

Ana Zagal

**CLASSIC
TIMELESS STREETSTYLE**

The roof art

**URBAN
MOVEMENT ARTISTIC**

MOODBOARD



COLOR PALETTE



LOCATION

Industrial fabric, Montmeló, Barcelona.



LOCATION

Art space Roca Umbert, Granollers.



LOCATION

Abandoned house, Sant Fost de Campsentelles, Barcelona.



CHARACTER PROFILES

Name: Guillem León
Height: 1'72 m
Old: He is 21 years old.
Eye colour: Light brown.
Hair Color: light brown,

How so they dress:

He use to wear casual t-shirt with denims and his converse. He really likes denim broken jackets.

Hobbies:

He studies musicology because he really likes music and what music wants to transmit. He has a pop band with his friends and he plays also in a jazzband. He also really like to ride his bike and get lost in the mountain.

Habits:He always sing in the shower.

Speech pattern:

He is really ironic.

Style: casual.

Best qualities: He is really talented writing songs because he always search a meaning behind everything. He knows listen to people and tell good advices.

Greatest flaw: Sometimes he is too ironic telling you the things.

Intellectual aspects:

Intelligence level: High.

How do they see themselves: He is really secure about himself and always he is showing a good attitude to every people.

How are they perceived: The musician

Ruled by emotion or logic: He is really emotional he always follows his feelings and his heart.

What would most embarrass this character: People that don't like his songs.

Emotional aspects:

Strengths: He is brave and always try to make happy the people with his songs.

Weakness: Insecurity to fail.

How does the character deal with troubles? Trying to solve them with good actitions.

How is the character involved the story: Guillem is one of the characters of the add. He wants to escape from the city and go to a place where he can be alone.Suddenly, he sees a guitar and next to it a denim jacket. He takes it and he feels power and really inspired to sing and play the guitar.



CHARACTER PROFILES

Name: Ainhoa Llamas

Height: 1'63 m

Old: She is 19 years old.

Eye colour: Light brown.

Hair Color: Blond

How so they dress:

She use to wear sportive garments as leggings with sweat shirts or a casual t-shirt with a denim jacket.

Hobbies:

She is actress of musicals and dancer. Also, she is teacher in dancer academies and she participate in tv shows and adds dancing.

Habits: She can't leave home without her helmets.

Speech pattern:

Sweet voice.

Style: Sportive,

Best qualities: She is really talented with dance, she is really active and she can't stop moving. She also is really intelligent and loves to learn every day something more.

Greatest flaw: She is really exigent with herself.

Intellectual aspects:

Intelligence level: High.

How do they see themselves: She is really afraid to don't get her goals

How are they perceived: The exigent dancer.

Ruled by emotion or logic: She is really passionate with all the things that she does.

What would most embarrass this character: Fail in her career.

Emotional aspects:

Strengths: She is really passionate and she know how to give good moments to people.

Weakness: Insecurity to fail.

How does the character deal with troubles? Practicing and giving a good mood to all the bad things.

How is the character involved the story: Ainhoa is walking in her city while she sees a art space that is empty. Suddenly, she sees a denim jacket and she puts it on. The denim jacket gives her such an inspiration that she wants to dance.



CHARACTER PROFILES

Name: Ana Fernanda Uriostegui

Height: 1'63 m

Old: She is 23 years old.

Eye colour: Green eyes

Hair Color: Black

How so they dress:

She use to wear sport and casual garments.

Hobbies:

She studies fashion design and she loves designing clothes and discovering new trends.

She is really passionate with art,. She loves studying history of art and painting,

Habits: She always bring her sketchbook to draw in her free time.

Speech pattern:

Sweet voice.

Style: Sportive-

Best qualities: She is really talented with painting,. Also she is really interested in history and she can explain you really interested things. Fer is also really kind with all the people, she always try to help all the people that are around her.

Greatest flaw: She is insecure with herself.

Intellectual aspects:

Intelligence level: High.

How do they see themselves: She is really afraid to fail

How are they perceived: The talented painter.

Ruled by emotion or logic: She puts essence in all the paintings that she does.

What would most embarrass this character: Fail in her career.

Emotional aspects:

Strengths: She is really emotional doing paintings. She always try to surprise the people doing art. She is always searching something new to apply in her paintings.

Weakness: Insecurity to fail.

How does the character deal with troubles? Practicing and giving a good mood to all the bad things.

How is the character involved the story: Fer is tired of her daily routine so she decide to go to paint to the mountain next to her town. She finds a denim jacket inside the abandoned house and she wears it. Suddenly, she feels power and a lot of inspiration and she starts painting.



LINK VIDEO

<https://www.youtube.com/watch?v=RbgC9jxYdP0>