



Script of the joyful movie by
Pasi Räisänen April 5th 2009

ilomaatti.fi

What is ilomaatti?

ilomaatti is an internet-based shopping cart for all the services available for business groups in Tapanila Sport Center (TSC). It is going to be released as a web service already in May 2009. Direct marketing and campaign for major businesses in Helsinki Area will take place in August 2009 when the new restaurant in TSC opens.

The idea of the ilomaatti (in English "joymatic") is to make it easy for the customer to get all leisure day's activities and services from the very same application of TSC, the biggest indoor Sport Center in Finland. ilomaatti is not for sports activities but for catering, logistics, hotel appointments, shows and all kind of non-sports activities for a day full of leisure. All from the same web-page. The choices of the customer will be send to the sales people in TSC who will send the customer an offer of the wanted leisure day. It is going to be easy to use and the major tool for business groups marketing in TSC.

ilomaatti stands for joymatic

The word ilomaatti is a result of two words: ilo and maatti. Ilo in English means joy, happiness, pleasure... it's a powerful word full of energy and happy feelings. Maatti stands for the device (matic in English). Together it makes the joyful finding possible with the tool of leisure days. Colours orange and blue match well because they are so far from each other.

There's not only the word ilomaatti but the energetic blue dot/ ball, too, to make the word complete. In direct marketing it is used as a plain word ilomaatti (with the dot) or as an address ilomaatti.fi (once again with the blue dot).

In the script all the letters in ilomaatti are separate and act interpendently. They are like humans with their reactions. It's just letters: no legs, hands, eyes eg. but the letters bounce and jump and make sounds. They also lean back and do other movements but the shape of the letter is always the same. For example letter m is always letter m, not for instance w by turning it upside down. The letters can be three dimensional or 2D.

Basic idea of the movie

Group of separate letters have come for a picture to be taken. They are a joyful crowd but they seem not to find the right place for posing. Who would stand where? So they form 2-3 other words before they explore the position **ilomaatti.fi** which they accept with laughter. Then the snapshot is taken and the slogan **virkestäviä päiviä iloisia muistoja** -appears (in English "Refreshing days, joyful memories")

Scene 1: entry/ word aito

The separate words start making the line. No camera is seen but the words try to find their place. You and I, the spectators, are the camera. The letters are forming the line for posing in front of us for the picture to be taken.

First word is already formed. It is **aito** (in English real, genuine). The word **aito** is clearly seen in the middle of the scene and it stays still for a while when the other remaining words (**l, m, a, t, i, f, i**) and the blue ball/ try to find their places by wandering and bouncing from one place to another. The letters next to the main words may group/ lean back... when wondering their places where they'd go.

The energetic blue ball

The blue ball is full of energy. It is not connected to any of the letters but it has a life of it's on. It makes moves so fast and it can circulate letters or even go through the letters (eg. **O**) or do bouncing on top of other letters or so... The dot can fly away but then come back. It can make it's moves using the dimensions freely: flying towards the "camera", making funny noises etc. It is the energetic part of the movie.

The first word aito

In the middle a group of letters have formed the word **aito**. This group remains still for a while when the remaining letters seem to wonder for 1-2 seconds if the word is ok or not. Different effects of wondering (sounds, poses) can be used (e.g. the "wondering pose" on the right on the word **aito**: letters **a, t, i** and **f** leaning back a little bit with perhaps a little sound, too)

Please notice: the movie will be performed in infochannels etc. where audio can't be heard. That's why audio is important but the movie must work without hearing the sound, too.



Letters of different sizes

It's totally ok to play with the perspective, too (here the letter **m** is just about to meet the rest of the other letters after arriving from the "camera's" direction).

Teaser

Because the blue ball is full of energy it moves faster than the rest of the letters. It also "teases" the others lightly. Here the ball circulates around the letter **m**. The ball can also swoosh in the speed of light from one side to another.

