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DE CATALUNYA

Bachelor's Degree in Audiovisual Media

“REC.0 EXPERIMENTAL STORES”, A NEW CONCEPT OF RETAILING

Memory

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Thanks

To Cora Muntané, a member of “RecStores S.L.”, for helping me every time that I needed it.

Abstract

This project has as objective get that people know about the event “Rec.0 Experimental Stores”. It is an event of fashion and of culture performed by the company “RecStores S.L.” in the Rec neighbourhood in Igualada. The reportage has three parts: introduction, development and ending. In it, it speaks about “Rec.0” and “Rec.08”, the last edition done, and it communicates the conclusions and the opinions about it. It has achieved, through of company members and witnesses, give the necessary information to know what this event is and show the maximum possible of images because the people can fully understand that it is and they can decide to come.

Resum

Aquest projecte té com a objectiu donar a conèixer l'esdeveniment “Rec.0 Experimental Stores”. Un esdeveniment de moda i de cultura realitzat per l'empresa “RecStores S.L.” al barri del Rec d'Igualada. El reportatge consta de tres parts: introducció, desenvolupament i final. En ell, es parla sobre el “Rec.0” i el “Rec.08”, l'última edició que s'ha fet, i es comuniquen les conclusions i les opinions sobre aquest. S'ha aconseguit, a través dels membres de l'empresa i de testimonis, donar la informació necessària per saber què és aquest esdeveniment i mostrar el màxim d'imatges possible perquè la gent pugui entendre perfectament de què tracta i pugui decidir venir.

Resumen

Este proyecto tiene como objetivo dar a conocer el evento “Rec.0 Experimental Stores”. Un evento de moda y de cultura realizado por la empresa “RecStores S.L.” en el barrio del Rec de Igualada. El reportaje consta de tres partes: introducción, desarrollo y final. En él se habla sobre el “Rec.0” y el “Rec.08”, la última edición que se ha hecho, y se comunican las conclusiones y las opiniones acerca de éste. Se ha conseguido, a través de los miembros de la empresa y de testimonios, dar la información necesaria para saber que es éste evento y mostrar el máximo de imágenes posible para que la gente entienda perfectamente de que trata y pueda decidir venir.

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1. Introduction

“Rec.0 Experimental Stores” is an event of the “RecStores S.L.” company and was born in 2009. It is the combination of the radical sale of branded products, -be it clothes, shoes, accessories and even home textiles-, and the realization of cultural activities in a tanner neighbourhood of Igualada named Rec. Therefore, it is a fashion event but also an event where the culture and the patrimony are very important. Igualada, the city where the event is made, is the capital of the Anoia’s region located 67 km from Barcelona, Spain.

With this event, the company “RecStores S.L.” wants to give life to this neighbourhood converting the old factories and the old tanneries in pop up stores of fashion. And that people from outside of the city but also from Igualada, get to know its cultural patrimony and the whole potential that this neighbourhood has. So, on the one hand, they want people get to know this neighbourhood and on the other hand, they want to link it with the fashion world.

Accordingly, in this project it wants to make a reportage around 20 minutes long showing images of the “Rec.0 Experimental Stores” and giving information about it. Thus people can know about it and decide to come to experiment this event and discover the neighbourhood. This is the principal and the most important objective of this project. Another one, for the director, is to increase the experience and the knowledge in the realization and edition of an audiovisual product. To prove what the director of the project can do and everything that she learned during the degree, and get a good result so she can make herself known in the workplace.

Besides talking about the event in general, this reportage speaks and shows images about the last performed edition of the event, “Rec.08”, the ninth edition. With this, it has been able show exactly how this event is, what things are made, who is going to it and why they do it.

It has decided this theme for the Final Dissertation project because it is important to preserve the history of every city. In this case, the neighbourhood of Rec of Igualada is a neighbourhood with a lot of history and it should show its potential so that people can understand that Rec should not be destroyed or remain abandoned forever.

Right now, many tanneries of the Rec are abandoned; tanneries with a big patrimony, spacious and with a great beauty. This event gives them life and makes lots of people come on the opening days and they can see the whole potential of this neighbourhood and of these tanneries.

The reportage is divided in three parts: introduction, development and ending. And it talks about the event through different interviews with some members of the company and it shows images of both, other editions and the last performed edition. There also appear some witnesses of the event giving their opinion. The language of the reportage is Catalan and so, it has been decided to dub the interviews in English.

