

# ME & YOU

The below images suggest the initial visual approach for the look of 'Me & You'. Those images with a white border are the actual locations we have access to.

## COFFEE SHOP

We need an initial stark backdrop that suggests Amelia could be in a therapist's office, before cutting into a 'homemade' warm & friendly coffee shop environment that she would spend too much money in to feel part of something nice.



# TRAIN STATION

A suburban quiet train station littered with commuters.



# WEDDING CHAPEL

A fantasy of a chapel where Ameila and her future fantasy family tie the knot.



# OFF-LICENCE

An overwhelming selection of wines and a spot for a strangely out of place beautiful cashier.



# SEAN FLAT

Amelia's boyfriend's somewhat drab flat for the couple who are clearly just going through the motions.



## PARK - RUNNING

The idea is to present the free flowing aesthetic of a nike running advert - only to crash back into reality when needing to stop for a break at a bench - gasping for air.



## BATHROOM - BATHTUB

We start by presenting a luxurious space but it becomes darker when Amelia begins to sink into her negative thoughts.



# KITCHEN

Amelia gives into urges, devouring the cupcakes that should be for another night





# BEDROOM

Amelia is fully sinking into and being overwhelmed by her own dark thoughts at this point



# BATHROOM - MIRROR

Amelia at her lowest and darkest spot as her self-destruction continues

