

**Immaterial Commercials, serie Wisdom epi. 33: 'The three most importants'**

98/113/LW 34

**Japan /Tokio**

- (intro-)leader and tune
- 3x black bill boarding

**Black screen**

**Audio** : Japanese gong sound;  
the images begin at the same time a drum performance starts as the tune, Japanese style.

**Int/day, in the temple:** (could be: *Hie-temple*, or *Rejukai-temple*, or *Meiji-temple*, or *Toshogu-temple*, or *Kanai-temple*, or *Senso-ji temple*).

**Shot 1** (long shot, on steadicam)

**Image** : The camera hovers inside the temple after passing a band of Japanese drummers, beating with wooden sticks on gongs and drums.

The camera passes through the temple doors where there are 3x shoes and backpacks.

The camera hovers above typical Japanese rooms in the temple, where a priest - in outfit - is working to burn incense at an altar.

Maarten and Loes, both retirees, stand on their socks watching a bit in the background, while our three younger tourists are in front of the shrine in meditation posture, seated on cushions behind the priest. The priest turns around and sits down in front of the three youngsters.

**Shot 2** (medium-close, swaying from left to right)

**Image** : the three youngsters, one by one, looking wondrous in the camera.

**Audio** : drum sounds continue.

**Shot 3** (medium-close, standstill camera)

**Image** : The priest sitting in a meditation posture, when his eyes slowly close. And then opens them widely!

**Audio** : On that moment the rhythmic drum sounds suddenly stop.

**Shot 4** (medium close)

**Stef** : ... I have a question master...  
*What is the most important time? ...*

**Shot 5** (medium-close)

**Priest/Master:** (\*) ..it is now !...

**Image** : very short intermediate-shot of Stef looking surprised-interested listening.

**Priest/Master:** ..Because, now you can do everything, now is still there...

**Shot 6** (medium-close)

**Remco** : .. I have a question too!.,  
*Who is the most important person? ...*

**Shot 7** (medium-close)

**Priest/Master:** *He or she who is with you right now...*

**Image** : very short intermediate-shot of Remco looking surprised-interested listening.

**Shot 8** (medium-close)

**Jamie** : ...And, what is the most important thing to do right now? ...

**Shot 9** (medium-close)

**Priest/Master:** *To help the person who is with you right now..*

**Image** : Very short intermediate shot of the listening and understanding Jamie.

**Shot 10** (fast inzooming of a far shot to very close, next smooth fade out)

**Image** : We see Maarten whispering in the ear of Loes, focus on the ear of Loes with his hand covering the whispering.

**Maarten:** *That is the core of Japanese thinking:*

**Priest/Master:** *Now...,  
he or she who is with you... help him / her,  
because now you can do everything, now is still there...*

**Image :** Fade out

**Black screen**

**Levenswijze spreuk:**

**Help, he or she who is with you, right now;  
because only now you can.**

**Emo :** drum sounds

**Black screen**

**3x black billboarding  
(eind-)leader and tune**