quality, to collect specific material.

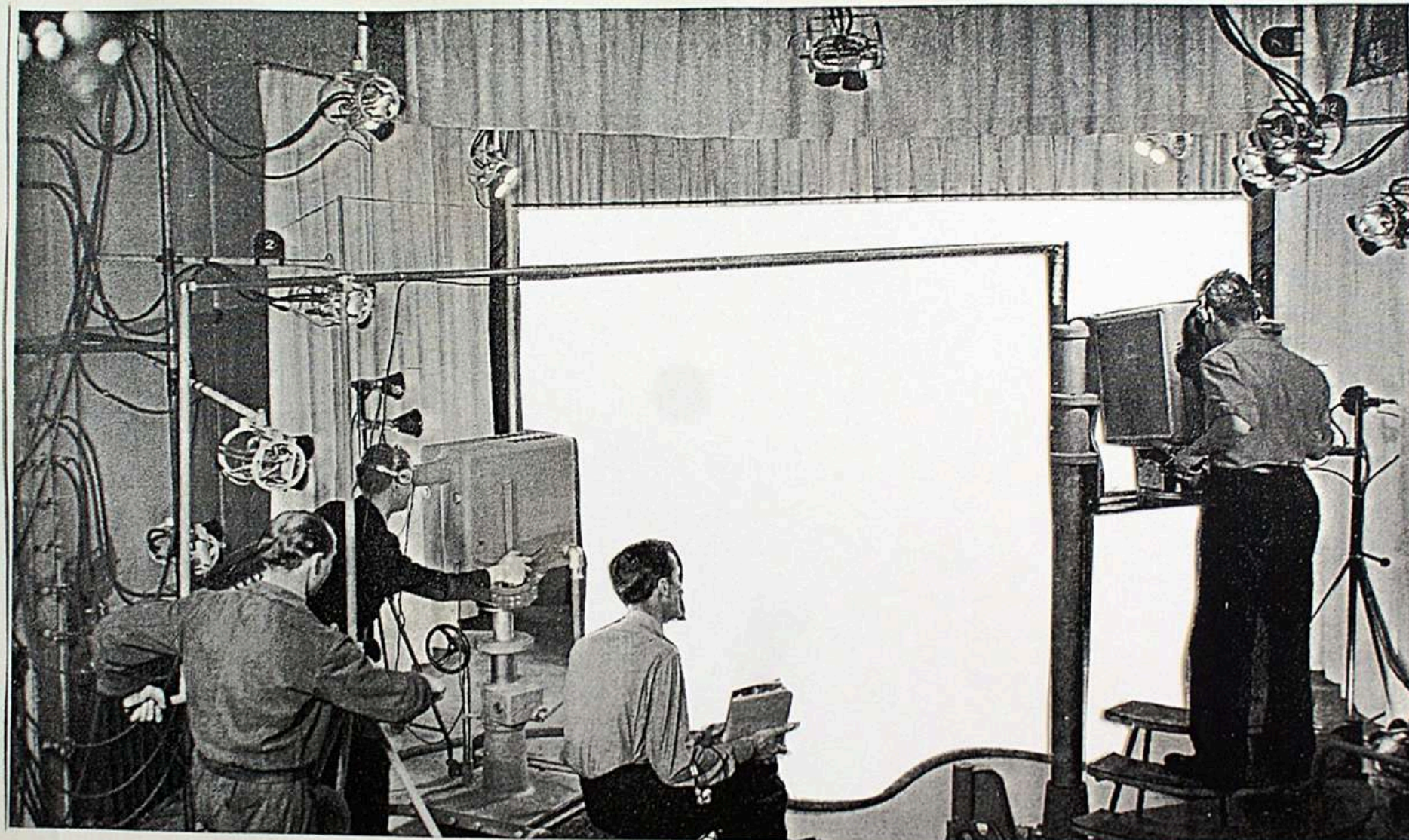




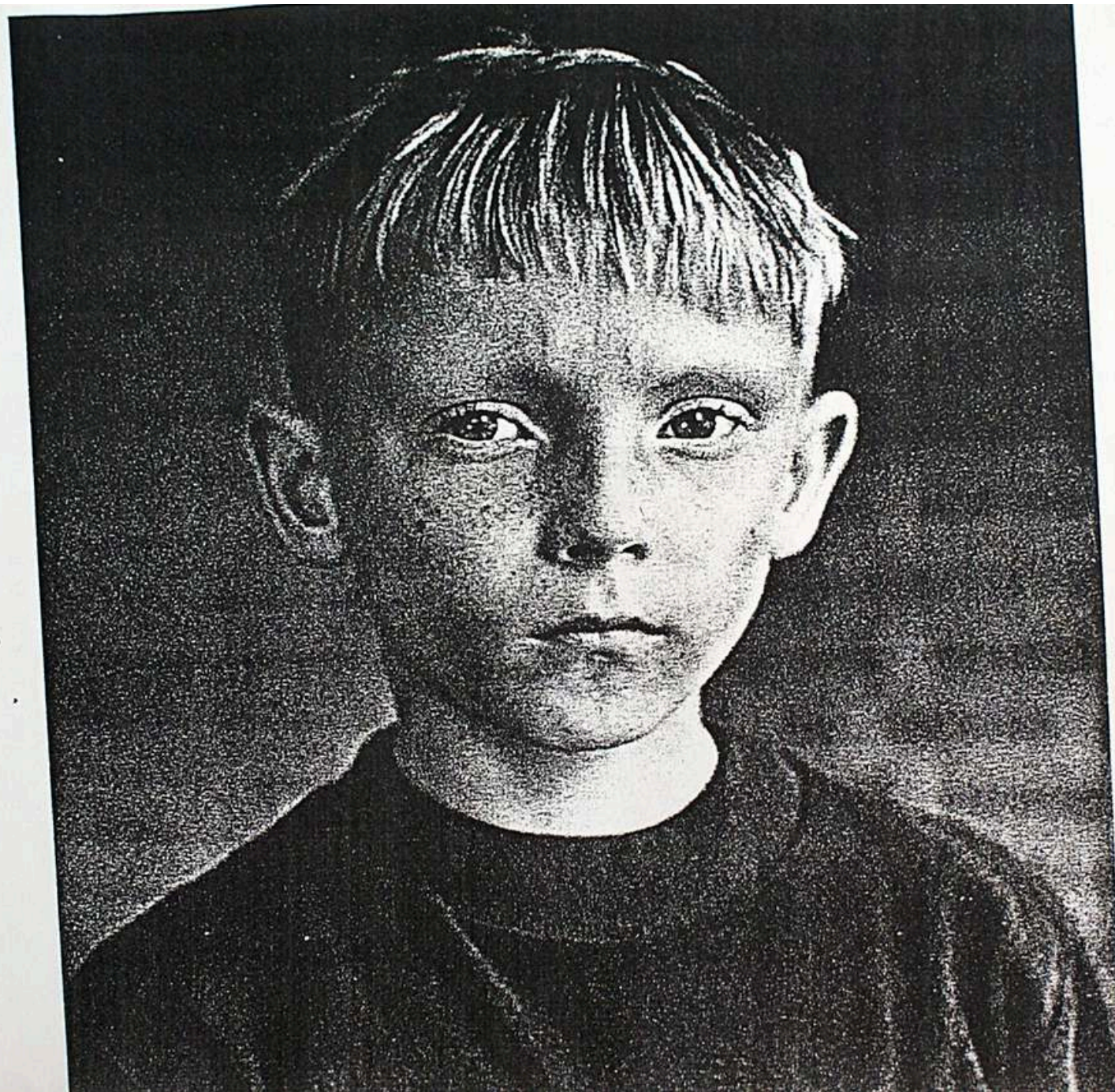




IMAGE PROCESSING

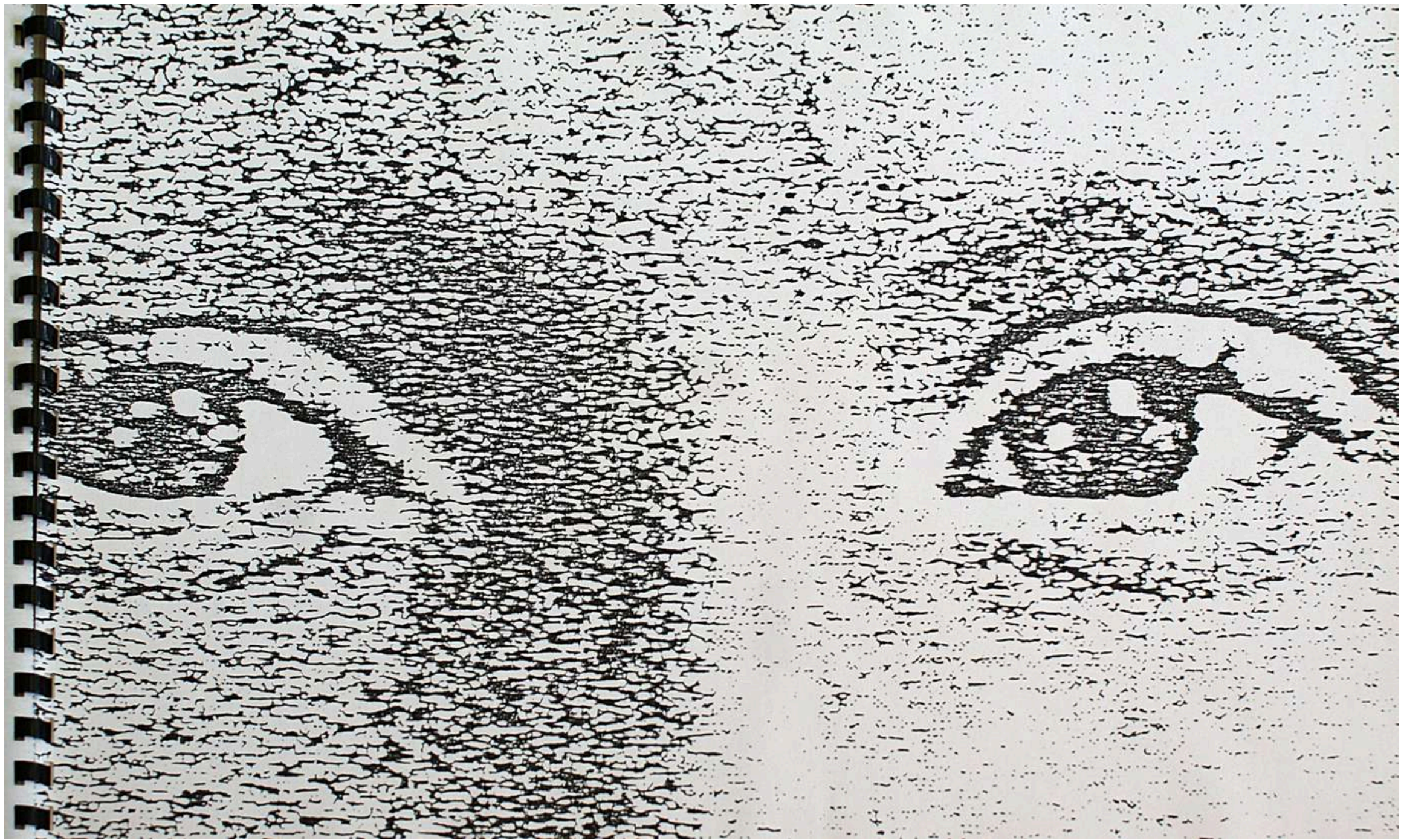
The collected material will be assembled in a video tape. Conceptually, still images (photo, photocopy, video still) will be combined with moving video images. Digital video images, video special effects, will eventually be used in the making of the tape images. These techniques and intensive editing will modify the realistic character of straight shots and recordings to a more abstract level. In this way the final contents of the tape will not be only a descriptive collection of faces but a total visual product in which the more essential human characteristic of a group will be enhanced.

A sound-track may be added to the video tape.





