

Objectif Sauvage

The expedition of three Swiss Filmmakers
into the heart of the uncharted Amazon Rainforest

A documentary written and directed by
Joshua Preiswerk, Cédrik Strahm et Martin Ureta

Running time: 52 minutes



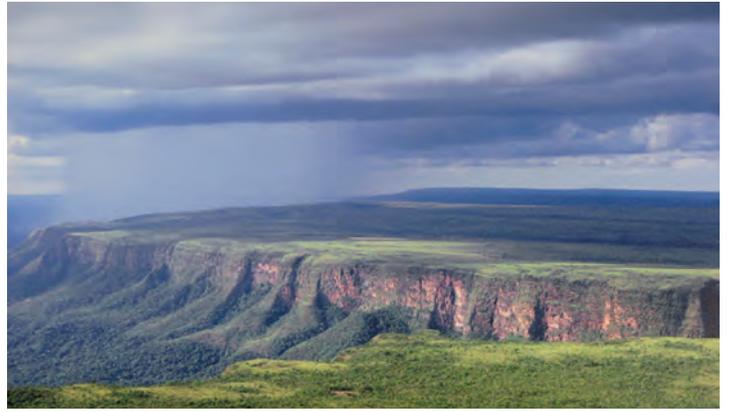
Production Program

Request for support regarding production

December 2013

Table of Content

Page 5	Pitch
Page 6	Synopsis
Page 7	Letter of intent from Cédrik Strahm
Page 9	Letter of intent from Joshua Preiswerk
Page 11	Letter of intent from Martin Ureta
Page 13	Letter of intent from the producers
Page 14	List of films from l'elixir Sàrl
Page 16	Artistic purpose of this endeavor
Page 18	Timetable
Page 18	Technical crew
Page 18	Dedicated websites and references
Page 19	Environment: The Noel Kempff Mercado National Park
Page 23	Environment: Filming locations
Page 26	Biography and experience: Cédrik Strahm
Page 31	Biography and experience: Joshua Preiswerk
Page 34	Biography and experience: Martin Ureta
Page 38	Webcasting
Page 39	Similar projects and inspiration
Page 40	Partners and sponsors
Page 42	Estimated budget
Page 43	Contact information and additional details



Objectif Sauvage

The journey of three young Film Directors seeking to discover and record the wildlife of the Noel Kempff Mercado National Park, one of the most secluded and untouched places in the Amazon rainforest. It is an exhilarating environment for an exceptional and enriching human experience.

Synopsis

“Who has never dreamt of exploring a wild and unknown universe?”

At the beginning of the 20th century, a new approach and attitude starts to take shape through the novels of Sir Arthur Conan Doyle and his “Lost World” or the tales of David Livingstone’s adventure, amongst others. Simple backpacking becomes increasingly commonplace as scientists move from one expedition and discovery to another, and beyond.

More than a century later, the legacy of these pioneers continues igniting passions and adventurous desires within people around the world.

It is precisely off that passion, off that quest for unadulterated wilderness and new discoveries that **Joshua Preiswerk, Cédrik Strahm and Martin Ureta, three young Swiss Filmmakers who are as creative as they are adventurous, feed themselves.**

The aim of the expedition “Objectif Sauvage” is to offer viewers a different perspective on the various steps of such a large endeavor, set in one of the most inaccessible and

untamed places on Earth.

Within the glorious national park “Noel Kempff Mercado”, located in the Bolivian Amazon, the crew aims to share the emotions, discoveries and inherent challenges that are an integral part of successfully completing such an adventure.

It is through their own experiences behind cameras that they wish to discover and share, through a compelling cinematographic piece, one of the least explored places in the world by recording with sound and image the diversity of species living within the various ecosystems of the park.

The making of this documentary will be conducted in a small team **and it is in complete self-reliance that they will bring to fruition a sizeable, Swiss-made audiovisual piece of the upmost professional quality,** thanks to the use of cutting-edge cinematographic material and techniques.

The “Objectif Sauvage” crew

Joshua Preiswerk,
Cédrik Strahm,
Martin Ureta

Letter of intent from Cédrik Strahm

It is on my way back from one of my journeys in South America that the idea for this film came to me. Discovering this land, its people, the diversity of its landscapes, its wildlife and its surroundings has literally blown me away.



My interest then swiftly shifted towards an area rather oddly omitted from tourist guides and Amazonian adventure tales: **the “Noel Kempff Mercado” national park, in Bolivia. It is listed as a UNESCO World Heritage site.**

First and foremost, we had to select a secluded site that offered ideal surroundings for the development of wild plant and animal life, but also a relatively unknown site from which we could successfully spike the public’s interest and curiosity.

The Amazon rainforest is astoundingly vast and spreads across many countries. That being said, the part within the Bolivian borders is undoubtedly the least visited and least in demand. It is by focusing my research on that idea that I have discovered this magnificent park, nestled in the heart of the Bolivian Amazon.

I quickly understood that **the particularly rich context of this natural park was the ideal setting for a cinematographic expedition.** Indeed, the various habitats within the park and especially its varying landscape create a unique diversity within the Amazonian context, which in turn allow for several creative perspectives ranging from habitats located in dense, immaculate rainforests, to others in high savannah plateaus, or even through lagoons and immense waterfalls. It is a diverse environment indeed, allowing for a complete and thorough representation.

To share my passion for travel and discovery, to edge people to think about it and contemplate taking a bag and run off on an adventure were my main objectives.

I wanted to highlight the challenge laid down by the perspective of completing such an enterprise and the benefits we would take from it, both emotional and human. All of this would be rooted in the enchanting context of an environment untouched by man, left to its pure, natural and savage state for centuries. Some even talk about more than a billion years of nature at work.

This will also be about capturing the moment within a unique timespan, watching over the current state of one of the least accessible territories in the world and listing the wild discoveries that we will make there.

After setting my sights on the location and defining the direction in which I wished to lead this project, I decided to speak about it to my two talented friends and accomplished filmmakers: Joshua Preiswerk and Martin Ureta.

The idea of making a documentary about an expedition to an area ignored by mankind for about a decade quickly



won over. The crew therefore agreed upon the artistic direction, the ideal narrative perspective for this documentary and reflected upon the challenges ahead.

We have therefore undertaken the appropriate steps to the making of such an adventure...

