

# Escola Universitària Politécnica de Mataró

Centre adscrit a:



UNIVERSITAT POLITÈCNICA  
DE CATALUNYA

**Bachelor's Degree in Audiovisual Media**

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

**Appendix**

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## **Appendix I. Transcripts of the interviews**

**MARINA IGLESIAS**

**(What is “Rec.0” and what are its origins?)**

“Rec.0” was born in 2009. A group of 6 people, who already had our offices in the Rec district, saw that there was a district with a really interesting industrial patrimony, and in those moments there was an urban plan that did not agree much to defend this district.

What we wanted to do was show a bit these old factories and the whole industrial patrimony that there is.

Then, the idea was to take some potential brands with reputation and that have a very strong power of attracting people, and also designers. And what we did was convert it in pop-ups or ephemerals' shops. Pop-up means a shop that is born and dies within three, four days or a month.

**(How did you get people to know this event?)**

At the beginning, as the budget was zero, the whole communication process was through the social networks. And it was through the relations with the press and with media that the event itself was news.

It was a theme of viral that the people, through the traditional word-of-mouth but also online, started to grow, grow, grow and the own brands also through their social networks, we were growing.

Because, what happened? That this event, which was born with three or four months with a concern that it was not a purely commercial business, was a very singular thing and a very new one.

Nowadays, we have a concentration so big of pop-ups that it does not exist anywhere else; we can say that we are almost unique.

## **JORDI RIBAUDÍ**

### **(What is the initial phase of preparing “Rec.0”?)**

First, what we do is looking for spaces. We have a preference to look for unknown spaces, that people have not seen, sometimes architecturally interesting... This would be our preference but it may not be always so. Therefore, the first that we do is to try to find out where these spaces are and to know who their owners are. And then, convince the owners that this project gives value to these spaces and, therefore, it is interesting for us to arrive to an agreement. From here we already can start this restoration and this implementation of these spaces to comply the security regulations and what that requires this type of activity.

### **(Are there new brands in “Rec.08”?)**

There are some new brands but not many in this edition because in fact, we are rethinking a bit the whole project because it comes a moment that it is hard for us to find new locals.

We cannot give as much input as we would like anymore. Somehow the success of the project drives us to expand but we try that it does not happen too much. Then we have this limitation.

### **(Which criteria do you follow to choose the brands?)**

The criteria that we self-imposed ourselves since the beginning was that we needed brands for people from outside to come. In fact, the project was an exchange, we proportionate a project to the brands, we arranged them the spaces, we put everything for them very easy so that they came here and with the strength of attraction of the brands, people from outside or people from Igualada came to know the district of Rec and thus give it value.

Therefore, the brands that we seek are brands that truly have this power of attraction. And so, we consider that comply: well-known brands or brands that do not know anybody but creativity are very strong and very innovative, so we think that they can attract a small segment of the population. And then, brands that are not, perhaps, or in one case or another, which they are in between, but instead they are very creative in managing their

brand. Either because they work very well in social networks or, because in a level of communication, they search new formulas. That is, somehow the all three cases satisfy that they can bring people to "Rec".

**(Is it the same circuit as the others editions?)**

The circuit is never exactly the same; it always changes a bit due to what we have said about the locals, and thus how we situate the different brands. At the end, what we try is to offset, brands with more potential combined with other emerging brands. What it is true is that this year we find the newness in that inside of our circuit opens a path to a new circuit that would be the "Off Rec", that is the centre of Igualada. It is to say, at the end, that what we propose is to invite people from outside to know where the Rec district is situated respect Igualada.

**(What is new in this edition?)**

The strongest newness for us is this, the commitment of the "Off Rec". Also there is a newness in that to a lot of people it will be a surprise to see that "Desigual", that since the first time that it came here at Rec occupied a space, this year "Desigual" will occupy a new space and so, this space will be free and it will be taken by another habitual brand of Rec, in this case, "Levi's". A part of it, well, we continue working in our bet combining the theme of the culture, of the stages next to the shops, with the theme of the restoration, of the gastronomy and of the star pubs. That it is not itself a newness but well, we always try to give it a different treatment, and somehow, surprised. Another newness of Rec is, well in the end we are in the world and in a communication level we are always looking for new formulas. And this is a combination of, we say, of a laboratory that we do about our capacity to reach people through a virtual shop that at the same time serves as a communication tool. It is to say, we are not that interested in what we sell as in how much we can reach people. It is a small laboratory, which with the collaboration with a company who dedicated to build platforms of this style that also is from Igualada, we seemed interesting to us on both sides make this prove. Every day it is offered one piece of clothes

with a much reduced price of every brand that comes to Rec. Therefore, there is not... it is the pop-up taken to the extreme because there are 24 hours to buy this unique piece.

## **CORA MUNTANÉ**

### **(Which cultural activities will there be in this edition of “Rec.0”?)**

In this edition of “Rec.08”, the ninth edition of Rec, we will have different cultural activities, as always, as in every edition. Our objective is that these cultural activities give a bit of counterpoint to the selling experiment that the Rec is, and in this edition what we will have are concerts. For example, a boy playing the piano, a girl playing the violin, another concert of an artist named Clara Peya, who is well known, who has a group where she plays the piano and she makes a bit of performance. Then also we will have a poetry reading of Josep Pedrals, and also we will make activities more related with the infantile world as for example a workshop of cardboard recycling boxes of shopping. And some things linked with the art’s world. Always we try to put some exposition, some projections to the tanneries walls... or link it a bit with the world of the culture because we think that, if we make an event of fashion where also there is the whole topic of the district’s patrimony, we think that the culture is an interesting counterpoint to show.

### **(How do you choose them?)**

Normally, a lot of proposals arrive to us, saying that we do not go to look for, local groups both of here and in other towns. They are groups that have an interest to be known and use platforms as ours to show themselves in front of the public. Even for them, improving as professionals or as fans of the music, and also, we always try to look for a bit of... concerts or activities that give us a bit more... we would not say of name, but yes a bit of recognition.

**(What changes will there be compared with the summer editions?)**

In every edition of Rec, what we do is build a space that is located in the pub area, in the relax area and to drink something, eat something. In this space we situate the stage, named “Estrella Damm” because “Estrella Damm” is the official sponsor of Rec. And in this stage we try to have a bit of everything... or the most important things, which are developing in the cultural level. Then, in other editions, especially in the summer one, what we do is situate a container that we call “Rec Music Box”. Then the musicians are placed in this container and after, you build a bit of a new space around the music. We can locate this container in a square, in a crossing of streets, in areas like that. This is a thing that has functioned a lot, especially in summer because people desire more to be in the street and so. The areas of free space, the outside areas, in winter are harder to stimulate because people prefer to be inside. And then, the theme of the cultural activities is also greatly reduced in comparison to summer.

**RICARD VILA****(What conclusions can you take of this last edition of “Rec.0”?)**

In this edition of “Rec.08”, the conclusions are very good. There has been a very important growth, a 30% more of volume approximately, of product and of sold, and we suspect that also more or less the same of public. People came out very happy. We are still in that line where people say: “Oh, this is the best”. So that in this sense it is very well.

**(Have you managed to get the number of visitors that you expected?)**

It came a moment in that there were really a lot of people in the street, as never before, and also, we do not see it visually that way. We did not expect that, but number did. We are more or less with what we believe that was possible.

**(How many visitors has “Rec.08” had?)**

90-100 thousand, there are some different manners to count it but more or less we go for this strip.

**(What cultural activity has been more successful?)**

Well, the thing that was very full was the “Pecha Kucha” that started, well where Pere Jaume took part and, I would say that culturally, maybe this is what has been more different. We had not done it yet and it has been more... the room was really full and was very good. Then, the others, the concerts and all these other... events, the people are already more used to and I suppose that they already know that they can go to one and if not to another. But a thing that was unique, I understand that there was more affluence.

**(Does “Desigual” remain the brand with more success?)**

Well, it remains, but this year we changed it place. They gained a lot as shop and as "show" inside the shop. As experience of "retail" was very good but also we left some places where there were some brands that worked very hard. And we can say, that there are brands that are equating, which is good for us, that there are not any leader brands if not that... there is compensation, there already were two, three or four of it that start to pull strong.

**(Has the “Off Rec” been successful?)**

Yes, I understand that yes. There are a lot of people very happy. There is... also I heard that there were people that were so up on the city that it was difficult that our public from outside went to see them. People from here went there anyway because they knew that there were other opportunities, but to make go up the whole flood of people until the top, has been... is very difficult. In the centre of course, in the centre it has functioned very good.

**(How many establishments of Igualada have registered in “Off Rec”?)**

About 180... I do not know exactly but 180 approximately.

**(Is “Rec.08” the best edition of this event so far?)**

In terms of event probably yes, and in terms of practically all, it is possible, only that when it is a smaller format you can insist more in details, so that when it gets bigger, there are details that you cannot kill. This is only seen by those who are inside, people who are outside I think that they see it every time more spectacular, but the volume is bigger and you cannot work with all the details as, maybe when it was smaller.

**WITNESS 1**

I like it more because every time they are putting more the whole thing of beer, the concerts, of the music, of the spaces... I like it more. But this year, the theme of the clothes has been a little quieter, sincerely. I did not like the clothes so much this year.

**WITNESS 2 and 3**

**(Boy)**

Last year we came the last day and we found the leftovers and such but well, I think that it is good.

**(Girl)**

In general, good.

**(Boy)**

Yes, in general, good.

**WITNESS 4**

I think that it is much better than other times, better prepared, and better organized. There are many more people and every time the space is more profited.

