



# IRONMAN STONE ISLAND

Chaos

media  
&  
print  
ltd

## A one hour television documentary special

Chaos  
often  
breeds life,  
when  
order  
breeds habit

*Henry Brooks Adams*



[www.chaosireland.com](http://www.chaosireland.com)



TRIATHLONIRELAND



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16 THE ORCHARD, BELLEFIELD, ENNISCORTHY, CO. WEXFORD, IRELAND



# IRONMAN STONE MAD



**3<sup>rd</sup> of July 2005:** Shortly after dawn on a summer morning in the Austrian Alps, three thousand people will dive into the waters of Lake Wörthersee. Ahead of them awaits 3.8 kilometres of cool fresh water, whipped up into a seething tempest by the frantic action of 12,000 limbs. If their burning lungs can take it each competitor will then attempt to push their bicycle through 180 kilometres of stunning Alpine scenery to the start of the

marathon; the last of the three disciplines of **Ironman Austria**. Some will finish in less than 9 hours, others will just hope to beat the setting sun home. Many won't.

**Amongst them will be thirty Irish head bangers. Why?**

**Ironman–Stone Mad;** a one hour television special.

**Chaos Media and Print Ltd** in conjunction with **Triathlon Ireland**, are developing an original documentary which will follow a number of the **Ironman Austria** Irish entrants as they prepare for their first ever **Ironman** race. Part fly on wall, part video diary, we intend to capture the pain, the misery, the rivalry and the humour of what it takes to compete in this brutal event. We may even dare to ask why?

We see huge potential for drama and excitement leading up to the wonderful spectacular and colour of the race itself.

Event organiser and rights holders **Triangle GmbH** and **ORF** (the Austrian national Broadcaster) have committed to make available their own extensive coverage of this event and have invited **Chaos Media & Print** to work in conjunction with them and their production teams.

**Our documentary Ironman–Stone Mad will combine innovative low cost sports broadcasting with a touch of reality television; a home-grown mix that is sure to appeal to many.**

Chaos Media & Print Ltd would be keen to secure an interest in **Ironman Stone Mad** from a national broadcaster. If you would like more information please contact Alan Ryan (Producer) at the number below.

We expect to begin recording in late December.



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## Ironman Stone Mad Outline

**A** one hour documentary special that will follow the lives and training exploits of four friends (and rivals) in the six months prior to competing in *Karnten Ironman Austria* their first ever *Ironman* race.

*Ironman Stone Mad* will capture the pain, the misery, and the humour of what it takes to compete in this punishing event. The four principals are part of a team of thirty plus athletes of varying abilities from Ireland who are preparing for the challenge of the Ironman next July. Most of the Irish entrants are affiliated to the *3D-tri* triathlon club in Dublin. Although concentrating on mainly four people, there will be numerous cameos from other club members offering their own particular insights, advice on how to approach the challenge and how the four might do in the race. One of the four resides outside of Dublin. He will not have the luxury of training within the *3D-tri* club structure and the support that it offers. He will have to plough a solitary training route along the edges of the Blackstairs Mountains of Carlow and Wexford. Of course they will all periodically, meet up to train together, discuss tactics and keep a watchful eye on each others progress.

Our aim is to create a storyline that will generate curiosity, interest and amusement throughout. *Ironman Stone Mad* will raise a number of questions in the viewers' minds that will hold their interest to the end.

- Will the four initially get through the gruelling training in the cold dark wet of an Irish winter?
- If they make it to the event; will any of them finish it?
- And more importantly; who will beat who?

## Format

The documentary will be shot using digital video (DVCAM). A number of the group training sessions, meetings and interviews will be recorded using a skeleton film crew. Video diaries and small group sessions will usually be recorded by the individuals themselves with hand held digital video equipment (All individuals will be trained in the correct use of this equipment. see *below*).

Part fly on wall, part video diary the story will wind its way to a spectacular climax – the Ironman event in Austria. Once there, it will boast all the colour and nearly as many extras as Ben Hur. Having available to us, the extensive *ORF* television coverage, the broad canvas of this event will be shown in our documentary. However as Chaos plans to record its own footage at the event, none of the personal narrative will be lost. We will place a number of cameras in strategic locations around the course specifically to pick out the entire Irish contingent.



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## Innovation

*Micro cameras to be incorporated into athlete equipment.*

**M**any sports from Formula 1 to Horse Racing, regularly give the viewer an athletes eye view of proceedings. With new developments in camera technology, this is no longer prohibitively expensive and is available to most production budgets.



Here we intend to break new ground and exploit this technology by having

a camera 'onboard' with one of our swimmers. We plan to capture on tape the explosive start of the swim leg from within. As far as we are aware this particular approach has not been attempted anywhere to date.

