**Young Cannes Lions**

**Film 2020**

**Team “Huslevesszin”**

**STARING FILM**

Short explanation of the concept (max. 300 words)

When you get something new, everything gets reframed. Get a new TV and suddenly the broadcast becomes interesting. A new showerhead revives the feeling of water pouring on your skin. And when your new solar panels are installed, turning on a light suddenly feels - but doesn’t at all look - a lot different. Because suddenly, you just know: this is a more sustainable, greener electricity. It is now filled with all of your effort and the knowledge that you’ve given your fair share for a more sustainable environment.

Short description of the film (max. 150 words)

In this short oner we see a couple in their living room - the new owners enjoying their solar powered light in hypnotic awe. Nothing visible has changed, yet somehow everything has. This is a magnified story of people rediscovering the wonders and possibilities of electricity, thoroughly enjoying it.

Brief cultural/contextual overview (max 150 words)

With the build-up of a classic joke, the punchline puts the strange situation into context, making the audience realize the message by their own effort, thereby making it more relatable.

[Youtube link](https://youtu.be/9U5UB4nYPbI)

[Wetransfer link](https://we.tl/t-KNtnDFsV3v)