**WITNESS 5**

It is a good idea, but parking has been a little difficult.

**WITNESS 6**

I see that they have changed the tour and I like it more than the other years.

**WITNESS 7**

I think that every time they go improving and at least it attracts much more people. It seems that every time it is going better and all.

**WITNESS 8**

Every time it is better. There are much more brands and 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 ambient.

## Appendix II. Technical script

| N° shot | Time        | Shot                          | Action                                   | People | Graphics                                            | Audio / Music                                         |
|---------|-------------|-------------------------------|------------------------------------------|--------|-----------------------------------------------------|-------------------------------------------------------|
| 1       | 00:00:00:00 | Fade from black to Time Lapse | Igualada while the sun rises             |        | Text: Igualada, capital of the Anoia region         | Music: Fade In “Talk to me nicer INST” by Cálido Home |
| 2       | 00:00:08:17 | Fade from black to FS         | Spain map                                |        | Text: Catalonia                                     |                                                       |
| 3       | 00:00:10:12 | Zoom In to FS                 | Igualada map                             |        | Text: Igualada                                      |                                                       |
| 4       | 00:00:12:19 | Time Lapse                    | Igualada with the clouds moving          |        | Text:<br>Located 67 Km from Barcelona               |                                                       |
| 5       | 00:00:16:21 | Travelling right to left      | Statue of <i>Passeig Verdaguer</i>       |        |                                                     |                                                       |
| 6       | 00:00:18:16 | FS                            | Town Hall Square                         |        | Text: 39.000 inhabitants                            |                                                       |
| 7       | 00:00:24:07 | MS                            | Bus station                              |        |                                                     |                                                       |
| 8       | 00:00:26:07 | MS                            | Train station                            |        |                                                     |                                                       |
| 9       | 00:00:28:01 | MS                            | Train leaving                            |        |                                                     |                                                       |
| 10      | 00:00:31:16 | FS                            | Hospital placard                         |        |                                                     |                                                       |
| 11      | 00:00:33:17 | MS                            | Hospital                                 |        |                                                     |                                                       |
| 12      | 00:00:35:14 | MS                            | Anoia’s river                            |        | Text: Next to the Anoia’s river                     |                                                       |
| 13      | 00:00:39:14 | MLS                           | Statue of <i>La Dona</i>                 |        |                                                     |                                                       |
| 14      | 00:00:41:13 | CS                            | Source of <i>La Carota</i>               |        |                                                     |                                                       |
| 15      | 00:00:43:15 | MS                            | The <i>Portal d’en Vives</i>             |        |                                                     |                                                       |
| 16      | 00:00:45:13 | MS                            | Statue of the <i>Santa Maria</i> church  |        |                                                     |                                                       |
| 17      | 00:00:47:11 | MLS                           | <i>Cal Ratés</i> building                |        |                                                     |                                                       |
| 18      | 00:00:49:10 | FS                            | Asylum of <i>Sant Crist</i>              |        |                                                     |                                                       |
| 19      | 00:00:53:05 | MLS                           | Frontage of <i>Ca la Mamita</i> building |        |                                                     |                                                       |
| 20      | 00:00:57:07 | MS                            | Balcony of <i>Ca la Mamita</i> building  |        |                                                     |                                                       |
| 21      | 00:00:59:24 | Time Lapse                    | Rec district with the clouds moving      |        | Text: Rich past in textile industries and tanneries |                                                       |

|    |             |                              |                                        |  |                                                                |                                                                                                   |
|----|-------------|------------------------------|----------------------------------------|--|----------------------------------------------------------------|---------------------------------------------------------------------------------------------------|
| 22 | 00:01:07:24 | CS                           | Placard of <i>Museu de la Pell</i>     |  |                                                                |                                                                                                   |
| 23 | 00:01:09:22 | CS                           | Placard of <i>Museu dels Traginers</i> |  |                                                                |                                                                                                   |
| 24 | 00:01:11:17 | MS                           | "Sita Murt" shop                       |  |                                                                |                                                                                                   |
| 25 | 00:01:15:05 | MS                           | The "Buff" factory                     |  |                                                                |                                                                                                   |
| 26 | 00:01:17:02 | MLS                          | "Punto Blanco" placard                 |  |                                                                |                                                                                                   |
| 27 | 00:01:19:00 | MLS                          | Water channel of Rec                   |  |                                                                |                                                                                                   |
| 28 | 00:01:22:19 | MLS                          | Way of Rec neighbourhood               |  |                                                                |                                                                                                   |
| 29 | 00:01:25:00 | FS                           | Abandoned tanneries                    |  |                                                                |                                                                                                   |
| 30 | 00:01:27:01 | MS                           | Arcs of water channel                  |  |                                                                |                                                                                                   |
| 31 | 00:01:28:20 | MLS                          | Placard of <i>Cal Granota</i> tannery  |  |                                                                |                                                                                                   |
| 32 | 00:01:30:16 | MLS                          | Water channel of Rec                   |  |                                                                |                                                                                                   |
| 33 | 00:01:32:15 | CS                           | Water channel of Rec                   |  |                                                                |                                                                                                   |
| 34 | 00:01:34:11 | MLS                          | Way of Rec neighbourhood               |  |                                                                |                                                                                                   |
| 35 | 00:01:36:11 | MLS to Fade to black         | Tannery of <i>Cal Boyer</i>            |  |                                                                |                                                                                                   |
| 36 | 00:01:41:22 | Fade from back to Time Lapse | Igualada while the sun sets            |  | Text: A reportage by Elena Comadran Franquesa                  | Music: Fade Out "Talk to me nicer INST" by Cálido Home                                            |
| 37 | 00:01:50:09 | Animation                    | Introduction for the Title and Title   |  | Title: "Rec.0 Experimental Stores", a new concept of retailing | Music: Fade In "Chucky the construction worker" by Kevin MacLeod from Incompetech.com<br>Fade Out |
| 38 | 00:02:10:24 | Question                     |                                        |  | Question: What is "Rec.0" and what                             |                                                                                                   |

|    |             |                          |                                                        |                 | are its origins?                                       |                                                         |
|----|-------------|--------------------------|--------------------------------------------------------|-----------------|--------------------------------------------------------|---------------------------------------------------------|
| 39 | 00:02:15:24 | MLS                      | Marina Iglesias working in the "RecStores S.L." office | Marina Iglesias |                                                        | Voice in off: "“Rec.0” was born in 2009.”               |
| 40 | 00:02:19:17 | MLS                      | Interview                                              | Marina Iglesias | Text: Marina Iglesias, coordinator of "RecStores S.L." | Voice: "A group... was a district"                      |
| 41 | 00:02:26:23 | FS                       | Rec district                                           |                 |                                                        | Voice in off: "with a really... patrimony,"             |
| 42 | 00:02:29:18 | MS                       | Tannery                                                |                 |                                                        | Voice in off: "and in those... urban plan that did not" |
| 43 | 00:02:32:15 | MLS                      | Street of Rec district and fade to black               |                 |                                                        | Voice in off: "agree much to defend this district."     |
| 44 | 00:02:35:24 | MLS                      | Interview                                              | Marina Iglesias |                                                        | Voice: "What we wanted... old factories"                |
| 45 | 00:02:38:11 | CS                       | Abandoned tannery                                      |                 |                                                        | Voice in off: "and the whole"                           |
| 46 | 00:02:40:13 | MS                       | Water channel of Rec                                   |                 |                                                        | Voice in off: "industrial patrimony that there is"      |
| 47 | 00:02:43:09 | MS                       | "Custo" placard                                        |                 |                                                        | Voice in off: "Then, the idea... potential brands"      |
| 48 | 00:02:45:14 | Travelling up to down    | "Buff" placard                                         |                 |                                                        | Voice in off: "with reputation and that have a very"    |
| 49 | 00:02:47:20 | Travelling left to right | "Desigual" placard                                     |                 |                                                        | Voice in off: "strong power of attracting people,"      |
| 50 | 00:02:50:00 | MLS                      | Interview                                              | Marina Iglesias |                                                        | Voice: "and                                             |

|    |             |          |                                    |                 |                                                      |                                                            |
|----|-------------|----------|------------------------------------|-----------------|------------------------------------------------------|------------------------------------------------------------|
|    |             |          |                                    |                 |                                                      | also designers. And what we did... ephemeras' shops.”      |
| 51 | 00:02:54:08 | MS       | “Mango” pop up of “Rec.08”         |                 |                                                      | Voice in off: “Pop-up means... and dies”                   |
| 52 | 00:02:56:17 | MS       | “Levi's” pop up                    |                 |                                                      | Voice in off: “within three, four fays or a month.”        |
| 53 | 00:02:59:15 | Question |                                    |                 | Question: How did you get people to know this event? |                                                            |
| 54 | 00:03:05:06 | MLS      | Interview and fade to black        | Marina Iglesias |                                                      | Voice: “At the beginning... was zero,”                     |
| 55 | 00:03:10:06 | MS       | Image of Facebook of “Rec.0”       |                 |                                                      | Voice in off: “the whole communication... it was through.” |
| 56 | 00:03:12:13 | MS       | Newspaper                          |                 |                                                      | Voice in off: “the relations with... the event itself”     |
| 57 | 00:03:15:07 | MS       | Image of TV3 interview             |                 |                                                      | Voice in off: “was news. It was a theme”                   |
| 58 | 00:03:17:23 | MLS      | Interview                          | Marina Iglesias |                                                      | Voice: “of viral that... we were growing.”                 |
| 59 | 00:03:29:15 | CS       | Meeting                            |                 |                                                      | Voice in off: “Because, what... and a very new one.”       |
| 60 | 00:03:40:24 | CS       | Poster with the brands of “Rec.08” |                 |                                                      | Voice in off: “Nowadays, we... we are almost unique.       |