Letter of intent from Joshua Preiswerk

I was once told that one of the best ways to spend your free time was to go out, meet other cultures and go discover this gigantic world that surrounds us, that spins idly around the sun and is within our grasp. Granted, it is not always easy, **but the energy spent during a journey into the wild is most certainly not in vain, as it results in broadening one's perception of the world and how one looks at others in life.**

When Cédrik came to me with this project in Bolivia, I quickly felt that there is something worth sharing in the unique experience. It is a vivid adventure that needs to be recounted to others **to show that it ultimately is possible, with few means but with a lot of motivation, to enter an almost untouched area of our planet and to bring back a souvenir that can be shared with others through film.**

And why go to the Noël Kempff park? Because it offers exceptional novel value of course, as we are talking about a place that no man has walked through in several years. It is a vast and rich terrain where nature

reigns supreme. It is a natural park where each kilometer of path will be a challenge, where the level of difficulty and constant risk will make for an emotional ride. This journey will have its moments of adrenaline rush, and some aspects of our personality that we only scarcely know will surely come out (again) when the times are tough, despite our wishes. The reality TV aspect of this course, deep in the jungle, will undoubtedly awaken within us one of our species' most defining traits: our survival instinct.

Up to which point is this fine team capable of going? Which are the limits we will encounter? How will everyone's ego develop or disappear? *Brotherhood, strife, getting to know one another, evolution or degeneration?* So many adjectives that describe the bonds between the protagonists, of whom I am a part, and I can only look forward to living (and therefore recording) such intense moments, moments that I hope will enthrall the viewers at home. **And most of all make them want to embark someday upon a similar adventure.**

Proper preparation is an essential point that must not be omitted for the smoothest unfolding of our journey. We want to show that we are not running head-down into a place completely unknown to us. **For that reason, we would like to begin filming several months before leaving for Bolivia.** We will follow the physical training sessions (running, gym, swimming, etc...), the brainstorming for ideas, the goodbyes, the last-minute doubts as well as the setting-up of video material and acquisition of information on the local fauna and flora (through meetings with experts and readings of selected articles or books).

Another important point that has encouraged me to fully invest myself in this adventure with Martin and Cédrik is the attention to detail conveyed in trying to create a new format of documentary reality television. The unique fauna, the intact flora, the physical and psychological challenge, the sharing of our film knowledge... all of these elements engulfed within a surroundings that, naturally, hold their fair share of surprises and unknowns.

Now there is an unparalleled mix that, once edited, will surely interest a few people. Of that I am convinced!



Letter of intent from Martin Ureta

As a nature lover as well as an enthusiast for the wild, I have always enjoyed immersing myself into perilous territories. That has undoubtedly something to do with my parents, who themselves were accomplished adventurers and explorers. I grew up with tales from their journeys and experiences on far sides of the globe, sometimes completely isolated from civilization, though regularly in the neighboring Amazon rainforest specifically. Faced with such inspirational role models, **I quickly felt the calling of the wild, of vast, unexplored spaces. My instinct for new discoveries swiftly honed itself, while at the same time my own curiosity spiked.**

Thriving off action and adventure, I decided, once my Bachelor obtained, to leave and discover other cultures and environments.

Surely the most exciting adventure of an entire lifetime, as well as the most intimidating, is to leave all you have known behind and go settle in a foreign country, half a world away, where one finds himself with no habits, no knowledge of their language and no help.

My strong adaptability allowed me throughout my life to find myself comfortable in various situations involving numerous people from different backgrounds, origins and education. It is through those experiences that I have developed a firm survival instinct, which I consider a valuable asset.

I suppose that our magnetic personalities, our sometimes-wild behavior and our common interest in nature, all traits that Joshua, Cédrik and myself share, brought us to work together and develop a lasting and meaningful friendship.

Indeed, if there are any two people with whom professional ventures ended up being successful and, quite frankly, plain fun, it is those two. **And it is with particular excitement that I envision the shooting of this documentary with them.**

Our tendencies to dream bigger and further brought us today to a challenge that will demand nothing but total commitment from each of us. And it is exactly in that way that I usually see work to be done: with full dedication and a sharp eye for detail.



On a personal note, I see this expedition as a genuine mean to realize my dream, to get closer to nature and to put to use my artistic capabilities in the name of the environment.

Driven by discovering nature and its wildlife, extraordinary things, I like finding myself in emotionally compelling situations, such as being surrounded by people who are dear to me and in whom I can place my trust. My friends, my family.

Seeing myself as a relatively lucky man, I like sharing optimism in the projects I find myself involved in, especially by communicating with my associates in a sincere and meaningful way.

This adventure also offers me the opportunity of reaching my ideal in terms of personal development, since **I have been envisioning already for several years going on journeys across the globe, which I would then bring to life with a camera, be it on film or pictures.**

The day Cédrik came to see me and talk to me about his project, it made me very happy, as the prospect of leaving on an adventure and making this trip with him immediately convinced me.

This gives us a unique opportunity to create a meaningful project, while at the same time raising awareness regarding sustainability and the preservation of our environment, another topic about which I feel most passionate about.

Today, I literally am counting the days before our departure for the Amazon and am looking forward to bringing my own experience and know-how in surroundings that have fascinated me ever since I was a child, located in a country neighboring my own homeland, and in a part of the world where my mother tongue will be a precious asset when communicating with people we will encounter during filming.

Letter of intent from the producers

Joshua Preiswerk, Cédrik Strahm and Martin Ureta offer to **create a film that goes beyond the scope of a traditional news segment or the usual formats of documentaries set in extreme survival conditions.** Today, the film is structured for a running time of 52 minutes, allowing for standard television broadcasting. Prospecting related to that objective is currently ongoing, notably with television channels that may be interested by the concept.

That being said, the film must transcend a televised narrative and offer a distinctly documentary and instructional aspect, representing accurately and to the fullest the very personal stories that our three actors will live through.

“L’elixir” is currently working on setting up an adequate team that will fulfill these expectations.

Our experience as well as our previous, productive joint endeavors have convinced us that Joshua Preiswerk, Cédrik Strahm and Martin Ureta have the ideal profiles required to successfully lead this project. It is with shared enthusiasm and confidence that we are supporting them in order to make their project come to life.

To us, this film is the ideal opportunity for these three Film Directors to depict a work that is at the same time deeply personal but also that reaches out to large audience that will feel the experience as if they were there.

Accomplished professionals with various talents, the three adventurers will put to the test their creative capabilities and their experience in the field in order to shape this film.

Their decision to work as a small team of three allows for flexibility as well as optimal response times, but also makes this viable financially by keeping it within budget, which is a required guarantee for the existence of this documentary.

