

Title: Tresstone – Soundproofing for a Sustainable Future

VIDEO LOCATION SHOOTING, EITHER BRIDGE(Recording Studio) OR HAIR SALON

People need: 3 people for the shoot(X, Y,Z)

Material:Tijeras, Escoba, Recogedor, Coco, Sheet?

- **Visuals:**
 - Start with a **soft, blurred lens effect**. → Abstract shapes of **people getting haircuts** (shadows and silhouettes).

-ZOOM in lens close up of the hair getting cut. - Gose into a wide angle

Have the chair swivel and show the two other people getting hair cut and the camera's transition going with the rotation.

- Slowly, the focus sharpens on **scissors moving**, then a **single snip of hair falling**.
 - **Cut to a coconut**—hands **crack it open**, revealing the coarse **husk fibers**.
 - **Close-up on both textures** → **Hair strands & coconut fibers** (slow-motion falling).
 - Show hair clippings landing on the salon floor **next to coconut husk fibers falling**.
- **Sound Design:**
 - **Gentle, rhythmic snipping** of hair.

VOICE OVER (Starting Line): **On average, a person loses about 50 to 100 hairs daily. Over a month, this totals roughly 1,500 to 3,000 hairs. A single salon can throw away 350–1,000+ pounds (150–450 kg) of hair annually.**

- **The soft** sound of the coconut opening.
 - **Layer in tropical ambient sounds** (subtle waves, rustling palms).
- **Voiceover**

“But what if this daily shedding or clippings could be recycled? Could it even be a solution? A solution hidden in something just as natural and right at the top of our heads.”

Set up an angle that the coconut is the head while they're getting the haircut and pans over from left to right. The light bulb animation faded on top while this happened.

- **Cut to the next section:**
 - The **sweeping** of hair on the ground into a bag or bin. And follows into the trash cuts the video of the city.
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Get some B-roll of the city and movement of the people crossing cars, traffic, some metro, restaurants, busy places.

Scene 2: The Sound Problem (00:16 - 00:40)

- **Visuals:**
 - **Smash cut** to a **busy city**—restaurants, apartments, car horns, people talking loudly. (Buzzing noise) EEEHHHHHH.
- Someone is pulling their hair out or is wearing black and white of covering their eyes and yelling.
 - The camera slowly **zooms in on a person rubbing their temples, frustrated by the noise.**
 - **Idea to have some one pulling at there hair and also falls to the ground.**
 - **Option to also have it go between material or wall to show aprement space and restaurant space that might be side by side.**
- **Camer- Over head camera angle that will show personn tossing and truing at night.**
- **Sound:**
 - Layered city noise builds up, becoming almost overwhelming.
 - Cut to the **moment of silence.**
- **Visuals:**
 - Cut to **a music studio.**
 - A musician adjusts sound equipment, pointing at **traditional sound panels.**
 - Fade to **the new bio panel in the same setting.**
 - **Busy restaurant → Noisy apartment → Sleepless person tossing and turning.**
- **Visuals:**
 - **Quick cuts** of traditional synthetic soundproof panels. To it being tossed or discarded into the trash, and then to a visual of a trash pile.
 - **CUTS to Trash Pile**, and it sits with all the other plastic.
 - **Overlay text:** “Made of synthetic plastics. Takes over **1,000 years** to decompose.”
- **Voiceover:**

“Sound affects us—consciously or subconsciously. Our world is noisy, but we rarely consider what’s blocking it. Or even yet get that perfect sound in the recording studio”
- However, it is often plastic when developing a solution for the materials.
- **Voiceover:**

“From music studios to busy city apartments, sound defines our experience. Whether we want to keep or block noise, we all need better sound solutions.”

Cut back to the person in silence and with a smile or headphones

Show stock imagery of foam. The current panels get one panel and cut it open or through with a box cutter.

Pans over and goes from a pile of trash to inside the studio. From bin worm's eye view to the studio pans up.

VISUALS INSIDE IAAC Proto LAB

CEMRA: Pans over and goes from a pile of trash to inside the studio. From the bin worm's eye view, the studio pans up.