|    |             |                       |                                             |                 |                                                               |                                                               |
|----|-------------|-----------------------|---------------------------------------------|-----------------|---------------------------------------------------------------|---------------------------------------------------------------|
| 61 | 00:03:47:06 | MLS                   | Final of interview                          | Marina Iglesias |                                                               |                                                               |
| 62 | 00:03:50:10 | Question              |                                             |                 | Question: What is the initial phase of preparing “Rec.0”?     |                                                               |
| 63 | 00:03:54:17 | MLS                   | Interview                                   | Jordi Ribaudí   | Text: Jordi Ribaudí, designer and manager of “RecStores S.L.” | Voice: “First, what we... have not seen”                      |
| 64 | 00:04:03:18 | MLS                   | One of the places without being transformed |                 |                                                               | Voice in off: “some times architectural... be our preference” |
| 65 | 00:04:06:20 | CS                    | One of the places without being transformed |                 |                                                               | Voice: “but it may not be... to try to find out”              |
| 66 | 00:04:09:18 | MLS                   | One of the places without being transformed |                 |                                                               | Voice in off: “where these spaces... their owners are.”       |
| 67 | 00:04:12:13 | MLS                   | One of the places without being transformed |                 |                                                               | Voice in off: “And then, convince the owners that”            |
| 68 | 00:04:15:00 | MLS                   | One of the places without being transformed |                 |                                                               | Voice in off: “this project gives value to these spaces and,” |
| 69 | 00:04:17:23 | MLS                   | Interview                                   | Jordi Ribaudí   |                                                               | Voice: “Therefore, it is interesting... to an agreement.”     |
| 70 | 00:04:22:00 | CS                    | A rope                                      |                 |                                                               | Voice in off: “From here we already can start”                |
| 71 | 00:04:23:22 | Travelling up to down | One of the places without being transformed |                 |                                                               | Voice in off: “this restoration and this implementation of”   |
| 72 | 00:04:26:09 | Travelling            | One of the places                           |                 |                                                               | Voice in off:                                                 |

|    |             |                          |                                             |               |                                                              |                                                       |
|----|-------------|--------------------------|---------------------------------------------|---------------|--------------------------------------------------------------|-------------------------------------------------------|
|    |             | left to right            | without being transformed                   |               |                                                              | "these spaces to comply the security regulations"     |
| 73 | 00:04:29:09 | MLS                      | Interview                                   | Jordi Ribaudí |                                                              | Voice: "and what that requires this type of activity" |
| 74 | 00:04:34:00 | Question                 |                                             |               | Question: Are there new brands in "Rec.08"?                  |                                                       |
| 75 | 00:04:39:14 | MLS                      | Interview                                   | Jordi Ribaudí |                                                              | Voice: "There are some... it comes a moment that"     |
| 76 | 00:04:49:08 | Travelling up to down    | One of the places without being transformed |               |                                                              | Voice in off: "it is hard for us to find new locals." |
| 77 | 00:04:51:16 | Travelling left to right | One of the places without being transformed |               |                                                              | Voice in off: We cannot give... would like anymore."  |
| 78 | 00:04:54:14 | Travelling left to right | One of the places without being transformed |               |                                                              | Voice in off: "Somehow the success of the project"    |
| 79 | 00:04:56:21 | MLS                      | One of the places without being transformed |               |                                                              | Voice in off: "drives us to expand but"               |
| 80 | 00:05:00:01 | MLS                      | Interview                                   | Jordi Ribaudí |                                                              | Voice: "we try that... we have this limitation."      |
| 81 | 00:05:02:18 | Question                 |                                             |               | Question: Which criteria do you follow to choose the brands? |                                                       |
| 82 | 00:05:08:10 | MLS                      | Interview                                   | Jordi Ribaudí |                                                              | Voice: "The criteria that we... that we needed brand" |
| 83 | 00:05:14:06 | MS                       | People of "Rec.08"                          |               |                                                              | Voice in off:                                         |

|    |             |                          |                                     |               |  |                                                            |
|----|-------------|--------------------------|-------------------------------------|---------------|--|------------------------------------------------------------|
|    |             |                          |                                     |               |  | “for people from outside to come.”                         |
| 84 | 00:05:17:04 | Travelling up to down    | One of the places in transformation |               |  | Voice in off: “In fact, the project was an exchange,”      |
| 85 | 00:05:19:19 | MLS                      | One of the places in transformation |               |  | Voice in off: “we proportionated a...them the spaces”      |
| 86 | 00:05:22:08 | MS                       | One of the places in transformation |               |  | Voice in off: “we put everything... that they come here”   |
| 87 | 00:05:24:17 | MS                       | Forklift working                    |               |  | Voice in off: “and with the strength of the brands,”       |
| 88 | 00:05:27:10 | MLS                      | Interview                           | Jordi Ribaudí |  | Voice: “people from outside... that we seek”.              |
| 89 | 00:05:39:10 | Travelling left to right | People who want enter in a pop up   |               |  | Voice in off: “are brands that...we consider that comply:” |
| 90 | 00:05:45:09 | MS                       | “Sita Murt” placard                 |               |  | Voice in off: “well-known brands,”                         |
| 91 | 00:05:46:11 | MS                       | “Chinche” placard                   |               |  | Voice in off: “or brands that do not know anybody”         |
| 92 | 00:05:48:10 | MLS                      | Interview                           | Jordi Ribaudí |  | Voice: “but creativity are... in the other”                |
| 93 | 00:05:59:12 | MS                       | Decoration of a pop up              |               |  | Voice in off: “which they... creative in managing”         |

|     |             |            |                                                                   |               |                                                          |                                                                       |
|-----|-------------|------------|-------------------------------------------------------------------|---------------|----------------------------------------------------------|-----------------------------------------------------------------------|
| 94  | 00:06:03:02 | MLS        | “Textura” placard                                                 |               |                                                          | Voice in off: “their brand... they work very well”                    |
| 95  | 00:06:05:15 | MLS        | Interview                                                         | Jordi Ribaudí |                                                          | Voice: “in social networks... people to “Rec”.                        |
| 96  | 00:06:17:00 | Question   |                                                                   |               | Question: Is it the same circuit as the others editions? |                                                                       |
| 97  | 00:06:22:14 | MLS        | Interview                                                         | Jordi Ribaudí |                                                          | Voice: “The circuit is never exactly the same;”                       |
| 98  | 00:06:25:01 | MLS        | A way of Rec district                                             |               |                                                          | Voice in off: “The circuit is... always changes... about the locals;” |
| 99  | 00:06:27:24 | MLS        | Rec street                                                        |               |                                                          | Voice in off: “and thus how... we try is”                             |
| 100 | 00:06:30:13 | MLS        | Rec street                                                        |               |                                                          | Voice in off: “to offset, brands with more potential”                 |
| 101 | 00:06:33:11 | MLS        | Interview                                                         | Jordi Ribaudí |                                                          | Voice: “combined with other... the newness is that”                   |
| 102 | 00:06:38:24 | Animation  | Animated map of “Rec.08” circuit and the circuit of the “Off Rec” |               |                                                          | Voice in off: “inside of our circuit... that is the centre”           |
| 103 | 00:06:48:13 | MLS        | Interview                                                         | Jordi Ribaudí |                                                          | Voice: “of Igualada. It... people from outside”                       |
| 104 | 00:06:50:07 | Travelling | People in Rec                                                     |               |                                                          | Voice in off:                                                         |

|     |             |               |                      |               |                                        |                                                       |
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|     |             | left to right |                      |               |                                        | “to know where the Rec district is”                   |
| 105 | 00:06:53:05 | MLS           | Interview            | Jordi Ribaudí |                                        | Voice: “situated respect Igualada.”                   |
| 106 | 00:06:55:06 | Question      |                      |               | Question: What is new in this edition? |                                                       |
| 107 | 00:06:59:17 | MLS           | Interview            | Jordi Ribaudí |                                        | Voice: “The strongest... the commitment of”           |
| 108 | 00:07:02:02 | CS            | “Off Rec” placard    |               |                                        | Voice in off: “the “Off Rec”.”                        |
| 109 | 00:07:05:00 | MLS           | Interview            | Jordi Ribaudí |                                        | Voice: “Also there is a... to see that “Desigual”,”   |
| 110 | 00:07:10:15 | MLS           | “Desigual” old space |               |                                        | Voice in off: “that since the... occupied an space”   |
| 111 | 00:07:13:13 | MLS           | “Desigual” old space |               |                                        | Voice in off: “this year “Desigual” will occupy”      |
| 112 | 00:07:16:01 | MLS           | “Desigual” space     |               |                                        | Voice in off: “a new space and so, this will be free” |
| 113 | 00:07:20:19 | MLS           | “Desigual” space     |               |                                        | Voice in off: “and it will be... brand of “Rec”,”     |
| 114 | 00:07:21:07 | CS            | “Levi's” placard     |               |                                        | Voice in off: “in this case, “Levi's”.”               |
| 115 | 00:07:23:03 | MS            | “Levi's” pop up      |               |                                        | Fade In Country music                                 |
| 116 | 00:07:26:06 | MS            | Country dancers      |               |                                        |                                                       |
| 117 | 00:07:30:08 | CS            | Country lights       |               |                                        |                                                       |

