



Forever Curious

Stories

Wave 2

THE STAGE

Overcoming barriers

The Stage - Stills



Portrait of anticipation

A close up of our hero with a mix of angst, curiosity, and determination. He is about to shoot his big shot.



The moment before the moment

Our hero is collecting himself before going on stage. Deep breaths, maybe with an IQOS moment.



Moment of pleasure

His curiosity led him to where he belongs: into the spotlight. He is enjoying it immensely, as the crowd is enjoying him.

Story:

Curiosity guides you away from the routine. Our protagonist is facing his fears before stepping into the limelight of the stage. After some hesitation, he lets his curiosity lead them up to the stage, to discover more about himself, and experience something new. He reaps the rewards with the pleasure of an enthusiastic audience.

Emotional scope:

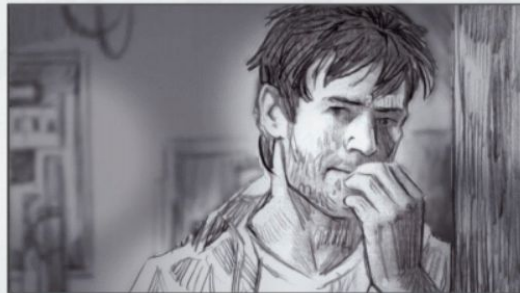
Anticipation of a big moment. Putting yourself out there. The excitement of a great challenge.

Potential lines:

Just imagine. - Curiosity calls. Answer? - What's the next thing you'll try?

Overcoming barriers

The Stage - Possible stills



Overcoming barriers

The Stage - **Extra Stills**



A strange moment of juxtaposition.

On the stage, and elderly grandmother is playing the drums expertly, with great confidence and enthusiasm - it's never too late to follow your curiosity and become great at something.



The final symbol of an artist's success -
being adored by the audience.

We see our singer stage diving, being carried by his fans.

THE STAGE

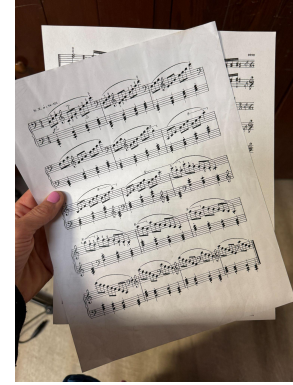
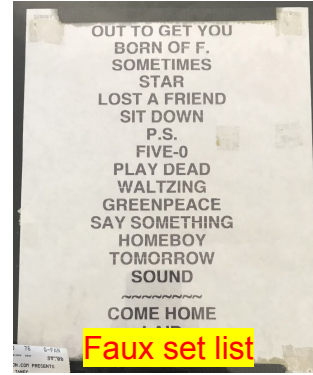


THE STAGE

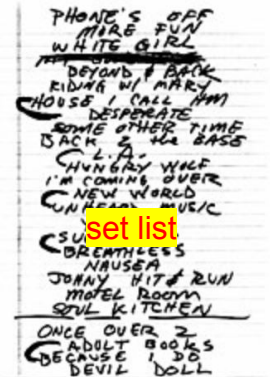
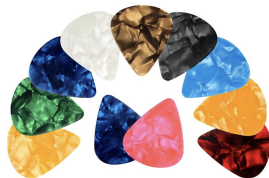


THE STAGE

CLEARED FLYERS:



CLEARED STICKERS:



Curious journeys

Wedding wheels - 15" Video



Mysterious journey

We follow a bride in a strange situation.

We see her enjoy an IQOS with her wedding party - all of them on bikes. Why? Why not.

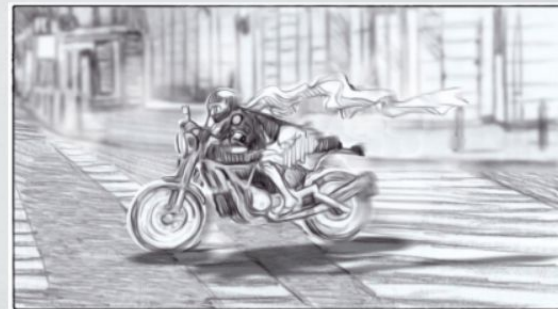
She starts her bike, puts on her helmet. Her expression is full of unknowable emotions.

She sets out in her wedding dress, cruising on the city streets, her veil blowing in the wind. She drives away towards a mysterious destination... towards marriage or away from it?

It's not for us to know.