- **Camershot from birds eye view:** Of the scales and mixing of the material together
 - **Camershot from bird's eye view:** over the head of the material being poured into frame or the mold.
 - **Visuals:**
 - Cut to **mixing hair, coconut husk, and sodium alginate.**
 - **Voiceover:**

"What if we could create something **lighter, sustainable, and biodegradable?** What if **waste** became the solution?"
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Scene 3: The Tresstone Alternative (00:41 - 1:10)

- **Visuals:**
 - **Sound waves animate across the screen.**
 - Transition into a **macro shot of hair strands moving in the same wave-like motion. Having t a combe go threw the hair and hair falling to the floor again.**
 - **B-roll of hands combing through hair, gathering fibers.**
- **SOUND (ARM soft hair brushing)**

VISUAL: Have shots of different hair types in the same setup within IAAC in the same chair, potion, and 5-10 other people. Cut between them 3-4 seconds each.

- **Voiceover:**

"Tresstone is developing a **bio-based acoustic panel** made **by, from, and for humans.**"
- **Visuals:** Splits Screen in half to show animation or break down of the elements.
 - Cut to **mixing hair, coconut husk, and sodium alginate.**
 - **Zoom-in animation** of hair's microscopic structure.
 - **Overlay text explaining its sound-absorbing properties.**
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- **Overlay text explaining its sound-absorbing properties.**

WHY HAIR? - Question pans over the screen and voices over and give the hair properties and why.

- **Hair:**
 - Porous & fibrous → Captures sound and dissipates energy.
 - Keratin structure → Absorbs mid-to-high frequencies.
 - Historically used in soundproofing.
 - Add in the chemical compounds

Visual cut to a coconut cracked open

- **Coconut Fiber:**
 - Interwoven → Absorbs low frequencies.
 - Lignin provides rigidity.
 - Cellulose improves flexibility.

Visual cut to a lab mixing

- **Sodium Alginate:**
 - Crosslinks form a biodegradable binder.
 - Customizable flexibility.
 - Eco-friendly & non-toxic.
- **Sound: ASRM (white noise type of sound of the hair brushing or mixing)**

IAAC LOCATION SHOOTING _____

Proto Lab

- **Camara shot washing the hair or someone's hair even the back, maybe.**
 - **Camera shots of panning from left to right at table heights only, hands moving the materials and mixing around**
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Scene 4: The Making Process (1:11 - 2:00)

- **Voiceover:**

“With support from Matter of Trust, I experimented with **felting techniques**, creating a sturdy layered panel. The fibers are woven, bound, and reinforced.”
- **Visuals:**
 - **B-roll of the felting machine at Matter of Trust.**
 - Hair is processed into **felted sheets**.
 - **Hands pouring a bio-mixture into a mold.**
 - **Sun-bleaching process (natural light hitting the fibers).**

- **Visuals:**
 - **Grasshopper + Rhino interface footage** of the **parametric mold design**.
 - **CNC machine carving the mold from cork.**
 - **Close-up shots of the machine at work, worm's eye view.**
 - **Sound:**
 - **Crisp CNC sounds, rhythmic and precise.**
 - **Voiceover:**

"Using **Rhino and Grasshopper**, I developed a pattern for a **two-part CNC mold**, cut from **sustainable cork**."
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Scene 5: The Real-World Impact (2:01 - 2:30)

Split screen with the three panels and each one different compression and material. Go back to mock up ideation of the spaces with: studio, library, restaurant/apartment

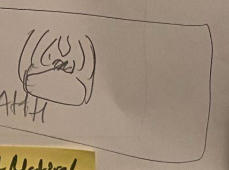
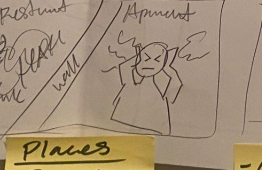
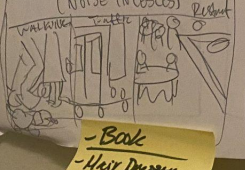
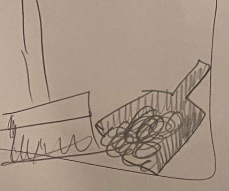
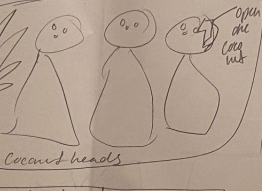
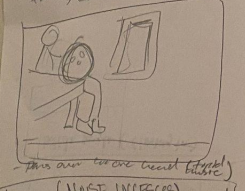
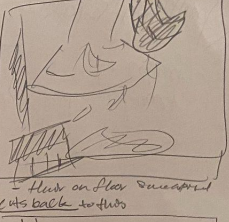
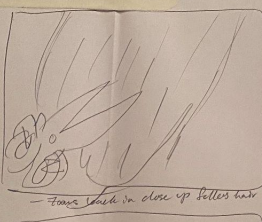
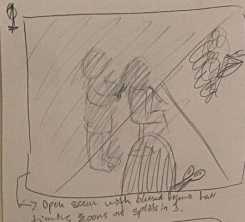
- **Final Montage:**
 - **Show the final panel in different settings.**
 - **Overlay words:** "Sustainable. Functional. Biodegradable."
 - **Fade to Tresstone logo.**
- **Sound:**
 - **A smooth transition into a clean, crisp ambient tone.**
- **Voiceover (Final Line):**