The possible problems that may arise along the project are various: some of the material is from the University of Mataró and it was only allowed to have it for 24 hours, except on weekends, so the team has not the freedom they would have liked. It has to follow very closely the meeting times and the dates of the opening days because they have specific days or hours and, therefore, it cannot be lengthen. So a correct planning had to be made with all the details of everything needed each day. And finally, it has to have money left over for any problem that may arise.

It is necessary to ask permission from the Town Hall of Igualada to be able to record images of the city and also it has to ask permission to the company “RecStores S.L.” to be able to record the event “Rec.0 Experimental Stores”.

Only two problems arose during the development of the project: the first one is that, it has had to look for another sound technician from the beginning because the person the team were first counting with, could not make it in the end. And the other one is that in the first and the third interview there are some noises on the background that cannot remove. With the dubbing it has been able to cover it.

It expected to complete the project without the dubbing at the end of January, but in the end, it has decided to make different time lapses for the introduction to create more dynamism and diversity in it. For this and also because the director has been involved in other audiovisual projects, the edition of the reportage has been extended until the end of February.

It needs an equipment composed of: two video cameras, a pole with a microphone, a recorder with a microphone, three spotlights and a reflector, a tripod and headphones. Therefore the team will be composed of: two camera operators, a sound technician and an illuminator / director of photography.

The results obtained are rewarding. It has achieved a reportage where the event “Rec.0 Experimental Stores” is really shown and with which it is expected to make advertising of this to advertise it and achieve completely the objective of the project: that people from outside of the city but also from Igualada come here to get to know the neighbourhood and what “Rec.0” is.

2. Previous studies / Background check and need for information

First of all, before starting the project, it has searched information about the event in the “RecStores” website [1]. Also it has searched information about Igualada, the city where the event is celebrated, and also about its history and the history of the Rec neighbourhood. This research it has made through different books as *Això és Catalunya: Guia del patrimoni arquitectònic* [2], *L’Anoia; Els 33 municipis* [3], *L’Anoia; Història i cultura* [4], *L’Anoia a vol d’ocell* [5] and *Igualada – 10: Itineraris per la ciutat* [6].

As these books argue:

“Igualada is the capital of Anoia’s region and it is located 67 Km from Barcelona, Spain. It is situated in the left side of the Anoia’s river and in the middle of the Òdena basin”.

“The first indication that the city has is the edification of the *Santa Maria* church in the year 1003. This city is known, above all, for its rich past in textile industries and tanneries”.

“The neighbourhood of Rec has a waterway of 3 Km long that runs through it from east to west. And this waterway is names ‘rec’, so this is the reason that the neighbourhood receives this name. It is already documented in the 12th century but is not until the end of the 18th century and beginning of the 19th when many tanneries were moved from the centre of the city to this neighbourhood. This is to use the water of the ‘rec’ for tanning the skin”.

“Nowadays, in the Rec neighbourhood there can be found abandoned tanneries and factories but also some of these operating, old tanneries and factories rehabilitated as museums and business offices. It keeps big industrial buildings with enormous and beauty rooms, outside zones, frontages and ornaments”.

With all of this information it has learnt more about Igualada and of the Rec neighbourhood.

After that, it has contacted with the company of “RecStores S.L.” to ask permission to film a reportage about their event. When they said yes, it has talked with them to know more things about the event, and they have given us Press notes of other editions, flyers and photographs. From here, it has started to develop the structure of the reportage and met with a member of the company to make the planning, the shooting schedule and after, the technical script.

3. Objectives and scope

3.1. Purpose

- Show what the event “Rec.0 Experimental Stores” is with the making of a reportage.
- Achieve that people know about “Rec.0 Experimental Stores”.
- Make people know more or discover this tanner neighbourhood of Igualada, the cultural patrimony and the whole potential that it has.

It has decided structure the reportage in three parts: introduction, development and ending.

In the introduction it shows images about Igualada, the city where the event is made, and about the Rec neighbourhood. During the development, three members of the company talk about the event in general, but also they talk about the last performed edition, “Rec.08”, while some images of it appear intercalated. And in the ending, another member of the company talks about his conclusions emphasizing the great success that, every time more, the “Rec.0” has. Also appear different witnesses of the event giving their opinion about it. Be good or be bad, but mostly they agree that it is a great and a good idea.

3.2. Object

- A reportage about 20 minutes long.
- A memory with all the information about the project.
- The viability study of it.
- An appendix with complementary information.

3.3. Scope

Show images of the last performed edition of the event makes that people can see with more clarity what about this event is and what are its results. This last edition is made on the 6th, 7th, 8th and the 9th of November of 2013.

The filming of this reportage is made since September until December of 2013. And then, the edition finishes on February of 2014.

