

THE HALL MAKES VIRAL LOOK EASY

UNFORGETTABLE SPOT HITS 11 MILLION VIEWS AND COUNTING

Picrow's directing collective, The Hall (who we know by their real names Ben Nussbaum, Charles Son, and Joseph Remerowski) met the Mansfield family over 2 days of filming in their hometown of Austin, TX and at Disney World in Orlando, FL to capture the story of daughter Shaylee's magical moment at Disney World. At the age of four, Shaylee (now age 7), visited the park with her parents. Shaylee, who is deaf, got the surprise of her life when she met Tinkerbell—she introduced herself in American Sign Language (ASL), an experience that literally made Shaylee's jaw drop.

Shaylee's parents Manny and Sheena, who are also deaf, invited us to their hometown to share the story, and more important, tell us how it felt for Shaylee (and to them!) to have made this unique connection at the Happiest Place on Earth.

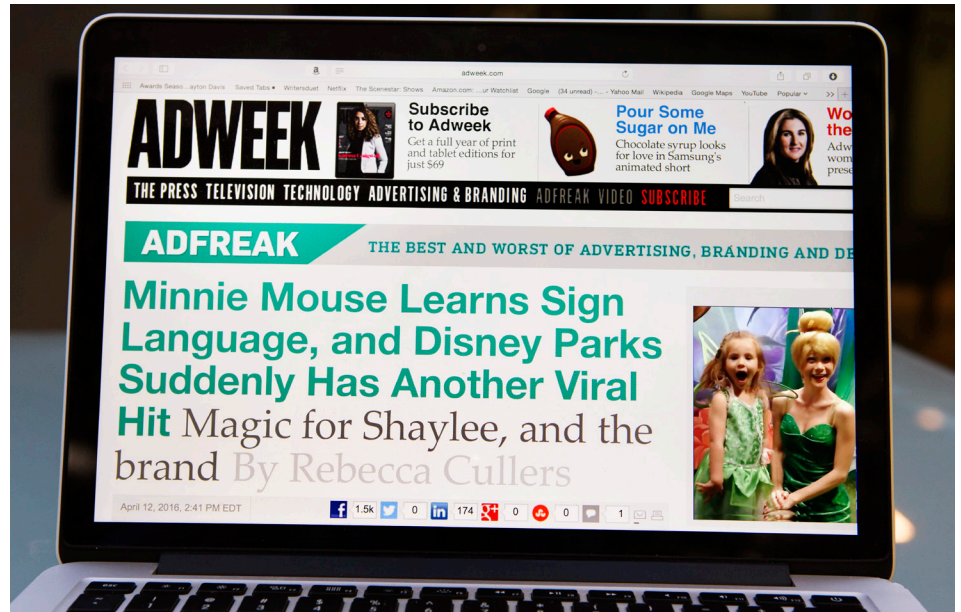
The Hall had the opportunity to follow the entire family (including 3-year-old daughter Ivy) during a fun-filled day at Disney World, where they met other characters and park personnel who were able to communicate with them in ASL.

The resulting video has become an immense hit, racking up millions of views within the first week posted, and touching a whole lot of hearts in the process.

CONNECTING TO THE AUDIENCE

The instant popularity of the Mansfield's story had a little to do with their wide-ranging connection to the Deaf community, of course, but it had, perhaps, more to do with all of us—anybody and everybody, regardless of any differences, being able to see themselves and identify with the Mansfields through the joy they experienced at Disney World.

The comments on YouTube and Facebook punctuate this, with thousands of people chiming in with the unique ways they've been charmed and surprised by their experiences with Disney and at the parks. And, well, some people were simply reduced to tears by the profound emotion that comes of seeing two little girls awash in complete, uncomplicated happiness.



(click image for link to article)

THE FIRST CONNECTION

And Connection is Everything

Ben, Charles, and Joe, who comprise The Hall at Picrow, have known each other for over ten years, and have worked together nearly as long. Having started as editors, they've continued to impress with that aspect of their craft while also becoming sought-after directors, and perhaps one of the main reasons for this is their spirit of connected collaboration—be it among themselves, with their subjects, and with the creatives with whom they work. And it's in this spirit that their work has found a unique voice that also connects and resonates with audiences of all manner and demographic.

The Mansfield family's experience was specific to them as a Deaf family, given that 3 out of 4 of them are deaf (youngest daughter Ivy can hear, though she does also understand and use ASL as one of her primary forms of communication). And while the final video was embraced by the Deaf community, it

clearly connected with a much wider audience. The reason for this goes back to how The Hall approaches its subjects.

For starters, the directors and production team had to connect with the Mansfields. They wanted to understand what was meaningful to them and what the story was that the Mansfields wanted to tell, and The Hall did that simply by getting to know them. Joe, Ben, and Charles wanted to be sure that the Mansfields were very involved in how they were portrayed, particularly with regard to their culture and how to present the family in a way that they would take pride in as Deaf people. Once filming had taken place, the Mansfields were involved all the way through the edit, making sure that the ASL Interpreter had accurately communicated their words and meanings, and also collaborating on how those words would be communicated to a world in which ASL isn't commonly known. In the end, everyone involved in making the final piece was very proud of the final video and very excited to share it with the world.

AND SPEAKING OF CONNECTIONS

The Picrow Story

Picrow is home to The Hall, but it's also home to a full production and editorial staff who are at the heart of every job—across the board, we are people who love what we do, care about each other, and deeply appreciate the work we get to make together. We're all connected here too!



(click image for link to video)

