

All Too Well chronicles the relationship of two doomed lovers, Her and Him. This dramatized account of the dynamics of their relationship, described in the lyrics, was our director Taylor Swift's expression of gratitude to her fans for their reception to the song. First recorded ten years ago, but re-recorded here as a 10 minute expanded story, it gave us the chance to dig deep into the gut-wrenching heartache of first adult love.

Though our goal was to create naturalism and unguarded emotional intimacy, frequently shooting in extreme close up with short depth of field, our choice of colors - and the album's title, Red- inspired us to prescribe a color to each character, then to their relationship, and finally to the grown up Her's evolution as an adult.

What follows is the chart used, followed by stills that explore this concept.

Thank you,

Ethan Tobman Production Designer



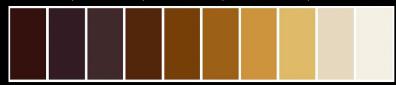


NO FAMILY, URBAN LONELINESS, FLUORESCENTS, MARBLE, BLACK MATTE, SLICK, MONOCHROMATIC, COLD



YOUNG HER

FAMILY CENTRIC, BOHEMIAN, ECLECTIC, HALOGENS, AGED WOOD, STAINED GLASS, CLUTTER, WARM



TOGETHER

HINTS OF RED, HINTS OF PURPLE, GREENS (MIXES THEIR SEPARATRE COLORS), FEARLESS, WHIMSICAL, EMOTIONAL, VULNERA



APART

WHITE AND BLANK AT FIRST, THEN OUR FIRST TRUE GLIMPSE OF RED WITH THE TYPEWRITER, TILL THE RED GROWS



OLDER HER

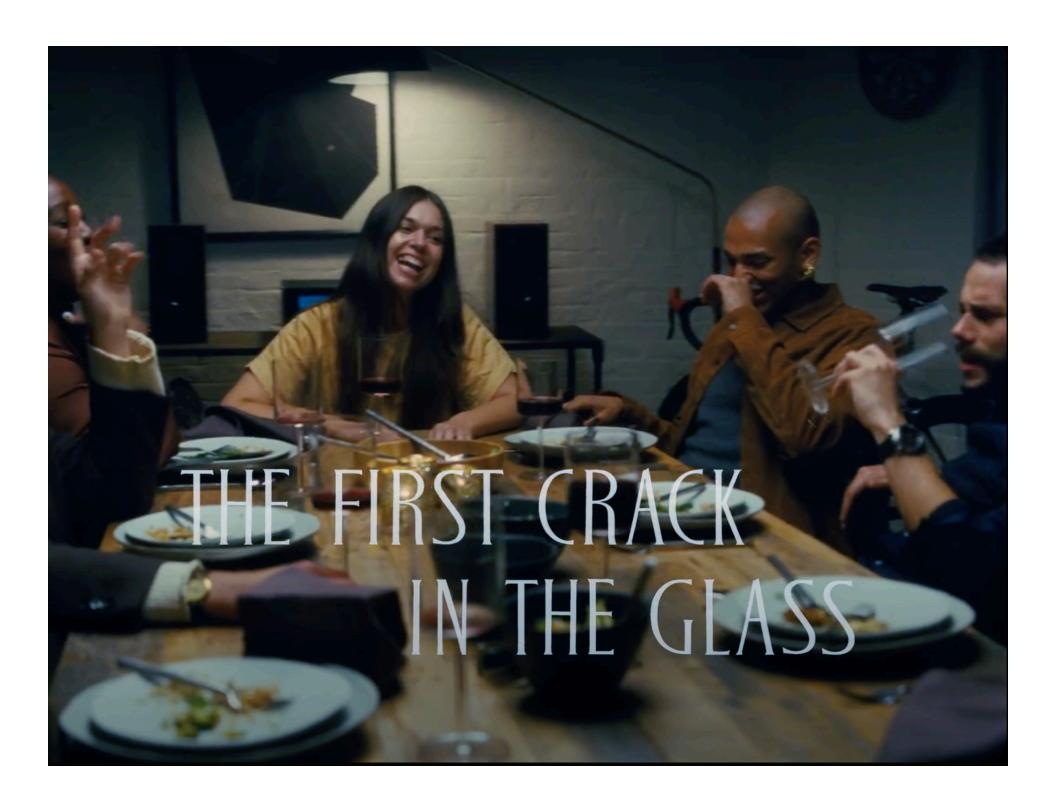
SOME OF HIS COLORS- BLUES AND FLUORESCENTS, URBAN AND HARDENED- BUT A WARMTH REMAINS- HALOGENS, ANTIQUES,