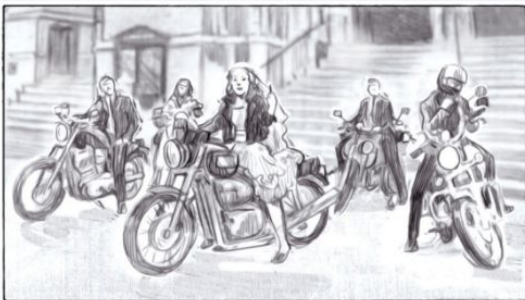
Curious journeys

Wedding wheels - All possible stills



Curious journeys

Wedding wheels - Stills



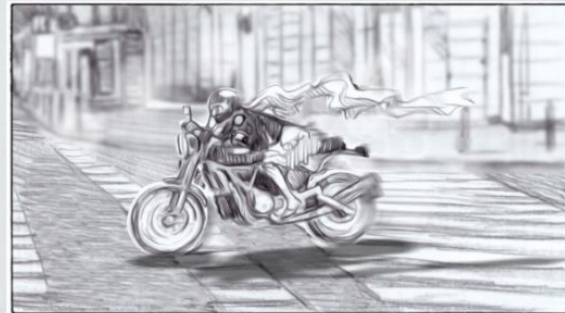
Juxtaposition of the moment.

A unique wedding party, with all participants on motorbikes. Why? Why not. In the center: the bride with an IQOS in hand, getting ready for her big day.



Portrait of yearning

A close up of our hero, with a mysterious expression, as she puts on her helmet. She's getting ready to set out wherever the road will take her.



On the road to nowhere.

Our hero is now on her bike, cruising the city's streets in her wedding dress. She looks awesome.

CLEAR VISORS



LIFTED VISORS



WEDDING WHEELS - BIKE OPTIONS



*STILL
CONFIRMING
AVAILABILITY

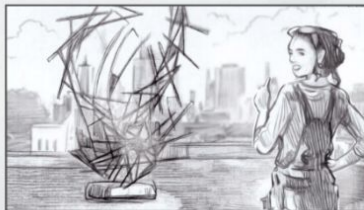


WEDDING WHEELS - SMALLS



Creative sparks

Wild art - 15" Video



Grand reveal

We follow a woman in her open air workshop.
In a moment of inspiration she puts on safety goggles
and gets to work.

She does metalwork, flexing, sparks fly.
What is she doing? Is she a mechanic?
Close up don't reveal much.

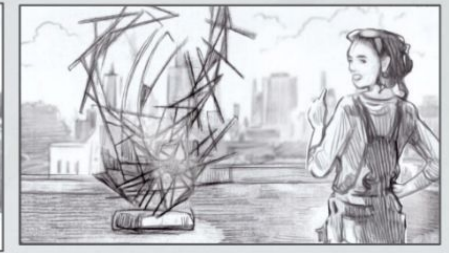
After he work is done she takes a moment
to contemplate her creation, with a well
deserved IQOS.

We reveal, that she is in fact, an artist,
and had created a new masterpiece.

Creative sparks

Wild Art - Stills - All possible stills

STILLS



WILD ART

Creative sparks

Wild Art - Stills to shoot



The moment of inspiration

Our hero is putting on safety goggles, getting ready to create. Inspired and curious. Is she an artist? A mechanic? We don't know.



Passionate work

We see her cutting metal, among flying sparks. She feels home in the workshop, filled with passion.



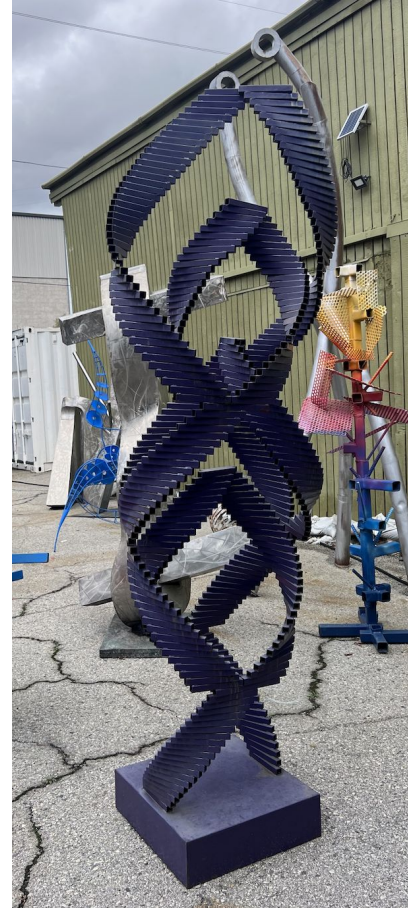
Taking it all in

She is facing her creation with an IQOS, looking back at us with playful pride. "Check this out".

