

NÁCVIK ANGLICKÉ VÝSLOVNOSTI

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The Making of 'Tipping Point'

Many of the most expensive commercials ever made are those in which an A-list celebrity flashes a beautiful smile at the cameras. Their recent television advertisement, the most expensive in British history, cost ten million pounds, and it features, not the rich and famous, but villagers from the mountains of Argentina.

The advertisement features a game of dominoes. It begins in a darkened room where several thousand ordinary dominoes are set up on a specially-designed table. Dominoes knock over books, which in turn knock bigger household objects such as suitcases, tyres, pots of paint, oil drums and even cars. The final piece in the chain reaction is a huge tower of books. These flutter open to reveal a structure in the shape of a pint of Guinness.

The location chosen for the commercial was Iruya, a village high up in the mountains of north-west Argentina. The journey there could take up to ten hours. Asked why this remote destination was chosen for the shoot, the director said that even though it was the most difficult location they could have picked, it was perfect.

For one month, the village, population thousand, increased in size by almost thirty percent. One hundred and forty crew members descended on the village. These included the world record holders in domino toppling, Weijers Domino productions from the Netherlands.

Creating this film was no easy task. Preparations for filming took well over a month. Twenty six truckloads of objects were brought in. They included 10,000 books, 400 tyres, 75 mirrors, 50 fridges, 45 wardrobes and 6 cars. Setting the objects up took skill and patience. They needed to be arranged so they would fall over easily, and this involved balancing them on stones. Some of the sequences had to be reshot 15 times and 24 hours of footage was captured. However, the sequence in which six cars fell over was successfully shot in just one take.

Filming in this location was not without its difficulties. Firstly, being so isolated, it was hard to obtain resources at short notice. The second problem was the high altitude. It was also hard working with the villagers who had no experience of film-making. Finally, setting and resetting the props caused a good deal of frustration.

These days when CGI is all the rage, it was surprising that so little of the work was done using computer effects. The only sequence that used computer graphics was the one in which the tower of books fluttered open to reveal a pint of Guinness. Even so, this was no simple matter. They had to ensure that all the books in the tower had a different appearance.

Director Nicolai Fuglsig said about the project : 'Despite all the challenges, the cast was fantastic and it was a really amazing experience.' Whether or not the effort put into the advert pays off is another matter entirely.