3.4. Product Goals

- Make more people come to this event to experiment it and live it.
- Make more people from Igualada and from outside know about “Rec.0 Experimental Stores”.
- Make people know about the neighbourhood of Rec and about the city.

3.5. Client Goals

This reportage it has not made for any charge. If it had made this as it, it would have been by “RecStores S.L.”, so this company would be the client of this product and their goals would be:

- More people, from Igualada but also from outside, come to this event.
- People see the huge potential of the neighbourhood of Rec and that they understand that it cannot allow to be destroyed it or remain abandoned forever.

3.6. Target

On the one hand, there are people who like fashion and branded products, and who want buy products with a reduced price. Also there are people who want to discover the independent designers. On the other hand, there are people who want to enjoy the cultural activities and the shows that the shops organize. And also people who just want to walk by the event and by the neighbourhood, and drink or eat something while seeing the environment.

4. Methodology

The methodology used to obtain the necessary information to achieve the project's aim is bibliographic because, first of all, it has done a passive research through different books and online database; and then, it has done an active research interviewing various members of the company "RecStores S.L." and different witnesses of the event.

As it has mentioned, initially, it has made a previous study searching information about the event, about the city, Igualada, and about the neighbourhood of Rec through some books and the web site of "Rec.0 Experimental Stores". That was to know more about the theme of the reportage and also to understand the importance that this neighbourhood has for the people from Igualada.

Then, it has asked permission to the company of "RecStores S.L." for recording a reportage about their event. Once they has said yes, it has asked permission to the Town Hall of Igualada to record images of the city.

From there, it has started to do the structure of the reportage and it has looked for the members that would form the technical team and also the members of the company who would be interviewed.

After that, it has done an approximate technical script and the shooting schedule. The technical script is not exact because it does not know how the things and the people are situated so, once there, it decides which type of accurate shot it will film.

Once everything is ready, it has proceeded to the production and as it has said before, it has made an active research of investigation with the interview of four members of the company and also it has asked some witnesses of the "Rec.0" to give their opinion about it. After that, it has recorded all the material to then edit it.

And, finally, it has done the technical project for the University of Mataró and for the Glyndwr University.

5. Overall design

It has decided the following structure for the project: introduction, development and ending.

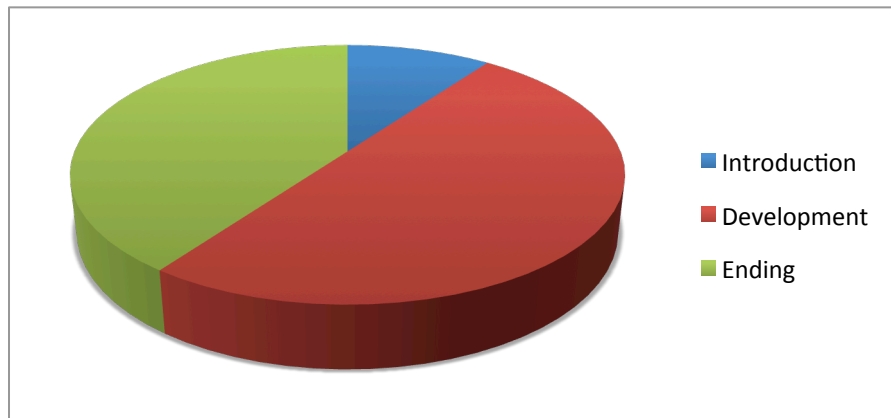


Fig. 5.1. Parts of the reportage structure.

- Introduction

With a duration of two minutes long, it shows images of Igualada and of the Rec neighbourhood while some describing words of the city appear in the screen and on the background there is music.

- Title

It has made a short animation of the project title with music on the background.

- Development

With a duration of ten minutes long, it shows three interviews with three members of the company. They talk about the event in general and about “Rec.08”. The first one, the interview with Marina Iglesias, is interleaved with images of other editions of “Rec.0”, images of a meeting and images of the company’s office. The second one, the interview with Jordi Ribaudí, is interleaved with images of the preparation of the last performed edition, the “Rec.08”, images of the spaces, images of the “Off Rec” and images of the

circuit. The last one, the interview with Cora Muntané, is interleaved with images of the cultural activities and images about the cultural activities of other editions.

- Ending

With a duration of eight minutes long, it shows an interview with Ricard Vila, another member of the company, who talks about the conclusions while some images of the opening days of “Rec.08” appear interleaved with it. And this point also shows different voice cuts of witnesses giving their opinion about the event. It also interleaves with images of “Rec.08” but in this case, also with music.