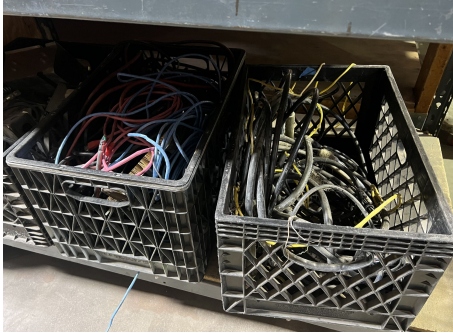
WILD ART



WILD ART



WILD ART



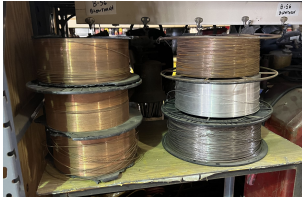
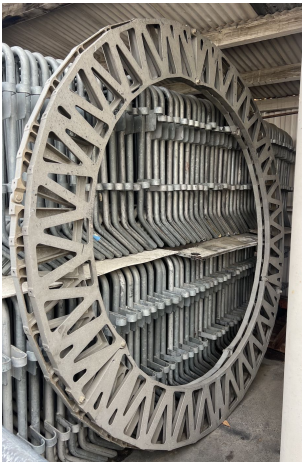
WILD ART

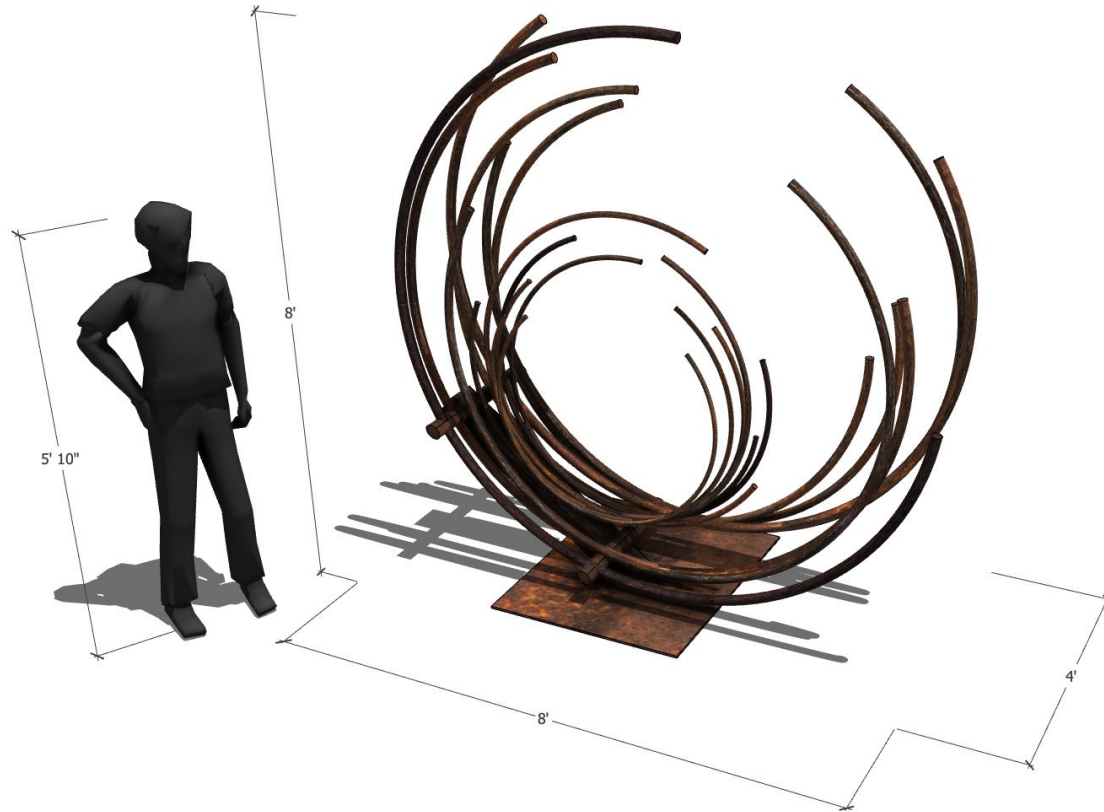


WILD ART



WILD ART

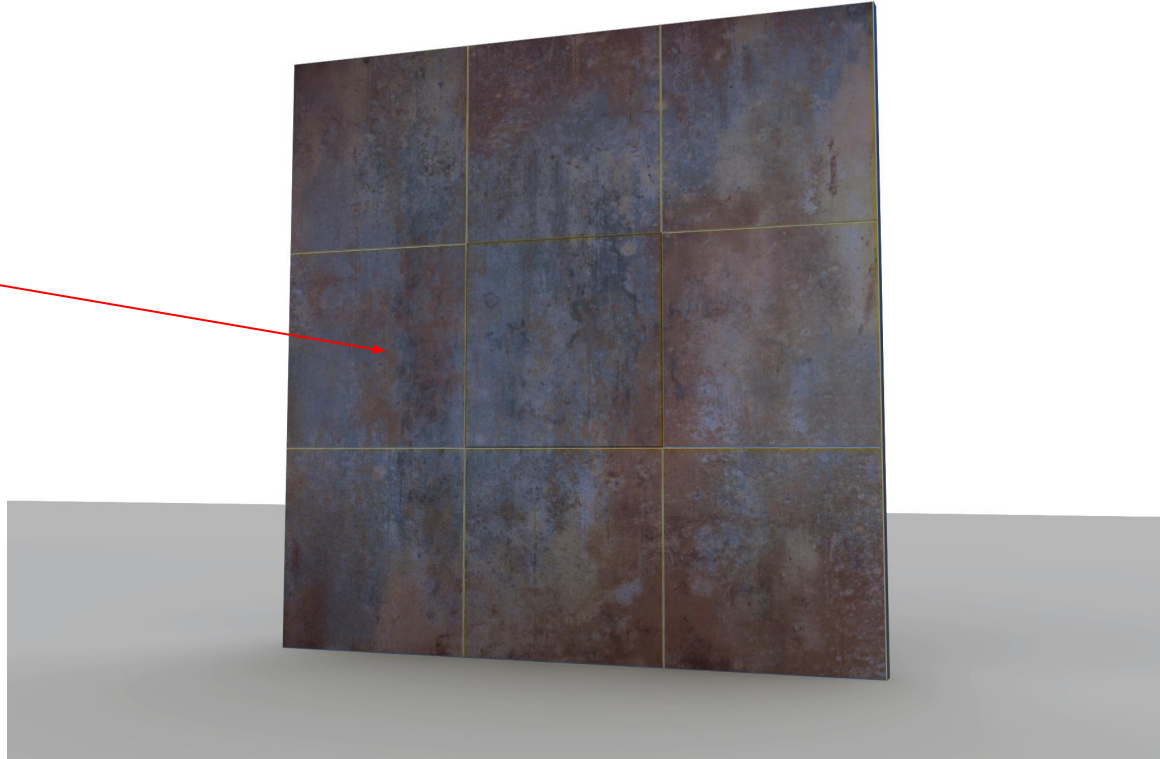




12' x 12' Sheet Metal Wall
Light rust treatment



Metal with rustic
treatment,



NEW BEGINNINGS

Curious journeys

New beginnings - All possible stills



Curious journeys

New beginnings - Stills



Portrait of anticipation

Our hero is getting ready to start a new chapter. She is sitting on the floor in the middle of the packing mess with an IQOS, taking one last look at what she packed.



A new beginning.

In her packed car, she looks back at us with excitement and anticipation. She is ready for a journey to anywhere.



Portrait of freedom

Our hero is enjoying her newfound freedom in her convertible packed to the brim with his cherished possessions. Wherever she is in the world, she is truly home.

Curious journeys

New beginnings - 15" Video



Starting a new life

Our hero is going through all her possessions, packing in the essentials, leaving behind everything that doesn't "spark joy."

She is sitting on the floor in the middle of the mess, looking over everything she packed, enjoying an IQOS.

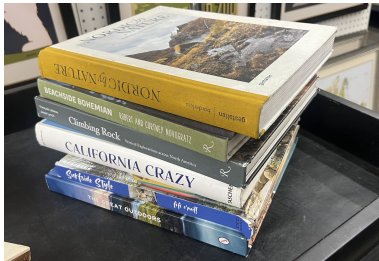
Next to her, her most important companion: her favourite painting, which is her only true piece of home.

She steps out of the apartment and packs her stylish convertible parked out front. The back seat holds a mosaic of her life — boxes, suitcases, her beloved guitar, a surfboard, and even her favorite picture from the wall. She lights an IQOS, taking a slow drag as she quietly says goodbye to the life she's leaving behind.

