

The White Room

Following a two-week teaser campaign proclaiming “THIS IS NOT MOD.”, resolution finally arrives in the form of a thrilling video that finally shows us what MOD. is, while posing new questions of its own.

The Story

We open on white room.

Aside from a simple black chair, it is hard to know its dimensions. The floor blends into the walls, there is no ceiling; it could very well be endless. The white room engulfs a young male who tentatively approaches the seat.

We now see several young people in the seat. Each volunteer takes in their surroundings, juggling feelings of awe, confusion and nervous excitement.

Seemingly from nowhere, a man in a white coat approaches the volunteers. He is here to explain why they are here, perhaps he is reassuring them. He invites the participants to look straight ahead and wait for the experiment to begin.

We push in on each of the participants as the anticipation rises. It begins.

Our participants experience physical reactions – jumping in their seat, gasping in wonder, laughing as the adrenaline rushes through them.

We climb to fever pitch before suddenly falling into a serene world of colour. Everything slows down. As if sucked through a worm hole, our participants have now arrived at the heart of the experience. They sway and rejoice in euphoria.

The trance ends abruptly, returning us once more to the white room and the vacant black seat. We hear a joyful voices as a title fills the frame.

THIS IS MOD.

The Meaning

We chose a **white room** because it represents a blank canvas, a world of possibilities.

At the same time, the vacant space provides **no answers**. As your first guests arrive at your doorstep, they will still be wondering: "What is MOD.?"

The colour scheme of black seat on white background is a representation of MOD's core brand, contrasting what we know (light) with what we don't (dark).

The volunteers represent the visitors who will soon visit MOD. The fact they have entered the room and willingly taken part in "the experiment" highlights MOD's **participatory** spirit.

The feelings and experiences we have chosen to highlight centre around **curiosity**, **confusion** and **awe**. You will notice many of the expressions are bright – the corners of the mouth are upturned; the eyes are happy. MOD. is a **positive experience**.

We have shown close ups of body parts – pupils, ears, mouths, fingers, toes – to demonstrate the **sensory experience** one will enjoy at MOD.

The colours used in the latter half of the video are the official **MOD. brand colours**.

The participants are shot in silhouette, acting as **morphing black shapes** against the light. Borrowing from the Style Guide, "*Black is used to offset the bright colours and create a sense of credibility and mystery.*"

When the video comes to a close, we are back in the white room. It gives us the understanding that this 'rollercoaster' of sensations occurred on the personal level – inside the body.

While not spelling out exactly what one will see and do at MOD., the video closes with an invitation. The vacant seat beckons the viewer, "are you next?".