- Credits

Specific listing of all the credits of the project with music on the background.

It has chosen a palette of original colours to make it look completely real. It combines both the tones of sand, brown and beige, which are the colours of the Rec neighbourhood because are the colours of the factories and the tanneries, with the bright, rich and vibrant colours of the shops and the cultural activities. These colours are for example, the red, green, yellow or blue.

To film all the images of the reportage is has used the natural light, except in the interviews with the members of the company, where it has used three spotlights to create the technique of the three points of light: key light, fill light and back light. It is to create the essential brightness and shadows for highlight the shape and the volume of the interviewees.

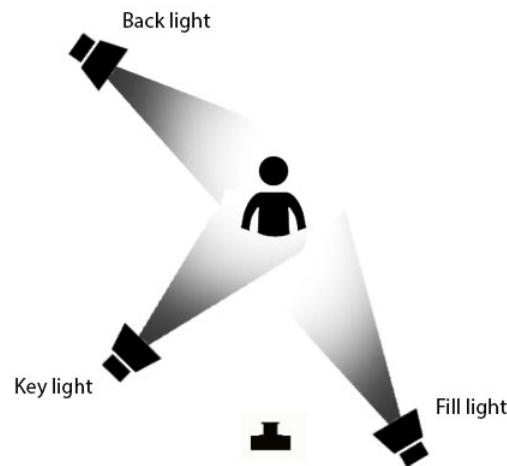


Fig. 5.2. Scheme of the three points of light

These interviews are informatives and it has decided to film them in a medium long shot. There is depth of field but not much so that people can see where the interviewees are, what things are around them and the actions that they make. And this gives a feeling of open and of clear space.

It is an estatic frame where it can see the interviewee sitting in a chair, on the opposite side to the interviewer. So, the frame leaves air in the direction where the interviewee is looking at because it has decided that the interviewees do not look at the camera unless they were looking at the interviewer. The reason for this is because the interview is in person and therefore, the interviewee must answer the questions looking at the interviewer. It must be said that this is in an interview in person and it is natural not to look at the camera and to look at the person who makes the questions.

As sound elements there is music on the background of the introduction, in the animation of the title project, on the background of the mix of images of the cultural activities in the end of the third interview and on the background of the mix of images of shops in the end of the reportage. In here, the track is playing with the volume to give pass to the voice cuts of the event witnesses and it continues to sound until the end of the credits.

6. Development

6.1. Preproduction

6.1.1. Possible problems

In the preproduction it has studied the possible problems that may arise in the production of the project and their solutions:

	Possible problem	Solution
1	Disease of any member of the team	Having someone to substitute and replace this team member
2	Disease of some actors	Changing the interview day
3	My disease	Having to cancel everything
4	Rain on some opening day	Recording only indoors, not in streets
5	Non-functioning of any material	Go to the university to take another material, but this will take time and we will have to cancel the recording day

Table 6.1. Possible problems and their solutions

Also it has studied the impact of these possible problems:

Impact	Critical	Medium	High	High
	Major	Low	Medium	High
	Manageable	Low	Low	Medium
Likelihood		Remote	Possible	Likely

Table 6.2. Impact study of the possible problems

6.1.2. Permissions to ask

It has been necessary to ask permission:

- From the Town Hall of the city to be able to record the streets of the Rec neighbourhood as well as the streets of Igualada.
- To the company of “RecStores S.L.” to make recordings from both within their offices and in the areas where the shops and the cultural activities are situated.
- To the music group of “Cálido Home” to use their songs in the reportage.

6.1.3. Roles

Role	Name
Camera operator	Elena Comadran Franquesa
	Javi Cantero Caldito
Sound Technician	Elena Comadran Franquesa
	Mariona Pasqual Villahoz
Illuminator/Director of photography	Javi Cantero Caldito

Table 6.3. Roles of the technical team

6.1.4. Literary script

In this project it has interviewed four members of the company “RecStores S.L.”:

The first one is Marina Iglesias because she is the coordinator of the company and she can answer the following questions:

- What is “Rec.0” and what are its origins?
- How did you get people to know this event?

The second one is Jordi Ribaudí who is the designer and manager of the company and he can answer these questions:

- What is the initial phase of preparing “Rec.0”?
- Are there new brands in “Rec.08”?
- Which criteria do you follow to choose the brands?
- Is it the same circuit as the others editions?
- What is new in this edition?

The third one is Cora Muntané. She takes care of the production and the communication of the event and so she can answer the following questions:

- Which cultural activities will there be in this edition of “Rec.0”?
- How do you choose them?
- What changes will there be compared with the summer editions?