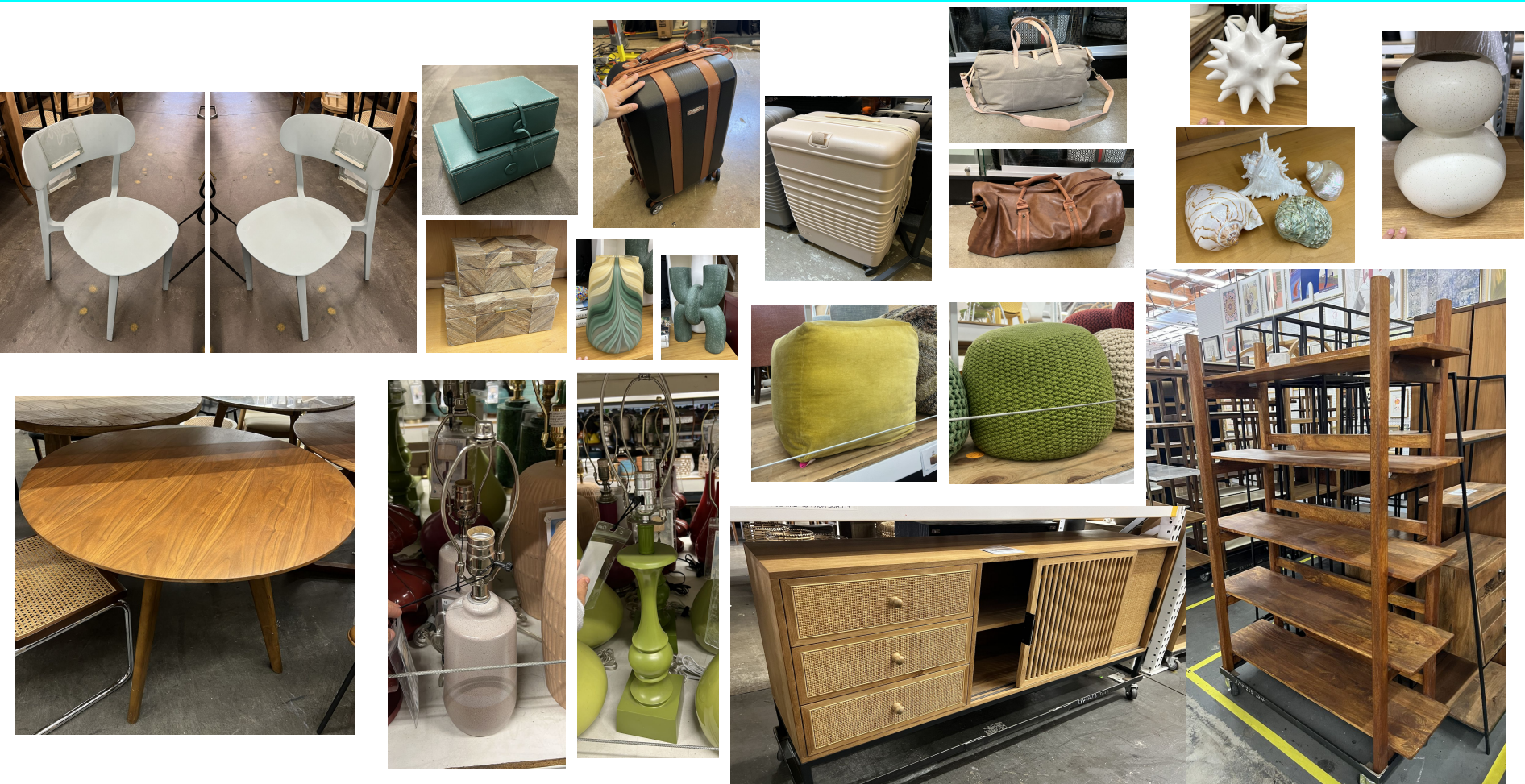
Later, in the driver's seat, the engine hums softly. She glances back one last time — her eyes filled not with sadness, but with excitement and anticipation. As the car rolls forward and the screen fades out, one question remains: What kind of future is she driving toward?



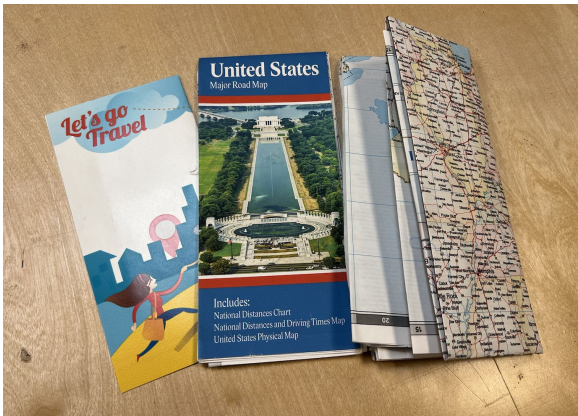
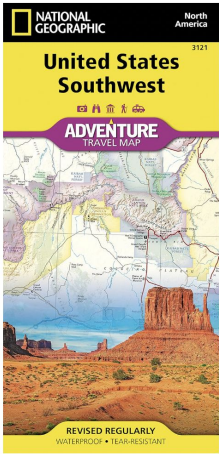
NEW BEGINNINGS



NEW BEGINNINGS



NEW BEGINNINGS



NEW BEGINNINGS



TRADITIONAL TRANSPORT - FEMALE

Curious journeys

Traditional transport - **All possible stils**



Curious journeys

Traditional Transport - Stills



Modernity meets tradition

An image of interesting juxtaposition. A woman wearing a traditional dress holding a skateboard, ready to experience something new in a city square. .



