



The image features a sequence of five black silhouettes representing the evolution of man from an ape to a modern athlete. The silhouettes are positioned above the word "EVOLUTION". The final silhouette is a baseball player in mid-swing, positioned above the word "SPORT". The words "EVOLUTION" and "SPORT" are rendered in large, bold, dark blue letters. The letter "T" in "SPORT" has a black triangle pointing upwards as its top. The entire graphic is set against a background of a bright, hazy sky with a blue and orange gradient, and a body of water in the foreground that reflects the text and silhouettes.

EVOLUTION SPORT

concept by





SYNOPSIS

“Sport Evolution” is a cultural-scientific documentary series that explains the history and evolution of different sports.

Nowadays the rapid technological and scientific development is recognizable in everything we use; even the smallest and most common object, comes from human research, discovery and knowledge

“Sport Evolution” is the celebration of mans evolutionary skills.

The object of the whole series is to show the technological, scientific and historical development of different sports, such as skiing, riding, hunting, sailing, football, basketball, golf, baseball and tennis.

“Sport Evolution –Skiing” is the first episode of the series.

The first documentary aims to show the surprising technological evolution that has taken place within the ski world, and reveal what is hidden behind an exciting day spent skiing.

The history of skiing is a long one, made up of many challenges and hard work where progress and high technology have made skiing one of the most famous sports.



SPORT EVOLUTION SKIING

SPORT EVOLUTION SKIING

Genre: cultural – scientific documentary TV series

Title: Sport Evolution

Number of episodes: 10 (skiing- riding – golf – baseball
hunting - football – sailing - basketball - tennis)

First episode: Sport Evolution - skiing

Duration: 52 minutes

Language: Italian – English

Resolution: 1920x1080 Full Hd

Director: Michele Melani

Author: Gottardo Giatti

Production: Formasette Srl

OBJECTIVES

The documentary intends to investigate and show the ski world at 360 degrees:

- **The historical aspect** of the documentary creates a link between the past and the present, showing the technological evolution of ski materials and equipment, but also highlighting how man developed his relationship with skiing.
- **The landscape aspect** places the scene in a modern times allowing the viewer to discover the beauty and main characteristics of the sport by following an ordinary skier for the day.
- **The industrial aspect** shows the manufacturing process of ski equipment, starting with the designing and going right through, to the sale.
- **The technical evolution** of the ski world and the aspect of its scientific progress is explored through considering how ski lifts work and are designed. The documentary also includes a part dedicated to the Ski World Cup, as a proof of how thanks to human research and technological development, ski athletes are today able to achieve previously unthinkable high performances.

STRUCTURE

The documentary “Sport Evolution - Skiing” is the story of one of the several incredible challenges of man - skiing.

4.000 years ago a man wore a pair of skis for the first time, probably driven by his survival instinct and by his necessity to move from one place to another in winter conditions. Today, thanks to study, progress and technological improvements skiing has become a mass phenomenon and a worldwide competitive sport.

The subject of the documentary develops along the following general themes:

a. The cultural and historical aspect

Behind the activity of skiing and its equipment there is an interesting history to consider.

Every day primitive man fought to survive, for him, skiing was a necessity for moving in a hostile wintry climate. Nowadays, modern man challenges himself in order to steadily improve his performances and his quality of life.

However, skiing today is not only about competition, but relaxation and fun. Today skiing is for everyone and could even be considered a mass phenomenon.



The history of skiing began 4,000 years ago. The following points show some of the key historical aspects:

- The first clues of the existence of skiing are some ancient rock paintings found in Rødøi, in Norway, and date back between 4,500 and 5,000 years ago.
- Remains of skis have been found in peat bogs, the most ancient pair were discovered at Hosting in Sweden and date back 4,500 years.

1888

- In 1888 the Norwegian Fridtjof Nansen crossed Greenland from east to west on skis. The report of his performance was called "Paa ski over Grønland" and was published in 1890 in Norwegian, English and German. His adventure and the publishing of his book increased the interest for skiing in Europe and in the USA; Fridtjof Nansen became a nationally acclaimed hero in Norway. From that moment on, news concerning skiing appeared regularly and this activity became a hobby and a sport in Europe for the upper classes.

1947

- In 1947 the chair lift of Col Alto in Corvara was built, this is one of the first chair lifts in the world. This ski lift was realised by Leitner according to the engineer Karl Holtz's project.

1952

- In 1952 at Grossingers, New York, the first artificial snow is created.

1964

- In 1964 Lange, established in Grenoble France, produced the first plastic ski boot.

The narrative technique used to present the historical and cultural aspects will be of the docu – fiction type.



b. Technological aspect

Skiing owes much to scientific discovery, in relation to both the evolution of ski equipment and ski lifts.

The documentary illustrates all the phases of industrial output which precede the sale of ski equipment. The documentary also deals with the manufacturing of ski clothing, that allows skiers to endure very low temperatures, in the same way.

The narrative technique of the well known international format “Factory Made” and “Mega Factory” is used here to show the manufacturing process of the item.

The documentary “Sport Evolution - Skiing” shows all the phases of the production process, from the designing to the production of ski boots, ski sticks, ski bindings and ski clothing.

The cameras enter the factories and show the manufacturing process from the research and development phase right through to the distribution and sale of the items.

The documentary will also dedicate a part of the narration to the stages of planning, producing and using a ski tow. The narrative technique used for this part of the documentary comes from another successful, and well known, format that of the international TV market “Megastructure”.

The documentary also shows how all of the items that constitute the perfect management of a ski lift are planned and realised; snow cannons, snowmobiles and, not least, the IT system used in the functioning of a ski pass.



c. Emotional aspect

To give a narrative unity to the different themes handled in the documentary, we are using the ski district of the Val Badia in Italy as the landscape setting.