The swim start is easily the most dramatic aspect of any triathlon and to record the mayhem caused by 3,000 competitors (including our cameraman) fighting for every inch of water will be a visual spectacular. It's not only the start of the race that we are after here. As the swim pans out, if we can record a foot or fist looming out of the murky water into the face of our cameraman/swimmer it will make for 'interesting' television and give the viewer a real sense of what it is like to be in the middle of a mass open water swimming race; a situation often compared to being inside a washing machine. We intend to perfect this technique at a number of smaller early season Irish triathlons, where the cast is of hundreds not thousands.

*Chaos* also plans to mount a micro camera on to the handlebars of the bikes, with the ability to swivel the camera to point ahead or



directly into the face of the cyclist. It will be nice to see their pain as they struggle up the side of an Alp!

## Sponsorship

*Chaos Media & Print Ltd.* in conjunction with their partners is currently seeking sponsorship to allay some production costs.

This documentary is an ideal non partisan platform that will reward the discerning sponsor and promote their brand to the largest possible audience. Opportunities are available to sponsor athletes gear and/or clothing. Not only do we expect a large television audience for our documentary, but the event itself attracts a great number of spectators every year. *ORF* footage of the event is sold internationally and it is envisaged that *Ironman Stone Mad* will have international appeal.

**Major sponsors will have the opportunity to have their brand associated with the documentary credits.**

For more information on sponsorship packages please call Alan Ryan on the number below.



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## Producers

**Alan Ryan** is a Geologist by profession; he has lectured on mining, exploration and environmental matters in Trinity College Dublin and has spent a number of years working in geology in Australia.



Alan has edited and illustrated texts for education and professional purposes for many years, His lectures have taken on a distinct multimedia character. He has been involved in producing short corporate video and multimedia presentations within the mining industry. A keen artist, Alan is an accomplished oil painter, a published cartoonist and graphic designer. An unashamed technophile, much of Alan's artwork is now done directly onto computer using *Adobe Photoshop*, *Illustrator* and other related software packages.

Alan setup Chaos Media & Print Ltd. on returning from Western Australia in May 2004. His ambition for the company is to publish quality publications of literary, factual, scientific, educational or artistic merit and to develop similar themes for the broadcast media. The digital revolution has enabled much of this to be achieved using essentially the same equipment. A book, film, painting or song can all now be produced on the same computer and ultimately saved to the same CD. Chaos have just published their first novel *In the Shadow of the Ombú Tree* by Hugh FitzGerald Ryan and have a number of other media projects in the pipeline.

Alan is also an occasional fanatical triathlete and regrets waiting until he was thirty five before attempting his first race.



**Hugh McAtamney** is president of *Triathlon Ireland* and founder of the *3-D Tri* triathlon club in Dublin. *3D-tri* are the second largest triathlon club in Ireland and have, under Hugh's leadership organised a number of very successful events over the last three years. This years Skerries triathlon was the biggest ever (over 450 competitors) sanctioned by *Triathlon Ireland*.

In both his capacity as president of *Triathlon Ireland* and founder of *3D-tri*, Hugh has overseen a huge increase in numbers competing in triathlons in this country. He has secured considerable sponsorship for both association and club, and has generated substantial publicity and media interest in the sport.

Hugh has also organised and overseen the recording of a number of Irish races for television. These have regularly been aired on

the *Sports Monthly* programme on RTE television and on *Setanta* TV. Examples of which are available from the 3D-tri club website. [www.3dtri.com](http://www.3dtri.com) He is of course one of the Irish contingent competing in Ironman Austria this year.

Hugh works for the Digital Media Centre at the Dublin Institute of Technology. He is involved with the MA in interactive media, a highly regarded and successful course that has a reputation for excellence within media circles.

**The producers** intend to appoint a small team of experienced professionals to key posts in the production team. We are in the fortunate position where we can also avail of the expertise and production facilities (for favourable rates) available at the *Digital Media Centre, Dublin Institute of Technology*. We will be using their services to train our competitors in the correct use of hand held digital video equipment and intend to engage a number of graduates and students of the MA course to assist in production and post production. We are in discussion with a well known TV personality who we hope will do narration for *Ironman Stone Mad*.

Our imaginative approach to telling this story we believe, will generate considerable publicity and attract a deal of media and reviewer interest. The fact that this particular endurance event has drawn so many Irish entrants alone merits coverage. That said this is not merely a sports documentary, nor simply an Irish story, but an entertaining and humorous look at a cruel event designed to really test the resolve of its competitors. It is also a personal journey to get to the finish line for four of the three thousand head bangers who will enter the water on July 5th.

*Ironman Stone Mad* will appeal to and entertain a broad television audience of all age groups.

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