The moment before

She is relaxing sitting on her skateboard, enjoying the vibes and an IQOS.



Keep it moving

She is gliding gracefully, creating a strange, but pleasant with her attire.

Curious journeys

Traditional transport - 15" Video - Female



An elegant reveal

We start on a close up of a woman in a traditional, japanese outfit.

She is moving through a city square with extremely elegant, graceful movements - more gliding than walking, as only decades of practice and traditional etiquette lessons can make possible.

But then we reveal, that she's actually just slowly guiding through the square on top of a skateboard, enjoying herself immensely. It's a new activity for her, creating a strange aesthetic meeting of modernity of tradition.

Finally, we see her sitting down on her skateboard, enjoying an IQOS moment in her dress.

Curious journeys

Traditional Transport **MALE** - Stills



Portrait of anticipation

An image of interesting juxtaposition. A smartly dressed, serious man holding a skateboard, ready to experience the city from a new perspective.



The moment before

He is getting ready to step on the board, and embrace this new way.



Keep it rolling

He is taking on the city streets, rolling through them casually on the skateboard. Style meets fun.

TRADITIONAL TRANSPORT - MALE

Curious journeys

Traditional transport **MALE** - All possible stills



Curious journeys

Traditional transport - 15" Video - Male



An elegant reveal

We start with an extremely well dressed, impressive man exiting to the street from a building. He is smart, and fashionable. In a close up we see him getting ready to get down for serious business.

He adjust his suit and the flower on his chest.
He fixes his hair.
He is ready to go. But then...

Ha places a skateboard down in front of him.
Gets on it. His serious outfit should clash with it, but somehow it doesn't.
He looks even cooler.

He starts rolling on it towards an unknown destination with easy, but confident moves.
Where is he going? That's up to our curiosity.

Longboard



TRADITIONAL TRANSPORT



Overcoming Barriers

Photography, above and beyond - **Stills**



Portrait of inspiration

Our hero is a photographer, looking up from his camera, noticing something interesting to capture.



Going the extra mile

Following his curiosity, he is climbing on top of a concrete wall to take the perfect picture.



Moment of reward

Still up high he is looking through the images he took, as he is enjoying an IQOS.

Overcoming Barriers

Photography - All possible stills

Video



Overcoming Barriers

Photography - 15" Video



Overcoming obstacles

Our hero is a photographer, looking for moments to capture on the city street. Looking up from his camera he notices is something that peaks his curiosity. He lowers his camre and sets out to capture it.

We see him scale a concrete wall to get a better view of his subject matter. It's hard, but he won't let a barrier get in the way of his passion.

Up there he takes a few images? Of what? We never learn, the answer is left up to our curiosity.