|     |             |                          |                              |               |  |                                                         |
|-----|-------------|--------------------------|------------------------------|---------------|--|---------------------------------------------------------|
| 118 | 00:07:33:04 | MS                       | Country dancers              |               |  |                                                         |
| 119 | 00:07:35:02 | CS                       | Feet of country dancers      |               |  | Fade Out Country music                                  |
| 120 | 00:07:37:00 | MLS                      | Interview                    | Jordi Ribaudí |  | Voice: “A part of it, well... combining the theme of”   |
| 121 | 00:07:41:15 | MS                       | Drummer of “Mal Llamp” group |               |  | Voice in off: “of the culture,”                         |
| 122 | 00:07:43:13 | MS                       | Storyteller                  |               |  | Voice in off: “of the stages next to the shops”         |
| 123 | 00:07:44:19 | MS                       | Street musician              |               |  | Voice in off: “with the theme of restoration”           |
| 124 | 00:07:47:19 | Travelling right to left | Star pub                     |               |  | Voice in off: “of the gastronomy, and of the star pubs” |
| 125 | 00:07:49:20 | MLS                      | Interview                    | Jordi Ribaudí |  | Voice: “That it is not...our capacity to”.              |
| 126 | 00:08:14:14 | MLS                      | People in Rec street         |               |  | Voice in off: “to reach people”                         |
| 127 | 00:08:17:03 | MLS                      | People in Rec                |               |  | Voice in off: “through a virtual shop”                  |
| 128 | 00:08:19:24 | MLS                      | Interview                    | Jordi Ribaudí |  | Voice: “that at the same... communication tool.”        |
| 129 | 00:08:23:24 | MLS                      | A way of Rec                 |               |  | Voice in off: “It is to say... that interested”         |
| 130 | 00:08:26:10 | MLS                      | People in Rec street         |               |  | Voice in off: “in that we sell”                         |
| 131 | 00:08:29:08 | MLS                      | Interview                    | Jordi Ribaudí |  | Voice: “as in how much...”                              |

|     |             |          |                        |               |                                                                               |                                                                        |
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|     |             |          |                        |               |                                                                               | with a very reduced”                                                   |
| 132 | 00:08:29:08 | MS       | “Recshop” website      |               |                                                                               | Voice in off: “price of every... are 24 hours to buy”                  |
| 133 | 00:08:52:10 | MLS      | Interview              | Jordi Ribaudí |                                                                               | Voice: “this unique piece.”                                            |
| 134 | 00:08:53:13 | Question |                        |               | Question: Which cultural activities will there be in this edition of “Rec.0”? |                                                                        |
| 135 | 00:08:59:16 | MLS      | Interview              | Cora Muntané  | Text: Cora Muntané, production and communication of “RecStores S.L.”          | Voice: “In this edition... objective is that”                          |
| 136 | 00:09:09:16 | MS       | Storyteller            |               |                                                                               | Voice in off: “these cultural... a bit of counterpoint”                |
| 137 | 00:09:11:24 | CS       | Notes                  |               |                                                                               | Voice in off: “to the selling experiment that the Rec is,”             |
| 138 | 00:09:14:22 | MLS      | Interview              | Cora Muntané  |                                                                               | Voice: “and in this edition what we will have are concerts.”           |
| 139 | 00:09:18:19 | MS       | Albert Gómez concert   |               |                                                                               | Music of concert Voice in off: “For example, a boy playing the piano,” |
| 140 | 00:09:21:18 | MS       | “Apocalíptica” concert |               |                                                                               | Music of concert Voice in off: “a girl playing the                     |

|     |             |     |                                 |              |  |                                                                        |
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|     |             |     |                                 |              |  | violin,"                                                               |
| 141 | 00:09:24:23 | MLS | Clara Peya concert              |              |  | Music of concert Voice in off: "another concert... Clara Peya, who is" |
| 142 | 00:09:27:16 | MLS | Interview                       | Cora Muntané |  | Voice: "well known, who... poetry reading of Josep Pedrals,"           |
| 143 | 00:09:34:22 | MS  | Poetry reading of Josep Pedrals |              |  | Voice of Poetry reading                                                |
| 144 | 00:09:48:02 | MLS | Interview                       | Cora Muntané |  | Voice: "and also we... more related with"                              |
| 145 | 00:09:51:27 | MS  | Children's workshop             |              |  | Voice in off: "the infantile world... recycling boxes"                 |
| 146 | 00:09:56:09 | CS  | Children's workshop             |              |  | Voice in off: "of shopping. And some"                                  |
| 147 | 00:09:58:20 | MLS | Mural painter                   |              |  | Voice in off: "things linked"                                          |
| 148 | 00:10:00:20 |     | Paintings                       |              |  | Voice in off: "with the art's world."                                  |
| 149 | 00:10:02:12 | MS  | Body painting                   |              |  | Voice in off: "Always we try to put"                                   |
| 150 | 00:10:04:13 | MLS | Cinema projected on a wall      |              |  | Voice in off: "some expositions, some projections"                     |
| 151 | 00:10:07:15 | MLS | Interview                       | Cora Muntané |  | Voice: "to the tanneries walls... if we make"                          |

|     |             |          |                                  |              |                                               |                                                              |
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| 152 | 00:10:14:12 | CS       | A member of “Mal Llamp” group    |              |                                               | Voice in off: “an event of... there is”                      |
| 153 | 00:10:17:14 | MLS      | “Mal Llamp” group                |              |                                               | Voice in off: “the whole topic... we think that”             |
| 154 | 00:10:21:02 | MLS      | Interview                        | Cora Muntané | Question: How do you choose them?             | Voice: “the culture is an interesting counterpoint to show.” |
| 155 | 00:10:23:09 | Question |                                  |              |                                               |                                                              |
| 156 | 00:10:27:11 | MLS      | Interview                        | Cora Muntané |                                               | Voice: “Normally, a lot of... go to look for,”               |
| 157 | 00:10:33:04 | MLS      | “Apocalíptica” concert           |              |                                               | Voice: “local groups both of here and in other”              |
| 158 | 00:10:35:16 | CS       | Guitar of “Apocalíptica” concert |              |                                               | Voice in off: “towns. They are interest to be known”         |
| 159 | 00:10:18:14 | MS       | Clara Peya concert               |              |                                               | Voice in off: “and use platforms as ours”                    |
| 160 | 00:10:40:23 | MS       | Albert Gòmez concert             |              |                                               | Voice in off: “to show themselves... Even for them,”         |
| 161 | 00:10:43:21 | MS       | Dj                               |              | Voice in off: “improving as professionals”    |                                                              |
| 162 | 00:10:46:15 | MLS      | Interview                        | Cora Muntané | Voice: “or as fans of... we always try to”    |                                                              |
| 163 | 00:10:51:17 | MS       | “Cálido Home” concert            |              | Music of concert<br>Voice in off: “look for a |                                                              |

|     |             |                       |                                                    |              |                                                                         |                                                              |
|-----|-------------|-----------------------|----------------------------------------------------|--------------|-------------------------------------------------------------------------|--------------------------------------------------------------|
|     |             |                       |                                                    |              |                                                                         | bit of... that give us a bit more"                           |
| 164 | 00:10:57:09 | MLS                   | Interview                                          | Cora Muntané |                                                                         | Voice: "we would not... a bit of recognition."               |
| 165 | 00:11:00:11 | Question              |                                                    |              | Question: What changes will there be compared with the summer editions? |                                                              |
| 166 | 00:11:07:03 | MLS                   | Interview                                          | Cora Muntané |                                                                         | Voice: "In every edition... in the pub area,"                |
| 167 | 00:11:13:01 | MLS                   | Image of <i>Estrella Damm's</i> pub space          |              |                                                                         | Voice in off: "in the relax area"                            |
| 168 | 00:11:15:07 | CS                    | Food                                               |              |                                                                         | Voice in off: "and to drink something... In this space"      |
| 169 | 00:11:18:05 | MLS                   | <i>Estrella Damm</i> stage                         |              |                                                                         | Voice in off: "we situate the... "Estrella Damm" because"    |
| 170 | 00:11:20:13 | MS                    | Decoration of <i>Estrella Damm</i> in a pub of Rec |              |                                                                         | Voice in off: ""Estrella Damm" is... in this stage"          |
| 171 | 00:11:23:11 | CS                    | Beer pump                                          |              |                                                                         | Voice in off: "we try to have a bit of"                      |
| 172 | 00:11:25:22 | Travelling down to up | Decoration of <i>Estrella Damm</i> in a pub of Rec |              |                                                                         | Voice in off: "everything ... of the most important things," |
| 173 | 00:11:29:14 | MLS                   | Interview                                          | Cora Muntané |                                                                         | Voice: "which are developing... what we do is situate a"     |

|     |             |                          |                                            |              |  |                                                                 |
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| 174 | 00:11:37:03 | MLS                      | Outside space of “Rec.07”, in June of 2013 |              |  | Voice in off: “container that we call “Rec Music Box”.”         |
| 175 | 00:11:39:19 | MS                       | “Rec Music Box”                            |              |  | Voice in off: “Then the musicians are placed in this container” |
| 176 | 00:11:47:17 | MLS                      | Interview                                  | Cora Muntané |  | Voice: “and after, you... this container in”                    |
| 177 | 00:11:48:10 | MLS                      | Location of “Rec Music Box”                |              |  | Voice in off: a square, in a crossing of streets,”              |
| 178 | 00:11:52:08 | MLS                      | Interview                                  | Cora Muntané |  | Voice: “in areas like that... The areas of free space,”         |
| 179 | 00:12:02:22 | MLS                      | Outside space of “Rec.08”                  |              |  | Voice in off: “the outside areas... are harder to”              |
| 180 | 00:12:05:19 | MS                       | Outside space of “Rec.08”                  |              |  | Voice in off: “stimulate because people prefer to be”           |
| 181 | 00:12:07:18 | MLS                      | Interview                                  | Cora Muntané |  | Voice: “inside. And then... comparison to summer.”              |
| 182 | 00:12:13:05 | Time Lapse               | People by “Rec.08”                         |              |  | Music: Fade In “I’m not blue“ by Cálido Home                    |
| 183 | 00:12:22:13 | Travelling left to right | Poetry reading                             |              |  |                                                                 |
| 184 | 00:12:27:01 | MS                       | “Cálido Home” concert                      |              |  |                                                                 |
| 185 | 00:12:38:22 | Travelling up to down    | Bonfire                                    |              |  |                                                                 |

