

CONCEPT FILM. SERA IS FICTIONAL.

The 20-Second Launch Film Plan

Turn a plan, render or photo into a 20-second AI real estate film.

Start with a shot order you can use today.

Ibrahim Surucu

CONCEPT FILM. SERA IS FICTIONAL.

Life first, building last.



Step off the kerb: Start the journey.



Promenade: Place the viewer in the neighbourhood.



Life at a table: Give the place a human moment.



Building last: Reveal the destination, small in frame.

20 seconds. Six shots.

Loop: Match the final shot's foreground to the opening street image.

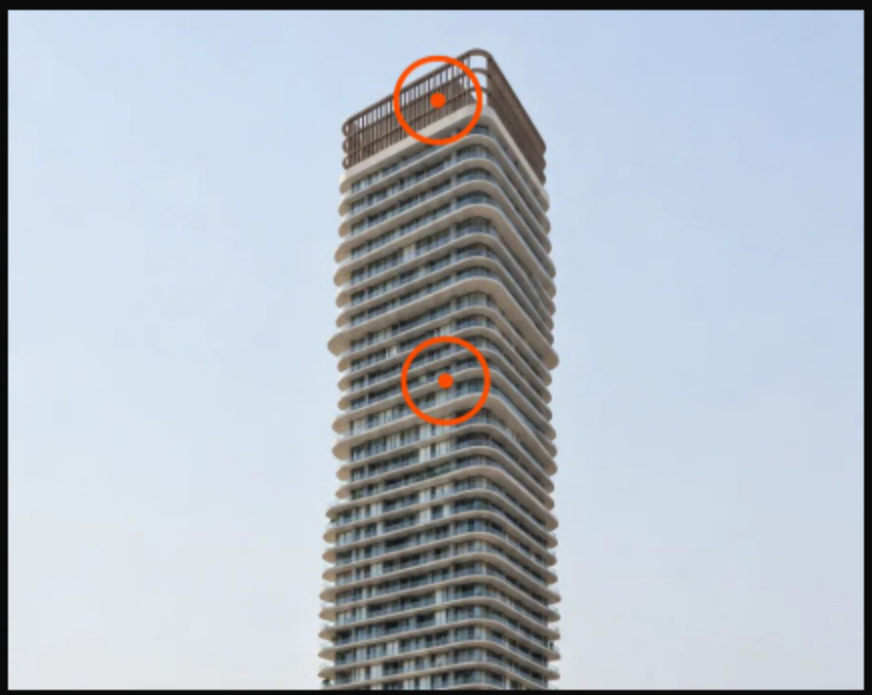
NO.	SHOT	SECONDS	SOURCE
1	Street life	4	Photo
2	Place detail	3	Photo
3	Arrival path	3	Plan
4	Interior in light	4	Render
5	Verified view	3	Photo
6	Building, small and late	3	Render

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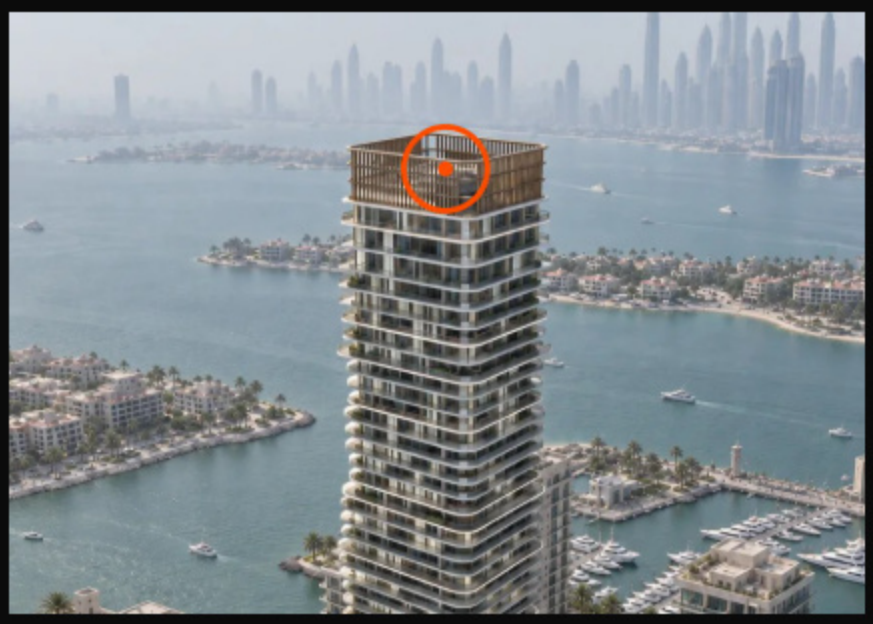
One building. Every shot.



Same facade.



Same window count.



Same location and orientation.
Same light direction.



Same materials. Check each shot against the source.

The faithfulness rule.

AI can bring existing material to life.

