

PAVLO PUZIKOV

Luxury films for projects that do not exist yet.

I make them from your plans, renders and site footage, so buyers can see the finished place while it is still a construction site.



00:43 MARINA SOZOPOL, LIVING ROOM

MARINA SOZOPOL RESIDENCES, BULGARIA

Same coastline, 108 seconds apart.

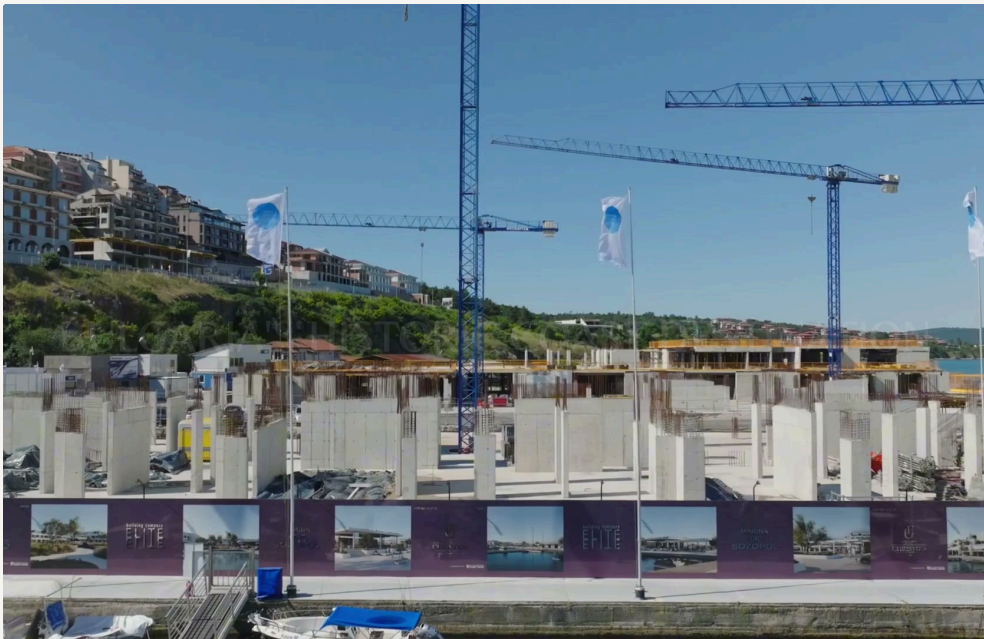
The film opens on the site as it stood and
ends on the marina as buyers will know it.



00:18 UNDER CONSTRUCTION



02:06 AS BUYERS WILL KNOW IT



00:16 THE SITE, FILMED



01:12 THE BUILDING, FINISHED

THE GAP A FILM CLOSES

Renders show the building. Buyers are deciding on the life inside it.

Stills answer what it looks like. A film answers what a morning there feels like.



00:49 MARINA SOZOPOL, BATHROOM



01:58 MARINA SOZOPOL, LUNCH ON THE TERRACE

WHAT IT OPENS UP

What a film lets you do before there is a building.

Luxury buyers pay for how a place feels, and off-plan there is nothing to visit. The film is the visit.

Sell before it is built

Reach buyers who will never fly in

Give the launch a centrepiece

Show partners the finished project

One production, every channel



00:27 MARINA

SOZOPOL, BULGARIA

Marina Sozopol Residences

Directed end to end, from storyboard to final cut.

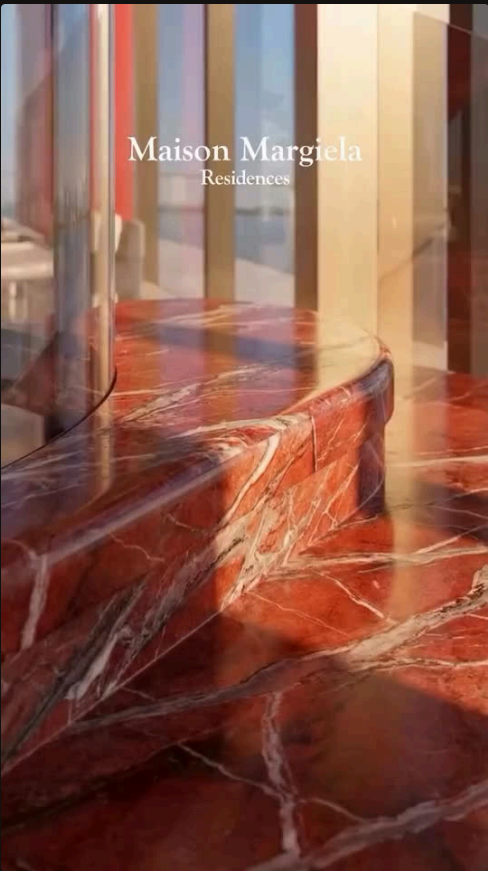
FOR	Christie's International Real Estate Bulgaria, made at BARNES Dubai
SHOTS	27 storyboarded, curated from 100-plus takes
MATERIAL	Real footage, 3D renders, generated video
RUNTIME	2:25, 16:9

PALM JUMEIRAH, DUBAI

Maison Margiela Residences

Materials first, rooms second.

ROLE	Co-director and editor, with Ryndolf Balicha
PUBLISHED BY	BARNES New York
RUNTIME	0:30, 9:16



00:04 RED MARBLE



00:10 TRAVERTINE



00:16 COLUMNS



00:22 FACADE

VIRTUAL STAGING

Rooms furnished,
or refurnished,
on camera.

Inside the film, not per image. Same
walls, same windows, same view.

Al Khail villa, Dubai, and a beachfront
residence in Miami. Both reels for BARNES
Dubai; the AI virtual staging in both is mine.



00:15 AS FOUND



00:28 RESTAGED



00:27 EMPTY



00:29 STAGED

Storyboard first, then everything else.

01

You send

Plans, renders, finishes, site footage and the launch date.

02

Storyboard

Every shot and camera move, signed off before anything is made.

03

Production

Site footage, 3D and generated shots, cut to the storyboard.

04

Review rounds

Notes mapped to the shots they change.

05

Delivery

The master, the cutdowns, the stills and the project files.

LIMITS

What generated video still gets wrong: signage text, hands and exact joinery. Every frame is checked against your drawings before it ships, and a shot that cannot be fixed is cut.

NEXT STEP

Send me the project name and the launch window.

I will reply with how I would open the film: the
first three shots, written out for your site.

pavlopuzikov@gmail.com

pavlopuzikov.com/launch-films

HERO FILM, 16:9

The launch event, the website and the sales
suite screen.

VERTICAL CUTDOWNS, 9:16

Instagram, paid social and listing video.

STILLS FROM THE FILM

Finished as renders for the brochure,
hoarding and listings.

STAGED INTERIORS

Where a show home or finished unit exists.