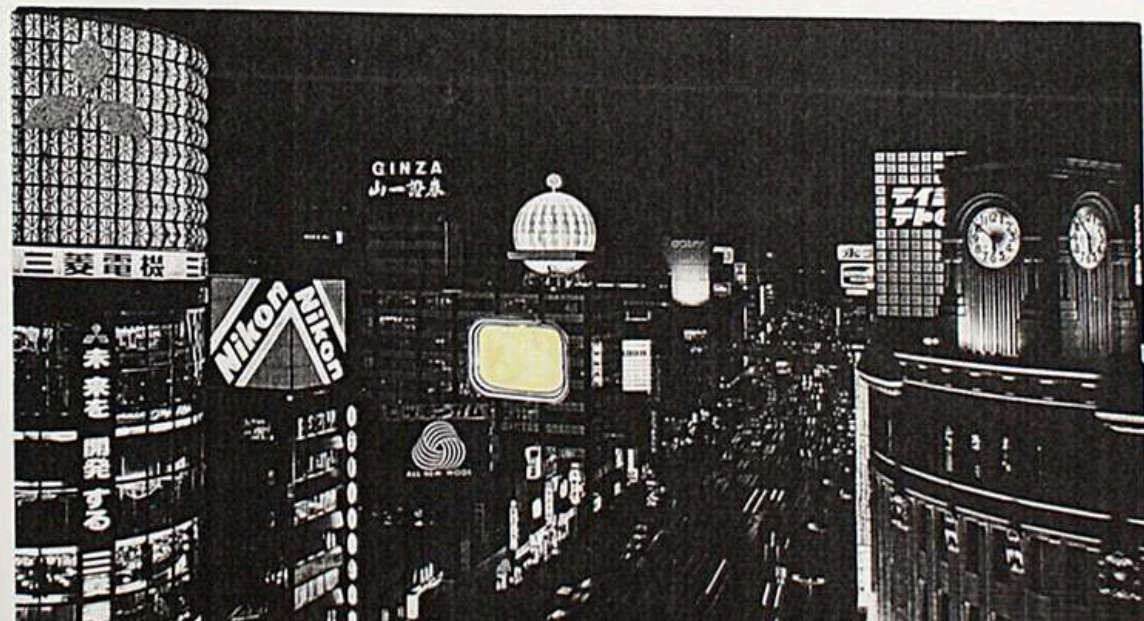
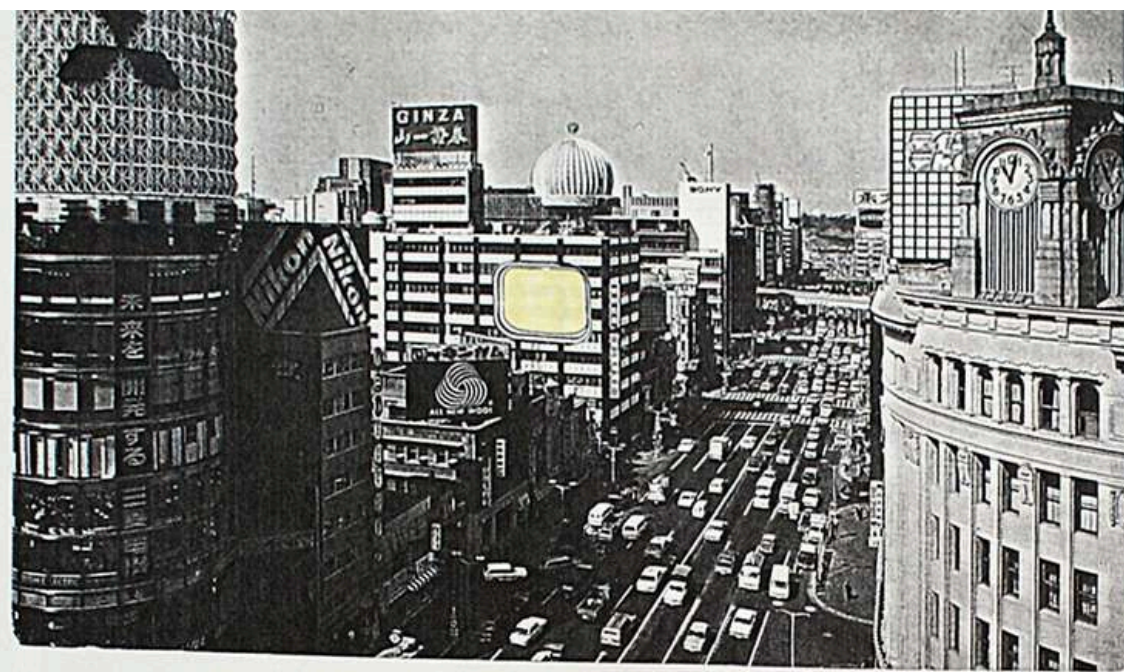
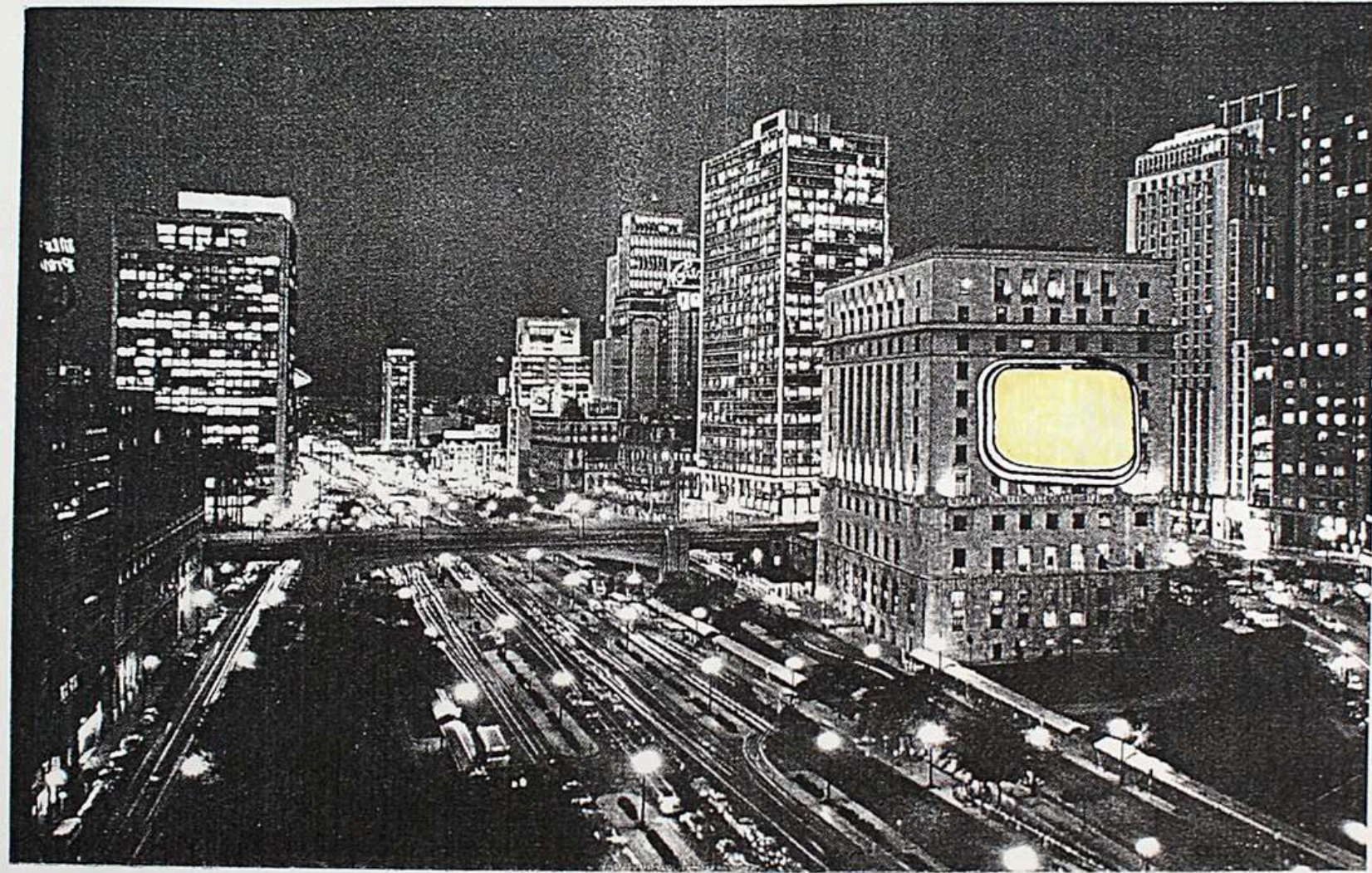


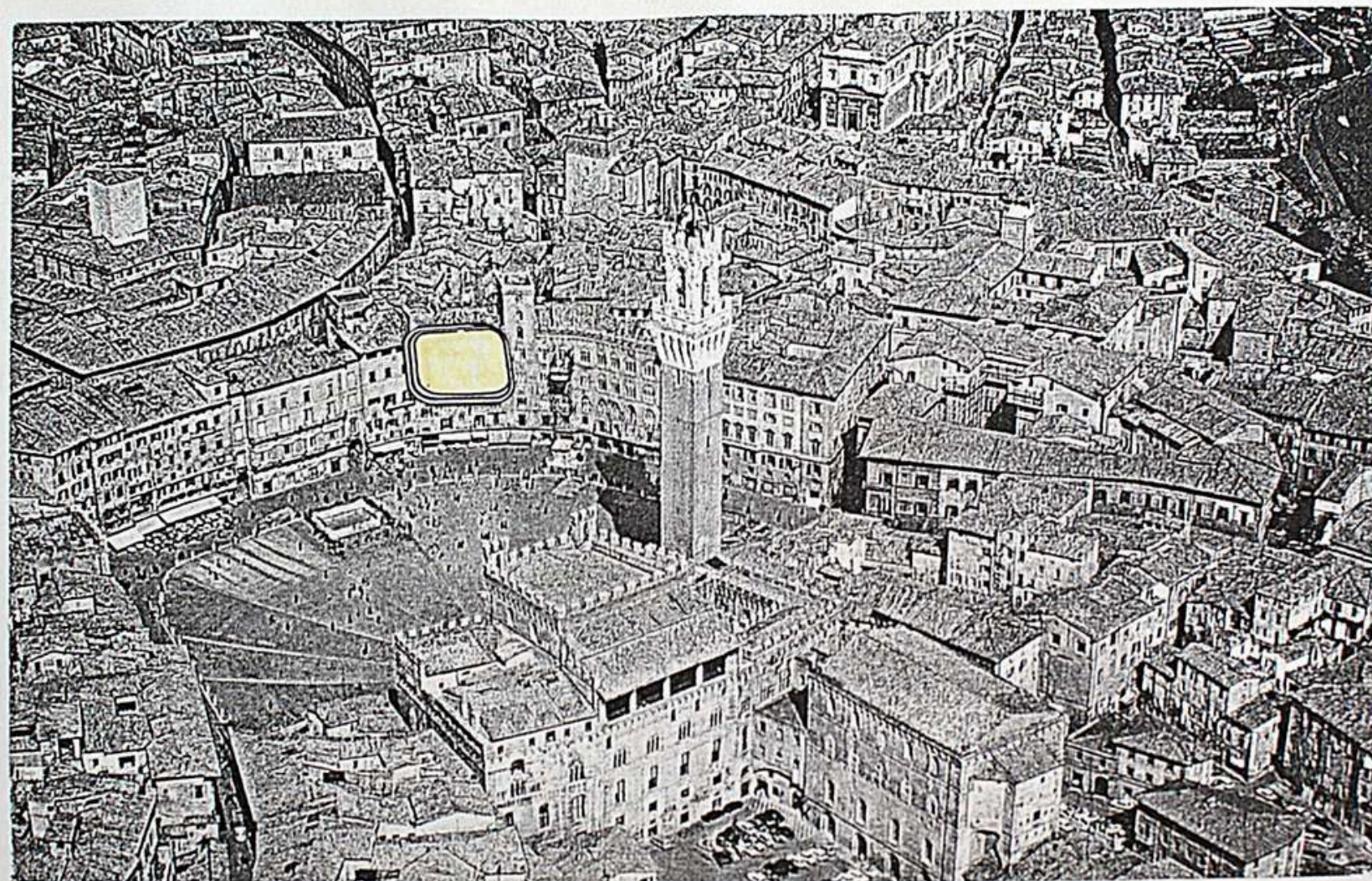
