

Enrique Iglesias
"Mentiroso"

Label: Too Damn Hype
Director: David Hogan
Treatment: Dana Fabbro
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Link: http://www.youtube.com/watch?v=Xkasi_avST0

The Vision

A sultry, heart-felt performance intercut with the dissection of a defining moment between Enrique and his lover...the flashback to their final, farewell kiss. Shot with graceful artistry, this powerful, photographic piece will frame Enrique's ballad with the right balance of elusive mystique and intimacy.

The Video

Production and design are stylishly minimal, but classically elegant. The lighting is rich but unobtrusive, allowing Enrique's unblemished presence to enrich frame after frame. Shot in 35mm, the look and feel of the video will be polished and commanding but intimate enough to allow the ballad's tender message to touch our hearts.

Dual cameras will capture the video's defining moments at different speeds. At times, Enrique will be framed in slow shots which act like artistic stills--their timeless beauty will then slowly blossom as the second camera ramps speed to match the music's heightening emotion.

Our journey begins with Enrique. A series of thoughtful close shots find him alone under a running shower. Eyes closed in silent thought, water cascades over Enrique--cleansing, absolving him. We move seamlessly to a wet, windswept street. Equally alone in her world, a striking young woman walks silently. Her trench coat flows behind her.

Enrique steps from the shower to a mirror streaming with rivulets of condensation. Enrique wipes the glass, and for a second the young woman, his lover, appears in the mirror. Soft lighting captures the poignancy of this private moment. Enrique watches her reflection mist up and his hand plays over the lost image, longing, remembering.

Each frame is unrushed, but builds with emotion as the lyrics escalate the vibe. Enrique steps into the living room, stops...and watches the door until it slowly opens and the young woman enters. Her raincoat falls away as she crosses the room. The ballad builds in intensity, as the two face one another--silent, resolute. The young woman then steps to Enrique.

We experience this moment via stunning photography as we jump cut between the two cameras and ramp speeds to advance or retard the action within a shot. When we cut back to the slow motion camera, the action, of course, hasn't advanced as far. With this technique, we create visual musical patterns of movement, jumping back and forth within this moment in time, dissecting it.

Each frame builds to the next moment in time; they move to each other, Enrique pulls her close, closer. His eyes fixed on hers, tears welling until, finally--the kiss. As the camera revolves around them, their embrace grows more passionate. Until suddenly, a vase is knocked to the floor, exploding into a hundred pieces.

The shock separates them. She steps away from Enrique. She recedes, moves out of the light, into shadow and then is gone.

Enrique reaches for her, too late and we hold on his anguished face. We pull back from Enrique's searching gaze to find he's actually still in the bathroom, alone. Nothing's changed, he's simply relived the endless moment of his last kiss in the span of a fleeting second. He traces a finger over the misty rivulets on the mirror. His reflection is the only one staring back though as we fade to mist, then fade to black.