

HSBC



THANK YOU - NEW YORK



OVERVIEW

Now that we have our chosen cast of 'thankers' and 'thankees' we move onto how best to capture their stories at their most powerful and engaging. Each film will be carefully crafted in a way that is unique and loyal to their respective stories but we would like to keep some elements consistent throughout the series to give them a shared story telling grammar.

Of course our hero interview with our 'thankee' will be the backbone to our films but we will compliment this with other elements and details that will give them more depth and reach.

ESTABLISHING

New York is one of our characters here and we won't be afraid to embrace its distinctive architectural character. This is about placing our viewer and giving the film geographical context.

THE INTERVIEW

As mentioned, these will be the heartbeat of our films that glues it all together. We intend to set each story somewhere that feels natural, organic and colloquial. This will most likely be their place of work or their abode.

THE REVEAL

We have spoken in detail about how we envisage the reveal happening. For each of our NY stories we have managed to arrange each one of 'thankee's' to be present in person which we feel will add enormously to the emotional resonance and impact of the story.

THE DETAIL

A mix of archive assets and live action cutaway's will be used to build up our stories; I want the viewer to understand the context behind the gratitude so the reveal can be as moving and emotional as possible. Captions might be used to provide another layer of information at key points of the stories.



OUR STORIES

MAJORA CARTER / BARRY SEGAL

STORY

The key point of this story is to show the process by which Majora became the successful woman she is today. We will explore her background and the her motivation and ideas to revitalise the Bronx that made Majora. It is important to understand how hard Majora has worked and fought for her vision and how she struggled to get to where she is today; as an audience, we should be able to see and appreciate what Barry saw when he decided to take a chance on her.



REVEAL

Majora is a busy woman so we will try to do the interview and the reveal at one of her offices. Barry is also busy but has agreed to help us surprise Majora by showing up at her office during the interview. The unexpected opportunity to thank Barry face to face would be our best chance to add a significant emotional layer.



PROVISIONAL LOCATIONS

Interview and the reveal - Majora Carter Group Office or StartUp Box office

(StartUp Box is a recent social initiative by Majora's company designed to increase opportunities for South Bronx community members to be a part of the tech economy. Barry has been involved in this also)

REBECCA JONES/MRS WEIER

STORY

The backbone of this story is to show Rebecca's journey from a 12-year-old girl that wasn't great at maths to become a very successful structural engineer involved in some of the biggest and most important construction projects in the world. We will have a brief look at her career: her days at Princeton, the projects in Iraq, and the current project she's working on in Manhattan: the Hudson Yards Redevelopment Project. Mrs. Weier, Rebecca's 7th grade maths teacher, triggered Rebecca's career. We will get her to New York not only to witness Rebecca's success firsthand but to also meet her face to face for the first time in twenty years!



REVEAL

We are aiming to film Rebecca's interview in her office, at Thornton Tomasetti; I want to bring Mrs. Weier into the office to meet Rebecca face to face but of course without Rebecca knowing. The unexpected encounter should add a very special warmth to the moment when Mrs. Weier gets recognised for the impact she had on Rebecca's success.



PROVISIONAL LOCATIONS

Interview and Reveal:

[Rebecca's Office \(Thornton Tomasetti\) - Click to view.](#)

[Hudson Yards - project site - Click to view.](#)

ROSARIO PROCINO/HIS WIFE

STORY

This is not only the story of an emigrant chasing the American dream but also a powerful love story. A story of someone facing 'that' fork in the road and being encouraged and inspired by the person closest to you to follow the path that makes you happiest. We will have a look at Rosario's background in Naples, his successful career in corporate America but focus especially on his current entrepreneurial career in catering, when he risked all to open his own successful restaurant. The key is to understand how difficult and risky this journey has been so we can connect with the unconditional love and support his wife has given him.



REVEAL

Rosario's wife is working with us without him knowing. Rosario thinks he is going to surprise her with this film and reality is that we are going to surprise him by bringing his wife in front of him so he can thank her in person. An unexpected encounter with his wife and the opportunity to say thank you face to face could create another extremely authentic and emotional moment.



PROVISIONAL LOCATIONS

[Ribalta Restaurant - Click to view.](#)

JOSEPH FULCO/TOM BITTNER

STORY

To be able to connect with this story we need to understand the chance that Tom took on Joseph during those difficult days when most of their colleagues lost their jobs. It's also important to establish the friendship and work relationship that developed thereafter. So an interview with Tom will be as important as the one with Joseph. We will take a brief look at Joseph's background but the key events in this story happen after Tom's decision to keep him. We won't be able to film in their office so Joseph's successful career will have to be shown mostly using any available assets. I also want to walk around Rockefeller Plaza and get Joseph to show us some of his retail architecture work firsthand.



REVEAL

We are unable to film the reveal in their workplace. Because of Tom's personality, schedule and logistics we will try to get him to work with us to surprise Joseph at his apartment.



PROVISIONAL LOCATIONS

Joseph's apartment.
Streets surrounding the Rockefeller Plaza.

LASTLY....

It would be prudent to mention that whilst every single effort will be made to remain loyal to the above there are circumstances that may be beyond our control as is the way when making documentary films of this nature. We will have a more defined idea once we have recce'd particular locations on Monday and Tuesday next week.