

Spa Sybarite

(Project 01)

Project Year: 2022
Project Status: Completed

Director: Joshua A Dawson

(Cast & Crew)

Cast: Kyla Dyan (Spa Guest), Victoria Lynn (V.O)
Producer: Ian McClellan
Executive Producer: Sherry Chen
DP: Ashton Rae
Visual Effects Supervisor: Stephen Burchell

1st AC: Dylan Pfaffenberger
Key Grip: Becky Sapp
Gaffer: Will Prada
Costume Designer: Saori Mitome
Hair/MUA: Dre Lamparello
Composer/3D Track: Ethan Montgomery
3D Modeling/Lighting/Rendering: Joshua Dawson
Interface: Mario Pegas
Color: Color Space Finishing
Sound: Ankur Agrawal
Original Score: Russell Henson
Key PA: Michael Solomon

(Premise & Background)

Published in 2009, the first Lancet Climate Change Commission's concluding remark was simple, albeit potent... "Climate change is the biggest global health threat of the 21st century."

Wellness is a multi-trillion-dollar industry encompassing far more than spas, supplements, or diet pills – it's a lifestyle choice that extends from simple exercise practices to elaborate interventions. But, unlike the medical industry whose products require clinical trials and FDA (Food and Drug Administration) approvals, wellness technology isn't necessarily held to the same level of scientific scrutiny, allowing for its products, marketing, and messaging to ebb and flow with the trends and the latest preoccupations of its consumers.

(Summary)

Taking the form of a traditional yet dominant marketing tool - the commercial advertisement – Spa Sybarite sheds light on disaster capitalism, where companies use a crisis like climate change as an opportunity for profit. Exclusive "Climate Spas" like Spa Sybarite are an example of a cautionary architectural typology that is imminent. It is meant to render and highlight a plausible scenario to provoke and instigate thought on the impact of climate change on health and wellness as well as their corresponding industries.

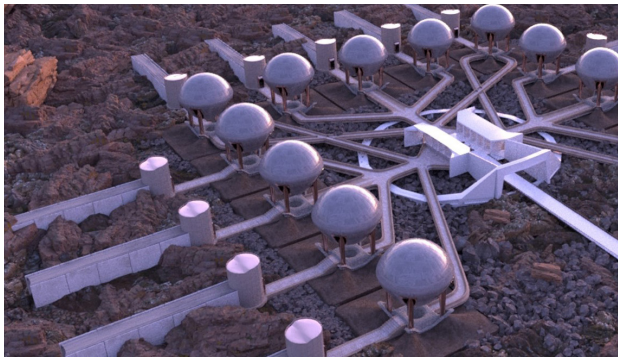
(Link to Project)

[WATCH SPA SYBARITE HERE](#)

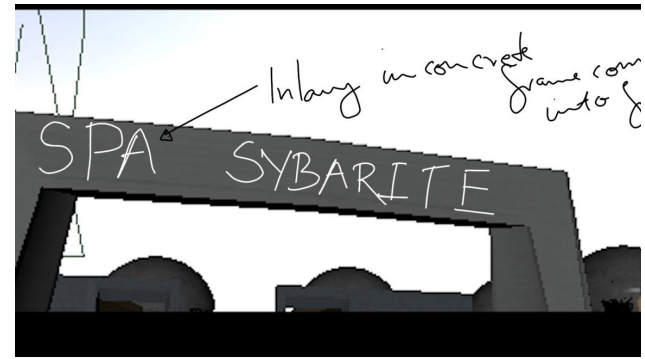


Pre-Production (process)

Before the shoot, we built the 3D model of the spa and the lighting rigs digitally, and every camera move was pre-planned and pre-decided with my cinematographer to match on set. So we knew how to light the shot quickly on the shoot day, and talented actress Kyla Dyan knew her blocking even before arriving on set. This helped us be efficient on the day of the shoot.