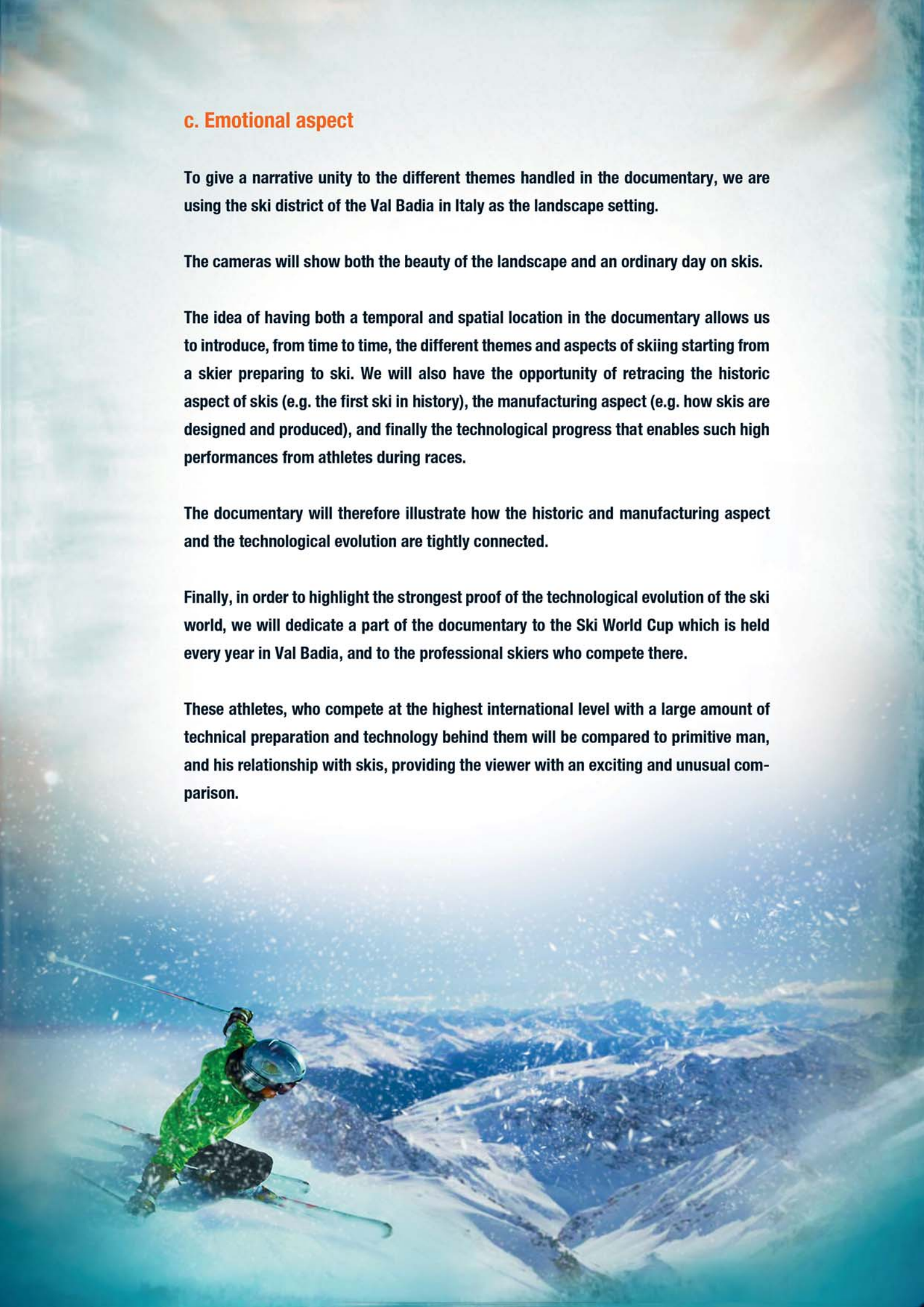
The cameras will show both the beauty of the landscape and an ordinary day on skis.

The idea of having both a temporal and spatial location in the documentary allows us to introduce, from time to time, the different themes and aspects of skiing starting from a skier preparing to ski. We will also have the opportunity of retracing the historic aspect of skis (e.g. the first ski in history), the manufacturing aspect (e.g. how skis are designed and produced), and finally the technological progress that enables such high performances from athletes during races.

The documentary will therefore illustrate how the historic and manufacturing aspect and the technological evolution are tightly connected.

Finally, in order to highlight the strongest proof of the technological evolution of the ski world, we will dedicate a part of the documentary to the Ski World Cup which is held every year in Val Badia, and to the professional skiers who compete there.

These athletes, who compete at the highest international level with a large amount of technical preparation and technology behind them will be compared to primitive man, and his relationship with skis, providing the viewer with an exciting and unusual comparison.



PRODUCTION PLAN

Formasette, as a Production Company, want to produce the documentary "Sport Evolution - Skiing" during the year 2012.

The production phase is currently underway.

Following the production schedule the documentary will be finished within the year 2012, with the view to be distributed during 2013 for the Winter Olympics due to be held in Russia in 2014.

All of the countries involved in skiing, ranging from Europe and North America to Asia, will follow the documentary. However thanks to the Olympic Events of 2014, the nations which are not involved in winter sports will also be involved in its diffusion and distribution.



CONTACT

Formasette S.r.l.

Via Druso, 313/B

39100 Bolzano BZ

ITALY

Tel. + 39 0471 1940120 | Fax +39 0471 194 0280

mail: info@formasette.com

www.formasette.com