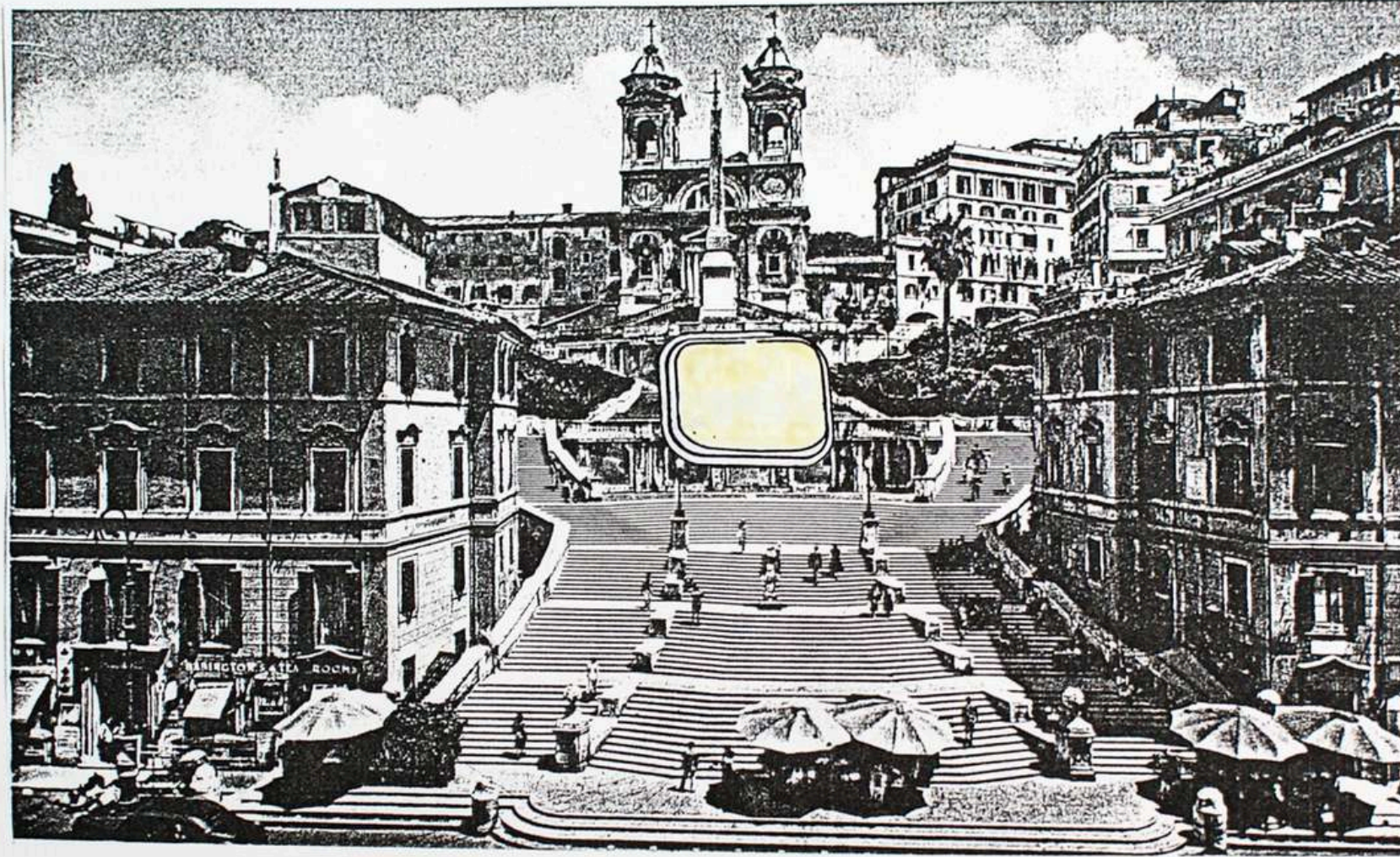


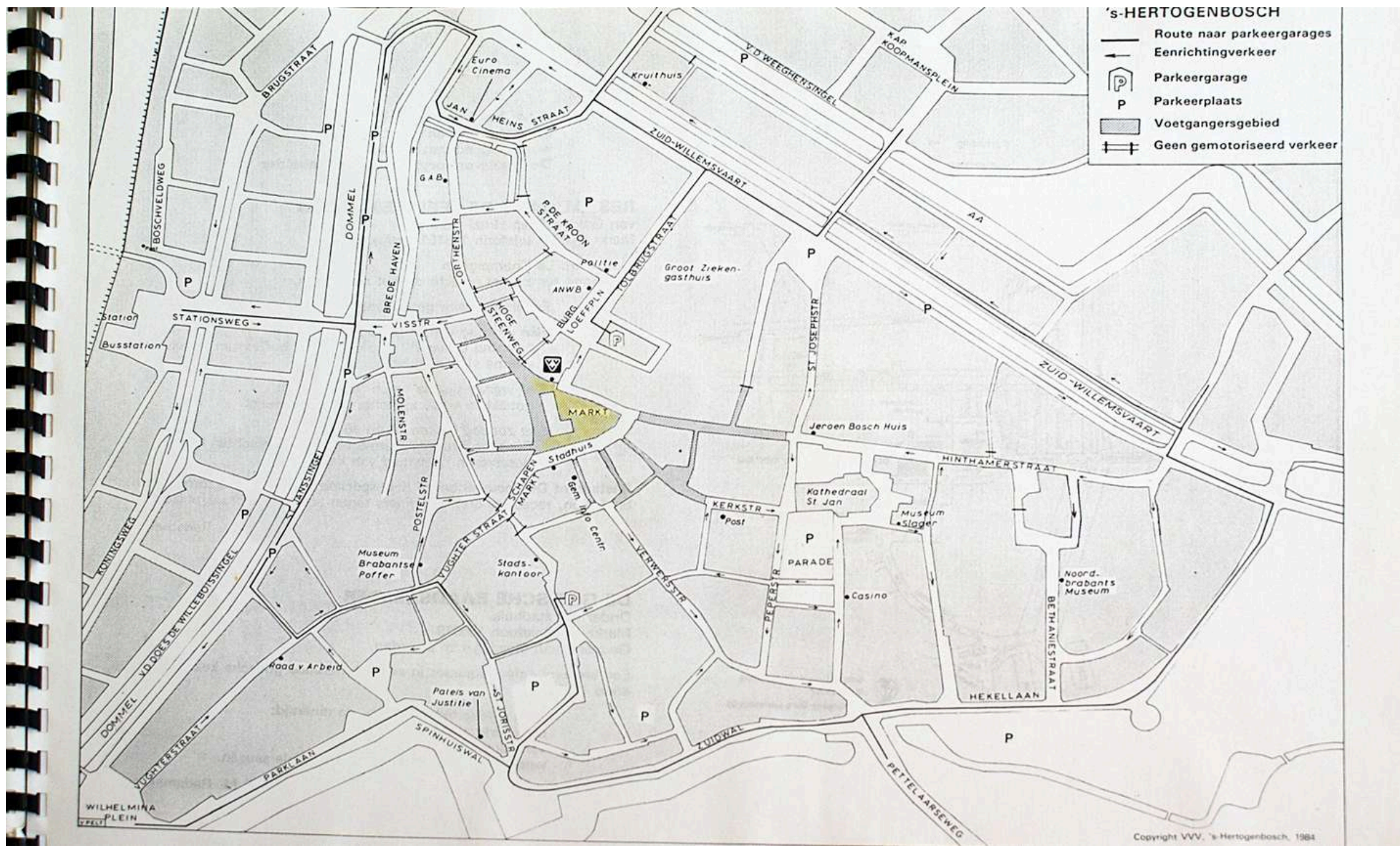
PRESENTATION

The video tape will be presented on a billboard-like screen, video wall, or similar video installation, preferably at the main square.

A big image size is optimal for the presentation. The outdoor aspect brings the portrait directly back to the inhabitants and in urban scale proportion.







WORK SCHEDULE

We plan approximately six weeks for the production of the project.

- 1st week Production planning (organization, budgeting, sketches, etc.)
- 2nd week Photographing and video recording
- 3rd " Event
- 4th " Viewing/final script
- 5th " Editing
- 6th " Presentation