The crew will count on the combined experience of each one of them, as Film Directors, camera operators or audio engineers, acquired from numerous professional and personal film projects.

It is with much confidence and a certain pride that L’elixir Sàrl joined as a partner in producing this film and brings to this project solid ground in terms of high quality audiovisual creations.

Biofilmographie l'elixir

- 2007 - 2010** Making of a corporate video for the Canton of Vaud regarding bilingual "Matura" for students of high schools in the canton. Filming took place in Switzerland, Austria and Germany - Private viewing, Canton of Vaud
- 2010** Making of a commercial for the Fashion Sport Outlet shop in Villeneuve, Vaud, Switzerland - Webcasting
- 2010** Making of a promotional video of the hotel "Le Baron Tavernier" in Chexbres, Vaud, Switzerland - Private viewing
- 2010** Making of live video for the musical comedy "RENT" in La Tour-de-Peilz, Vaud, Switzerland
Private viewing, Germanofolies
- 2009 - 2011** Making of a music video for the local band "A Thousand Years Slavery". Filming took place in Switzerland and Italy - Webcasting
- 2011** Making of five presentation videos for the "Marché de Noël" in Montreux, Vaud, Switzerland - Webcasting, seen on the RTS and on DVD
- 2012** Making of a video interview of the German band "Peilsender" in Nuremberg, Germany
Webcasting and seen on DVD
- 2012** Making of two commercials for the spa "Les Bains de Saillon", Valais, Switzerland
Seen on the RTS
- 2012** Making of twelve videos of wine tasting at the "Beau Rivage Palace" in Lausanne, Vaud, Switzerland - Webcasting

- 2012** Making of several animations for the company “SAGE S.A.” in Lausanne, Vaud, Switzerland
Webcasting and seen on DVD
- 2012** Making of a second music video for the local band “A Thousand Years Slavery” – Webcasting and seen on DVD
- 2012** Making of a presentation video of the business process management software “Bonitasoft” and interview of “Hotela”, an insurance company and client for the project in Montreux, Vaud, Switzerland – Webcasting
- 2011 - 2013** Making of an animated film on the process of biogas creation for the company “Holdigaz S.A.” in Vevey, Vaud, Switzerland – Webcasting and seen on DVD

Ongoing video projects:

- Music video for the band “Mirrothorne”, a band based in Montreux, Vaud, Switzerland
- Corporate video presenting the company “PDR-Quality”, based in Gland, Vaud, Switzerland
- Animated film detailing the creation of methane gas from wood for the company “Holdigaz S.A.” in Vevey, Vaud, Switzerland

Artistic purpose of this endeavor

This project is based around a thought that spawned out of a common decision of the three directors. Indeed, the amount of energy emanating from three such creative minds, each used to making final decisions, may prove difficult to properly channel without an ideal way to separate them: a common decision of the three members.

In this case, **the task was identifying what were the deep-rooted, inner motivations of each member and successfully isolating them in order to highlight them in a precise action plan.** Thanks to this, we created the foundations of the artistic direction to adopt when making this documentary. These foundations are represented by three pillars, which are common wishes and desires expressed by each member.

- Discover and explore a unique and preserved area
- Live a human adventure in a physically and mentally trying environment, while pushing one's limits when striving for a common goal
- Bring back previously unseen footage and pictures from a place that, up to now, has yet to be filmed

These three pillars define the objective to be achieved, namely: **to produce a Swiss documentary, of excellent quality, about an expedition into the thoroughly wild world.**

Given the uncertain outcome of trying to capture any wildlife on film, the focus will instead shift onto the filmmakers themselves. Consequently, while plotting the different sequences of this documentary, one Film Director will be tasked **to capture on the social interaction, the reactions, the challenges, the emotions, successes and failures of the team throughout the different steps regarding the making of this film.** This will emphasize the immersive aspect of the documentary and will allow for the audience to better identify themselves with the team, while at the same time making them more curious.

This entire process, which offers **a new view on the outdoors/adventure format, guarantees a large enough number of surges necessary for a dynamic viewing**, independent of the quality or diversity of wildlife and nature shots caught on camera.

Martin:

«I wish to realize
my dream and become,
just for one moment,
an explorer»

Discover and
explore an unspoilt
and unique area

Cedrik:

«I would like to be
the first to film in an
area that is wild
and challenging to reach»

02

**Produce a Swiss
made docu-reality
in HD quality**

01

Live an adventure
both physically
and mentally
challenging

Bring exclusive
footage from an
area that has never
been filmed

03

Joshua:

«I would like to put
my physical and mental
limits to the test»

Timetable

Filming	August 2014
Post-Production	3rd quarter 2014
Completed	Spring 2015

Technical crew

l'elixir Sàrl	Producers
Joshua Preiswerk	Writer, Film Director, Camera Operator
Cédrik Strahm	Writer, Film Director, Camera Operator
Martin Ureta	Writer, Film Director, Camera Operator
Julien Quillet	Audio Engineer, logistics
Marcos Velasco	Guide, coordinator and infield logistics

Dedicated websites and references

www.objectifsauvage.com

Official website in English

www.wildlifephotography.com

Website dedicated to specialized platform created and operated by Martin Ureta and Cédrik Strahm

www.cameraman.com

Specialized platform created and operated by Martin Ureta

www.bad-cow.com

Website showcasing the work of Joshua Preiswerk

www.lelixir.ch

Producer's website

Environment: Noel Kempff Mercado National Park

Introducing the park

The park is located in the northern part of the Santa Cruz department in Bolivia. It is named after the Bolivian environmentalist Noel Kempff Mercado, who was murdered there in 1986.

In 2000, it was designated as a UNESCO World Heritage site and is one of the largest and least explored areas within the Amazon. With height above sea level ranging from 200m to nearly 1'000m it offers a multitude of different habitats, such as the Amazon's evergreen forests or wild savannas. The park holds a rich history of more than a billion years of evolution since the Precambrian eon. It shelters many species that are either endangered or nearing extinction on a global scale.

The park exhibits remarkable diversity in its environment, which becomes an asset when considering how to convey to a broad audience a glimpse of the wealth within the Amazon basin. Its environment is made of five distinct habitats:

- Upland evergreen forest
- Deciduous forest
- Upland Cerrado savanna
- Savanna wetlands
- Forest wetlands

The park is a true vault of biodiversity not just simply because of its massive size, but also because of the fact that it protects the dry forests of the Cerrado regions as well as the wetlands of the savannas. Such areas are progressively being wiped out from the South American continent and from the world, due to intensive agricultural production, cattle herding and increasing deforestation.