And the last one is Ricard Vila because he is the industrial designer of the company and he can tell information about the conclusions that the company pulled and he can answer these questions:

- What conclusions can you take of this last edition of “Rec.0”?
- Have you managed to get the number of visitors that you expected?
- How many visitors has had “Rec.08”?
- What cultural activity has been more successful?
- Does “Desigual” remain the brand with more success?
- Has the “Off Rec” been successful?
- How many establishments of Igualada have registered in “Off Rec”?
- Is “Rec.08” the best edition of this event so far?

The question that the different witnesses have answered is:

- What do you think about the event?

The transcripts of the interviews can be seen in the Appendix I.

6.1.5. Technical script

In the technical script of this reportage it can be seen that it combines different types of shots: Full shots, medium long shots, medium shots and close shots. Also it can be seen both shots with fixed camera and with moving camera, tracking shots or zooms.

However, in the interviews, the camera is always fixed in a medium long shot.

The complete technical script can be seen in the Appendix II. And there, it can be found: the order of all the material, the shot, the action recorded, the person who is interviewed and the music or the audio that has every shot.

6.2. Production

6.2.1. Shooting schedule

In this point it can be found a timeline as a summary of the shooting schedule. The complete version of it, can be found in the Appendix III.

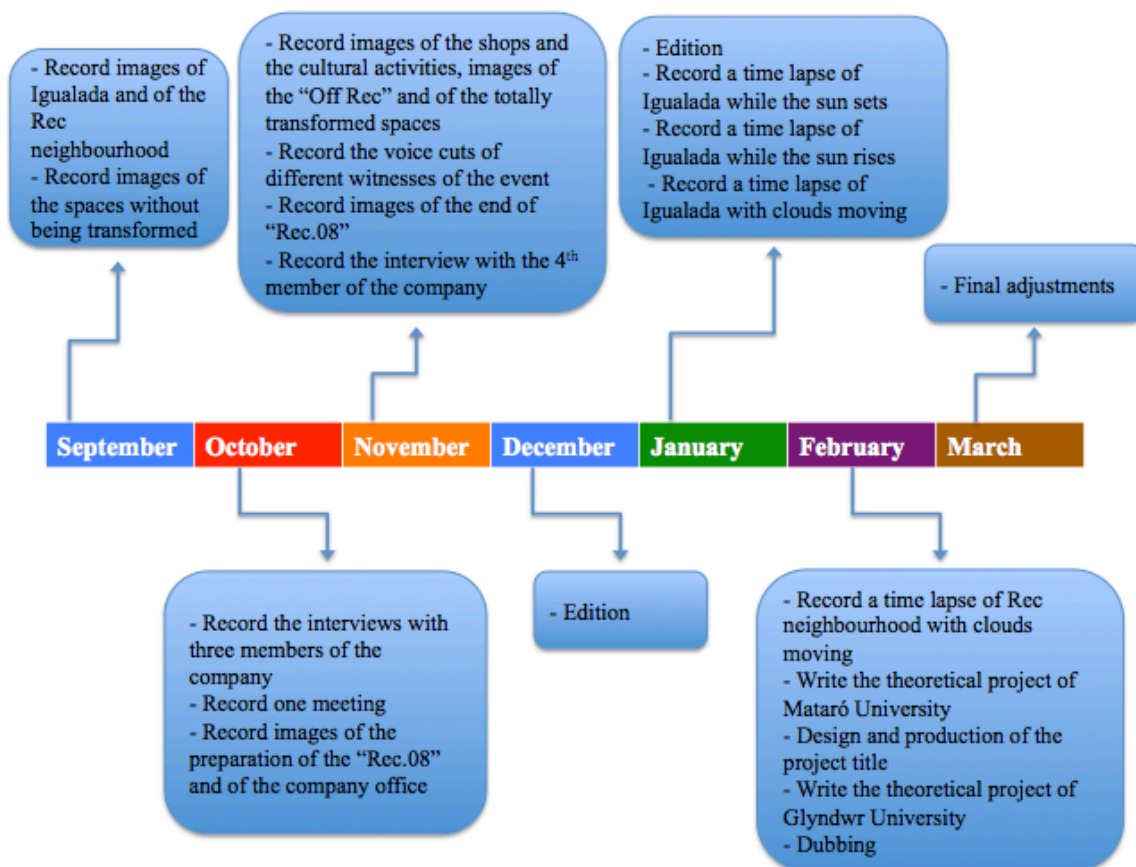


Table 6.4. Timeline.

