

BORN TO

VOXMEDIA
STUDIOS



RELIGION OF SPORTS

NOTE FROM THE CREATORS

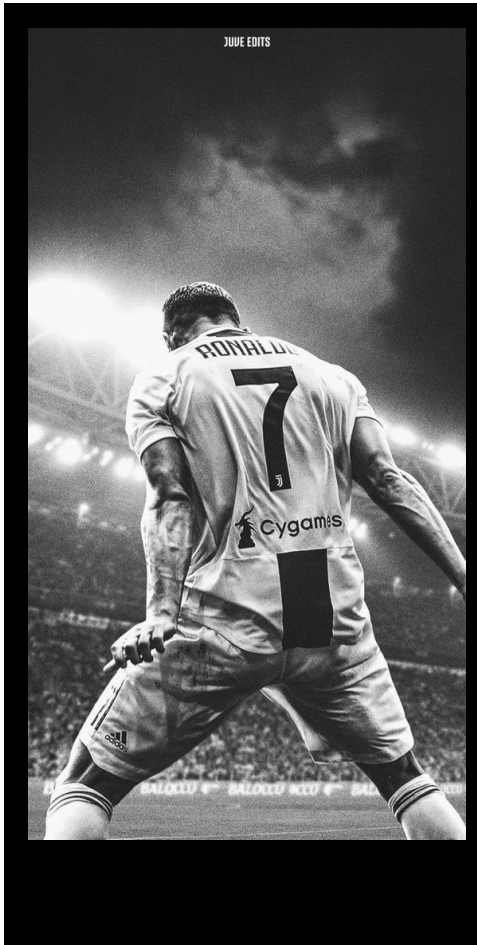
Our series **Born To** is a deep dive into that which really animates and activates greatness. It's an intimate look at the soul of sports and those who strive to elevate themselves from good to great to legendary. And even though I am a diehard sports fan, the ultimate true believer in the power of sports, I want this series to have a broader audience. Sports is our backdrop, but in truth these episode will be essays on something bigger, something beyond the court and pitch and ring.

Teaming with **Vox Media Studios** and **Religion of Sports** on this is an exciting opportunity for us to bring together complementary skill sets - our commitment to elevated and cinematic storytelling and Vox's unrivaled ability and mission to explain ideas and information across different categories and topics. Together, we believe we can really tap into both that science and spirituality that defines sports and produce something truly dynamic and distinctive.

Can't wait

GOTHAM CHOPRA / RELIGION OF SPORTS





FORMAT

Each episode will then explore how an athlete has adapted and developed to the complex issues that come with honing their craft, both on and off their respective fields. Through unique graphic breakdowns and unconventional cinematic visuals, we will explore the athlete's progression and evolution into the best possible athletic version of themselves. We'll explain the complexities behind the perfected physiology of their sport, and understand the real mentality that it takes to be the best.

SEGMENTS

Act 1: Intro
Act 2: Natural Selection
Act 3: Adaptation
Act 4: Survival of the Fittest
Conclusion

CONCEPT ONE

"Bird in Flight"

Leonardo Da Vinci studied the flight of birds and left us his acute anatomical studies of how a bird is designed to defy what was later discovered by Newton as gravity and how it navigates through air currents and wind. The distribution of weight in the wing and the curvature of the end feathers that with the direction and placement of the head steers its direction and keeps its balance. How simple but yet how detailed and complex.

