


EAST BANK CLUB

photography treatment by Pier Nicola D'Amico

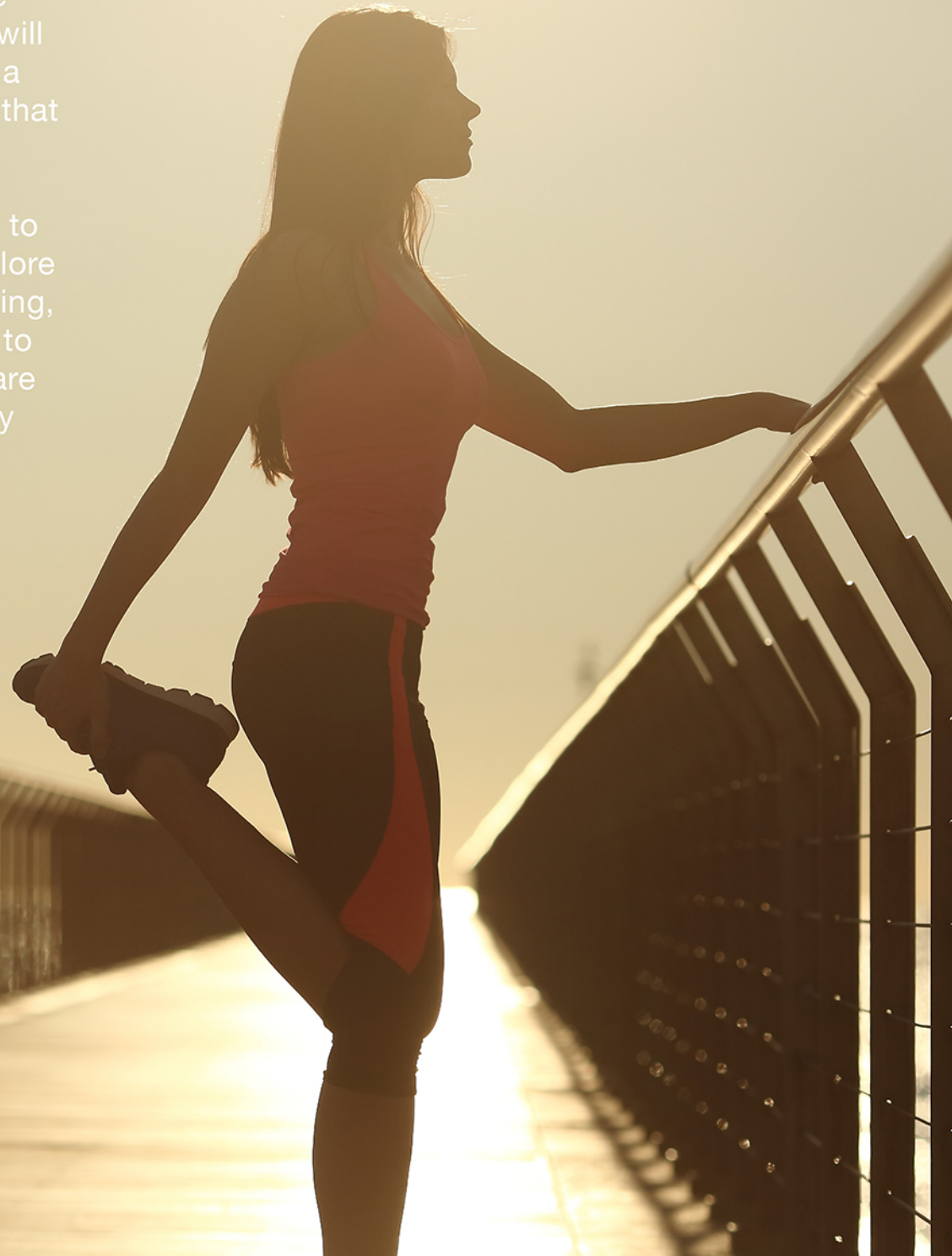


Historic, iconic, relevant, reinvigorating and healing, in the end, simply transformational. These are some of the key attributes that I hope to capture in the photography for the East Bank Club, the legendary spa and club that has established its place in the social nexus of elite Chicago. The club is a complete platform for expanding one's physical health and mental fortitude while mingling with like-minded individuals. A place where guests and members can compliment their lives with enriching experiences on many levels, from an intense guided workout to a relaxing dinner or cocktail to meditation and soulful transcendence.

A man in a white hoodie and dark pants is stretching on a concrete ledge by the water. He is wearing a white hoodie with a phone in a sleeve pocket, dark pants, and blue sneakers. The background shows a body of water and a clear sky.

How can photography create a visual ethos for the brand and capture its arc of experiences in a way that is so well curated and presented that the clarity of its vision is undeniable? I suggest bringing the same curatorial vigor used to hone the brand's experiences to the images created. That the relationship between these images and the people in them should achieve an aspirational resonance, one that compels the viewer to feel and respond to the photographs, sublimely.

Through the use of careful casting with an eye for talent that portrays confidence, determination and intelligence, we will craft a narrative that will inspire the viewer to achieve their potential. The narrative will immerse the senses, mind, and body and illustrate a path to a better place. When you see photography that stands alone as a piece of art but also acts as a communicative medium with directed purpose, the result is transformative. It compels viewers to want to know more, to want to feel like that, to want to explore their aspirations. Photographs like these are engaging, motivating, and irresistible. For those who are new to the brand, it's a must-have luxury. For those who are members or former members, it's a reminder of why they take care of themselves in a world that never unplugs.





I recommend using the formalistic structure of the movie poster, with multiple scenes blended together. This approach is nicely suited to achieve a depth of narrative while depicting a modern healthy lifestyle. Centered around a core portrait of the targeted younger demographic, this digital photomontage will be driven by an intelligence that sits under the surface, a knowing glance that projects power, confidence and wisdom. Behind the eyes of our protagonist we see that he or she knows something that we must share. Around that powerful glance, blended in the most artful way with rich colors and composition, are scenes from a day in the life of the East Bank Club.





Within the photographic composition, we select moments for how they play on the senses, the body and by extension one's life. Hard work and effort is rewarded with relaxation and a renewed exuberance. Imagery helps the viewer's mind complete the thought.

Critical to all spa experiences is the gym, equipment and the depiction of correct training. My work with some of the best trainers in the NFL, NBA, MLS and MLB along with superstar athletes has shown me some of the most cutting edge training techniques and the determination to turn them into results. I've also worked on long duration projects for Nike, New Balance and Everlast that has given me the extra sensitivity to portray exercise movements correctly, focusing on innovation and best practices.







EVERLAST











Thank you