6.2.2. Recording

To make the introduction it has filmed different images of Igualada and of the Rec neighbourhood to show where the event of “Rec.0” is celebrated.



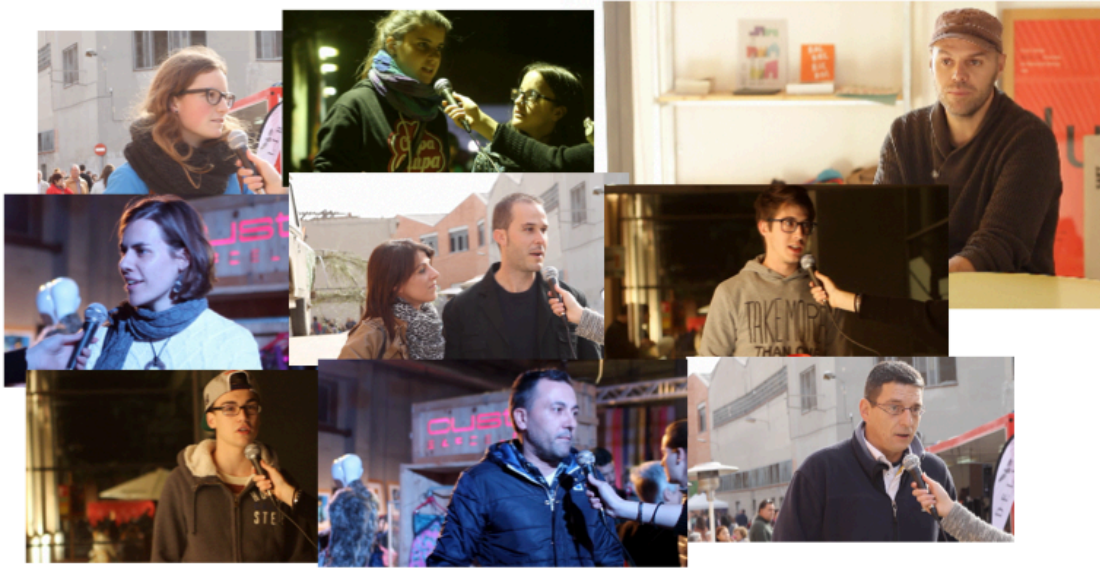
Some images of the introduction

To make the development it has made three interviews with different members of “RecStores S.L.” company.



Some images of the development

To make the ending it has made one interview with another member of the company to talk about the conclusions and it has made some interviews with different witnesses of the event to talk about their opinion about this.



Some images of the ending

Moreover it has filmed images about “Rec.08”: from a meeting, going through the preparation of the event and the opening days until the end of “Rec.08”.



Some images of “Rec.08”

6.3. Postproduction

6.3.1. Video postproduction

To make the editing it has chosen the material to use, organized it and it has built the reportage following the structure that it has decided since the beginning: introduction, development and ending.

In the introduction it shows images of the city of Igualada and of the Rec neighbourhood.

In the development it shows three interviews with members of the company talking about the event. Here it has interleaved images of the event and of the Rec neighbourhood with the first interview, of the transformation of the spaces with the second interview and of the cultural activities with the third interview. Also there is a mix of images of the cultural activities after the last interview with Cora Muntané to show a short summary of what is.

In the Ending it shows an interview with another member of the company talking about the conclusions. Here it has interleaved images of the opening days of “Rec.08” and images of the end of the event. After that, it has made a mix of images of the “Rec.08” to show exactly how it is and in it, it has interleaved the voice cuts of the witnesses giving their opinion.

Once it put all the material in its place, it has refined the colour in both, saturation, contrast, as well as the brightness of all the clips for them to be more homogeneous. Then, it has done the title and all the graphics always considering the safe margins of the screen.

Title

It has done a short animation for the title with Adobe After Effects. It has created different types of cloth pieces hanging on a closet rod. These moving back to meet with an open closet. Then, it makes a Zoom In to the inside of the closet and it appears the project title: first the logo of the event “Rec.0 Experimental Stores” and then “a new concept of retailing” with a typewriter effect and its sound.



Title images

It has chosen to play with the colours black, grey, green and white because they are colours very used in this event and also because they create high contrast between them. The pieces of clothes are black with a white outline, the closet is black and grey, and the logo and the typography are white.

For the second part of the title, “a new concept of retailing”, it has decided to use the typography of Cabin Sketch in a regular style and with a size of 120 points. It is a sans serif typography with the texture of a teenage doodle to look like the typography of the logo.

