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Bricks organize bricks

Insight:

Our audience loves both the chaos of loose brick piles, and the order of organized bricks.

Idea:

Let's create a series of stop motion videos where messy heaps of bricks magically organize themselves, with some of the bricks building themselves into the holder.

Each video can have a difference color scheme – part of the anticipation will be seeing which color becomes the “holder.”



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Bricks organize bricks (continued)

Containers:

The design of the containers/holders can vary from video to video so the viewer is never certain how the bricks will organize themselves.

From drawers, to boxes, cubbies, bowls, chests and baskets the bricks will find unique ways of building storage for themselves.



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Bricks organize bricks (continued)

Organizing principle:

To showcase different forms of organization, videos can incorporate bricks that organize themselves by color (be it a large variety or just two complementary colors) or brick type.



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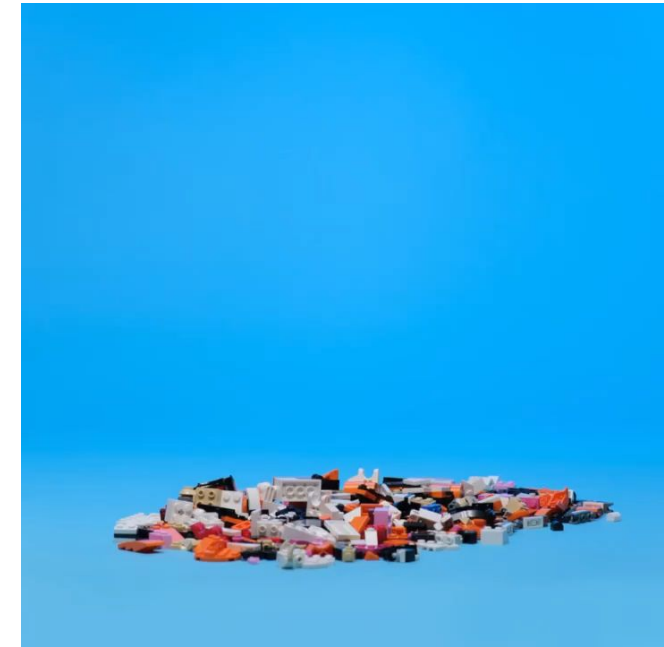
Bricks organize bricks (continued)

Movement:

The bricks will self-assemble as if all fully aware of their mission.

If a single color is building the container, the container will either build itself around the other colors, sectioning them off, or build itself and wait for the other bricks to climb in.

Playful quirks that imply a bit of individuality among the bricks can add moments of fun throughout. For, example, one brick might keep trying to go in the wrong container and the other bricks kick it out, or two bricks end in the wrong places and have to swap.



Example of bricks self-assembling into place

