

Computers

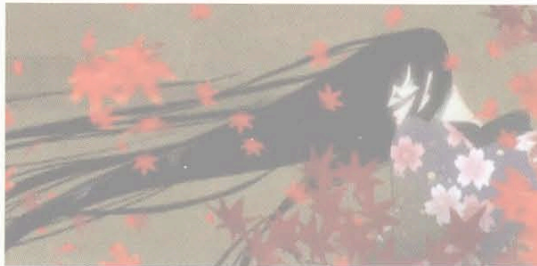


20

Hewlett-Packard “Gondry” : 1’ ⤴: Goodby, Silverstein & Partners, San Francisco ☞: Stephen Goldblatt ☞: Mike McKay ☞: Partizan ☞: Olivier Gondry

One-time commercials director Michel Gondry, now a director of feature films, supplies the testimonial for HP in this continuation of its “Computer Is Personal Again” campaign. He speaks of experiments with films, animation, digital effects, visuals, and even about how he used the computer to produce the music for this spot. The voiceover is accompanied by a mix of picture styles in which he quite literally implements the things he describes – in similar manner to that employed in his most recent movie hit, “The Science of Sleep.” As the words “Michel Gondry. The eternal sleeper” appear on his laptop, we are witness to the ultimate personalization of the computer.

Cosmetics



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Asience “Hairy Tale” : 1’ ⤴: Hakuhodo, Tokyo ☞: Annarita Colombo, Jonathan Padfield ☞: Jonathan Padfield, Annarita Colombo ☞: Production I.G ☞: Kazuto Nakazawa

Female hair serves as metaphor for feminine life in this animated spot from Japan which carries us off to a fairy-tale world. Femininity is embodied by a beautiful princess who falls in love with a samurai. Yet her father orders her to break off all contact to the lover. When the latter attempts to climb the castle wall using the princess’s dense black hair, she cuts off her hair with a pair of scissors, causing the samurai to fall to his death. In the blood flowing from the princess’s hair appear the words “Hair is the heart of a woman.”



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Crest “Puppets” : 45” ⤴: Saatchi & Saatchi, New York ☞: Jaclyn Rink ☞: Brian Ahern ☞: Hornet ☞: Peter Sluszk

This emotional spot for Crest toothpaste shows how marvellous a smile can be. In the backstage room of a theatre, two wooden puppets come to life, casting shy glances in the direction of each other with their big eyes. Gently, he brushes the hair from her face to discover that she has no mouth. Once he takes his own mouth from his face and quite literally presents her with his smile, the spell is broken and the two begin to hold hands. Pay-off: “Your smile is yours to share.”