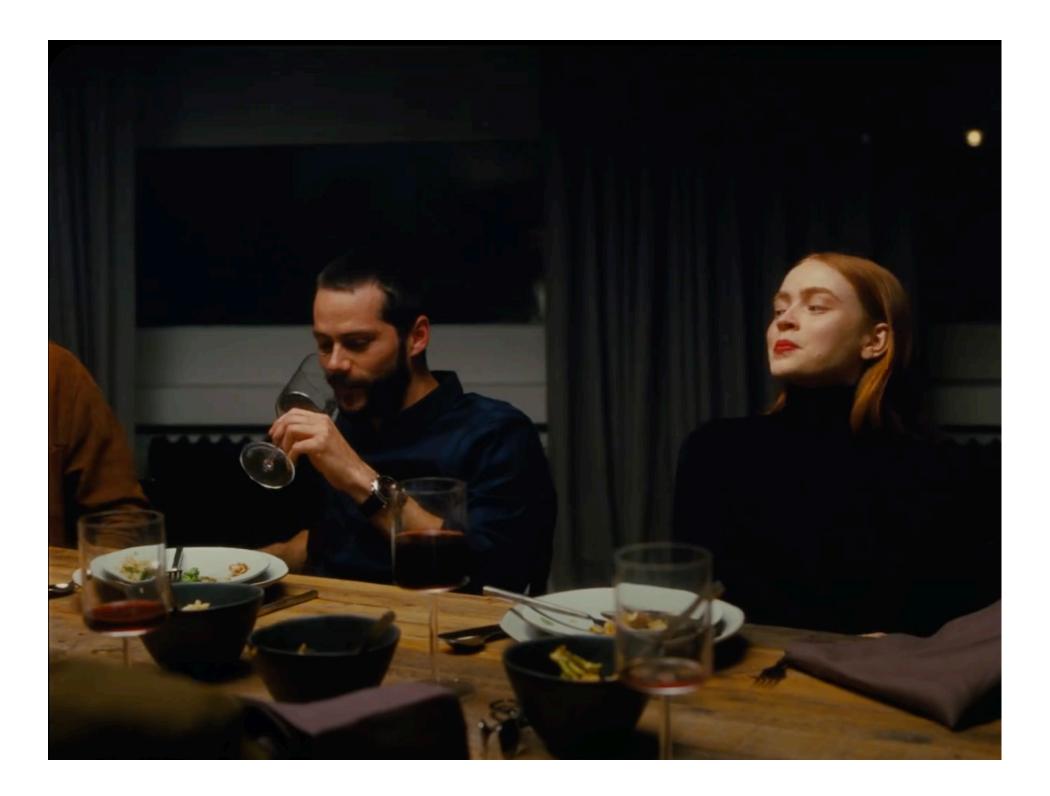










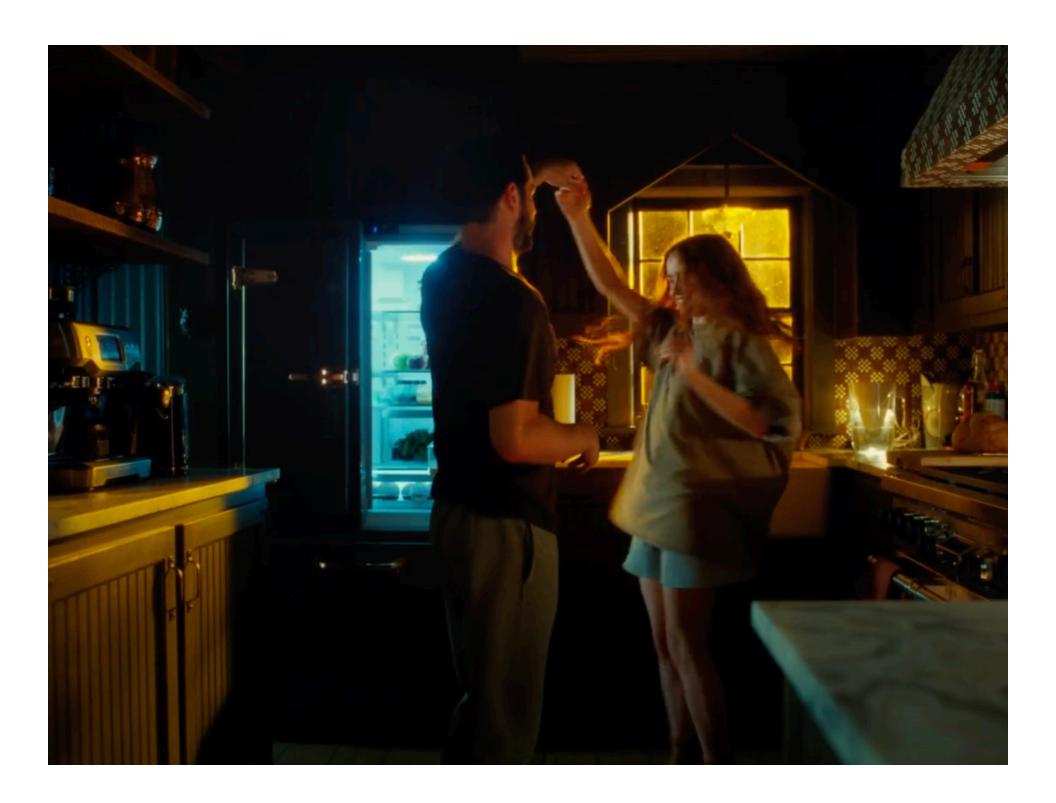










