

THE SEEN DETROIT FASHION COLLECTIVE

The Seen Detroit teamed up with The Storm Co. to shine a light on the culture of the city and to extend the reach of the Detroit fashion scene. With footage and imagery of planned events and brand partnerships, this content is leading the way in the current influencer culture on Instagram. Each photograph or video is a cinematic portrait that captures individual personality and style while pushing the boundaries of branded and cultural content. Once each series is complete, photos and videos are released consecutively over time to capitalize on building momentum through consistent postings.

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PROJECT SCOPE / DELIVERABLES

- + Multiple Shoots to Capture Video and Photography
- + 5 Series of Stylized Videos for Social Media
- + Each Series Consists of 7-15 Videos (15 Seconds Each)
- + Multiple Portrait Photographs
- + Graphic Design and Music Curation
- + Development of a Distinctive Visual Voice



VIEW HERE

<http://www.thestormcompany.com/the-seen-brush-park>

/ ART / FASHION / CITIES

ASSOCIATION OF COLLEGIATE SCHOOLS OF ARCHITECTURE

105 DETROIT

In preparation for the Association for Collegiate Schools of Architecture 105th National Conference, the ACSA enlisted The Storm Co. to shoot and produce a series of videos to promote the event and to increase registration across the country through a targeted national social media campaign. Additionally, at the conference, we interviewed professors and educators and produced a series of videos that discuss the value and importance of architectural education. This series was used to jumpstart interest in the following year's ACSA Education Awards.

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PROJECT SCOPE / DELIVERABLES

- + 2 Days of Filming Around the City
- + 2 Days of Filming Multiple Interviews
- + 5 Social Media Graphic Visual Video Teasers to Promote the Event
- + 1 Narrative Video (3 Minutes)
- + 5 Social Media Cuts (15-30 Seconds Each)

VIEW HERE

<http://www.thestormcompany.com/acsa-education-awards>

<http://www.thestormcompany.com/acsa-105-detroit>



/ ARCHITECTURE / EDUCATION

FACEBOOK / GEHRY PARTNERS

FB WEST / CULTURE SERIES

Dean Storm worked closely with Facebook and Gehry Partners to produce a series of videos that documented and communicated the design process of the new Facebook West Campus. These videos highlighted the collaborative and intense design process that intersected architecture with technology and the future of workspaces. An additional series was developed to show what it's like to work at Facebook and how culture is at the forefront of everything that happens on campus on a daily basis. All footage was shot in California at either Facebook in Menlo Park or Gehry Partners in Los Angeles.

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PROJECT SCOPE / DELIVERABLES

- + Multiple Filming Days
- + Multiple Interviews
- + Design Process Series of Videos (4-7 Minutes Each)
- + Culture Series of Videos (3-5 Minutes Each)
- + Video Stills



VIEW HERE PRIVATELY WITH PASSWORD: 24HOURTEMP

<https://vimeo.com/118210190>

/ ARCHITECTURE / DESIGN / CULTURE