

SHORT FILM NOTES

I'm Special

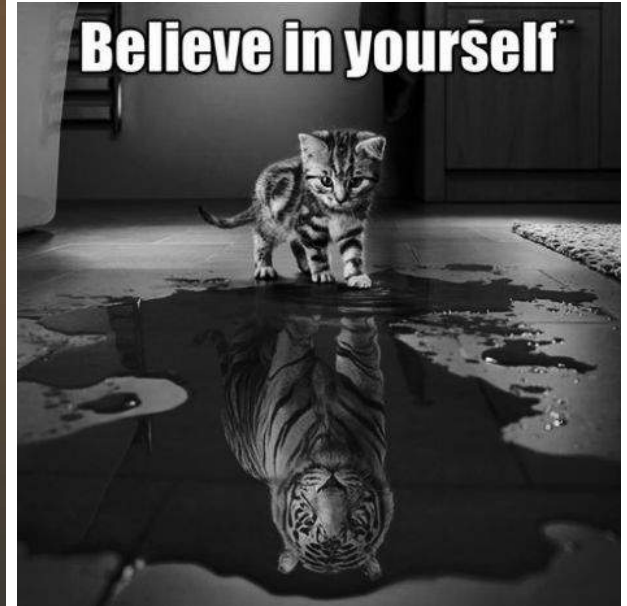
SYNOPSIS



Luz (which means light in English) finally has the opportunity to become the dancer she always dreamed to be. During her live performance, the young artist will struggle to prove herself as she remembers all the steps that she made in the past to be where she is and what it means to have the courage to pursue your dreams.

[Watch/download I'm Special trailer](#)

THE INSPIRATION



The idea behind this project is that you have to believe in yourself blindly in order to pursue your dreams and to achieve anything you want. The intention of this short film is to encourage people to push their boundaries while also sharing this message: *"The opposite of success is not failure, it's giving up before you even try. True success is found in every moment that you have the courage to pursue your dreams."*

A COUPLE OF FACTS



The film was shot during the period of 4 days, working around the schedule of when the locations were available, as well as, the full schedules of school and work of the cast and crew. The set producer, Maria Navarro, managed to organize this impossible puzzle of schedules like a Swedish watch!

When writing the story, the initial idea for length was something between 3 minutes and no longer than 4 minutes. I realized that I wanted to put more emphasis on the idea of "hard work", so that's why the film is a bit longer and lot of focus is put on the moments of training. Normally success is related to the "red carpet" instance, a short moment of the show, the shiny flash of success, like the way we see only the tip of the iceberg of what is happening. Often we don't see truly how much effort and pain, disappointment and failure we have to face when we pursue a lifelong goal.

I wanted to make a short as globally understandable as possible, without using dialog in one language, so I decided to create a narrative using only visuals and sound. Also, all sound for the film was created in post-production.

SEVILLE



I come from Seville (Spain), which is a beautiful city with tons of natural light and many great artists. Light is a key element in this story as it symbolises the spirit of the artist. I was living in Manchester (UK) when I was writing this story, which is a very gray place, and I was constantly imagining the light as a source of inspiration, something I could never touch but was always reaching for. I believe that all artists would love to touch that source of light at some point when they are working towards a goal, when they are creating and dreaming. That's why the location of the film was essential to this project. We had the privilege to shoot the majority of the film at the [Profesional Dance Conservatory of Seville](#) "Antonio Ruiz Soler", which is where many great dancers begin their career.

COVER / TECHNICAL DETAILS

**Original title**

I'm Special

Language

No language.

Duration

6:39

Format

Full HD

Aspect ratio

2.51

Year

End 2019

Genre

Drama

Download Short film (H.264)

https://drive.google.com/drive/folders/1f9_285WSvYY41jy5k4uaCuqw8THM1
[Kai?usp=sharing](#)

[* Download full resolution cover here](#)

BEHIND THE SCENES



CREDITS

PRODUCTION

W·A·C (We Are Colours)

CAST

Dancer · Salud Pérez
Dancer (Young) · Lucía Vaca
Father · Andrés Blanco
Doctor · Marta serrano
Teacher · Fernanda Ramos
Young girl · Larisa Ciava

SCRIPT, DIRECTION, EDITING & VFX

Ricardo Serrano

PRODUCTION

María Navarro
Enrique Serrano

DOP & LIGHTING

Ben Williams
Carlos Novoa

MUSIC

Steven Gutheinz
Rhian Sheehan

COLOUR GRADING

Teresa Giménez

SOUND

José Tomé

MAKEUP ARTIST

Silvia Freire

I'M SPECIAL CALLIGRAPHY

Mariano Tenaglia

SPECIAL THANKS

Conservatorio Profesional de Danza de Sevilla "Antonio Ruiz Soler"
Les Chevalets
O.N.C.E.
Corralones de la Plaza del Pelicano

RICARDO SERRANO (DIRECTOR)



Photo by [Nina Menconi](#)

Originally from Seville, Spain, Ricardo has worked since 2010 as a freelancer, creating motion design for television production companies, creative agencies, studios, event organisation companies and corporate clients in several countries (Spain, USA, China, UK, United Arab Emirates) for brands such as Disney, Toshiba, FIFA, Formula 1, Epson, SONY, Rolex, Samsung and many more.

Parallel to the commercial work and attempting to find his own voice, in 2014 he created W·A·C. With this initiative he seeks to develop stories through narrative and experiential projects creating artwork that goes beyond being purely aesthetic concepts, whether through documentary, fiction or video art.

His work has been recognized and exhibited both nationally and internationally.

+info

<http://www.ricardoserrano.es>

ABOUT W·A·C

W·A·C creates audio-visual content and experiences that stimulate our senses, whether through video, music, design or live installations. We call them acts of resistance in an excessively programmed and accelerated world.

Our goal is to create invitations that help us to become more aware of the speed at which we live, and to release the pressure and accumulated tension from our daily routines. We want to wake up our emotions and reconnect with ourselves, so we can feel human again!

Metaphorically speaking, we'd like to pause the ticking of the clock and, for a few moments, free ourselves from the attracting force of gravity, to remain suspended in time and space.

Our driving force is the belief that a better world is possible, and these actions of awareness are our commitment.

+info

<http://www.wearecolours.com>



W·A·C

CONTACT

We'd love to hear from you. If you are interested in exhibiting the project, please reach out by email or phone here:

hello@wearecolours.com

ricardo@ricardoserrano.co.uk

Thank you!



Oh! Here are some of us on instagram:

W·A·C - <https://www.instagram.com/wearecolours/>

Salud Pérez - <https://www.instagram.com/salusind/>

Ben Williams - https://www.instagram.com/benny_wynn/

Teresa Giménez - https://www.instagram.com/t_gimenez/

Enrique Serrano - <https://www.instagram.com/esr1000/>

Maria Navarro - <https://www.instagram.com/charitoprofiles/>

Marta Serrano - <https://www.instagram.com/welcometomarthaserrano/>

Andrés Blanco - https://www.instagram.com/maxblanco_/

Jose Tome - https://www.instagram.com/jose_tome_sound/

Silvia Freire - <https://www.instagram.com/silvifreire/>

Mariano Tenaglia - <https://www.instagram.com/mariano.tenaglia/>