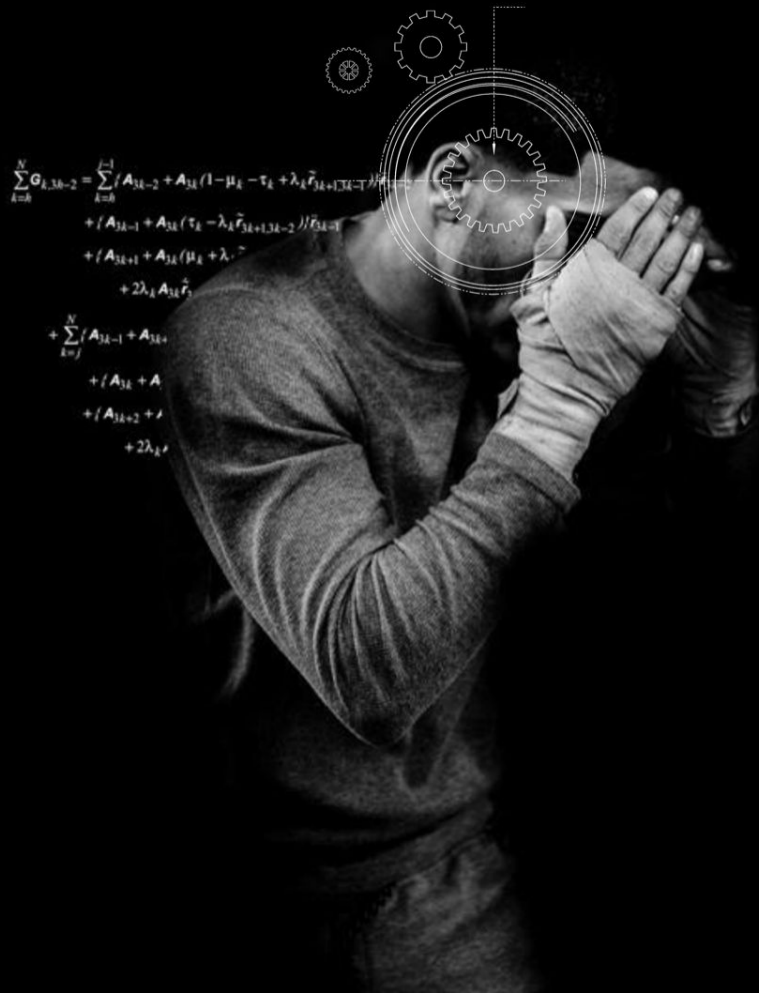




CONNECTION BETWEEN ATHLETE AND BIRD IN FLIGHT

“Understanding the physics of how air moves and how its body moves within it, is a connection between the bird that flies and the soul that soars. “

Imagery of birds in flight, shadows casted on the ground as it circles above with contrasting imagery of the human's adaptation of movement ties together is an example of the study this series makes to explain what makes these athletes exquisite and unique.



Images and cinematic soundscapes like **Brian Eno's** *Music for Airports* or works by **Henryk Gorecki** take us on a journey that echo how these athletes are able to transcend their boundaries beyond what seems fathomable. These are individuals that breakthrough not only physical but mental barriers that supersede what is known to the rest of us as the ceiling. It's a level of psychosis that can be matched by few.

Concept TWO

“Larger than life”

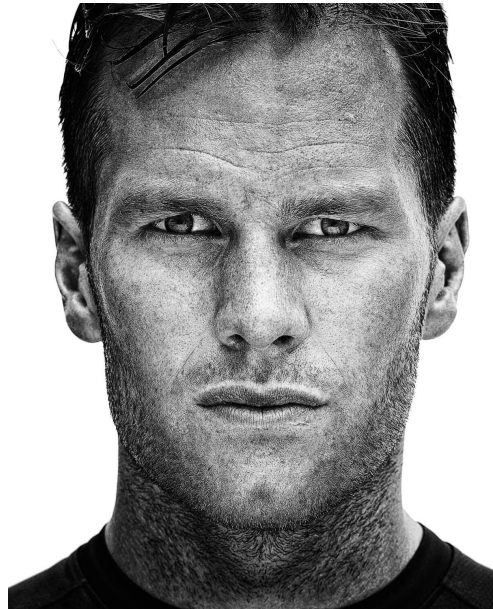
This package follows a distinct creative template comprised of specific stylistic approaches that will establish a clear aesthetic for both the graphics package and the sports documentary. The dramatic camera angles, framing and lighting create over scaled imagery.

Accompanying these images is a soundscape that has an extreme dynamic range that takes the viewer on a glorious journey. An example would be **Verdi's Requiem** or **Vivaldi's Four Seasons** or for a more contemporary and dynamic piece *The Departure* by **Max Richter**. (played in the HBO series *The Leftovers*) The symphonic resolve of the music leads us to a universal stillness of a poetic plane.



Partnering with quotes or key phrases will add texture to the frame. These words will not be of typical sports history quotes (such as **Vince Lombardi** or **Mohammad Ali**) but words of those who expose the study of the mind, soul and spirit of humans who suspend their being to accomplish greatness. Authors like **Whitman** and **Thoreau** who explore the autonomy of the human spirit can help tell the story of these one of a kind athletes.





SUPERHUMAN, SUPERSIZED

“There’s the sense of accomplishment. There’s that deep satisfaction of doing and finishing something challenging.” - **Jimmy Chin**

Living on a physical and emotional plane that allows them to push themselves past a tier of performance that only they can understand.

Pushing boundaries beyond what the rest of us see, the imagery like the athletes will go big, go high and go beyond.



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BRANDING, MOTION & EDITORIAL DESIGN

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