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|-----|-------------|-----------------------------|---------------------------------|-------------|-----------------------------------------------------------------------------------------|--------------------------------------------------------------------|
| 186 | 00:12:43:01 | MLS                         | Clara Peya concert              |             |                                                                                         |                                                                    |
| 187 | 00:12:45:09 | MS                          | "Apocaliptica"<br>concert       |             |                                                                                         |                                                                    |
| 188 | 00:12:47:17 | MS                          | Body painting                   |             |                                                                                         |                                                                    |
| 189 | 00:12:52:02 | Travelling<br>down to up    | Body painting                   |             |                                                                                         |                                                                    |
| 190 | 00:12:54:17 | MS                          | Body painting                   |             |                                                                                         |                                                                    |
| 191 | 00:12:56:23 | CS                          | Dj mix table                    |             |                                                                                         |                                                                    |
| 192 | 00:12:59:04 | CS                          | Dj mix table                    |             |                                                                                         |                                                                    |
| 193 | 00:13:01:08 | MLS                         | Dj                              |             |                                                                                         |                                                                    |
| 194 | 00:13:03:16 | CS                          | Member of "Mal-<br>Llamp" group |             |                                                                                         |                                                                    |
| 195 | 00:13:05:20 | CS                          | Drummers                        |             |                                                                                         |                                                                    |
| 196 | 00:13:08:18 | MS                          | Bonfire                         |             |                                                                                         | Music: Fade<br>Out "I'm not<br>blue" by<br>Cálido Home             |
| 197 | 00:13:13:05 | Question                    |                                 |             | Question: What<br>conclusions can<br>you take of this<br>last edition of<br>"Rec.0"?    |                                                                    |
| 198 | 00:13:19:14 | MLS                         | Interview                       | Ricard Vila | Text: Ricard Vila,<br>industrial<br>designer of<br>"RecStores SL"                       | Voice: "In<br>this<br>edition...<br>very<br>important<br>growth,"  |
| 199 | 00:13:29:13 | Travelling<br>left to right | Boxes                           |             |                                                                                         | Voice in off:<br>"a 30% more<br>of... product<br>and of sold,"     |
| 200 | 00:13:32:00 | MLS                         | People in the street            |             |                                                                                         | Voice in off:<br>"and we<br>suspect...<br>came out<br>very happy." |
| 201 | 00:13:35:19 | MLS                         | Interview                       | Ricard Vila |                                                                                         | Voice: "We<br>are still... it<br>is very well."                    |
| 202 | 00:13:40:03 | Question                    |                                 |             | Question: Have<br>you managed to<br>get the number of<br>visitors that you<br>expected? |                                                                    |
| 203 | 00:13:46:05 | MLS                         | Interview                       | Ricard Vila |                                                                                         | Voice: "It                                                         |

|     |             |          |                      |             |                                                                     |                                                                          |
|-----|-------------|----------|----------------------|-------------|---------------------------------------------------------------------|--------------------------------------------------------------------------|
|     |             |          |                      |             |                                                                     | came a...<br>really a lot<br>of”                                         |
| 204 | 00:13:49:06 | MLS      | People in the street |             |                                                                     | Voice in off:<br>“people in<br>the street...<br>and also,”               |
| 205 | 00:13:52:02 | MLS      | People in the street |             |                                                                     | Voice in off:<br>we do not...<br>did not<br>expect that,”                |
| 206 | 00:13:54:06 | MLS      | Interview            | Ricard Vila |                                                                     | Voice: “but<br>the number<br>yes... that<br>was<br>possible.”            |
| 207 | 00:13:57:11 | Question |                      |             | Question: How<br>many visitors has<br>“Rec.08” had?                 |                                                                          |
| 208 | 00:14:03:07 | MLS      | Interview            | Ricard Vila |                                                                     | Voice: “90-<br>100<br>thousand...<br>go for this<br>strip.”              |
| 209 | 00:14:09:21 | Question |                      |             | Question: What<br>cultural activity<br>has been more<br>successful? |                                                                          |
| 210 | 00:14:15:07 | MLS      | Interview            | Ricard Vila |                                                                     | Voice: “Well,<br>the thing...<br>well where”                             |
| 211 | 00:14:19:03 | MLS      | “Pecha Kucha”        |             |                                                                     | Voice in off:<br>“Pere Jaume<br>took part<br>and,”                       |
| 212 | 00:14:21:20 | MLS      | “Pecha Kucha”        |             |                                                                     | Voice in off:<br>“I would say<br>that... has<br>been more<br>different.” |
| 213 | 00:14:24:23 | MLS      | “Pecha Kucha”        |             |                                                                     | Voice in off:<br>“We had<br>not... has<br>been<br>more...”               |
| 214 | 00:14:27:13 | MLS      | Interview            | Ricard Vila |                                                                     | Voice: “the<br>room was<br>really... the<br>others,”                     |

|     |             |          |                     |             |                                                               |                                                        |
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| 215 | 00:14:31:05 | MLS      | Cálido Home concert |             |                                                               | Voice in off: “concerts and all these other...”        |
| 216 | 00:14:34:19 | MS       | Street musician     |             |                                                               | Voice in off: “people are already more used to”        |
| 217 | 00:14:37:03 | MLS      | Interview           | Ricard Vila |                                                               | Voice: “I suppose that... was more affluence.”         |
| 218 | 00:14:43:09 | Question |                     |             | Question: Does “Desigual” remain the brand with more success? |                                                        |
| 219 | 00:14:49:05 | MLS      | Interview           | Ricard Vila |                                                               | Voice: “Well, it remains, but this year we changed”    |
| 220 | 00:14:52:20 | MLS      | “Desigual” space    |             |                                                               | Voice in off: “it place. They... inside the shop.”     |
| 221 | 00:14:56:06 | MLS      | “Desigual” space    |             |                                                               | Voice in off: “As experience of”                       |
| 222 | 00:14:58:15 | MLS      | “Desigual” space    |             |                                                               | Voice in off: ““retail” was very... some places where” |
| 223 | 00:15:02:06 | MLS      | Interview           | Ricard Vila |                                                               | Voice: “there were some... that start to pull strong.” |
| 224 | 00:15:16:12 | Question |                     |             | Question: Has the “Off Rec” been successful?                  |                                                        |
| 225 | 00:15:21:20 | MLS      | Interview           | Ricard Vila |                                                               | Voice: “Yes, I understand... people very happy.”       |
| 226 | 00:15:25:00 | CS       | Placard of “Off     |             |                                                               | Voice in off:                                          |

|     |             |                          |                           |             |                                                                             |                                                           |
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|     |             |                          | Rec”                      |             |                                                                             | “Of course, there is... there were people”                |
| 227 | 00:15:27:03 | MS                       | Placard of “Off Rec”      |             |                                                                             | Voice in off: “that were so up... difficult that our”     |
| 228 | 00:15:29:13 | MS                       | Placard of “Off Rec”      |             |                                                                             | Voice in off: “public from outside went to see them.”     |
| 229 | 00:15:30:01 | Travelling right to left | Car showroom of “Off Rec” |             |                                                                             | Voice in off: “People from here... go up the whole flood” |
| 230 | 00:15:32:09 | MLS                      | Interview                 | Ricard Vila |                                                                             | Voice: “of people until... has functioned very good.”     |
| 231 | 00:15:43:19 | Question                 |                           |             | Question: How many establishments of Igualada have registered in “Off Rec”? |                                                           |
| 232 | 00:15:50:15 | MLS                      | Interview                 | Ricard Vila |                                                                             | Voice: “About 180... I do... but 180 approximately.”      |
| 233 | 00:15:55:07 | Question                 |                           |             | Question: Is “Rec.08” the best edition of this event so far?                |                                                           |
| 234 | 00:16:00:24 | MLS                      | Interview                 | Ricard Vila |                                                                             | Voice: “In terms of event”                                |
| 235 | 00:16:08:15 | Travelling left to right | Shop of Rec               |             |                                                                             | Voice in off: “probably yes, and... it is possible,”      |
| 236 | 00:16:12:22 | Travelling left to right | Shop of Rec               |             |                                                                             | Voice in off: “only that when it... you can               |