Name of the interview and the position inside the company of “RecStores S.L.”

To make the graphics of the interviewees name and their position inside the company it has been used the typography of Minion Pro. It is in a regular style, in lowercase and with a size of 60 points for the positions, and in a bold style, in lowercase and with a size of 80 points for the names.

For the background of these graphics it has decided create a short animation with an old wall with cracks for show the ambient of the Rec neighbourhood. This wall moves from off screen to the screen with a fade in and moves to off screen again with a fade out. Its colour changes in every interview depending on the things that there are around the

interviewee. For example, in the first interview, Marina Iglesias is in her office with a lot of reddish things. So, the colour of the background is reddish. The second is grey-white, the third is blue and the last is orange.



Chyrons images

Questions of the interview

In the graphics of the questions it has been used the typography of Minion Pro with a size of 110 points, in a bold style and in lowercase. It has decided this typography because as it has been said before, although it is a serif style, it is designed to be highly readable. It has chosen the colour white to contrast with the black of the background.

Together with the questions, it has created a short animation with different pieces of clothes hanging on a rope. For this, it has been added a gradient colour effect with green.

This short animation appears with a fade in in the centre of the screen while the pieces of clothes are swinging and, at the same time, the questions of the interview appear with a fade in. Then, they both disappear with a fade out.

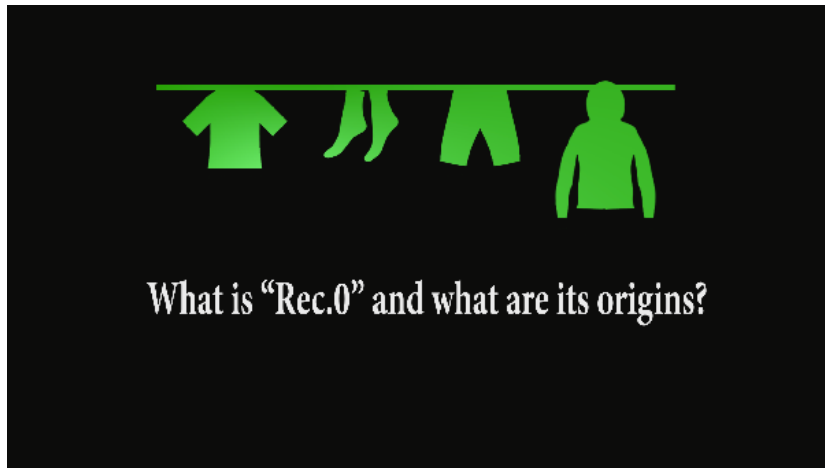


Image of a question

Describe words

The typography used in the graphics for the city description in the introduction is Avenir with a size of 75 points, in a heavy style and lowercase, and with a tracking of 69. There are some words in the same style and with the same tracking, but with a size of 138 points and in uppercase to highlight because these are the key words. This typography is a sans serif and allows an easy reading.

These graphics are in 3D for being able to create a concentrate light with shadows. To make stand out the words with these shadows, it has chosen the white colour. Also there is a fade in and a fade out, and an effect of Gaussian horizontally blur to appear and disappear.

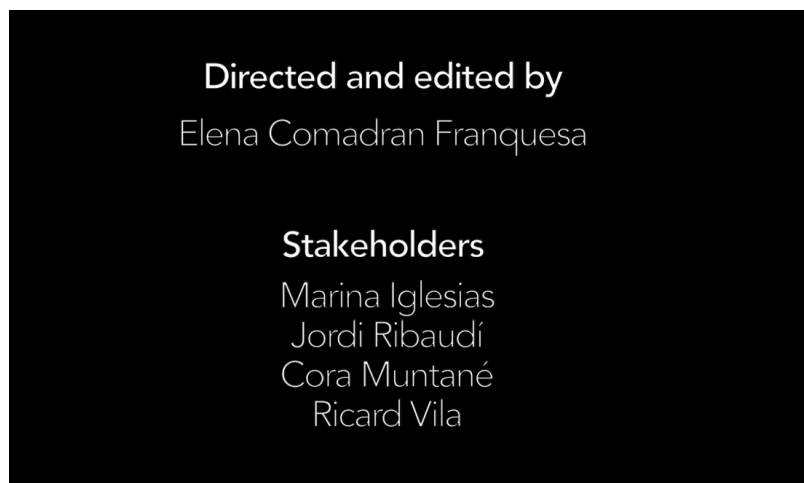


Image of describe words in the introduction

Credits

Finally, in the credits, it has been used the typography of Avenir like the typography of the describing words in the introduction. The reason is that it is a sans serif type and it is easy to read it.

