



**MULLENLOWE PRESENTATION**  
SHARED PLATE



- Since the treatment there seems to have been a desire to feature more diners and we also have less time at the airport than we thought.

Topic of conversation

- Do we want to feature more diners and create more of a montage?
- What aspects of the original treatment are preferred?
  
- Guide script

# **DIRECTOR'S RECOMMENDATIONS FOR CASTING SHORTLIST**

CASTING GOALS:

- DEMOGRAPHIC SPLIT
- ON-CAMERA CHARACTER
- CULLINARY HERITAGE
- GOOD PAIRING POTENTIAL

jetBlue® CASTING LONGLIST SPLIT INTO FLIGHT TIMES  
Coca-Cola



10AM - 4PM



SARAH



MELANIE

4PM - 6PM



ANGELA



KATE



ALBERT



POONAM



TINA



JALEESIA



NICOLE



BRANDEN

6PM - 8PM



JOSHUA



ANDREW



JASMIN



JIM



SEAN



MEIKO

8PM - 10PM



MARK



KEVIN

jetBlue DIRECTOR'S SHORTLIST WIP  
Coca-Cola



PROF ALBERT MATHENY (67)  
Retired Professor  
N Carolina  
Barbecue/Southern Home Cooking



JOSHUA LEE POOLE (33)  
Advertising  
New York  
South Korean Cuisine



MEIKO PATTON (43)  
Writer  
Sacramento, CA  
American home cooking



BRANDEN SILVERS (38)  
Construction Worker  
Queens, NY  
New York Cuisine/Loves sushi



ANGELA WALL (35)  
General Manager for a startup  
Seattle, WA  
Mexican Cuisine



KATE CAPUTO (27)  
Data Analyst  
New York, NY  
Italian American



SEAN ANDERSON (44)  
VP of Technology  
Jamaica  
Jamaican Cuisine



NICOLE GENDUSA (25)  
HR Specialist  
White Plains, NY  
Italian Cuisine



POONAM DESAI (34)  
Doctor  
New York, NY  
Indian Cuisine



JIM MCSHANE (66)  
Public Safety Executive  
New York, NY  
New York Cuisine. Loves a good steak



TINA SCOLEY (59)  
Author  
Huntington Beach, CA  
British Cuisine



NEW YORK STYLE PIZZA WITH INDIAN SPICES?



KOREAN BARBECUE TACOS?



COUNTRY FRIED STEAK RAGU?



CLAM CHOWDER PIE?



**THREE TOP?**



JERK FRIED TOMATOES?





SARAH



MELANIE



ANDREW



JASMIN



JALEESIA



MARK



KEVIN

- Walkups
- Practicalities of cuisine - prepared/spontaneous

## **POP-UP DESIGN**

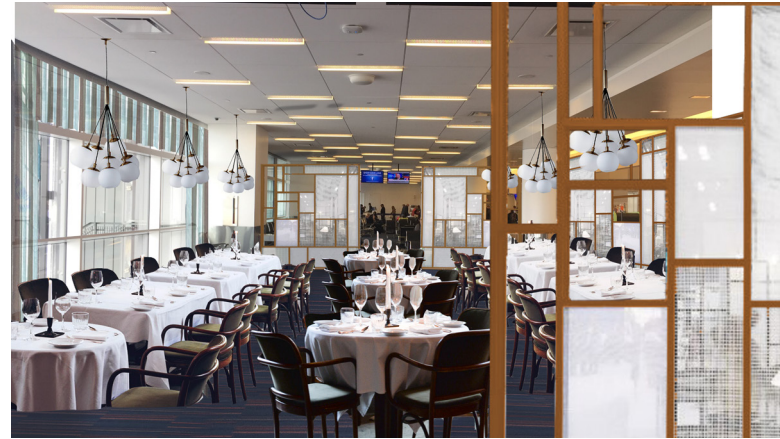
DESIGN GOALS:

- 6-10 TABLES
- INTIMATE ELEGANT & PART OF THE AIRPORT
- A RAREFIED SPACE THAT SITS IN ITS ENVIRONMENT BUT IS UNIQUE AND INNOVATIVE





We started with fine dining but it ended up looking too much like a business class lounge.



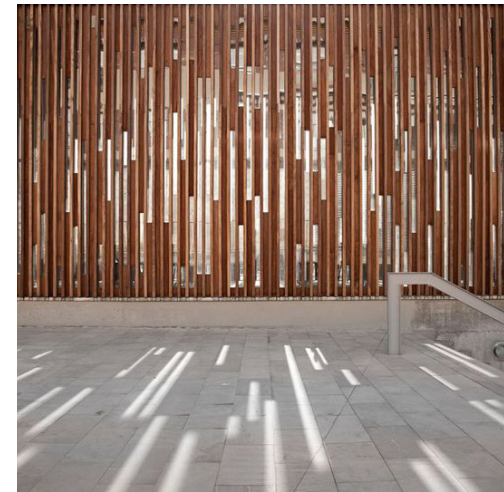
Then we looked at enclosing the space but it still felt too much like a lounge.



We played with different materials.



But it still felt like familiar airport architecture.



We started to explore wood as a material. An organic material like timber felt unique, eye-catching and surprising amongst airport architecture.



This led us away from fine dining and into a more rustic family style.



RESTAURANT REFERENCES





RUSTIC APPROACH 1





RUSTIC APPROACH 1





RUSTIC APPROACH 2

