

AUTOMOTIVE

Aston Martin chooses avant-garde approach in new film

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The new DBS Superleggera stars in a new short film. Image credit: Aston Martin

By SARAH RAMIREZ

British automaker Aston Martin has taken an avant-garde cinematic approach to release its latest model for more theatrical hype.

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Aston Martin enlisted filmmaker and photographer Nick Knight to bring its DBS Superleggera to the screen, creating a short that is a combination of art piece and automotive marketing. This effort draws on an existing relationship, as Mr. Knight had previously photographed the Valkyrie for *Aston Martin The Book*.

"As Aston Martin's new Super GT flagship, this launch commanded a different type of approach," said Matthew Clarke, brand communications manager at [Aston Martin](#), Irvine, CA. "Through innovative image maker Nick Knight, we have been able to present the new DBS Superleggera center stage amidst a bold piece of contemporary cinematic art."

Starring the Superleggera

The short film uses photography and CGI to bring the DBS Superleggera to life in a non-narrative manner.

Set to a pulsating soundtrack, the vignette opens on a close-up of the Aston Martin logo. The image is then disrupted with a boxer hitting a punching bag.

An animated 3D model of the DBS Superleggera begins forming and morphing along with the music. As the car assembles itself, the video is rapidly intercut with urban scenes.

Aston Martin enlisted director Nick Knight to introduce the newest DBS Superleggera. Credit: Aston Martin

Once assembled, the DBS Superleggera speeds through a tunnel and appears to head straight towards the viewer. The engine is heard revving up as the car drives into an evolving city landscape.

The entire scene is akin to a monochrome kaleidoscope. Elements of noir add a sense of timelessness to the short film, while the reliance on CGI contributes to the futuristic elements.

"The artistic creation of this video felt very innovative and futuristic," said Carrie McIlveen, managing director at

Metia. "The fast-moving cinematography provided an adrenaline-pumping rush and gives a feeling of being inside the heart of the car's motor."



The new DBS Superleggera as seen in a new short. Image credit: Aston Martin

A balancing act between traditional and innovative techniques, the short film complements the DBS Superleggera's own history. Aston Martin first introduced a Superleggera model in 1961, and this upgraded car is powered by a 715 horsepower turbocharged V12 engine

Aston Martin marketing

Aston Martin has renewed its focus on its marketing strategies, as profits continue to grow in light of Brexit.

This spring, the automaker expanded director of brand strategy Gerhard Fourie's role, naming him director of marketing and brand strategy. In his newly expanded position, Mr. Fourie oversees everything from global marketing and customer relationship management to planning launches and directing the brand trajectory of Aston Martin ([see story](#)).

Perhaps as a result of these changes, recent campaigns have seen differences in tone.

To commemorate its participation in the 24 Hours of Le Mans, Aston Martin released a comedic short starring its racing team. The film featured the Vantage GTE as the racing team trained to rescue one of their kidnapped teammates ([see story](#)).

In comparison, the DBS Superleggera campaign took a more cinematic approach.

"The DBS Superleggera is epitomized by a bold, athletic muscularity," Aston Martin's Mr. Clarke said. "Nick and his team have been able to showcase fast-changing angles, computer-generated camera moves and perspective shifts to convey a sense of speed and power."

While the dramatic new film does capture the Superleggera's power, it may be too much of departure for some fans.

"It leaves the viewer with quite a powerful impression," Metia's Ms. McIlveen said. "It is sexy and sleek but it may lose a few points with Aston Martin 007 fans that like a classic focus on the design of the car."