"With **hair, coconuts, and science**, we're rethinking sound for a better future."
- **Does the future sound bright? NO! Tresstone logo spreads and dissipates.**

NOTES

ADD IN LOCATION IN EACH OF THEM AND THE PEOPLE THAT ARE IN THE SCENE think of lighting as well and set up

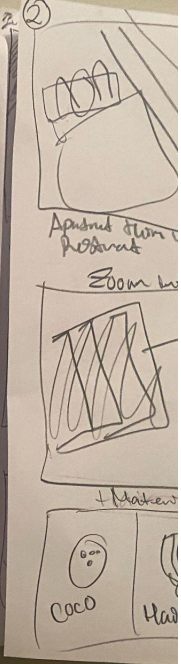
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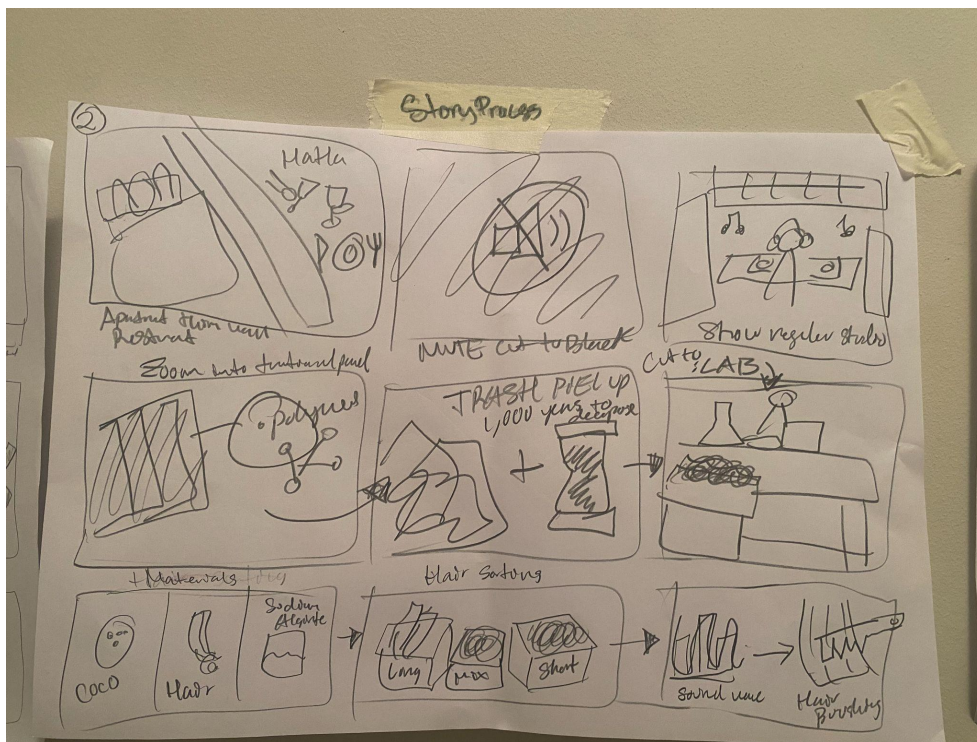
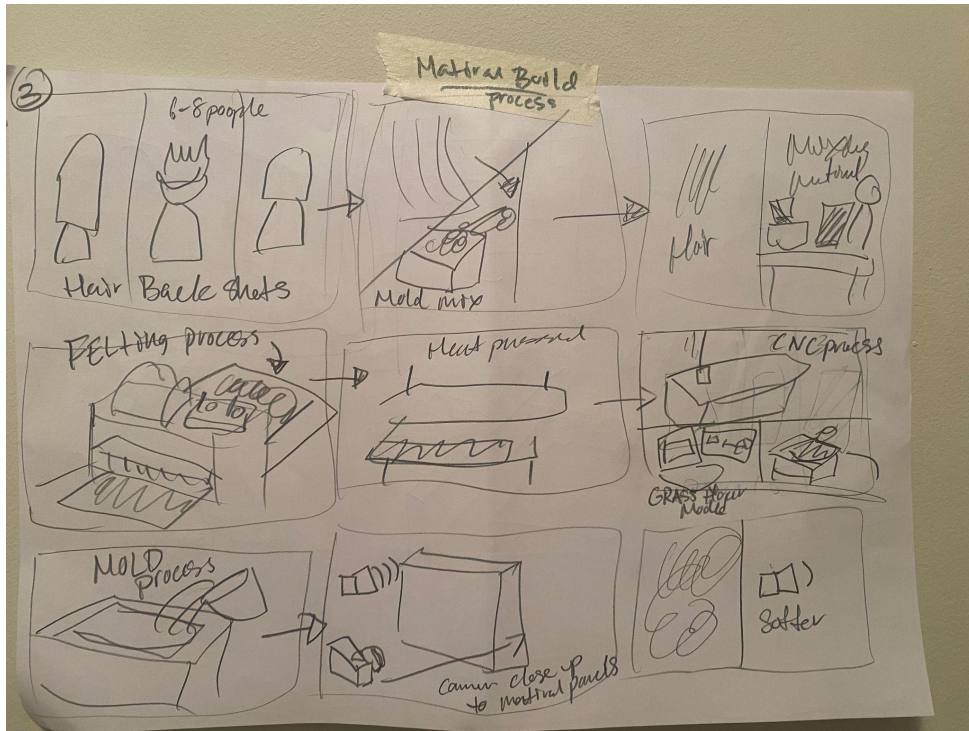