Show only what the approved plan or real unit contains.

Label concept scenes and AI-generated imagery openly.

In Dubai, the advertiser is responsible for the accuracy of a property ad (RERA Circular 2-2022).

Ask before the first image.

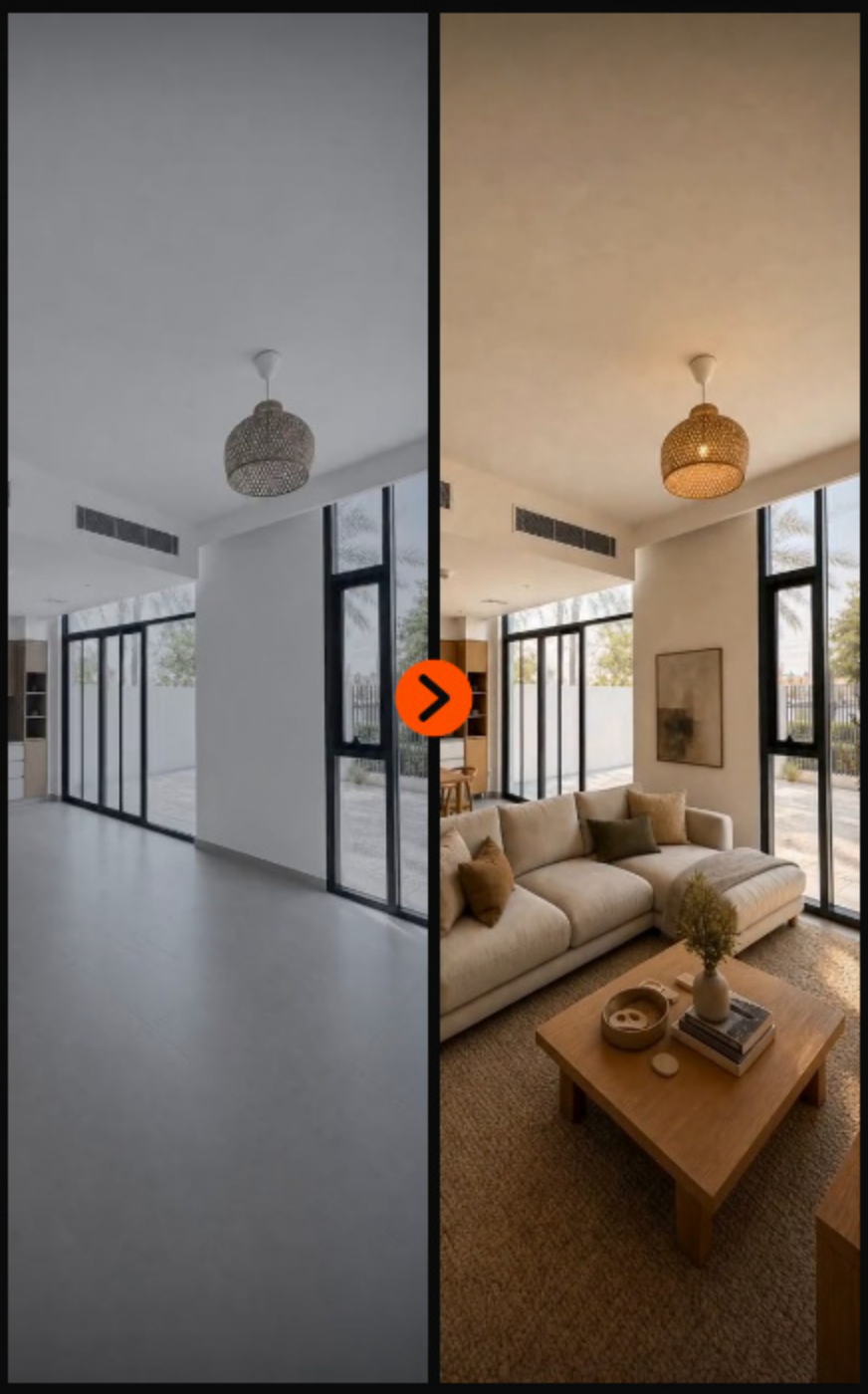
- [ ] What plans, renders or photos exist?
- [ ] Which facade version is approved?
- [ ] Which views are real?
- [ ] Who is the buyer?
- [ ] Where will the film run?
- [ ] What must not appear?
- [ ] What is the deadline?
- [ ] Who gives final approval?

Start with what exists.

Use the available source as your visual reference.



SERA: A render becomes a film scene. Concept film. SERA is fictional.



Rental listing: An empty room becomes a furnished, lived-in film scene.



The paid part:

The whole method. Tools by name.

Practice on real-style briefs.

Waitlist: tamtamcorp.tech/learn

No price yet.

I'm Ibrahim Surucu. I run Tam Tam Corp alone in Dubai. For Noah Couture, I turned mannequin photos of 42 outfits into studio, lifestyle and catalogue images.