

Objet: Re: HL-LHC film proposal

Date: lundi, 15 août 2016 18.56:51 h heure d'été d'Europe centrale

De: Paola Catapano

À: Frederick Bordry, Charlotte Lindberg Warakaulle

Cc: Lucio Rossi, Ana Paula Macedo Faria Godinho, Catherine Brandt

Dear all,

While preparing a more coherent document with Lucio, pls find attached two useful background documents that already answer some of the questions raised regarding this production.

And a short bullet style synthesis here :

PRODUCT TYPE : 3 professional (TV level) video products: a docu-reportage in 2 versions: 20' and 10' (long version for technical audience - ie the 2017 magnet conference, short version, 10' for general public and TVs) ,a 3' trailer and 1 animated timeline + rushes for historical archive purposes

SUBJECT - provisional title is THE MAGNETS OF THE FUTURE, on the HL-LHC project, using as a storyline the life of a superconducting magnet from conception to installation - All the stages of the magnet production will be filmed at CERN, in industry and in collaborating laboratories - The filming process has already started for what my service can assure

WHY CO PRODUCED WITH EXTERNAL COMPANY

APS is following the HL LHC project as one of the priorities of CERN, but cannot dedicated its already limited resources fully to this production, which spans many full days of shooting with a 10-strong crew, including professional figures (such as director of photography and production assistants) we simply do not have in house. In addition, the quality we can provide is not comparable to the quality of external professionals who produce on a daily basis for TV.

APS will cover with video rushes in 4 k all the production stages of HL LHC magnets and general footage of people at work, but for instance not the interviews with the people involved in the project, which require a larger professional crew and a special angle to be made interesting for TV .

I wil personally coordinate the project and make sure the storyline is correct, liaise with Lucio and team for the contents and follow up the production plan not to miss any crucial milestones in the HL LHC project,. So we are investing APS resource to a level that is compatible with our other priorities and planning in the IR ECO sector, but we cannot go beyond that.

WHY DUE B Produzioni - The justification for the company identified is provided in the attached document.

COST - Just to give an idea of the cost of professional TV products, I ll just mention that the CERN 50th anniversary film (used as introduction to CERN tours till a few months ago) costed 250 000 CHF in 2004 and was 70% based on existing footage.

More details on Wednesday. I d only like to highlight the need for informing the company and the interviewees whether to cancel / postpone the production week we planned at CERN from Aug 29 to Sept. 4 (see production plan attached)

Cheers for now

Paola

PS Thanks to Frederic for reminding me I am spending my Ferragosto in a hot office !!! :-(((...