The park's flora is incredibly rich in terms of vegetation, **with the park being home to some 4'000 species of vascular plants.**

Indeed, amongst the species are various bromeliads, passionflowers, heliconias, aroids and palms. Of the most remarkable species are the *Swietenia macrophylla*, known as "mara" in Bolivia or more commonly worldwide as mahogany, the *Cedrela odorata*, known as cigar-box cedar, or even many natural rubber trees. Several species of

palm trees can be found there, such as the Euterpe precatoria or the açai palm, known as “palmito”. Lastly, se-

veral orchids can be found which are usually more typical of the neighboring Brazilian Cerrado region.



Wildlife

As of 2006, the park is home **to more than 130 species of mammals** , such as rare river otters, Amazon river dolphins, Brazilian tapirs (known as “anta” in Portuguese), spider and howler monkeys, the

giant armadillo, giant anteaters, bush dogs, maned wolves, marsh deers, giant otters and endangered jaguars, including a population of black jaguars. This list is but a small sample of the rich ecosystem within the park.

The park shelters a total of 33 known mammals that are either endangered or critically endangered.

617 different species of birds are recorded as living within the park, representing 20% of all species on the South American continent. This number increases between the months of June and September, when migrating birds and occasional birds flying by are added to the list.

Amongst them are several species such as the Dusky-legged Guan, the Aratinga parakeet, the Whistling duck, the Jabiru, the American kestrel, as well as various toucans, herons, pheasants and kingfisher birds. Some of the autochthonal species include the Black-and-tawny Seedeater or the Greater Rhea, while rare birds such as the Harpy eagle also inhabit the park. **A total of 29 species were classified as threatened or endangered.**

During the latest census, **74 different species of reptiles live in the park**, such as the Green Anaconda, Caiman crocodilus yacare, Yellow-Spotted River Turtle, Charapa Turtle, Red-Footed Tortoise or the Brazilian Giant Tortoise.

Recent studies have added seven new species to the Bolivian heritage, including three newly discovered species that are autochthonal to the park.

The park is also home to 62 species of amphibians, all from either the frog or toad group.

Fish are the least studied vertebrates in the area, even though they are amongst the most populous group **with more than 250 species identified during previous expeditions.**

However, it is the most abundant group that is also the least represented, **as 347 different kinds of insects roam within the forests.**



Designation as a World Heritage Site

In 2000, UNESCO designated the Noel Kempff Mercado National Park as a World Heritage Site in 2000. The reasoning behind it was as follows:

“The site contains an array of habitat types including evergreen rainforests, palm forests, cerrado, swamps, savannahs, gallery forests, and semi-deciduous dry forests. The cerrado habitats found on the Huanchaca Meseta have been isolated for millions of years providing an ideal living laboratory for the study of the evolution of these ecosystems. The site also contains a high diversity of plant and animal species, including viable populations of many globally threatened large vertebrates.”

Noel Kempff Mercado, the man

The park is named after the Bolivian environmentalist and biologist Noel Kempff Mercado, born in Santa Cruz, Bolivia, on February 27th 1924 and gunned down by drug dealers after he and several other scientists discovered a cocaine factory in the park.

Throughout his career, he paved the way for the study and preservation of the Bolivian fauna and flora, up to then relatively unknown. He specialized in beekeeping, becoming president of Bolivia's Beekeepers' Asso-

ciation. He also held a position as Professor within the Gabriel René Moreno de Santa Cruz University and even as director of the botanic garden, zoo and parks of the city of Santa Cruz.

His murder profoundly affected his fellow countrymen and sparked a new wave of fight against narcotraffic.

The Huanchaca National Park, as it was known at the time of his death, was renamed in 1988 as Noel Kempff Mercado National Park in honor of Mercado's campaign to preserve the park.

The park in numbers

Country: the Plurinational State of Bolivia

Coordinates: S14 16 0.012 W60 52 0.012

Area: 1 523 446 ha

Inception: 28 juin 1979

World Heritage Site designation: 2000

- 4'000 species of vascular plants
- 139 species of mammals
- 617 species of birds
- 74 species of reptiles
- 62 species of amphibians
- More than 250 species of fish
- More than 347 species of insects

Environment: Filming locations

Santa Cruz de la Sierra

Simply known as Santa Cruz, it is a city nestled at an elevation of 416m and is the capital of the Santa Cruz department in eastern Bolivia as well as the capital of the Andrés Báñez Province. Located in the Chiquitania region of Bolivia, it is the country's most populous city with 1'616'063 inhabitants in 2010. The city is also the main entry gate to the Bolivian Amazon Basin.

Whilst our adventure actually already begins in the offices of l'elixir in Montreux with pre-production and miscellaneous preparation, Santa Cruz is the first physical step of the journey as well as the last reminder of civilization before entering the park.

The Paraguay River

Called Río Paraguay in Spanish and Rio Paraguai in Portuguese, the Paraguay River is a major river in south central South America, running through Brazil, Bolivia, Paraguay, and Argentina. The river runs from its headwaters in the Brazilian state of Mato Grosso to its confluence with the Paraná River north of Corrientes.



After a short bush flight and a quick stay in the neighboring village of Florida, it is aboard small pirogues that the team will move upstream, heading towards base camp. The first night on location will be spent with a local community, the last encounter with civilization of any kind before entering full and complete isolation. This will be an opportunity to meet with people who live directly next to the park and to conduct interviews with the locals.

Los Fierros – Base Camp

It is in the cabin of the Los Fierros camp that the team will establish its base encampment. Starting point of all the forays into the park, the cabin will be equipped with an electricity generator, required for the proper functioning and charging of all recording equipment. Los Fierros will also be the drop-off point for food and supplies, which will be brought once a week by a team from the Amboro Tours group, one of the only companies capable of entering the park and coordinating stays within the designated area.

Set in the middle of the park, the neighboring landscapes will give an idea of what lies ahead.