In the credits there have been indicated the director and editor's name, the name of the stakeholders, the roles of the technical team, the name of the dubbers, the project partners and the music used. For it, it has foreground the role or the function in a heavy style.



Credits image

6.3.2. Audio postproduction and music

The audio postproduction is has been done with Adobe Audition CS6. It has removed the background noise as much as possible, it has been refined the equalization and amplified the voice. It also levelled the music between the -12 and the 0 dBs, the voice between the -20 and -12 dBs and, finally, the ambient audio between the -28 and -24 dBs.

As that the interviews were done in Catalan, the preferred language of the interviewees, it has decided to make the dub in English. It has been chosen make dubbing because in general, the viewer prefers not to read as it happens in the subtitles. These lasts are colder and do not create such a big bond with the viewer.

To make it, it has been used a microphone Rode VideoMic Pro with a camera DSLR Canon 60D and headphones in the director's house without any noise.

As dubbers it has chosen people who can speak English in a high level and fluently: Silvia Espinar who has studied English Philology, Carles Pulido, who works with an American company and who studies theatre and cinema, and in some witnesses, myself.

All the music used in this project is by “Cálido Home” except the background track of the title animation. “Cálido Home” is a *motherfolkers* duet from Barcelona formed by the voices and guitars of Anna Andreu and Eduard Pagès.

It has contacted with the music group to use some of their songs in the reportage: one of these from the first CD named *De l’un i de l’altre* with music and voice, and the others, in the instrumental version, from the new one named *Vulpes Vulpes*. As they have given permission, they have sent through “Dropbox” all the songs of the second CD in the instrumental version to use any of them.

In the introduction’s background, it has chosen the instrumental song of *Talk to me nicer* by “Cálido Home”. It is an indie-folk song and it is quiet with some changes of rhythm perfect to start the reportage and also suitable to introduce the images of the city. Its duration is of 03:34 minutes so it has had to cut to adjust it with the images. This song has been sent for the group itself.

For the animation of the title it has been chosen the song of *Chucky the Construction Worker* by Kevin MacLeod from Incompetech website [8]. It is a comedic, humorous and a bit cartoon music that has a duration of 23 seconds.

In the mix of the cultural activities images, in the development, it has been used the song of *I’m not blue* by “Cálido Home” from the *De l’un i de l’altre* CD. It has been chosen because in this mix appear images of the concert that “Cálido Home” made in “Rec.08” playing this song. It is an indie-folk song and it is quiet because it fits the rhythm of the images of the cultural activities that accompany. This song has a duration of 03:34 minutes so it has had to cut to adjust until the end of the images.

In the mix of images in the end, it has used the instrumental song of *Kill the watchman* by “Cálido Home”. It is also an indie-folk song and it is less quiet than the others because it shows more dynamism. This song is still sounding in the credits so it has been cut at the end of these. It has a duration of 03:52 minutes and this song has also been sent for the group itself.

7. Possible extensions

It could have recorded images of other editions of the event to compare and show better the differences of the summer edition and the winter edition. But as they are performed every six months, one of them in November and the other in June, it has not been possible.

It could have done a more thorough tracing of the transformation of the spaces that “RecStores S.L.” uses for the event. That is, passing through each of the stages of cleaning and rehabilitation to see better the contrast of what the places are themselves, and what they become for the event.

8. Conclusions

With the performance of this reportage I want to show what the “Rec.0 Experimental Stores” is for people to know it and decide to come and furthermore for they to know the city of Igualada and the Rec neighbourhood, and all the cultural patrimony and the whole potential that it has.

“Rec.0” is an event that combines fashion and culture using the old factories and the old tanneries, which makes it so special that even it could be considered unique.

As Marina Iglesias, coordinator of the event, has argued:

“A concentration so huge of pop ups does not exist anywhere else” (2013).

Also it has talked with different witnesses of the event to give us their opinion. They agree in that this event is a big and a good idea that makes possible that the city is filled with people.

As a witness has argued:

“I see that there are much more people and much more ambient in Igualada these days. I am proud to see all this so full and well, it gives a very beautiful environment” (2013).

In conclusion, it has achieved, thanks to the four company members and different witnesses, to give the necessary information and the maximum possible of images of it, so that people can fully understand what the event “Rec.0 Experimental Stores” is. And with the images and with the describing words of the introduction, it has obtained a general knowledge of the city of Igualada.

Of course, in the learning level, the director has increased the knowledge to make an audiovisual product both in performance and in editing.

9. References

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