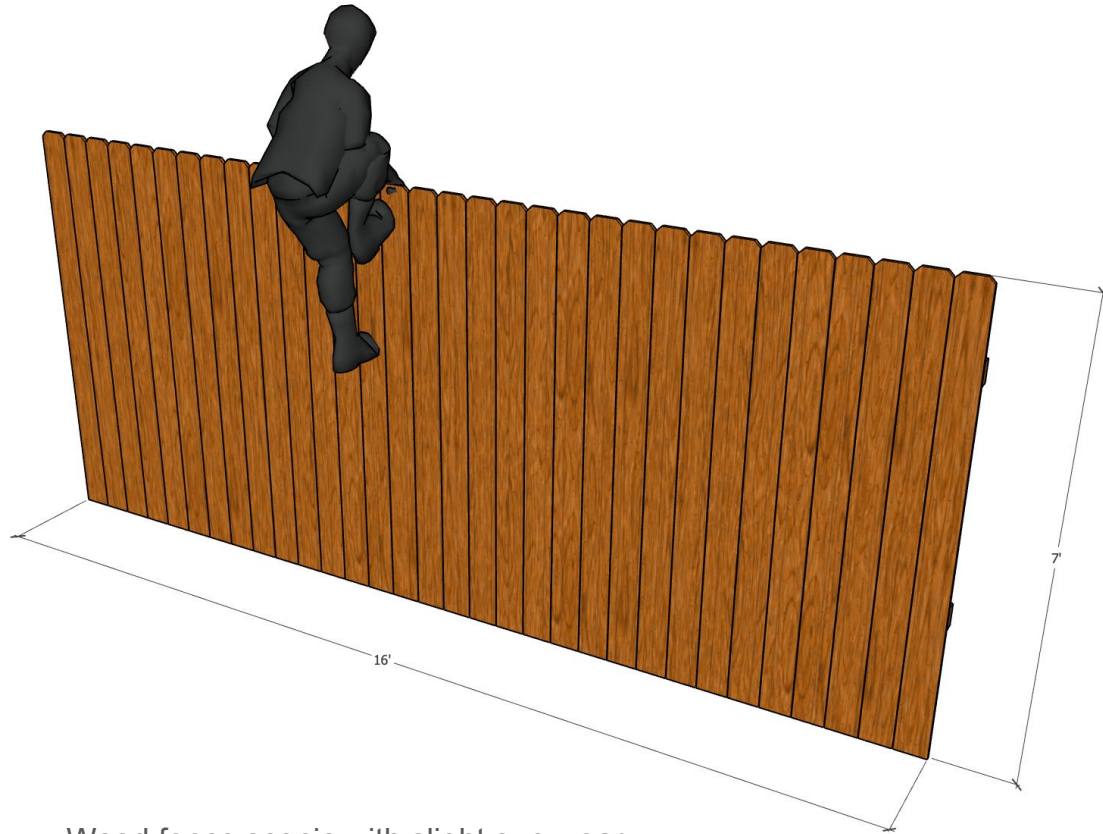
But he seems satisfied as he looks through his images, still up there, with his feet dangling, enjoying an IQOS.

PHOTOGRAPHY, ABOVE & BEYOND



PHOTOGRAPHY, ABOVE & BEYOND





Wood fence scenic with slight sun wear.

Size: 16' x 7'

Curious journeys

Showtime - 15" Video



A spontaneous moment

After a long day, our hero is enjoying an IQOS leaning against a handrail, before heading home. But below she notices a fun, exciting party.

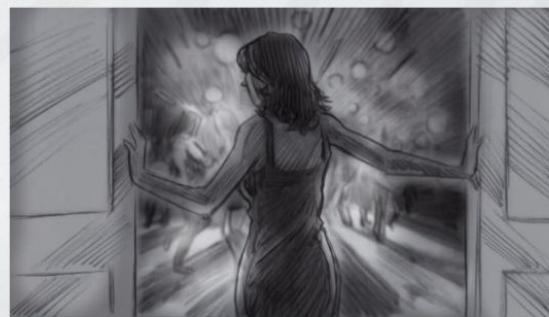
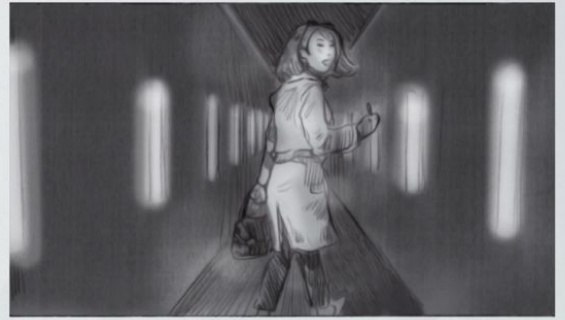
In close up we see it peaks her curiosity, and after a moment of contemplation, sets out to forget her plans of a quiet night and join it.

She hurries through a mysterious, exotic corridor taking a final hesitating look back... before she makes a final decision and heads towards the celebration.

She reaches a door, opens it, as light and music fill the screen and she disappears...

Curious journeys

Show time - **Stills** - Possible stills



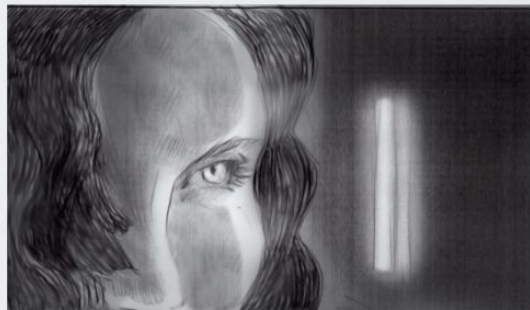
Curious journeys

Show time - Stills



Portrait of wonder

Our hero in stylish street clothes takes an IQOS break leaning against a handrail. She notices there is an exciting party happening down below. She yearns to be a part of it.



