

Dear Dreamers,

Welcome back to 1:36: The Dream Journal, we are so excited to share our journey of creating our very own dreamscape!

We are going to dive deep into the process of creating and shooting a promotional video for the 36th Silver Needle Runway. Videos like these allow us to develop the narrative of our theme, Dream. While the promotional video is only a minute long, the process involves an extensive amount of work and creativity, done by none other than our Creative Team.

This process to choose a location for our dream world started early on in the semester when the class had Our Creative Directors, Kaitlin Chamley & Ale Basalo, said they wanted this place to convey our theme, Dream. Everyone in the class started brainstorming potential locations in our Hudson Valley backyard. Our Creative team chooses a specific location from that brainstorm, that perfectly matches our theme with its romantic landscape gardens, fantastical woods, and beautiful winding streams.

The creative team spent a lot of time scouting out specific locations that were aesthetically pleasing and resonated well with our theme for our promotional shoots. Not only were these locations beautiful, but they also had varying styles of gardens that allowed the creative team to play around with multiple locations all in one place. Their goal while filming is to emphasize to the viewers the surreal intimacy of having a “dream world” all to yourself.

Digital Media Assistant, Grayce Shuker, helped us grasp the reasoning behind our Creative Team’s location choices, “We chose locations based on the idea of creating a pristine, untouched and vibrant “dream world” where there’s so much to discover.” The SNR promotional videos are part of one narrative written by the Creative Team. The first video was shot at the Payne Mansion. The second video was shot at InnisFree, both locations giving us a perfect visual representation of our vision, *dream*.

Entering a new place can be confusing and overwhelming, especially if you don’t know why or how you arrived there - and we can each relate to the feeling during a vivid dream. There may be familiar objects or people, but nothing feels cohesive just yet. The narrative showcases the dreamer who is not yet comfortable with this new space, but is intrigued and eager to explore!

The promotional videos for SNR36 star El Hadji Malick Sy, @malikksy on social media, following his entry into the dream. Stay tuned for our third and final promotional video coming soon.

Be sure to keep following us on our journey, afterall, it’s time to dream again!

Your Public Relations Coordinator & Editorial Coordinator,

Zoe & Molly