



## Look at your Light

The short AI-powered film tells the story of the deep connection between **Vivienne, a drag queen, and her red lipstick**. Vivienne's emotions are reflected in the lipstick, which is consumed every time she wears it, accompanying her in her moments of **triumph or difficulty**. In a final act of sacrifice, the lipstick will **give everything** it has to restore Vivienne's confidence and strength.

### Director Biography - Andrea Gilardi, Giulia Giordano



Andrea Gilardi and Giulia Giordano are two **young Art Directors and Motion Designers** passionate about **Generative Artificial Intelligence**. For years, they have been experimenting with cutting-edge tools and have numerous films to their credit, using a **mix of AI, motion design, and live-action techniques**, with a strong focus on **art direction**. Some of their works include the representation of Maya Angelou's poem "**And Still I Rise**," the music video "**A Good dAI**," and "**Look at your Light**."

## AI technologies and tools adopted

- *Brainstorming:* **OpenAI**
- *Storyboard realization:* **Midjourney, OpenAI**
- *Image generation:* **Midjourney**
- *Image to video generation:* **Luma**
- *Video to video generation:* **Runway**
- *Voiceover:* **ElevenLabs**
- *Image Upscale:* **Topaz Video AI**

## Credits:

*A project by:* Andrea Gilardi, Anna Negro, Giulia Giordano, Luisa Zhou

*Directed by:* Andrea Gilardi, Giulia Giordano

*Written by:* Anna Negro, Luisa Zhou, Mattia Capone, Patrizia Chiaramonte

*AI Design by:* Alessio Maddalena, Andrea Gilardi, Anna Negro, Giulia Giordano

*Sound Design by:* Mattia Corrado