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Grundfos gambles in new wordless film

The Danish pump giant Grundfos has made a new and innovative image film entitled 'A Day'. Under the dogma "show it, don't tell it" they mark the start of a global effort to raise awareness of their industrial solutions. Despite this purpose the new film is exposed of any praises or facts. Actually, Grundfos has created a wordless film in an attempt to give the viewers a genuine experience of the pumps. Instead, the dramaturgy of the film is supported by a close and dramatic interplay between music and images – inspired by the Danish film classic "Olsen Banden Ser Rødt" from 1976.

Credits

Creative Director: Mathias Deichmann

Producer: Lars Amby

Editors: Mathias Deichmann/Lars Amby

Line Producer: Bjarke Toft

Client: Grundfos

Agency: M2Film

Post Production: Duckling, Copenhagen

Music: Edvard Grieg / Peer Gynt: In The Hall Of The Mountain King

Link

Link to film on YouTube. For zip-link or similar please contact kommunikation@m2film.dk
<http://youtu.be/U0Nyurb826w>

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