Scene 2: first change/ word ilo

The separate words start changing positions. A word **ilo** (in English joy) will be transformed. The word **ilo** is clearly seen in the middle of the scene and it stays still for a while when the other remaining words (**m, a, a, t, t, i, f, i**) and the blue ball/ try to find their places by wandering and bouncing from one place to another. Perspective and other effects and the energy of the blue ball can be used.

3D- letters ok

The script is written with 2D-letters but it's totally ok to use 3D-animated letters, too.

The second word ilo

In the middle a group of letters have formed the word **ilo**. This group remains still for a while when the remaining letters seem to wonder for 1-2 seconds if the word is ok or not. Different effects of wondering (sounds, poses) can be used

mpai

ilo

tatijf

Playful blue ball hits the camera

The blue ball may be used to play with the letters, here it pops through the letter **o**. Perhaps the ball could fly towards the "camera" and even hit it (the camera could shake a little bit because of the collision/ hit of the ball)

Scene 3: second change/ word oma

The separate words start changing positions. A word **oma** (in English my, own) will be transformed. The word **oma** is clearly seen in the middle of the scene and it stays still for a while when the other remaining words (**l, i, a, a, t, t, i, f, i**) and the blue ball/ try to find their places by wandering and bouncing from one place to another. Perspective and other effects and the energy of the blue ball can be used.

The third word oma

In the middle a group of letters have formed the word **oma**. This group remains still for a while when the remaining letters seem to wonder for 1-2 seconds if the word is ok or not. Different effects of wondering (sounds, poses) can be used.

Please notice At least one of the letters **l** could be on the left hand side of the word **oma** ready for the next change.



Blue volleyball

The blue ball may be used as a ball, too, by the letters. Here letters **t** and **t** play volleyball with it.

Scene 4: third change/ word loma

The word **oma** (in English my, own) stays still when letter **l** suddenly joins them. The word **loma** is formed and clearly seen in the middle of the scene. It stays still for a while when the other remaining words (**i, a, a, t, t, i, f, i**) and the blue ball notice that this is it! We found it! Now they now how to organize themselves!

Cheerful bouncing/ sounds/ hoorays/ throwing some letter in the air before they start the final change.

The fourth word loma

Loma means vacation/ recreation in English. This change by one word (oma - loma) means roughly: a recreation-of-my-own. This is why everybody's happy.

Please notice while the letters are cheering etc. the letter **loma** will be clearly seen in the middle.



Kisses and hugs

The letters may kiss each other or play with decent variety of joyful expressions. The letters in **loma** may bounce etc. as long as the word can clearly be understood and the remaining letters won't mess the meaning (no changes of places)

Scene 5: the final change/ word ilomaatti.fi

The word **ilomaattifi** (in English joymatic) is formed. The blue ball will find its place in between letters **i** and **f** forming the www-address ilomaatti.fi

Everybody seems to be ready for the picture but...

ilomaattifi

Logo ready

.. the blue ball flies to the first letter i and bounces the dot on top of it to the end of the word. Now the logo is ready and the portrait line is finally ready, too. Everybody stands still without a sound, excited...

ilomaatti.fi

Final scene: the portrait **ilomaatti.fi**

The logo **ilomaatti.fi** doesn't stay still but the letters once again bounce in the air (leaving perhaps shadows on the ground etc...) just when the picture is taken. The word **ilomaatti.fi** must be clearly understood but a bit of joy into the jump can be added.

After hearing the sound of a snap shot and seeing the flashlight the slightly rotated photo frame with the logo jumping will appear.



virkistäviä päiviä
iloisia muistoja

Slogan underneath the picture ready

A slogan (divided in two rows) **virkistäviä päiviä iloisia muistoja** (in English: refreshing days, joyful memories) appears gently under the picture of the jumping logo. After few seconds the scene fades away (into black).

The End.

The logo for 'ilomaatti.fi' is presented within a light gray, tilted rectangular border. The text 'ilomaatti.fi' is written in a bold, lowercase, sans-serif font. The 'i' at the beginning is blue, while the rest of the text is orange.

ilomaatti.fi

virkistäviä päiviä
iloisia muistoja