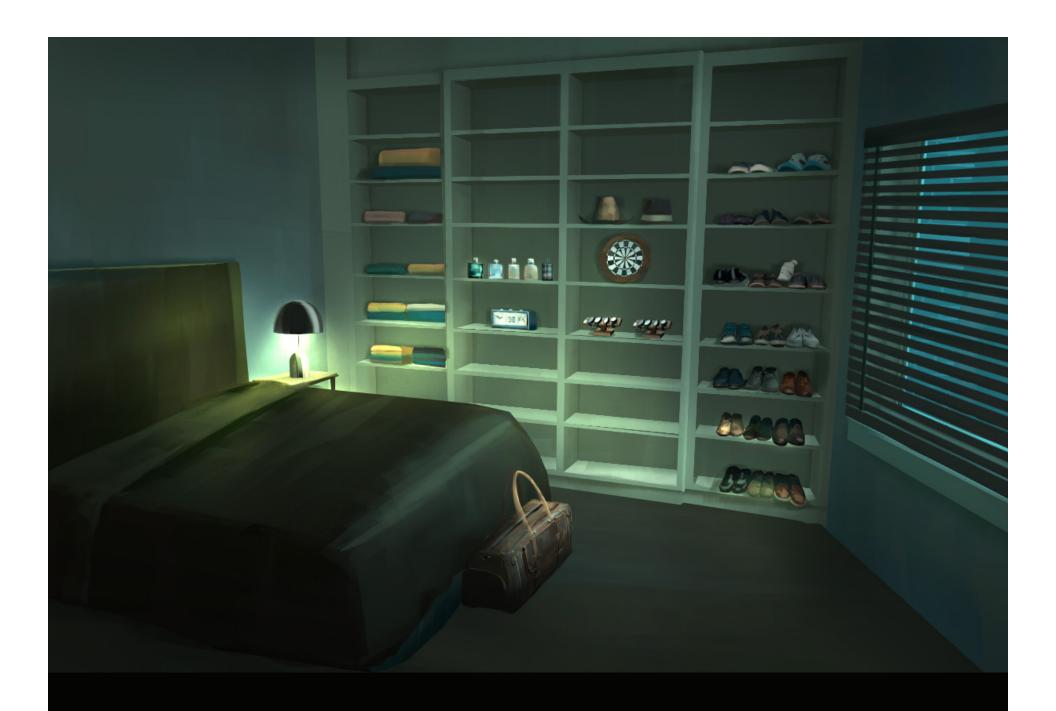








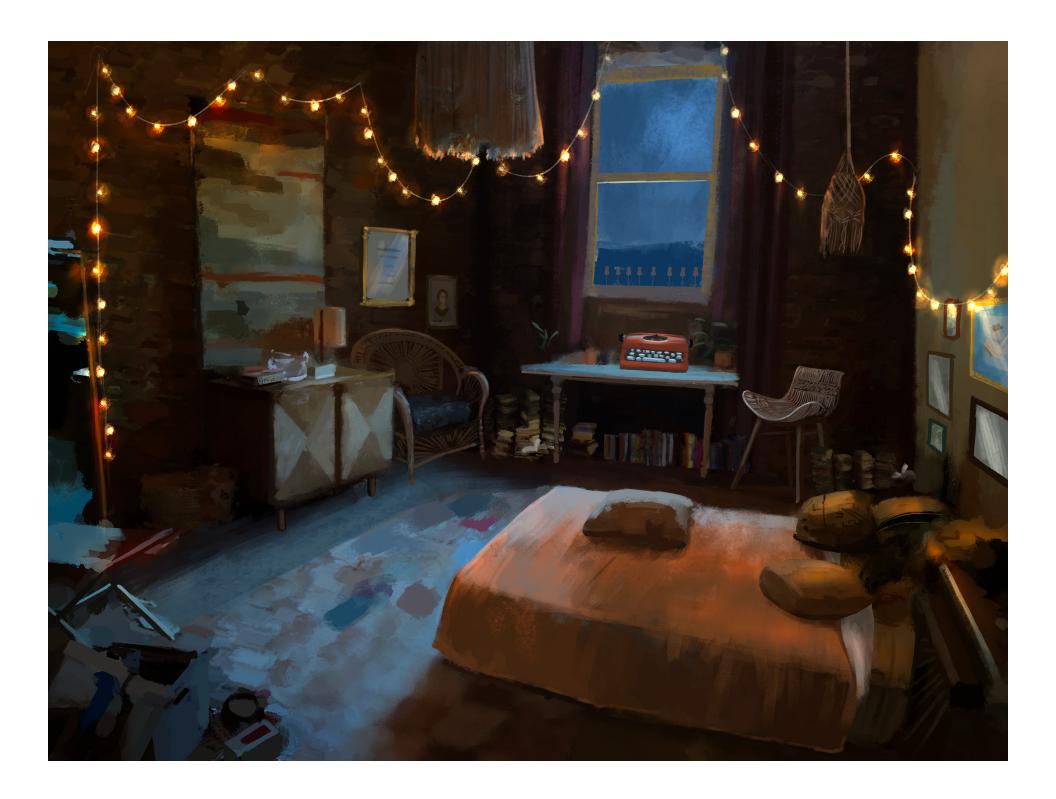
