Chaplin Lagoon

The Chaplin Lagoon is arguably the most difficult area to reach while filming. The lack of human exploration in the area made for a quite unique natural and wild sanctuary. Due to the lack of any infrastructure, such as basic dirt roads or jungle paths, the Amboro group will carve a trail before the team's arrival, in order to ease the progression of the journey. This large body of water was created once the underlying Precambrian rocks caved in, and is perfectly pristine and untouched. The most commonly advanced

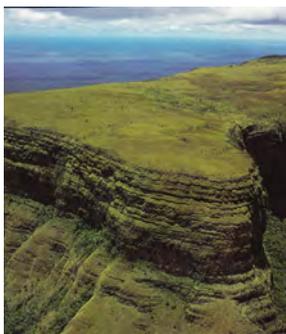
number has been ten years without human activity in the lagoon's surroundings, and there is no doubt that wildlife in its purest form has taken over.

The team will spend five days and four nights on site, filming and listing different forms of wildlife. The focus will be on the study of amphibian life, such as caimans, tortoises or toads. In the lagoon's surroundings, a spot will be designated in accordance with the expert advice from our guides where an automatic camera will be placed, which will be triggered by even the most agile inhabitants. Indeed, there are chances to encounter jaguars in that area of the park, and, with some luck and much perseverance, the mythical black panther who is a venerated, albeit feared inhabitant of those parts.

Caparu Plateau

Discovered by the legendary English colonel Percy Fawcett in 1910, the Caparu Plateau suddenly appears at 1'000m above the dense forests of the park. This particular mass of rock became the inspiration of Sir Arthur Conan Doyle's bestseller "The Lost World". The environment on top consists mainly of fields and of cerrado forests. The panoramic view of the lush green forest of the Amazon from this natural high ground is quite simply unique.

The team will look to gain some altitude in order to capture a complete view of the vastness of the park, and will from then set out trailing local species. For five days, they will escalate the spines of these mountainous



terrains, taking advantage of the complete absence of pollution in order to capture some shots of the stars at night. Furthermore, it will be the ideal place to immerse the audience into the grandness of the park, as shown by the panoramic shots that will be taken there.

The El Encanto falls

Located about 5 kilometers from the base camp are the “El Encato” waterfalls, a breathtaking force of water over 80 meters tall and cascading into the crystalline waters of the lake underneath. These falls, one of the most well known areas of park, make

for one of the most convenient spots when trying to locate the elusive spider monkey, an extremely rare breed particularly difficult to observe in the wild.

For several days, the team will explore the falls’ surroundings in their observation of the fauna and flora, with the goal of capturing as many moments in symbiosis with nature as possible. Once more, camera traps will be set up in order to capture as many pictures as possible of species that are difficult to corner by day.

Aerial views

In order to properly convey through a television screen the massive size of the park, the team has scheduled several hours of flight over the jungle. Aboard a Bell 206 helicopter, aerial shots will cover most of the filming locations as well as most of the area of the park.

Logistical support required for this essential part of the film will be provided by a local Bolivian agency, in coordination with Amboro Tour.

The Team: Biography and experience

Cédrik Strahm



Cédrik Strahm, Graphic Designer, Photographer and Film Director, was born in Morges, Switzerland, in 1983.

When he was in his youth, he developed a passion for the graphic arts in its different forms, such as design or photography. Despite this, it is his interest in film and video that pushed him to cross the Atlantic Ocean in order to begin his training in the creative arts in Burbank, set in northern Los Angeles, one of the world's strongholds of film-

making. It is the starting point for him: learning English, the basics of the craft, art history and plastic arts...

Back in Switzerland, it's towards design and directing that he set his focus, as the country lacks history and solid institutions for the development of home-grown talent in those fields. Considering all these elements, it is within one of the most renowned institutions in the country, ARD-Design Switzerland, that he decided to complete his training, **while at the same time self-educating himself in order to achieve his objective of becoming a full fledged director and art director of his own production company.**

That project comes to fruition in 2009, when he founded with two long-standing friends "*l'elixir Creative Agency*", a global advertising and communication agency based in Montreux, Switzerland.

Swiftly, the client base increases and it is as art director that he is involved on numerous and varied projects, ranging from graphic arts and advertising segments to corporate videos and photo shoots.

Today, “*l’elixir Creative Agency*” has a staff of six people and has amongst its clients respected names such as *the Canton of Vaud, Logitech, Evian resort, Le Mirador Kempinski*, and many others.

Coinciding with this role as art director, **he travels the world with his DSLR camera, seeking the powerful pictures the world has to offer.** Constantly reactive, his journeys have taken him to more than 30 countries over 4 continents.

Always seeking to quench his thirst for discovery, it is while backpacking through British Columbia in 2007 that he notices that this style of adventure matches his own curious and outdoor-loving nature.

Since then, **each year he organized several autonomous photography expeditions in the wild in secluded areas, searching for wildlife to capture on film.** From the national park in the edge of the Arctic Circle in northern Alaska and the unique sights and landscapes of Iceland to the Okavongo Delta in Botswana, it is for this constant quest for freedom and osmosis with nature that he organizes his trips off the beaten path.

It is on the return trip from one of his travels to South America that he decides to set in motion his dream

of creating and directing, along with two friends, a documentary on wildlife in a particularly secluded and preserved zone.

His field experience and his expeditions to some of the planet’s least welcoming places grant him a considerable advantage when finding oneself in complete isolation for three weeks in a hazardous environment.

His skills and knowledge in leading projects, from the early creative steps to team management and directing, enable him to have a clear and focused vision on what it takes and the feasibility of such a massive project in the Amazon jungle.

Bold and showing keen insight, his hearty nature enabled him to **bring together a team of genuine quality that will make a quality movie and, at the same time, leave a mark in History upon one of the planet’s least known areas.**

Personal information

Bonivard 26
1820 Veytaux
SUISSE

079 327 64 46
cedrik@lelixir.ch

Nationality: Swiss

Date of Birth: 31.08.1983

Skills: Director, Art Director, Photographer

Spoken languages: French, English

Accreditation: "Certificat fédéral de capacité" as graphic designer

Work and contracts:

- From 2000 to 2001:** Preparatory year spent in two parts, one semester at Woodbury University Burbank, Californie, USA and another semester at Ceruleum, Lausanne, Switzerland
- From 2001 to 2003:** Training as web designer at Cyberlab S.A. in Lausanne, Switzerland
- From 2003 to 2005:** Training as a graphic designer at Oscar Ribès agency, Corseaux, Switzerland
- From 2005 to 2009:** Graphic designer in packaging at ARD-Design Switzerland agency, Vevey, Switzerland
- Since 2009:** Co-founder and Art Director at l'elixir Creative Agency in Montreux, Switzerland
- Since 2009:** Freelance Photographer and Director

In the video domain:

- 2007 - 2010** Making of a corporate video for the Canton of Vaud regarding bilingual “Matura” for students of high schools in the canton. Filming took place in Switzerland, Austria and Germany – Private viewing, Canton of Vaud
- 2010** Making of a commercial for the Fashion Sport Outlet shop in Villeneuve, Vaud, Switzerland – Webcasting
- 2010** Making of a promotional video of the hotel “Le Baron Tavernier” in Chexbres, Vaud, Switzerland – Private viewing
- 2010** Making of live video for the musical comedy “RENT” in La Tour-de-Peilz, Vaud, Switzerland
Private viewing, Germanofolies
- 2009 - 2011** Making of a music video for the local band “A Thousand Years Slavery”. Filming took place in Switzerland and Italy – Webcasting
- 2011** Making of five presentation videos for the “Marché de Noël” in Montreux, Vaud, Switzerland – Webcasting, seen on the RTS and on DVD
- 2012** Making of a video interview of the German band “Peilsender” in Nuremberg, Germany
Webcasting and seen on DVD
- 2012** Making of two commercials for the spa “Les Bains de Saillon”, Valais, Switzerland
Seen on the RTS
- 2012** Making of twelve videos of wine tasting at the “Beau Rivage Palace” in Lausanne, Vaud, Switzerland – Webcasting

In the video domain (part two):

- | | |
|--------------------|--|
| 2012 | Making of several animations for the company “SAGE S.A.” in Lausanne, Vaud, Switzerland
Webcasting and seen on DVD |
| 2012 | Making of a second music video for the local band “A Thousand Years Slavery” – Webcasting and seen on DVD |
| 2012 | Making of a presentation video of the business process management software “Bonitasoft” and interview of “Hotela”, an insurance company and client for the project in Montreux, Vaud, Switzerland – Webcasting |
| 2011 - 2013 | Making of an animated film on the process of biogas creation for the company “Holdigaz S.A.” in Vevey, Vaud, Switzerland – Webcasting and seen on DVD |

Ongoing video projects:

- Music video for the band “Mirrothorne”, a band based in Montreux, Vaud, Switzerland
- Corporate video presenting the company “PDR-Quality”, based in Gland, Vaud, Switzerland
- Animated film detailing the creation of methane gas from wood for the company “Holdigaz S.A.” in Vevey, Vaud, Switzerland

Joshua Preiswerk



Joshua Preiswerk, Editor, Colorist (color grading), Film Director, was born in Vevey, Switzerland, in 1986.

Aided by his father, a former professor of photography at the CEPV in Vevey, he discovers very early on a true desire to be an integral part of the grand art of film. Intrigued by special effect and cameras at an early age, **it is by studying cinema in Vancouver that he realizes that it is through Non-Linear Editing that he will find his calling, specifically in order to “cut to create”.**

Due to being raised by a Canadian mother, he learned English before French, which resulted in perfect fluency in

both languages. This ease with English comes in handy when communicating with people across more than 25 countries he visited.

Equipped with a sociable personality and limitless energy, he created during his studies a monthly news flash, websites, and even a free web-radio in collaboration with Vincent Veillon, a classmate of his.

After obtaining his federal Matura from high school and a distinguished mention regarding his work regarding James Bond parodies in movies, he decided to move to one of Canada’s most known and active cities regarding filmmaking: Vancouver. Once settled there, he successfully attended a program called “Film Flex” at the British Institute of Technology, which trains young film enthusiasts for so-called independent filming (preproduction, shooting and postproduction). **During this program, he discovers an affinity for video editing.**

Once his certificate obtained, he came back to Switzerland in order to backpack through 15 different European countries, then decided to find a permanent position in his homeland. Delving into graphic design, infographics and web design, he organized at the same time in a span of three years three successful nightlife events, the most attended of which brought together 1’200 people.

He left his work with infographics **and participated as Assistant Editor in the first two seasons of “Dîner à la Ferme” which was produced by the RTS.** Soon after, he is hired by the agency ActuaFilms in Geneva and rapidly climbs the ladder from Video Technician to head of postproduction in the span of 3 years.

Accordingly to this newfound position, he honed his technical capabilities and even followed in Paris a professional training course in color grading.

Working through ActuaFilms, his ease in solving problems related to postproduction **permitted him to work for a full season with the WRC (World Rally Championship), travelling along the race calendar to 8 different countries, as an Editor.**

In his free time, he keeps working on video projects by directing short clips, commercials and even a reality-TV project, in four episodes of 20 minutes, about modeling.

Self-educated and new technology enthusiast, he always takes the opportunity to learn more about camera technology of tomorrow. He invests in material for his personal use and it is during filming of a sporting even in Montreux that he makes the acquaintance of Cédrik and Martin, as well as the whole team from l’elixir.

It is in good spirits and by calling upon his skills in postproduction and filming that he is convinced of being able to deal with challenges ahead. Challenges such as surprising the whole of Switzerland with a “small project” with grand ambitions.

Personal information

Rue Vaudrès 7
1815 Clarens
Suisse

078 888 36 15
joshpwk@gmail.com
www.bad-cow.com

Nationality: Swiss / Canadian

Date of Birth: 04.12.1986

Skills: Editor, Colorist (color grading), Director

Spoken languages: French, English, Spanish

Accreditation: Swiss high-school degree (matura) with main option Spanish, BCIT Film Flex independent Film Maker diploma

Work and contracts:

- From 2004 to 2005:** One-year training program as an independent director at Film Flex in Vancouver, Canada
- From 2006 to 2007:** Video trainee at Teenergy Productions in Montreux, Vaud, Switzerland
- From 2008 to 2010:** Infographist at Degriff Bike Sàrl in Grandson, Vaud, Switzerland
- From 2009 to 2010:** Assistant editor for the RTS on 2 seasons on the set of “Dîner à la Ferme”, in all French-speaking cantons of Switzerland (6 of them)
- Since 2011:** From video technician to head editor at ActuaFilms SA in Carouge, Geneva, Switzerland

In the video domain:

- 1998** First filming and editing experience on VHS regarding an expedition in the depths of Lake Geneva, using the submarine built by Auguste Piccard.
- 2011** Directing, filming and editing of the Music Video “Something Crazy” from the American band “The Graves” in Los Angeles, CA, USA
- 2011 - 2012** Directing, filming and editing of the “Miss & Mister Suisse Francophone” - seen on TvM3
- 2012** Filming, editing and color grading with Martin Ureta and l’elixir Sàrl of two commercials for the spa “les Bains de Saillon”, Valais, Switzerland - Seen on the RTS
- 2012** Directing, filming, editing and color grading with Bruce & Willis of a 60 second infomercial for the American Football team the Riviera Saints - Seen in theaters

List of video projects as a colorist (through ActuaFilms / PointProd)

- Comment la Mafia truque le foot (2012) Documentary - 90 minutes
- D’une Jungle à l’Autre (2012) Reality TV series - 6 x 30 minutes
- Le Tour du Cervin (2013) Reality TV series - 6 x 30 minutes

Martin Ureta



Martin Ureta, Film Director, was born in Cordoba, Argentina, in 1977.

