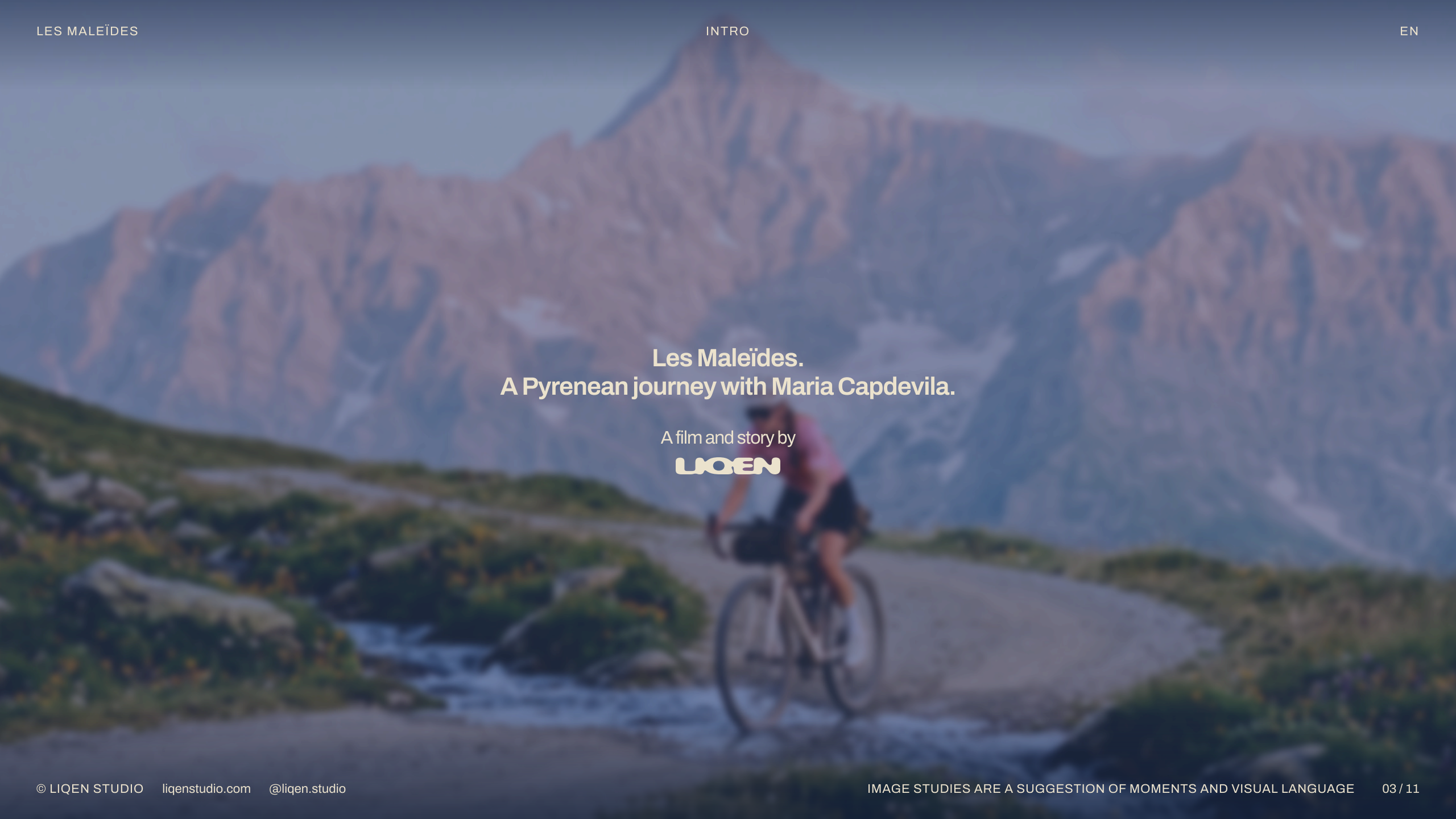
MARIA CAPDEVILA X LIQEN STUDIO

"Les Maïdes"

Beyond the ridable



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Les Maleïdes.
A Pyrenean journey with Maria Capdevila.

A film and story by

LIQEN

STAY WITH THE MOMENT

Attentive.
Immersive.
Cinematic.



A 20–30 minute film shaped by observation, natural sound and Maria's experience on the ground. Long views and small gestures. The texture of moving through a place, the instinct of choosing a path, the quiet of picking up berries. An immersive film with room for the unexpected.