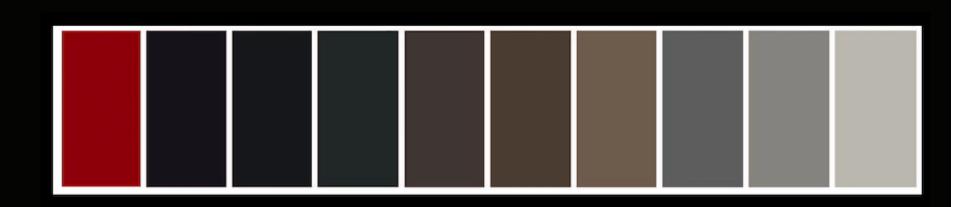


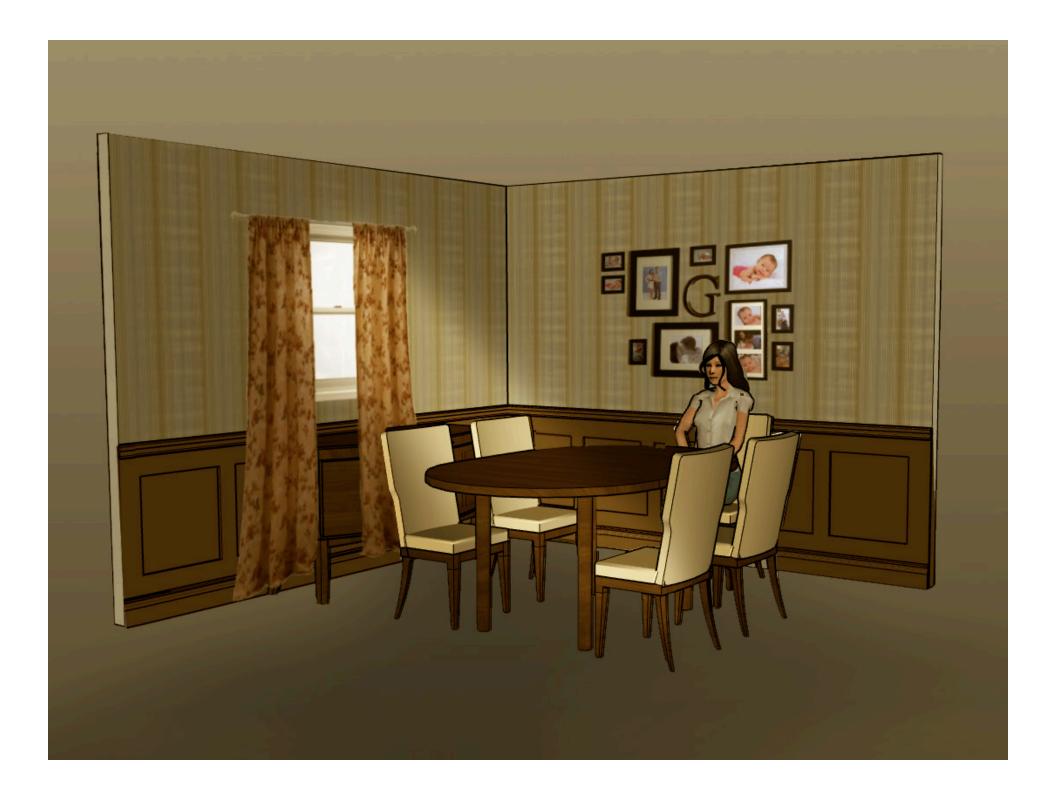










