



When Silence Speaks: Music for Answear x Nie WidaÄ? Po Mnie Foundation

Description



Some films don't need to shout to be heard. The Answear x Nie Wida's Po Mnie Foundation campaign film, *Take care of what's inside you Men's Page*, is one of those pieces where restraint becomes the message. Tracks & Fields was invited to handle music research and licensing for the project, shaping a sound world that doesn't explain emotions but allows them to exist.

The film looks at modern masculinity not as a fixed identity, but as a fragile balance. Between ambition and exhaustion. Strength and vulnerability. The things we show and the things we hide. From the very beginning, it was clear that the music couldn't compete with these themes. It had to listen first.

A Film About What We Don't See

We spend a lot of time curating the outside. Success, appearance, composure. Inside, the picture is often less polished. This campaign opens space for that contrast, asking what it really means to take care of yourself when you were never taught how to name your emotions.

The story unfolds quietly. No dramatic arcs, no heroic resolution. Just moments of truth. The music follows the same logic, supporting the narrative without framing it too tightly. It leaves room for interpretation, for discomfort, for reflection.

The Sound of Holding Back

The music is minimal, with ambient and classical influences that feel almost suspended in air. Piano tones, soft textures, long pauses. It whispers more than it speaks. This is sound as shadow-work, where absence is as intentional as presence.

There are moments where silence does more than any crescendo could. Instead of guiding emotion, the track allows it to surface naturally. This approach mirrors the film's message: courage is not always loud. Sometimes it's about staying with what feels unresolved.

T&F's role was to research and license a piece that carried this emotional weight without overstatement. The chosen track and artist brought a sensitivity that aligned perfectly with the film's rhythm, trusting the audience to meet it halfway.

Music as an Inner Space

In a campaign about inner life, the music becomes a place rather than a statement. It doesn't decorate the film, it inhabits it. Music breathes between the words, the glances, the pauses. It respects the idea that not everything needs to be explained.

This project is a good reminder of why music matters in storytelling. Not as a tool to manipulate feeling, but as a quiet companion to it. When done right, it doesn't tell you what to think. It simply stays with you long after the screen fades to black.

<https://vimeo.com/1143167595/32c3843e90?share=copy&fl=sv&fe=ci>