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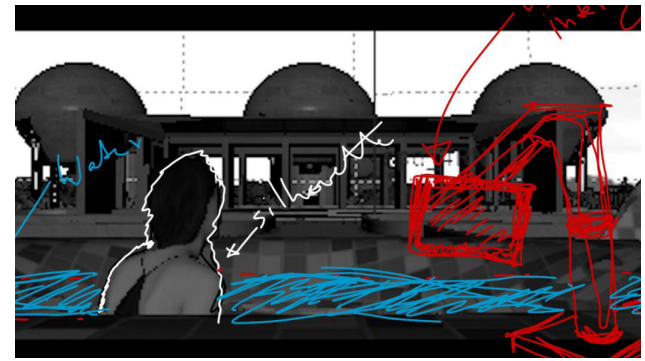
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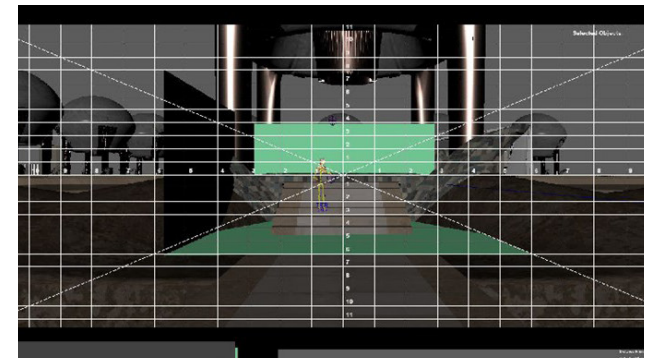
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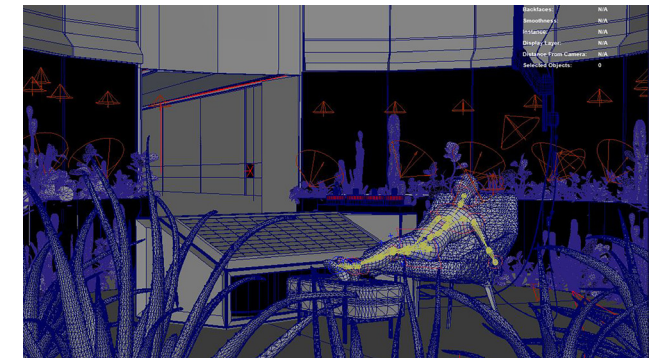
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Production

(process)

This film was shot on a green screen stage in Burbank, Los Angeles. The only live-action elements were the actress herself as well as the props that she came in contact with. Everything else was CGI and built out digitally. The entire film was shot over a single day. The sets of the project were designed and crafted digitally from scratch over 6 months.



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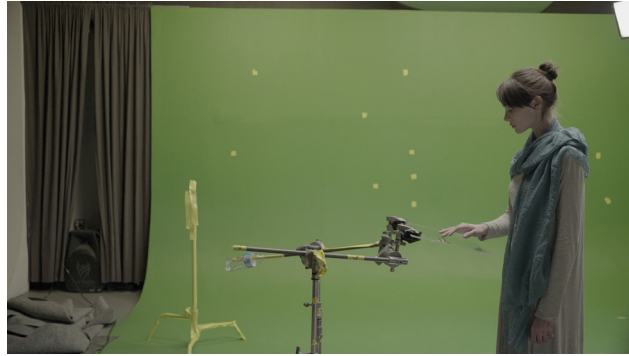
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Post-Production

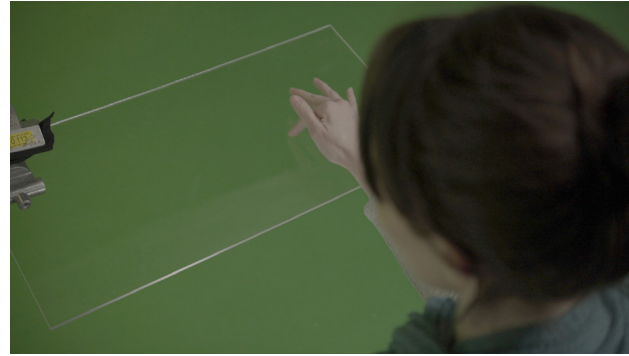
The post-production of the project involved weeks of tracking and re-matching the lighting to what was captured on set to accurately place the actress in the environment of the spa.



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Before & Afters

While preparing for the shoot, Kyla sent over a research document that she gathered on the character's nature, derived from an acting approach known as Alexander Technique. She understood her character through the movement of animals, where she described how she gravitated toward two mammals to abstractly mimic their behaviour for her performance. The first is the Bramble Cay melomys, a mouse-like creature that is the first mammal to go extinct as a direct result of human-induced climate change.

Second is the western black rhino, which is on the verge of extinction due to excessive poaching. To protect the rhinos, they're frequently airlifted out of their natural environment and brought to a protective sanctuary to heal. This drew parallels to Spa Sybarite and reshaped my understanding of the project as a sanctuary as opposed to simply a wellness facility or luxury spa.



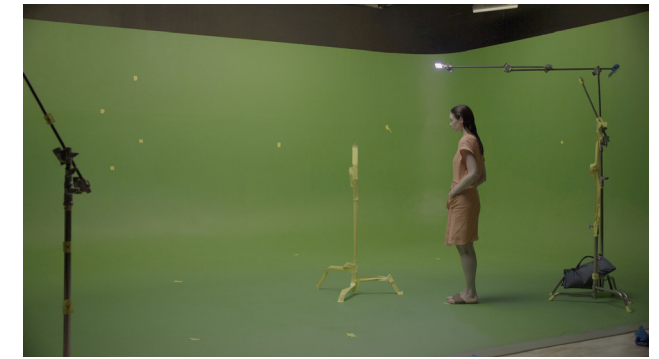
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