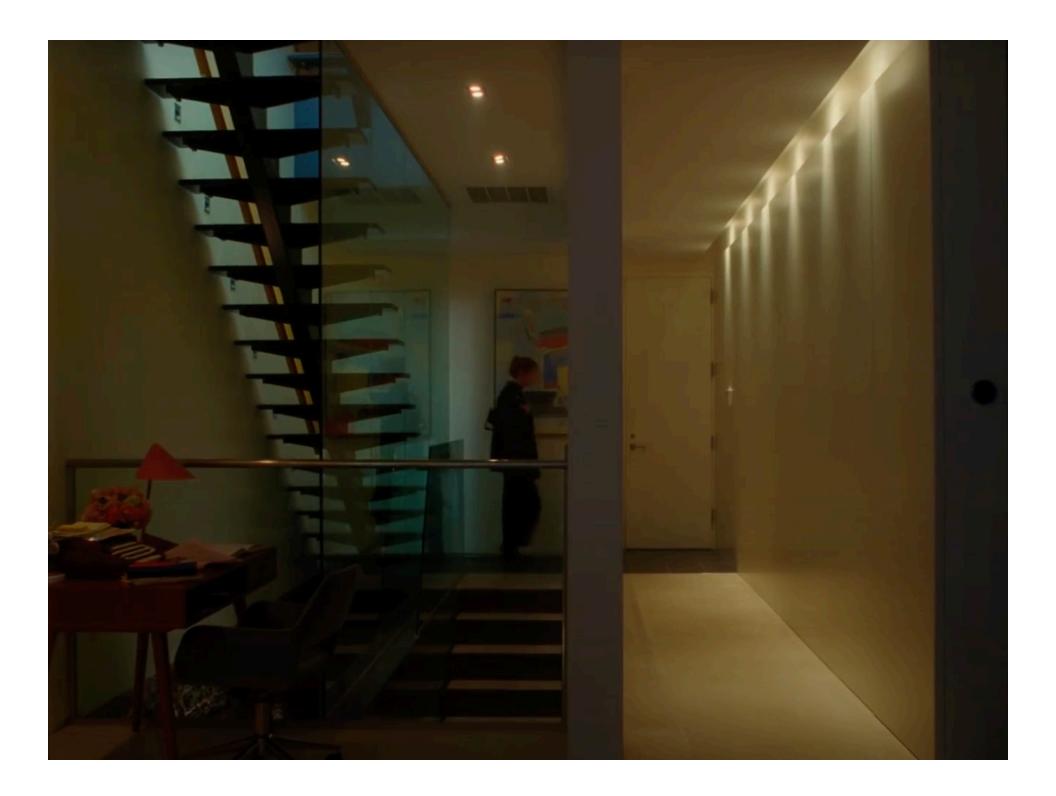




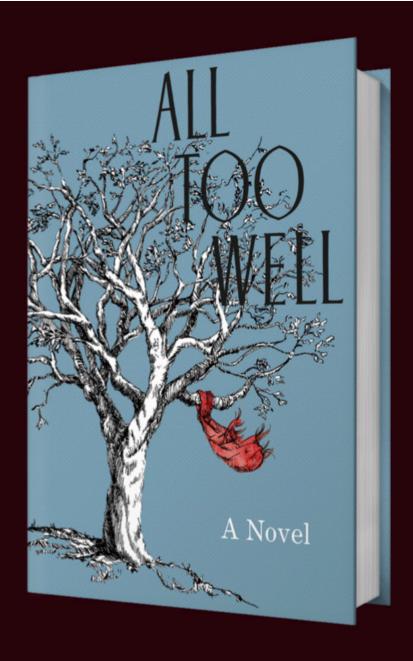




