

3D Life Adventures



Client: 3D Life Adventures

Situation:

3d Life Adventures is an experiential education wilderness program. The program is unique in its approach to teaching youth with an immersive and experience driven curriculum. Their focus is on the 3 D's: Natural Diversity, Cultural Diversity, and Diversity in Experience.

3D Life Adventure's program takes their students on tour from urban cities, to mountain vista, down to coastal marshlands. While traveling, students are also engaging in local cultures and working together on specific course challenges as a team.

The experiences that a student takes from their course is so unique that 3D Life Adventures needs to be able to show not only the challenges a student may endure physical, but also the cultural and educational challenges that students tackle which sets its program apart from the many "wilderness adventure" schools out there.

Solution:

The Airstream Media team was presented with its own challenge from 3D Life Adventures; create a marketing video for the school which captured the essence of the program and excites prospective students while educating the student's parents as to the benefits their teenagers will receive.

It was decided that the only way to get the authentic feel of a

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3D Life Adventure course was for our cameras to follow an actual course, with actual students, in actual situations. This documentary approach provided prospective students and their parents with a true inside look at the value and benefit of being part of the 3D experience.

Our camera crew traveled extensively through out the summer to cover the action. Once principle photography was completed we had all of the leadership interviews, student testimonials, and fun filled action footage necessary to make the impact 3D Life Adventures was aiming for in its marketing video.

Production Logistics included:

- 2 day location shoot in Atlanta, GA. Locations included Olympic Park and Martin Luther King Center.
- 2 day sea kayaking expedition shoot on Capers Island, SC.
- Location shoot at Cherokee Indian Reservation in Western North Carolina.
- 2 Day location shoot at base camp. Included 3d Life Adventure leadership interviews.
- River action shoots on the French Broad River in Hot Springs, NC.
- Hiking action shoots on Mt. Mitchell, NC.
- 3 Day location shoot of the Gullah Geechee Nation on St. Helena Island, SC. Interview with Gullah Geechee Nation Queen Quet.

