

## BUILDING INDUSTRY FILM

### Comments & Suggestions:

The general outline is very good. I would suggest no radical changes.

However, a few points:

Master Builders are not responsible for the physical planning or visual design of buildings (the architects' job) nor much involved with fine detail work (the tradesman's or craftsman's job). Their contribution is in the organisation of the many trades and techniques that go into a modern building. Therefore avoid stressing planning over drawing boards as well as admiration of finished buildings. Stress the activity of actual building. Most shots should be of steel frames, bricklaying, plastering, wall-tiling, etc. along with the more technological trades: electric wiring, airconditioning, ductwork, lift installations - all in course of construction.

Incidentally, don't make the old mistake of mentioning or showing houses or any parts of houses (e.g. roofing tiles). Master Builders don't build houses.

Flats are ok, of course, if you want domestic building.

Regretably, I agree that the opening is a bit too Louis Mumford for the MBA.

I doubt if the builders would recognize themselves here! The real story, I think, is the immense complexity of a modern building and the massive organisational ability and knowledge required to interlock the work of a dozen different trades and hundreds of different tradesmen into one team to produce one huge product once only. Every time a complete new organisation will be necessary because the end product will be quite different. Compare the building of last century which involved masonry and carpentry and little else with the modern fully equipped building - virtually a machine.

I think the poetry and philosophy of the suggested opening could be watered down something like this:

Title: THE CITY SPEAKS

Commentary could begin on these lines: "The stone and steel and concrete of a city speaks to us with a thousand voices: the whispers of our early history (visuals: Old Colonial), the sentimental songs of generations just past (dissolve to Victorian-Edwardian decorations), and the story of our own society - our vigor, our values, our tastes, our technology - being recorded for posterity, loud and clear (cut to roar of jack-hammers, riveters, welders: a skyscraper rising) ...