

## TITLE: GLOBAL LINEAR

Duration: 3:02 minutes

**Description:** Follow six global artists working with Shell to promote energy innovation through the #makethefuture campaign.

Six artists individually perform in animated rooms flashing with bright lights, decorated with industrial-looking fixtures and sculptures, and color-coded to each artist's clothing.

## GLOBAL LINEAR

[Background music plays]

Upbeat music plays.

[Shell logo]

[Text displays]

THE WORLD NEEDS  
NEW WAYS TO  
HARNESS AND  
GENERATE POWER

**Video footage**

Jennifer Hudson sways behind a microphone.

**Video footage**

Steve Aoki stands behind a DJ booth in a two-walled room with light gray walls decorated with electrical pipes and speakers.

[Text displays]

JOIN 6 ARTISTS  
AND 6 ENERGY  
INNOVATORS TO  
#makethefuture  
TOGETHER

**Video footage**

Pixie Lott stands behind a microphone in a indigo-colored room that matches her outfit.

[Women vocalizing]

**Video footage**

Luan Santana dances in a light red room that matches his outfit.

**Video footage**

Tan Wei Wei dances in an orange room that matches her outfit.

**Video footage**

Yemi Alade dances in a yellow-colored room that matches her outfit.

**Video footage**

The camera zooms out from Steve's room to reveal a hive-like structure of half-rooms, each a different color.

[Text displays]

Capture  
Mobility

Video footage

Cars pass through tunnels, causing turbines to spin and lighting streetlamps as they pass.

Video footage

Jennifer Hudson singing.

Jennifer Hudson (singing)

I had a dream so big and loud. I jumped so high I touched the clouds.

Video footage

Luan Santana singing.

Luan Santana (singing)

Oh, oh, oh, oh, oh-oh-oh-oh. Oh, oh, oh, oh, oh-oh-oh-oh.

Video footage

Pixie Lott singing.

Pixie Lott (singing)

I stretched my hands out to the sky. We danced with monsters through the night.

[Text displays]

bio-bean

Video footage

A hand reaches through a hole in the wall to grab a handle from an appliance. The hand dumps its contents into a hole in the ground. The camera pans to show a machine that takes the dumped beans and compresses them into a small tablet. The tablets ride a conveyor belt and fall into a hole. A lower cube contains a fire inside a grill. A hand reaching out of a hole roasts a marshmallow, while two other hands reach toward the fire for warmth.

Women (singing)

Whoa-oh-oh-oh-oh-oh. Whoa-oh-oh-oh-oh-oh.

Yemi Alade (singing)

I'm never gonna look back. No.

Yemi Alade (singing in native language)

Video footage

The camera zooms out to show the three bio-bean production cubes, along with Yemi and Steve in their respective cubes

Video footage

Yemi Alade singing. Flashing lights hang on the wall at various angles.

Yemi Alade

Ah!

[Text displays]

Insolar

Video footage

The roof of a house covered in wires flips over to reveal four solar panels as the sun rises and sets on a wall of the cube. The electrical wires recede. The sun rises on the wall of an adjacent cube over four similar buildings. Solar panels pop up on all the rooftops. The sun sets. The sun rises on the wall of an adjacent cube over many similar buildings, all covered in solar panels.

Yemi Alade (singing)

Mmm.

Pixie Lott (singing)

This is gonna be the best day of my life. My li-i-ife.

Video footage

Tan Wei Wei appears in four cubes surrounding the solar panel filled cubes.

Tan Wei Wei (singing)

This is gonna be the best day of my life. Oh-oh, ah-ah, ah-ah-ah-ah-ah.

Video footage

Luan Santana appears in four cubes surrounding the solar panel filled cubes.

Luan Santana (singing)

I howled at the moon with friends. And then the sun came crashing in.

Video footage

Tan Wei Wei dancing.

[Women vocalizing]

Video footage

Jennifer Hudson walking in place on a treadmill floor and singing.

Jennifer Hudson (singing)

But all the possibilities. No limits, just epiphanies.

[Text displays]

Shell

Eco-marathon

Video footage

A hand reaches through a hole in a yellow room, lifts a beaker, and pours it into a funnel.

Video footage

A two-wheeled car is assembled by pulleys. Then the car drives on a spinning sphere.

[Women vocalizing]

Women (singing)

I hear it calling outside my window.

### Video footage

Jennifer Hudson and Pixie Lott appear in cubes surrounding the hand pouring into the funnel and the car being assembled and driving. Then Jennifer Hudson and Pixie Lott appear in individual cubes side by side.

### Women (singing)

I feel it in my soul.

### Video footage

Pixie Lott dancing.

### Video footage

Luan Santana singing. Flashing lights hang on the wall at various angles.

### Luan Santana (singing)

This is gonna be the best day of my life.

### Video footage

Yemi Alade singing. Flashing lights hang on the wall at various angles.

### Yemi Alade (singing)

My li-i-ife.

### Video footage

Pixie Lott dancing.

### Video footage

Tan Wei Wei dancing. Flashing lights hang on the wall at various angles.

### Tan Wei Wei (singing)

This is gonna be the best day of my life.

### [Text displays]

MotionECO

### Video footage

A hand takes a bowl from a stovetop and pours the contents into a funnel connected to a pipe.

### Pixie Lott (singing)

My li-i-ife.

### Video footage

The pipe leads into a different cube. A van connected to the pipe drives on a treadmill. Jennifer and Steve appear in cubes above and below the others.

### Jennifer Hudson (singing)

This is gonna be, this is gonna be, this is gonna be, eh, eh. This is gonna be, this is gonna be, this is gonna be, yeah.

### Video footage

Jennifer Hudson singing.

Jennifer Hudson (singing)

This is gonna be, this is gonna be, this is gonna be.

[Text displays]

Pavegen

Video footage

A man walks through an alley.

Luan Santana (singing)

This is gonna be the best day of my life. My li-i-ife.

Video footage

Pavegen is laid down in the alley, and streetlamps light up as two men walk across it.

Video footage

People walk on a Pavegen walkway through a carnival. Then Pixie Lott sings and dances.

Pixie Lott (singing)

This is gonna be the best day of my life. My li-i-i-ife. This is gonna be the best day of my life.

[Text displays]

GravityLight

Video footage

A rock hangs from a light. As the rock falls through a hole, the light turns on. A hand reaches through a hole and pulls a cord. A hanging rock raises through a hole in the ground. A small cottage fills with light. Then Yemi Alade appears singing in a cube below.

Yemi Alade (singing)

My life, my life, my life, my life, my life. It's gonna be the best day of my life. My li-i-ife.

Video footage

People walk through the carnival on the Pavegen walkway. Cars drive past the spinning turbines.

Video footage

Tan Wei Wei sings in her cube while the camera zooms out to show all the cubes in a hive-like structure.

Tan Wei Wei (singing)

This is gonna be the best day of my life.

Yemi Alade (singing)

Life!

Video footage

The camera pans up and shows dark cubes. White text appears on each wall.

[Text displays]

#makethefuture

[Text displays]  
UNITED WE CAN CHANGE  
THE WORLD

[Shell logo]