|     |             |                          |                                         |             |  |                                                              |
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|     |             |                          |                                         |             |  | insist more”                                                 |
| 237 | 00:16:16:15 | MLS                      | Interview                               | Ricard Vila |  | Voice: “in details, so that... every time more spectacular,” |
| 238 | 00:16:19:22 | Travelling left to right | “Mango” pop up                          |             |  | Voice in off: “but from inside we... things that we”         |
| 239 | 00:16:22:08 | MS                       | Shop of Rec                             |             |  | Voice in off: “cannot kill because the volume”               |
| 240 | 00:16:24:22 | Travelling left to right | “Custo” pop up                          |             |  | Voice in off: “is bigger and... with all the”                |
| 241 | 00:16:26:23 | MLS                      | Interview                               | Ricard Vila |  | Voice: “details as, maybe when it was smaller.”              |
| 242 | 00:16:31:22 | FS                       | Parking of “Rec.08” full of cars        |             |  | Music: Fade In “Kill the watchman INST” by Cálido Home       |
| 243 | 00:16:34:01 | MLS                      | Street full of people and fade to black |             |  |                                                              |
| 244 | 00:16:36:00 | Travelling right to left | “Desigual” pop up                       |             |  |                                                              |
| 245 | 00:16:41:15 | MS                       | Light of “Desigual”                     |             |  |                                                              |
| 246 | 00:16:44:05 | MS                       | Light of “Desigual”                     |             |  |                                                              |
| 247 | 00:16:46:10 | MLS                      | Light of “Desigual”                     |             |  |                                                              |
| 248 | 00:16:48:10 | Travelling left to right | “Custo” pop up                          |             |  |                                                              |
| 249 | 00:16:50:20 | MS                       | Voice cut of witness                    | Witness     |  | Voice: “I like it more... so mush this year.”                |
| 250 | 00:17:01:24 | MS                       | “Superdry” pop up                       |             |  |                                                              |
| 251 | 00:17:04:09 | Travelling left to right | “Mess-calino” pop up                    |             |  |                                                              |
| 252 | 00:17:06:13 | MS                       | Voice cut of witness                    | Witness     |  | Voice: “Last                                                 |

|     |             |                             |                                          |         |  |                                                            |
|-----|-------------|-----------------------------|------------------------------------------|---------|--|------------------------------------------------------------|
|     |             |                             |                                          |         |  | year we...<br>Yes, in<br>general,<br>good.”                |
| 253 | 00:17:14:04 | MS                          | Decoration of<br>“Mess-calino” pop<br>up |         |  |                                                            |
| 254 | 00:17:18:14 | Travelling<br>left to right | Shop of Rec                              |         |  |                                                            |
| 255 | 00:17:22:16 | MLS                         | Shop of Rec                              | Witness |  | Voice: “I<br>think that<br>it... is more<br>profited.”     |
| 256 | 00:17:25:05 | MS                          | Voice cut of witness                     |         |  |                                                            |
| 257 | 00:17:32:17 | MS                          | “Sita Murt” pop up                       |         |  |                                                            |
| 258 | 00:17:34:16 | MS                          | “Mess-calino” pop<br>up                  |         |  |                                                            |
| 259 | 00:17:36:16 | MS                          | “Levi’s” pop up                          |         |  |                                                            |
| 260 | 00:17:39:03 | MS                          | Voice cut of witness                     | Witness |  | Voice: “It is a<br>good... a<br>little<br>difficult.”      |
| 261 | 00:17:43:06 | MLS                         | “Superdry” pop up                        |         |  |                                                            |
| 262 | 00:17:45:17 | MS                          | “Lacoste” placard                        |         |  |                                                            |
| 263 | 00:17:48:00 | CS                          | Clothes                                  |         |  |                                                            |
| 264 | 00:17:50:11 | Travelling<br>left to right | “Mango” pop up                           |         |  |                                                            |
| 265 | 00:17:55:03 | MS                          | Shop of Rec                              | Witness |  | Voice: “I see<br>that they...<br>than the<br>other years.” |
| 266 | 00:17:57:09 | MS                          | Voice cut of witness                     |         |  |                                                            |
| 267 | 00:18:01:15 | MS                          | Hummer in a<br>“Superdry” pop up         |         |  |                                                            |
| 268 | 00:18:04:03 | Travelling<br>left to right | “Rec Kids” zone                          |         |  |                                                            |
| 269 | 00:18:06:11 | CS                          | “LTB” placard                            |         |  |                                                            |
| 270 | 00:18:08:18 | CS                          | Clothes                                  | Witness |  | Voice: “I<br>think that...<br>going better<br>and all.”    |
| 271 | 00:18:13:01 | MS                          | “Custo” pop up                           |         |  |                                                            |
| 272 | 00:18:15:16 | MS                          | Voice cut of witness                     |         |  |                                                            |
| 273 | 00:18:21:02 | Travelling                  | “Superdry” pop up                        |         |  |                                                            |

|     |             |                             |                             |         |                                                                                                                                                                                                                                                                                                                                                                                                                                       |                                                                  |
|-----|-------------|-----------------------------|-----------------------------|---------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------|
|     |             | left to right               |                             |         |                                                                                                                                                                                                                                                                                                                                                                                                                                       |                                                                  |
| 274 | 00:18:21:11 | MS                          | “Kickers” placard           |         |                                                                                                                                                                                                                                                                                                                                                                                                                                       |                                                                  |
| 275 | 00:18:23:15 | MS                          | “Mango” placard             |         |                                                                                                                                                                                                                                                                                                                                                                                                                                       |                                                                  |
| 276 | 00:18:27:14 | Travelling<br>left to right | “Lacoste” pop up            |         |                                                                                                                                                                                                                                                                                                                                                                                                                                       |                                                                  |
| 277 | 00:18:29:10 | MS                          | Voice cut of witness        | Witness |                                                                                                                                                                                                                                                                                                                                                                                                                                       | Voice:<br>“Every time<br>it is... very<br>beautiful<br>ambient.” |
| 278 | 00:18:41:19 | FS                          | Light of “Rec.0”<br>placard |         |                                                                                                                                                                                                                                                                                                                                                                                                                                       |                                                                  |
| 279 | 00:18:44:06 |                             | Credits                     |         | Text: “Rec.0<br>Experimental<br>Stores”, a new<br>concept of<br>retailing                                                                                                                                                                                                                                                                                                                                                             |                                                                  |
| 280 | 00:18:56:14 |                             | Credits                     |         | Text: Directed<br>and edited by<br>Elena Comadran<br>Franquesa<br><br>Stakeholder:<br>Marina Iglesias<br>Jordi Ribaudí<br>Cora Muntané<br>Ricard Vila<br><br>Director of<br>photography: Javi<br>Cantero Caldito<br><br>Camera operator:<br>Elena Comadran<br>Franquesa<br>Javi Cantero<br>Caldito<br><br>Sound technician:<br>Mariona Pasqual<br>Villahoz<br>Elena Comadran<br>Franquesa<br><br>Illuminator: Javi<br>Cantero Caldito |                                                                  |

|  |  |  |  |  |                                                            |  |
|--|--|--|--|--|------------------------------------------------------------|--|
|  |  |  |  |  | Graphics by<br>Elena Comadran<br>Franquesa                 |  |
|  |  |  |  |  | Title animation<br>by Xavi Gómez<br>Segurana               |  |
|  |  |  |  |  | Dubbing: Voice<br>of Marina<br>Iglesias: Silvia<br>Espinar |  |
|  |  |  |  |  | Voice of Jordi<br>Ribaudí: Carles<br>Pulido                |  |
|  |  |  |  |  | Voice of Cora<br>Muntané: Silvia<br>Espinar                |  |
|  |  |  |  |  | Voice of Ricard<br>Vila: Carles<br>Pulido                  |  |
|  |  |  |  |  | Voice of witness<br>1: Elena<br>Comadran                   |  |
|  |  |  |  |  | Voice of witness<br>2: Carles Pulido                       |  |
|  |  |  |  |  | Voice of witness<br>3: Elena<br>Comadran                   |  |
|  |  |  |  |  | Voice of witness<br>4: Carles Pulido                       |  |
|  |  |  |  |  | Voice of witness<br>5: Carles Pulido                       |  |
|  |  |  |  |  | Voice of witness<br>6: Carles Pulido                       |  |
|  |  |  |  |  | Voice of witness<br>7: Silvia Espinar                      |  |
|  |  |  |  |  | Voice of witness<br>8: Carles Pulido                       |  |

|     |             |  |         |  |                                                                                                                                                                                                                                                                                                                                                                                                                 |                                                         |
|-----|-------------|--|---------|--|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------|
| 281 | 00:19:27:17 |  | Credits |  | Text: Project partners: Grau en Mitjans Audiovisuals, Escola Universit ria Polit cnica de Matar , Tecnocampus, RecStores, Glyndwr University                                                                                                                                                                                                                                                                    |                                                         |
| 282 | 00:19:41:18 |  | Credits |  | Text: Music<br>'Talk to me nicer'<br>Instrumental<br>C lido Home<br><br>'I'm not blue'<br>C lido Home<br><br>'Kill the watchman'<br>Instrumental<br>C lido Home<br><br>"Chucky the Construction Worker" Kevin MacLeod (incompetech.com)<br><br>Licensed under Creative Commons: By Attribution 3.0<br><br><a href="http://creativecommons.org/licenses/by/3.0/">http://creativecommons.org/licenses/by/3.0/</a> | Music: Fade Out "Kill the watchman INST" by C lido Home |

Table Appendix II. Technical script.