When so much of life asks us to perform and optimise, this film offers a moment to slow down and reconnect: with the essentials, what is simple, human and wild.

The mountain is a living presence throughout: weather shifts, old paths carry traces of those who came before, and familiar gestures take on a different meaning. Through Maria's encounters with the terrain, the film makes room for the stories a place holds.

A JOURNEY THAT KEEPS UNFOLDING

An editorial world for your channels:
Film, photography and short-form pieces give you a coherent visual world to build your own releases around.

FILM



STILLS



SOCIALS



MORE



01

Creative direction & planning

Develop the film’s visual approach, plan the shoot around Maria’s itinerary and align the content with the participating brands or institutions.

02

Field production

Capture film and photography on the route, balancing the needs of the production with the terrain, conditions and Maria’s journey.

03

Editing & delivery

Bring the film together through editing, sound and colour, and curate the images and short pieces for Maria and each brand or institution.

PRODUCTION COSTS

Creative development, production and post-production for the delivery included above

BUDGET OVERVIEW

Production costs		€32,750
Contingencies		€1,000
Commercial margin	10% of production costs	€3,275
Total		**€37,025**

Pre-production €2,100

ITEM	CALCULATION	AMOUNT
Concept development	1 day × 1 person × €350	€350
Script	1 day × 1 person × €350	€350
Art direction	2 days × 1 person × €350	€700
Storyboard	1 day × 1 person × €350	€350
Production planning	1 day × 1 person × €350	€350

Production €17,750

ITEM	CALCULATION	AMOUNT
Activity filming	8 days × 2 people × €450	€7,200
Landscape filming	3 days × 1 person × €450	€1,350
Folklore filming	3 days × 1 person × €450	€1,350
Additional footage	3 days × 1 person × €450	€1,350
Operating costs · travel, meals and related expenses	Allowance · subject to change	€1,500
Equipment costs · specialist rentals and related equipment	Fixed allowance	€5,000

Post-production €12,900

ITEM	CALCULATION	AMOUNT
Media ingest & management	1 day × 1 person × €400	€400
Narrative assembly	5 days × 1 person × €400	€2,000
Editing	7 days × 1 person × €400	€2,800
Sound	3 days × 1 person × €400	€1,200
Colour grading	Fixed allowance	€1,500
Mastering	Fixed allowance	€1,500
Graphics	Fixed allowance	€1,500
Secondary deliverables	5 days × 1 person × €400	€2,000

Budget items, participation terms and conditions remain subject to negotiation with each participating brand or institution.

DELIVERED ASSETS

The film

A film following Maria's journey through the Pyrenees.

THE COMPLETE FILM

20–30
MINUTES

4K
16:9 · LANDSCAPE

FILM LICENCE AND USAGE TERMS TO BE AGREED.

Visual library

A media kit with a generic visual library from the journey, plus a dedicated selection of product placement for your brand or institution.

GENERIC VISUAL LIBRARY

15
IMAGES

5
VIDEOS

PRODUCT PLACEMENT FOR YOUR BRAND OR INSTITUTION

5–10
IMAGES

5
VIDEOS

DIGITAL-USE LICENCE INCLUDED.

Launch kit

Ready-to-share assets to promote the film and give its release a consistent visual identity.

FOR THE FILM'S RELEASE

15 s
TEASER

30 s
TRAILER

BOTH IN VERTICAL AND HORIZONTAL FORMATS.

FILM COVER IMAGE

ADAPTED TO THE AGREED FORMATS.

DIGITAL-USE LICENCE INCLUDED.

THE PACKAGE CAN BE TAILORED TO EACH BRAND'S OR INSTITUTION'S NEEDS. ADDITIONAL DELIVERABLES, LARGER QUANTITIES, EXTENDED OR EXCLUSIVE LICENCES, AND USE IN PRINT OR OTHER PHYSICAL MEDIA CAN BE SCOPED AND QUOTED SEPARATELY.

DELIVERED ASSETS

More media under request

Daily dispatches

Daily coverage that lets the community experience the adventure from within, without interfering with Maria's journey.

IMAGES PER DAY
3–5

VIDEOS PER DAY
3–5

Release strategy

A strategy to maximise engagement with Maria's and the brands' or institutions' communities: what content to publish, how, where and when.

Campaign strategy for socials
Content design for socials
Festival submissions and screening outreach

LET'S TALK

If this way of seeing the outdoors feels close to your own, get in touch to start creating together.

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FIND MORE ABOUT MARIA'S PROJECT