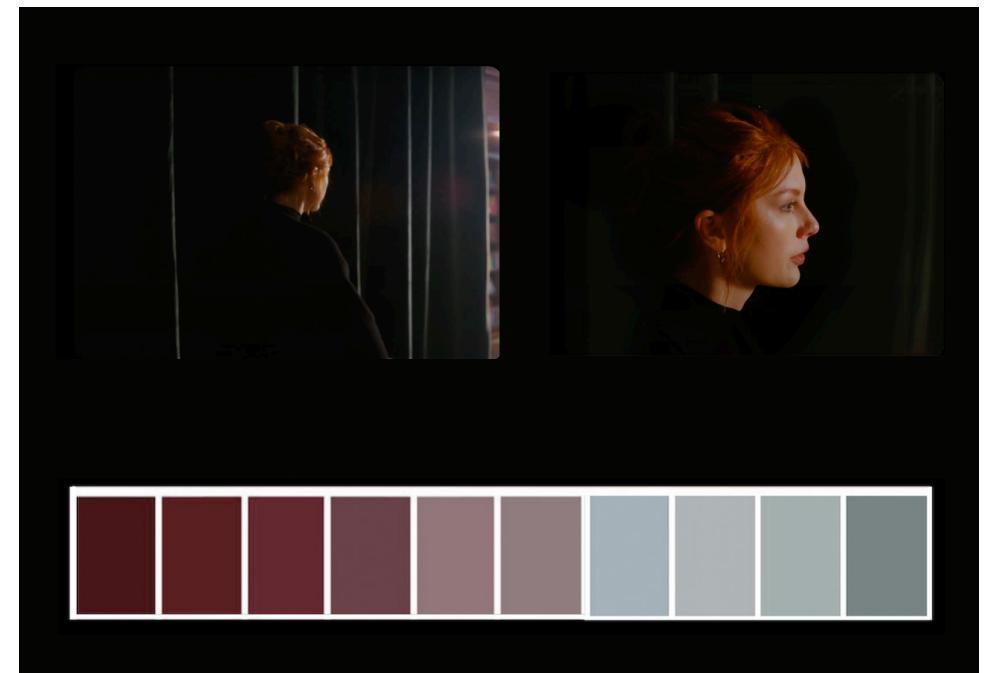


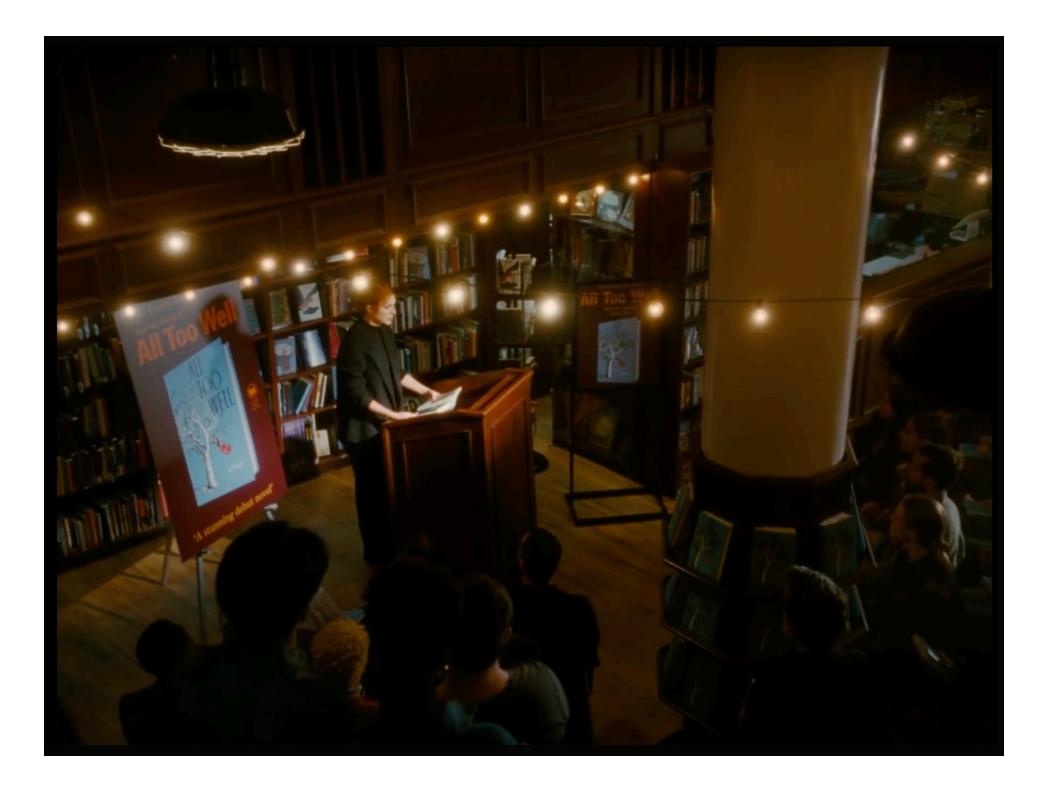






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 $"Love\ is\ so\ short, forgetting\ is\ so\ long."$

- PABLO NERUDA