Anticipation of the moment

A close up of her expression. She is excited and curious, deciding to abandon her plans and follow her spontaneous side.

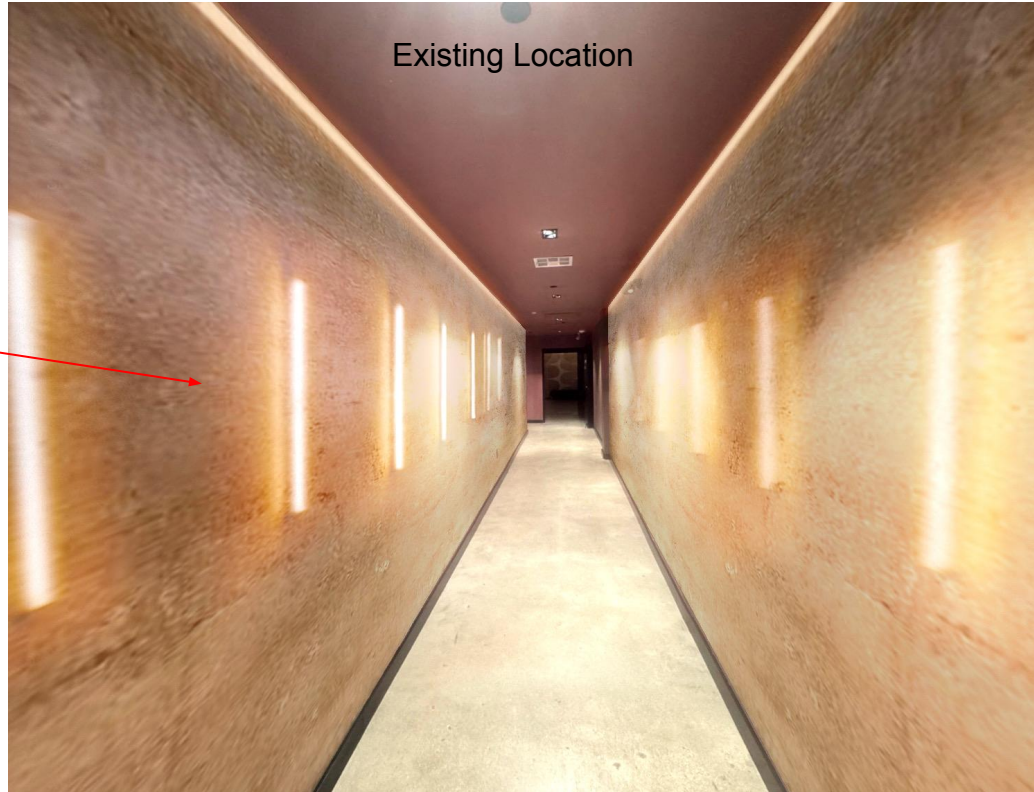


The joy of exploration

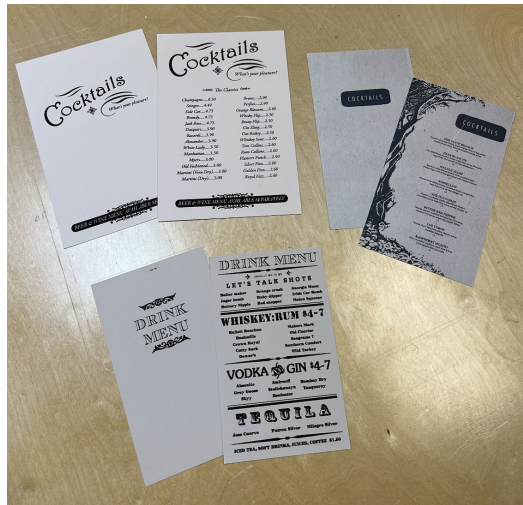
She is walking through a mysterious corridor towards her goal to reach the party, taking a final look back towards us, with an IQOS in her hand.



Apply venetian
plaster to existing
hallway at location.



SHOW TIME - SMALLS



SHOW TIME - SMALLS



SHOW TIME - SMALLS



SHOW TIME - BAR BUILD SET UP



SHOW TIME - BAR BUILD SET UP



SHOW TIME - LOUNGE AREA SET DECOR

LOUNGE DECOR OPTION 1



SHOW TIME

LOUNGE DECOR OPTION 2



SHOW TIME

LOUNGE DECOR OPTION 3



SHOW TIME

LOUNGE DECOR OPTION 4



SHOW TIME

LOUNGE DECOR OPTION 5



SHOW TIME

LOUNGE DECOR Additional Rug Options