A graduate with a bachelor's degree in cinematographic production of Cordoba's National University in Argentina, Martin immediately starts working as a Film Director and Cinematographer on corporate films, commercials and fiction movies.

Jolted by his unquenchable thirst for discovery and adventure, he embarks on a trip alone and with a couple of dollars in his pocket to the United States, where for 14 months he perfected his English, as well as his skills as a Photographer and Camera Operator.

It is in 2005 and after several years spent working on projects in Argentina that he decides to come live in Europe. With his Swiss passport, gained through his Swiss grandfather, he settles down in Vevey, city of the great Charlie Chaplin, on the shores of Lake Geneva. **From there, he begins working for a video production company, where he directs corporate films for brands known worldwide such as Nespresso, Nissan or Pepsi.**

In 2008, he is hired by the communication agency Pixit in Lausanne, where until 2012 he produced films for prestigious clients such as Nescafé, Medtronic, Jaeger-LeCoultre Mövenpick or even Nestlé Switzerland.

At the same time, he joined the production team of the movie "Jasper" as a camera operator and co-producer.

It is on the set of that movie that he meets and quickly befriends Cédrik Strahm. Possessing the same driven character and passions, they began working together on projects beyond the scope of Jasper, such as the making of corporate videos, commercials that were broadcast on national television or music videos for various bands. Their common efforts also spread to more personal ventures, such as the creation of certain common cultural

objectives or the moderating of online information platforms that are dedicated to photography or film.

Currently working as a Film Director for the video production company Swissmovie in the canton of Fribourg, **he completes around thirty corporate videos and commercials per year for several international clients.**

Passionate about nature and possessing a great hunger for adventure, **Martin continues exploring the planet with his DSLR camera in hand, hoping to catch the intense moments he experiences and sharing them with others.**

Constantly seeking new thrills and always looking to learn, he likes keeping up to date with all the latest information and news regarding the audiovisual world.

Throughout the years, Martin set up websites discussing topics such as video or photography in the wild. **He is the Founder of cameraman.com and wildlifephotography.com, two specialized websites, aimed towards professionals and passionate amateurs of those two fields.**

Entries and articles published on those websites regularly attract large numbers of hits from people of many different backgrounds, which is why

their respective communities regard them today as references.

An optimist by nature and extremely adaptable, his years of travel and his experience immersing himself in numerous foreign cultures will undoubtedly prove an asset in order to successfully complete such a project.

Experienced Camera Operator and versatile Film Director, his knack for capturing on camera the most unique moments will allow for smooth progress in compiling all the material for this documentary.

It is with unrestrained joy that he will put to the use of the team the natural traits he possesses.

Personal information:

Général-Guisan 61
1800 Vevey
SUISSE

079 760 45 42
martin@cameraman.com

Nationality: Swiss / Argentinian

Date of Birth: 16.11.1977

Skills: Film Director, Editor, Camera operator

Spoken languages: Spanish, French, English

Accreditation: Bachelor in Film Production from the Cordoba National University, Argentina

Work and contracts:

From 2001 to 2003: Cinematographer at Bunker Pro in Cordoba, Argentina

From 2005 to 2008: Film Director at the VAP Communication S.A. agency in Vevey, Vaud, Switzerland

From 2008 to 2012: Film Director at the Pixit Communication S.A. agency in Lausanne, Vaud, Switzerland

Since 2012: Film Director at the Swissmovie Sàrl. agency in Ursy, Fribourg, Switzerland

Experience as Cinematographer and Cameraman:

Commercials: McDonalds, Nescafé, Nespresso, Banco Espirito Santo, BBC -British Broadcasting Corporation, BCV – Banque Cantonale Vaudoise, BCF - Banque Cantonale Fribourgeoise, AP – Associated Press, Medtronic, MMS - Military Mega Store, RTP – Rádio e Televisão de Portugal, RTS – Radio Télévision Suisse, Raiffeisen Suisse, ...

Feature film “Jasper”

Experience as Film Director and Editor:

Corporate and commercial videos: Nescafé, Nespresso, Nestec, Movenpick, BCV, BCF, CPW, Migros, Heineken, Pepsico, Nissan, Jaeger Lecoultre, Corum, KBA Notasys, OMS (Organisation Mondiale de la Santé), NRC – Nestlé Research Center, Office de tourisme Vaud, Office de tourisme Fribourg, UCI – Union Cycliste Internationale, Groupe BOAS, Colas Group, Clinique la Prairie, Groupe Elsa/Mifroma, FRAMO SA, Fritolay, GAZ SA Vevey, Glion Institute of Higher Education, Groupe E SA, Logitech, Les Roches International School, Hôtel Montreux Palace, HEC Lausanne, Mövenpick Ice cream, Infiniti, PepsiCo, PKSA - Provimi Kliba, PTC - Product Technology Centers Nestlé, SAIDEF, Thermo Fisher Scientific, SICPA - Security Inks and System, TPF Transports Publics Fribourgeois, Soleol SA, ...

Experience as Co-Producer:

Feature film: “Jasper”

Webcasting

In order to highlight how vividly immersive this adventure truly is and also to showcase in the most comprehensive and coherent way our story, several webisodes that follow the different phases of the journey will be compiled and uploaded.

That having been said, filming for these webisodes will start even before the actual departure for the Amazon. Several aspects such as brainstorming sessions, meetings, fitness training and technical preparation, search for sponsoring and funding and many more will be documented.

These webisodes will contribute to keeping the audience satisfied during the whole production phase of this documentary. Several webisodes will be hosted on the official website and various social media platforms until the completion and screening of the documentary.

The main objective of these episodes is to share all the preparation work required in order to bring all the images from Bolivia, and to let the audience make for themselves if they underestimated the effort required beforehand. They will also prove an ideal vehicle to thank the various sponsors and par-

tners while also providing time in a calm environment to discuss and talk about topics related to the film, such as the preservation of the planet.