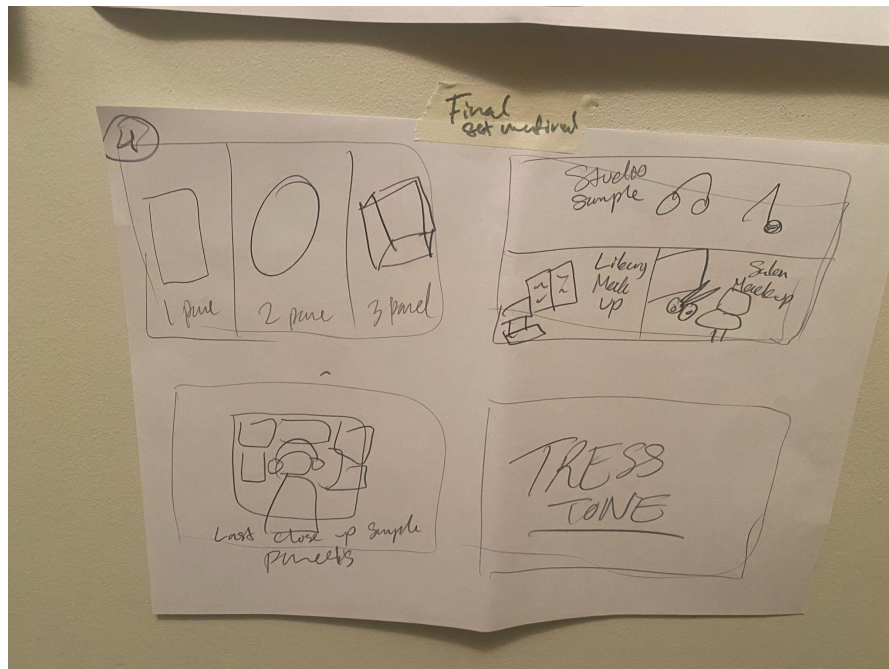
- Book
- Hair Dresser
- Get 2-3 pages to old ones
- End recording sheet is

- Places
- Recording Studio
- Restaurant
- Street
- Walking

- Get Material
- COCO
- Tigras
- Escobar per film







My hope with the final outcome with this video is to show the process and an alternative to what is cruelty in the market.