

Description

Christie's partnered with Droga5 to create a special project that would bring the world's attention to the significance of what was happening - the sale of the last Leonardo da Vinci. "The Last da Vinci" was brought back into the public eye by sharing the emotional story of how the world responded to seeing this very private painting on public view.

We did this by focusing on what it is that makes the masterpiece a masterpiece. And what makes artworks like this so special. Rather than celebrate the image itself, we turned the camera around and captured the emotion of those who came to see it - in the most real and human way. The painting was placed on display and as the world looked on, Leonardo looked back. We showed exactly how breathtaking this work was by simply not showing it at all.

The end result? A moving film crafted from hidden camera footage that documents real emotional reactions of visitors and showed the impact this piece of art history has on us as we look upon it.

Film advertisement created by Droga5, United States for Christie's, within the category: Professional Services.

Credits

Advertising Agency: <u>Droga5, New York, USA (http://www.droga5.com/)</u>

Creative Chairman: <u>David Droga (/creative/david_droga)</u>
Chief Creative Officer: <u>Ted Royer (/creative/ted_royer)</u>

Creative Directors: Laurie Howell (/creative/laurie howell), Toby Treyer-Evans (/creative/toby treyerevans)

Senior Copywriter: <u>Tom McQueen (/creative/tom_mcqueen)</u>
Chief Creation Officer: <u>Sally-Ann Dale (/creative/sallyann_dale)</u>

Co-Directors of Film Production: Jesse Brihn (/creative/jesse_brihn), Bryan Litman (/creative/bryan_litman)

Senior Producer, Film: <u>Jennifer Chen (/creative/jennifer_chen)</u>
Producer, Film: <u>Isabella Lebovitz (/creative/isabella lebovitz)</u>

Associate Producers, Film: Phillip Cheng (/creative/phillip_cheng), Kelly Appleton (/creative/kelly_appleton), Annie Vlosich

(/creative/annie_vlosich), Carlos Valdivia (/creative/carlos_valdivia)

Music Supervisor: Mike Ladman (/creative/mike_ladman)

Director of Integrated Production Business Affairs: <u>Jocelyn Howard (/creative/jocelyn_howard)</u>

Co-Directors of Interactive: Tasha Cronin (/creative/tasha cronin), Justin Durazzo (/creative/justin durazzo)

Producer, Interactive: <u>Grace Wang (/creative/grace_wang)</u>.

Director of Art Production: <u>Cliff Lewis (/creative/cliff_lewis)</u>.

Senior Art Director: George McQueen (/creative/george_mcgl

Senior Art Director: George McQueen (/creative/george_mcqueen)

Associate Director, Art Production: Bianca Escobar (/creative/bianca escobar)

Producer, Print: <u>Nichole Katsikas (/creative/nichole katsikas)</u>
Director of Print Services: <u>Rob Lugo (/creative/rob lugo)</u>

Associate Director, Print Services: Riely Clough (/creative/riely_clough)

Producer, Print: Rose Mahan (/creative/rose mahan)

Retouching Manager: Michelle Leedy (/creative/michelle leedy)
Retouching Coordinator: Michael Mockler (/creative/michael mockler)

Retoucher: John Clendenon (/creative/john_clendenon)

Graphics Studio Manager: <u>Virginia Vargas (/creative/virginia_vargas)</u>

phics Studio Coordinator: <u>Nereida Valles (/creative/nereida_valles)</u>

Studio Artist: Joseph Barrile (/creative/joseph_barrile)

Studio Quality Control Manager: Lisa Bishai (/creative/lisa_bishai)

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Project Manager: Hillary Jordan (/creative/hillary_jordan)

Production Company: Chelsea Pictures (/creative/chelsea_pictures)

Director: Nadav Kander (/creative/nadav kander) DOP: Pat McGoldrick (/creative/pat mcgoldrick) Executive Producer: Jon Dino (/creative/jon_dino) Producer: Cut and Run (/creative/cutrun) Editorial: Gary Knight (/creative/gary knight) Editor: Natalie Kasling (/creative/natalie_kasling) Assistant Editor: Ted Royer (/creative/ted royer)

Executive Producer: Lauren Hertzberg (/creative/lauren hertzberg)

Senior Producer: Eytan Gutman (/creative/eytan_gutman) Producer: Marcia Wigley (/creative/marcia wigley)

Telecine: Company 3 (/creative/company_3)

Executive Producer: Alexandra Lubrano (/creative/alexandra lubrano)

Colorist: Tom Poole (/creative/tom_poole) Conform: Jogger (/creative/jogger)

Executive Producer: Yukio Lytle (/creative/yukio lytle)

Flame: Matt Dolven (/creative/matt_dolven), Joseph Grosso (/creative/joseph_grosso)

Composer: Max Richter (/creative/max richter)

Song: On the Nature of Daylight (/creative/on the nature of daylight)

Sound: Sonic Union (/creative/sonic union) Mixer: David Papa (/creative/david_papa)

BTS Photographer: Paul McGeiver (/creative/paul_mcgeiver)

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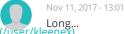
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kleenex (/user/kleenex)

Activity Score 58797 | Web Designer/Developer

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kleenex (/user/kleenex)

Activity Score 58797 | Web Designer/Developer

Like • 4



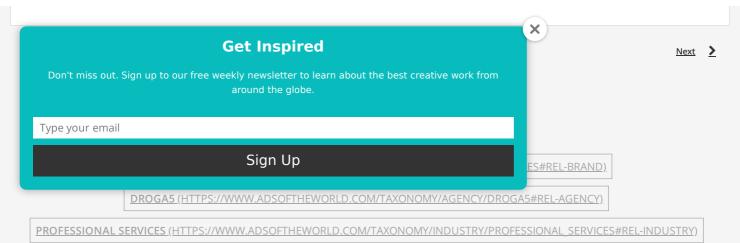
oddly watchable - but 2 things: 1) what's it for? 2) - was that Leonardo de caprio?

Phillhb (/user/phillhb)



Activity Score 372

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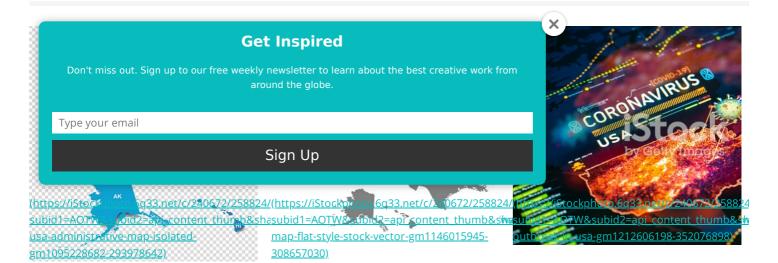


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