## Appendix III. Shooting schedule

|   | Task                                                                                         | Material                                                                                                   | People                                                                     | Place                                            | Beginning | Duration | End     |
|---|----------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------|--------------------------------------------------|-----------|----------|---------|
| 1 | Record images of the Rec neighbourhood and of Igualada                                       | -Camera DSLR<br>Canon 60D<br>-Canon EF<br>50mm f/1,8<br>-16Gb SD<br>memory card<br>-Camera DSLR<br>battery | -Elena<br>Comadran                                                         | In the Rec neighbourhood and in Igualada         | 23-Sep.   | 3        | 26-Sep. |
| 2 | Record images of the spaces without being transformed                                        | -Camera DSLR<br>Canon 60D<br>-Canon EF<br>50mm f/1,8<br>-16Gb SD<br>memory card<br>-Camera DSLR<br>battery | -Elena<br>Comadran                                                         | In the spaces that will be transformed in shops  | 23-Sep.   | 1        | 24-Sep. |
| 3 | Record the interviews with the 1 <sup>st</sup> and the 2 <sup>nd</sup> member of the company | -Camera DSLR<br>Canon 7D<br>-Canon EF<br>50mm f/1,8<br>-8Gb Compact<br>Flash memory                        | -Jordi<br>Ribaudí<br>(interviewee)<br>-Marina<br>Iglesias<br>(interviewee) | In the office of the company of “RecStores S.L.” | 08-Oct.   | 0.5      | 09-Oct. |

|   |                       |                                             |                                              |                                                           |             |     |             |
|---|-----------------------|---------------------------------------------|----------------------------------------------|-----------------------------------------------------------|-------------|-----|-------------|
|   |                       | card                                        | -Javi Cantero                                |                                                           |             |     |             |
|   |                       | -Camera DSLR<br>battery                     | (camera<br>operator)                         |                                                           |             |     |             |
|   |                       | -Tripod<br>Cullmann<br>C51801               | -Mariona<br>Pasqual<br>(sound<br>technician) |                                                           |             |     |             |
|   |                       | -Pole with<br>microphone<br>BEHRINGER<br>B5 | -Elena<br>Comadran<br>(interviewer)          |                                                           |             |     |             |
|   |                       | -Recorder Zoom<br>H4                        |                                              |                                                           |             |     |             |
|   |                       | -2 AA batteries<br>for recorder             |                                              |                                                           |             |     |             |
|   |                       | -2Gb SD<br>memory card for<br>recorder      |                                              |                                                           |             |     |             |
|   |                       | -6 meters of<br>cable canon-<br>canon       |                                              |                                                           |             |     |             |
|   |                       | -3 Spotlights<br>with tripods               |                                              |                                                           |             |     |             |
|   |                       | -Headphones                                 |                                              |                                                           |             |     |             |
| 4 | Record one<br>meeting | -Camera DSLR<br>Canon 7D                    | -Members of<br>the meeting                   | In the office of<br>the company<br>of "RecStores<br>S.L." | 08-<br>Oct. | 0.5 | 09-<br>Oct. |
|   |                       | -Canon EF<br>50mm f/1,8                     | -Javi Cantero<br>(camera<br>operator)        |                                                           |             |     |             |
|   |                       | -8Gb Compact<br>Flash memory                | -Elena                                       |                                                           |             |     |             |

|          |                                                                     |                                                                            |                                                                |                                                  |          |     |          |
|----------|---------------------------------------------------------------------|----------------------------------------------------------------------------|----------------------------------------------------------------|--------------------------------------------------|----------|-----|----------|
|          |                                                                     | card                                                                       | Comadran                                                       |                                                  |          |     |          |
|          |                                                                     | -Camera DSLR battery                                                       | (sound technician)                                             |                                                  |          |     |          |
|          |                                                                     | -Tripod Cullmann C51801                                                    |                                                                |                                                  |          |     |          |
|          |                                                                     | -Pole with microphone BEHRINGER B5                                         |                                                                |                                                  |          |     |          |
|          |                                                                     | -Recorder Zoom H4                                                          |                                                                |                                                  |          |     |          |
|          |                                                                     | -2 AA batteries for recorder                                               |                                                                |                                                  |          |     |          |
|          |                                                                     | -2Gb SD memory card for recorder                                           |                                                                |                                                  |          |     |          |
|          |                                                                     | -6 meters of cable canon-canon                                             |                                                                |                                                  |          |     |          |
|          |                                                                     | -3 Spotlights with tripods                                                 |                                                                |                                                  |          |     |          |
|          |                                                                     | -Headphones                                                                |                                                                |                                                  |          |     |          |
| <b>5</b> | Record the interview with the 3 <sup>rd</sup> member of the company | -Camera DSLR Canon 7D<br>-Canon EF 50mm f/1,8<br>-8Gb Compact Flash memory | -Cora Muntané (interviewee)<br>-Javi Cantero (camera operator) | In the office of the company of "RecStores S.L." | 23- Oct. | 0.5 | 24- Oct. |

|          |                                                                              |                                                         |                                                    |                                                                                 |          |     |          |
|----------|------------------------------------------------------------------------------|---------------------------------------------------------|----------------------------------------------------|---------------------------------------------------------------------------------|----------|-----|----------|
|          |                                                                              | card                                                    | -Mariona                                           |                                                                                 |          |     |          |
|          |                                                                              | -Camera DSLR                                            | Pasqual                                            |                                                                                 |          |     |          |
|          |                                                                              | battery                                                 | (sound technician)                                 |                                                                                 |          |     |          |
|          |                                                                              | -Tripod                                                 | -Elena                                             |                                                                                 |          |     |          |
|          |                                                                              | Cullmann                                                | Comadran                                           |                                                                                 |          |     |          |
|          |                                                                              | C51801                                                  | (interviewer)                                      |                                                                                 |          |     |          |
|          |                                                                              | -Pole with microphone                                   |                                                    |                                                                                 |          |     |          |
|          |                                                                              | BEHRINGER                                               |                                                    |                                                                                 |          |     |          |
|          |                                                                              | B5                                                      |                                                    |                                                                                 |          |     |          |
|          |                                                                              | -Recorder Zoom                                          |                                                    |                                                                                 |          |     |          |
|          |                                                                              | H4                                                      |                                                    |                                                                                 |          |     |          |
|          |                                                                              | -2 AA batteries for recorder                            |                                                    |                                                                                 |          |     |          |
|          |                                                                              | -2Gb SD memory card for recorder                        |                                                    |                                                                                 |          |     |          |
|          |                                                                              | -6 meters of cable canon-canon                          |                                                    |                                                                                 |          |     |          |
|          |                                                                              | -3 Spotlights with tripods                              |                                                    |                                                                                 |          |     |          |
|          |                                                                              | -Reflector                                              |                                                    |                                                                                 |          |     |          |
|          |                                                                              | -Headphones                                             |                                                    |                                                                                 |          |     |          |
| <b>6</b> | Record images of the preparation of the "Rec.08" and images of the office of | -Camera DSLR Canon 7D<br>-8Gb Compact Flash memory card | -Javi Cantero (camera operator)<br>-Elena Comadran | In the office of the company of "RecStores S.L." and in the spaces that will be | 23- Oct. | 0.5 | 24- Oct. |

|   |                                                                                                                                                   |                                                                                                                                                                                                          |                                                                                                            |                                                                                                                                       |             |   |             |
|---|---------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------|-------------|---|-------------|
|   | the company                                                                                                                                       | -Camera DSLR<br>Canon 60D<br><br>-16Gb SD<br>memory card<br><br>-2 Camera<br>DSLR batteries<br><br>-2 Canon EF<br>50mm f/1,8                                                                             | (camera<br>operator)                                                                                       | transformed in<br>shops                                                                                                               |             |   |             |
| 7 | Record images<br>of the shops<br>and the<br>cultural<br>activities,<br>images of the<br>“Off Rec”, and<br>of the totally<br>transformed<br>spaces | -Camera DSLR<br>Canon 7D<br><br>-8Gb Compact<br>Flash memory<br>card<br><br>-Camera DSLR<br>Canon 60D<br><br>-16Gb SD<br>memory card<br><br>-2 Camera<br>DSLR batteries<br><br>-2 Canon EF<br>50mm f/1,8 | -Javi Cantero<br>(camera<br>operator)<br><br>-Elena<br>Comadran<br>(camera<br>operator)                    | In the shops<br>and cultural<br>activities, in<br>the “Off Rec”,<br>and in the<br>spaces that<br>have been<br>transformed in<br>shops | 06-<br>Nov. | 3 | 09-<br>Nov. |
| 8 | Record the<br>interviews<br>with different<br>witnesses of<br>the event                                                                           | -Camera DSLR<br>Canon 7D<br><br>-Canon EF<br>50mm f/1,8<br><br>-8Gb Compact<br>Flash memory<br>card<br><br>-Camera DSLR                                                                                  | -Witnesses<br><br>-Javi Cantero<br>(camera<br>operator)<br><br>-Elena<br>Comadran<br>(sound<br>technician) | In the shops<br>and cultural<br>activities                                                                                            | 08-<br>Nov. | 2 | 10-<br>Nov. |

