

# Bisleri TVC by Visual Computing Labs (VCL), a division of TATA Elxsi.

by Mansi 28-09-2011, 03:40 PM



**The Concept :** Ram Madhwani of Equinox came to VCL with an unusual film for Bisleri. It was to have a Loch-Ness type monster set in a fantasy Arabian nights setting. The idea was that a baby monster would spot a couple of sailors and try to gobble one of them up. Unfortunately the baby chokes on the man and the mother monster panics. She sees the other sailor holding a bottle of Bisleri - She grabs the bottle and pours it down the baby's throat. The baby manages to swallow the man, thanks to the intervention of clean Bisleri water



**The Pre-production :** This was the longest part of the process with a month of concept drawings to lock the look of the monster. Since the character had to be mythical the possibilities were many. There was a style that Ram wanted to develop which required many drawings and iterative processes to be followed. Similarly, on the backgrounds - what was meant to start with a stylized Swiss mountain and lake theme had to be conceptualized to make it surreal as a perfect setting for the monster



**The Production :** Since a lot of the work involved water, an entire production day was set aside to shoot water plates that would be enhanced with CG splashes for the monster's appearance from the water. In addition water that was dripping of the monsters body was executed with the help of textures and CGI particle effects. Plates of dripping water were shot but didn't work when applied to the CG monster, so a water drip team quickly evolved to keep our monster wet and dripping through the film



**Post production :** The model of the monster was built according to the concept art. It didn't work - so the modeling team now put in muscle systems and sculpted the form to get in contouring using horses and snakes as examples. Eventually we had a powerful looking monster with muscles that rippled under the skin as she moved. The textures too were unusual - iridescent scales - blue and silver to look exotic but within the realms of credibility. It took quite a few turns to get it right. The important thing was to be able to render these 20 odd passes per frame of the monster in an efficient manner. That said, we now had to also deal with the baby monster, this required 40 passes which did not include the water that was required everywhere. It was a mammoth exercise which took about 10 days just to render out.



Since most of the shots were pre-composited for the look, the actual putting together was more of a mechanical exercise. The compositors were faced with the daunting task of putting together about 60-75 passes per shot - this too was a huge exercise, a team of 15 artists working for 2 months,\*but well worth it - as can be seen from the refreshingly different film



**Credits:**

Title : Bisleri

Client : Bisleri

Director : Ram Madhvani

Production House : Equinox Films

Creative Agency : Publicis Red Lion

Creative Team : Elsie Nanji, Tanuja Goyal

VFX / Animation Studio : Visual Computing Labs, a division of\*Tata Elxsi