They will also act as witnesses for the “making of”, highlighting in a tutorial way the various technical aspects while producing such a film. They will allow to focus on and discuss about techniques and processes utilized during filming or post-production, which enables an even broader audience to become a stakeholder in this movie, as partners and equipment providers or even professionals and filming enthusiasts may become interested in knowing more about what it takes to bring this all together.

The will to create these additional features stems from the will of the entire team to fulfill as comprehensively as possible the objectives laid out earlier in this brochure.

This is because the “Objectif Sauvage” project has a mission to trace and share the entire process of undertaking a monumental expedition as this one, while at the same time developing more the various aspects connected to the production of a Swiss film piece.

Similar projects

We have shortlisted a few similar projects, which we have inspired ourselves from and which we have listed in order for people to make an idea for themselves of what we strive for when thinking about “Objectif Sauvage”. Be it in terms of photography, quality of the narrative or immersion into the wild, this short, non-exhaustive list will give you a glimpse of what is to come.

Abyssinie, l’appel du loup
<https://vimeo.com/48583200>

Vincent Munier, photographer, and Laurent Joffrion, director, shot this film on the Ethiopian plateaus. Images shot exclusively with the Nikon D4.

La quête d’inspiration
<https://vimeo.com/54003139>

Alexandre Deschaumes, photographer, and Mathieu Le Lay, director, shot this film in Patagonia, Iceland and Argentina... As captivated by light as its topic is, editing his images with gusto and rhythm, the director managed to capture breathtaking scenery of a savage and regal nature.

Makay, Madagascar, les aventuriers du monde perdu
<https://vimeo.com/37661344>

Gédéon Programmes and CANAL+ decided to follow Evrard Wendenbaum in his dream: to set up one of the largest l’une des plus grandes expéditions expeditions regarding biodiversity, with a pluridisciplinary team consisting of international scientists.

Into the mind
<https://vimeo.com/54348266>

Directors Dave Mossop and Eric Crosland shot this film in Alaska, Bolivia and in the Himalayas. A philosophical portrait of the human being, made with cutting-edge technology.

Partners and sponsors

To successfully launch this project, the “*Objectif Sauvage*” team is constantly searching for partners and sponsors with the following terms.

“Patron” contribution - **from CHF 500.-**

What we offer in return to the patrons:

- 2% of the subscribed amount will be donated to the “*Living Amazon Initiative*” association, whose main objective is preserving the Amazon rainforest
- Invitations for two people to the documentary’s preview screening at the Rex cinemas in Vevey, Switzerland
- Invitations for two people to the photography exhibit scheduled after the expedition’s return
- A copy of the DVD signed by the “*Objectif Sauvage*” team as well as a digital copy of the film as well as all the webisodes
- A copy of the theatrical poster signed by the “*Objectif Sauvage*” team
- Logo placement on the movie’s official website and Facebook page, as well as on the dedicated area to the expedition on www.wildlifephotography.com
- Mentioning in the film’s credits

“Partner” contribution - **from CHF 1000.-**

What we offer in return to the partners:

- All the items listed under “*Patron contribution*”
- Invitations to the after-party following the film’s preview screening
- An “*Objectif Sauvage*” T-shirt
- Your choice of five 40cm prints on high-quality photography paper from the entire catalogue of pictures taken during the expedition
- Mentioning under the section “*special thanks*” in the film’s credits
- Logo and product placement during one of the webisodes
- A Twitter tweet and Facebook post announcing to more than one thousand followers the partnership agreement

“Sponsor” contribution - **from CHF 5000.-**

What we offer in return to the sponsors:

- All the items listed under *“Partner contribution”*
- Your choice of ten 40cm prints on high-quality photography paper from the entire catalogue of pictures taken during the expedition
- Mentioning under the section *“official sponsor”* in the film’s credits
- Part of one webisode dedicated to the agreement with the sponsor
- Logo and product placement within the film

“Producer” contribution - **dès CHF 10’000.-**

What we offer in return to the producers:

- All the items listed under *“Sponsor contribution”*
- Your choice of twenty 40cm prints on high-quality photography paper from the entire catalogue of pictures taken during the expedition
- A photo book from the expedition signed by the *“Objectif Sauvage”* team
- Logo placement with the title *“Main partner”* in the webisode openings
- Logo placement with the title *“Main partner”* in the film opening
- Logo placement with the title *“Main partner”* in the film’s teasers and trailers
- A video interview with the partner during one of the webisodes with a transcript posted on the movie’s official website, as well as on the dedicated area to the expedition on www.wildlifephotography.com
- A two-day photography workshop for one person with the *“Objectif Sauvage”* team in Zermatt, Switzerland, leaving from Montreux
(flight tickets not included)

“Gear” contribution - **according to material value**

What we offer in return to gear providers:

- The same items mentioned under the category according to the total worth of the material, gear and items provided.
(percentage donated to the «Living Amazon Initiative» association excepted)

Contact and infos

Title: Objectif Sauvage
Producers: l'elixir Sàrl
Directors: Joshua Preiswerk, Cédrik Strahm, Martin Ureta
Spoken languages: French (English subtitles an option)
Duration: 52 minutes
Filming duration: 25 days
Shooting locations: Switzerland, Bolivia

If you wish to become a partner or to contact us to support us or to get further information about this project:

“Objectif Sauvage” account - l'elixir Sàrl

Account number: C 1057.93.07
Iban : CH92 0834 9000 1100 0314 1
Clearing : 8349
CCP : 30-38248-4

l'elixir Sàrl

Grand rue 24
1820 Montreux
Suisse

Telephone: 0041 (0)21 550 96 61
Email: team@lelixir.ch
Websites: www.objectifsauvage.com
www.wildlifephotography.com

Cédrik Strahm

Bonivard 26 Telephone: 0041 (0)79 327 64 46
1820 Veytaux Email: cedrik@lelixir.ch
Suisse Websites: www.lelixir.ch

Joshua Preiswerk

Rue Vaudrès 7 Telephone: 0041 (0)78 888 36 15
1815 Clarens Email: joshpwk@gmail.com
Suisse Websites: www.bad-cow.com

Martin Ureta

Général Guisan 61 Telephone: 0041 (0)79 760 45 42
1800 Vevey Email: martinureta@gmail.com
Suisse Websites: www.cameraman.com

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l'elixir Sàrl

Grand rue 24
1820 Montreux
Suisse

www.objectifsauvage.com