|           |                                                                      |                           |                                            |                                            |             |   |             |
|-----------|----------------------------------------------------------------------|---------------------------|--------------------------------------------|--------------------------------------------|-------------|---|-------------|
|           |                                                                      | battery                   |                                            |                                            |             |   |             |
|           |                                                                      | -Tripod                   |                                            |                                            |             |   |             |
|           |                                                                      | Cullmann                  |                                            |                                            |             |   |             |
|           |                                                                      | C51801                    |                                            |                                            |             |   |             |
|           |                                                                      | -Recorder Zoom            |                                            |                                            |             |   |             |
|           |                                                                      | H4                        |                                            |                                            |             |   |             |
|           |                                                                      | -Microphone               |                                            |                                            |             |   |             |
|           |                                                                      | SM58                      |                                            |                                            |             |   |             |
|           |                                                                      | -1 meter of               |                                            |                                            |             |   |             |
|           |                                                                      | cable canon-              |                                            |                                            |             |   |             |
|           |                                                                      | canon                     |                                            |                                            |             |   |             |
|           |                                                                      | -2 AA batteries           |                                            |                                            |             |   |             |
|           |                                                                      | for recorder              |                                            |                                            |             |   |             |
|           |                                                                      | -2Gb SD                   |                                            |                                            |             |   |             |
|           |                                                                      | memory card for           |                                            |                                            |             |   |             |
|           |                                                                      | recorder                  |                                            |                                            |             |   |             |
|           |                                                                      | -Headphones               |                                            |                                            |             |   |             |
| <b>9</b>  | Record images<br>of the end of<br>"Rec.08"                           | -Camera DSLR<br>Canon 60D | -Elena<br>Comadran<br>(camera<br>operator) | In the shops<br>and cultural<br>activities | 11-<br>Nov. | 1 | 12-<br>Nov. |
|           |                                                                      | -Canon EF<br>50mm f/1,8   |                                            |                                            |             |   |             |
|           |                                                                      | -16Gb SD<br>memory card   |                                            |                                            |             |   |             |
|           |                                                                      | -Camera DSLR<br>battery   |                                            |                                            |             |   |             |
| <b>10</b> | Record the<br>interview with<br>the 4 <sup>th</sup> member<br>of the | -Camera DSLR<br>Canon 7D  | -Ricard Vila<br>(interviewee)              | In the Ricard<br>Vila office               | 28-<br>Nov. | 1 | 29-<br>Nov. |
|           |                                                                      | -Canon EF                 | -Javi Cantero<br>(camera                   |                                            |             |   |             |

|           |         |                                 |                                    |         |            |         |
|-----------|---------|---------------------------------|------------------------------------|---------|------------|---------|
|           | company | 50mm f/1,8                      | operator)                          |         |            |         |
|           |         | -8Gb Compact Flash memory card  | -Elena Comadran (sound technician) |         |            |         |
|           |         | -Camera DSLR battery            |                                    |         |            |         |
|           |         | -Tripod Cullmann C51801         |                                    |         |            |         |
|           |         | -Microphone Rode VideoMic Pro   |                                    |         |            |         |
|           |         | -1 Battery of 9V for microphone |                                    |         |            |         |
|           |         | -3 Spotlights with tripods      |                                    |         |            |         |
|           |         | -Headphones                     |                                    |         |            |         |
| <b>11</b> | Edition | -MAC OS X                       | -Elena Comadran                    | At home | 18-33 Nov. | 20-Des. |
|           |         | -Final Cut Pro X                |                                    |         |            |         |
|           |         | -Adobe After Effects            |                                    |         |            |         |
|           |         | -Adobe Audition                 |                                    |         |            |         |
| <b>12</b> | Edition | -MAC OS X                       | -Elena Comadran                    | At home | 20-40 Jan. | 28-Feb. |
|           |         | -Final Cut Pro X                |                                    |         |            |         |
|           |         | -Adobe After Effects            |                                    |         |            |         |
|           |         | -Adobe                          |                                    |         |            |         |

|           |                                                     | Audition                                                                                                                                                                                                                 |                 |          |                       |   |             |
|-----------|-----------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|----------|-----------------------|---|-------------|
| <b>13</b> | Record a time lapse of Igualada while the sun sets  | -Camera DSLR Canon 60D<br>-Canon EF 50mm f/1,8<br><br>-16Gb SD memory card<br><br>-2 Camera DSLR batteries<br><br>-Grip<br><br>-Tripod Cullmann C51801<br><br>-Intervalometer<br><br>-2 AAA batteries for intervalometer | -Elena Comadran | Igualada | 24-1-25-<br>Jan. Jan. | 1 | 25-<br>Jan. |
| <b>14</b> | Record a time lapse of Igualada while the sun rises | -Camera DSLR Canon 60D<br>-Canon EF 50mm f/1,8<br><br>-16Gb SD memory card<br><br>-2 Camera DSLR batteries<br><br>-Grip<br><br>-Tripod Cullmann                                                                          | -Elena Comadran | Igualada | 28-1-29-<br>Jan. Jan. | 1 | 29-<br>Jan. |

|           |               |                 |          |             |      |   |      |
|-----------|---------------|-----------------|----------|-------------|------|---|------|
|           |               | C51801          |          |             |      |   |      |
|           |               | -Intervalometer |          |             |      |   |      |
|           |               | -2 AAA          |          |             |      |   |      |
|           |               | batteries for   |          |             |      |   |      |
|           |               | intervalometer  |          |             |      |   |      |
| <b>15</b> | Record a time | -Camera DSLR    | -Elena   | “La Tossa”  | 29-  | 1 | 30-  |
|           | lapse of      | Canon 60D       | Comadran | mountain    | Jan. |   | Jan. |
|           | Igualada with | -Canon EF       |          |             |      |   |      |
|           | clouds moving | 50mm f/1,8      |          |             |      |   |      |
|           |               | -16Gb SD        |          |             |      |   |      |
|           |               | memory card     |          |             |      |   |      |
|           |               | -2 Camera       |          |             |      |   |      |
|           |               | DSLR batteries  |          |             |      |   |      |
|           |               | -Grip           |          |             |      |   |      |
|           |               | -Tripod         |          |             |      |   |      |
|           |               | Cullmann        |          |             |      |   |      |
|           |               | C51801          |          |             |      |   |      |
|           |               | -Intervalometer |          |             |      |   |      |
|           |               | -2 AAA          |          |             |      |   |      |
|           |               | batteries for   |          |             |      |   |      |
|           |               | intervalometer  |          |             |      |   |      |
| <b>16</b> | Record a time | -Camera DSLR    | -Elena   | Mountain of | 12-  | 1 | 13-  |
|           | lapse of Rec  | Canon 60D       | Comadran | “Pi”        | Feb. |   | Feb. |
|           | neighbourhood | -Canon EF       |          |             |      |   |      |
|           | with clouds   | 50mm f/1,8      |          |             |      |   |      |
|           | moving        | -16Gb SD        |          |             |      |   |      |
|           |               | memory card     |          |             |      |   |      |
|           |               | -2 Camera       |          |             |      |   |      |

|    |                                                              |                                                                                            |                                                                |             |         |    |         |
|----|--------------------------------------------------------------|--------------------------------------------------------------------------------------------|----------------------------------------------------------------|-------------|---------|----|---------|
|    |                                                              | DSLR batteries                                                                             |                                                                |             |         |    |         |
|    |                                                              | -Grip                                                                                      |                                                                |             |         |    |         |
|    |                                                              | -Tripod                                                                                    |                                                                |             |         |    |         |
|    |                                                              | Cullmann                                                                                   |                                                                |             |         |    |         |
|    |                                                              | C51801                                                                                     |                                                                |             |         |    |         |
|    |                                                              | -Intervalometer                                                                            |                                                                |             |         |    |         |
|    |                                                              | -2 AAA                                                                                     |                                                                |             |         |    |         |
|    |                                                              | batteries for                                                                              |                                                                |             |         |    |         |
|    |                                                              | intervalometer                                                                             |                                                                |             |         |    |         |
| 17 | Write the theoretical project of Mataró University           | -Microsoft word<br>-MAC OS X                                                               | -Elena Comadran                                                | At home     | 12-Feb. | 68 | 16-Apr. |
| 18 | Design and production of the project title                   | -After Effects<br>-PC with Windows 7                                                       | -Xavi Gòmez                                                    | In his home | 16-Feb. | 12 | 28-Feb. |
| 19 | Write the theoretical project of Glyndwr University          | -Microsoft word<br>-MAC OS X                                                               | -Elena Comadran                                                | At home     | 17-Feb. | 31 | 20-Mar. |
| 20 | Dubbing of Marina Iglesias, of Cora Muntané and of a witness | -Microphone Rode VideoMic Pro<br>-1 Battery of 9V for microphone<br>-Camera DSLR Canon 60D | -Silvia Escobar (dubber)<br>-Elena Comadran (sound technician) | -At home    | 19-Feb. | 1  | 20-Feb. |

|           |                                                                                 |                                     |                                                           |          |             |   |             |
|-----------|---------------------------------------------------------------------------------|-------------------------------------|-----------------------------------------------------------|----------|-------------|---|-------------|
|           |                                                                                 | -Canon EF<br>50mm f/1,8             |                                                           |          |             |   |             |
|           |                                                                                 | -16Gb SD<br>memory card             |                                                           |          |             |   |             |
|           |                                                                                 | -Camera DSLR<br>batteries           |                                                           |          |             |   |             |
|           |                                                                                 | -MAC OS X                           |                                                           |          |             |   |             |
|           |                                                                                 | -Headphones                         |                                                           |          |             |   |             |
| <b>21</b> | Dubbing of<br>Jordi Ribaudí,<br>of Ricard Vila<br>and of the<br>other witnesses | -Microphone<br>Rode VideoMic<br>Pro | -Carles<br>Pulido<br>(dubber)                             | -At home | 27-<br>Feb. | 1 | 28-<br>Feb. |
|           |                                                                                 | -1 Battery of 9V<br>for microphone  | -Elena<br>Comadran<br>(dubber and<br>sound<br>technician) |          |             |   |             |
|           |                                                                                 | -Camera DSLR<br>Canon 60D           |                                                           |          |             |   |             |
|           |                                                                                 | -Canon EF<br>50mm f/1,8             |                                                           |          |             |   |             |
|           |                                                                                 | -16Gb SD<br>memory card             |                                                           |          |             |   |             |
|           |                                                                                 | -Camera DSLR<br>batteries           |                                                           |          |             |   |             |
|           |                                                                                 | -MAC OS X                           |                                                           |          |             |   |             |
|           |                                                                                 | -Headphones                         |                                                           |          |             |   |             |

Table Appendix III. Shooting schedule