



jsn

DRINKIN

TREATMENT BY CHRIS CAMPBELL

Introduction

I'm very excited to be writing on this track and let loose some of my wild ideas. Jmsn has this great homegrown feel and soul, as if I were sitting in a little dive bar hearing a man pour his whole heart out. Not for the crowd, but rather himself. Let's get to it...



The Concept

We dive into surreal drama and dark comedy and end up in wonderful astral weirdness. It's a bit of an interactive performance shot done partly in a one shot. We open with Jmsn entering this old church during a service. Maybe he's already been drinking a bit and it lights up his feet. He's dancin' down the aisle but no one reacts as if it were anything but normal. He sings to us as we steadily glide with him. He dips in and out of the pews periodically to meet with a handful of debaucherous characters. They sip on flasks, make drinks from briefcase mini-bars, and finally he takes a swig from a bootleg concoction reminiscent of Joaquin Phoenix's "potions" in *The Master*. Here, we get weird. He suddenly begins to levitate up and up as if he were ascending to a higher plane of consciousness. He rises past the stars until he meets a giant floating eyeball creature.



STYLE
EXAMPLE



STYLE
EXAMPLE



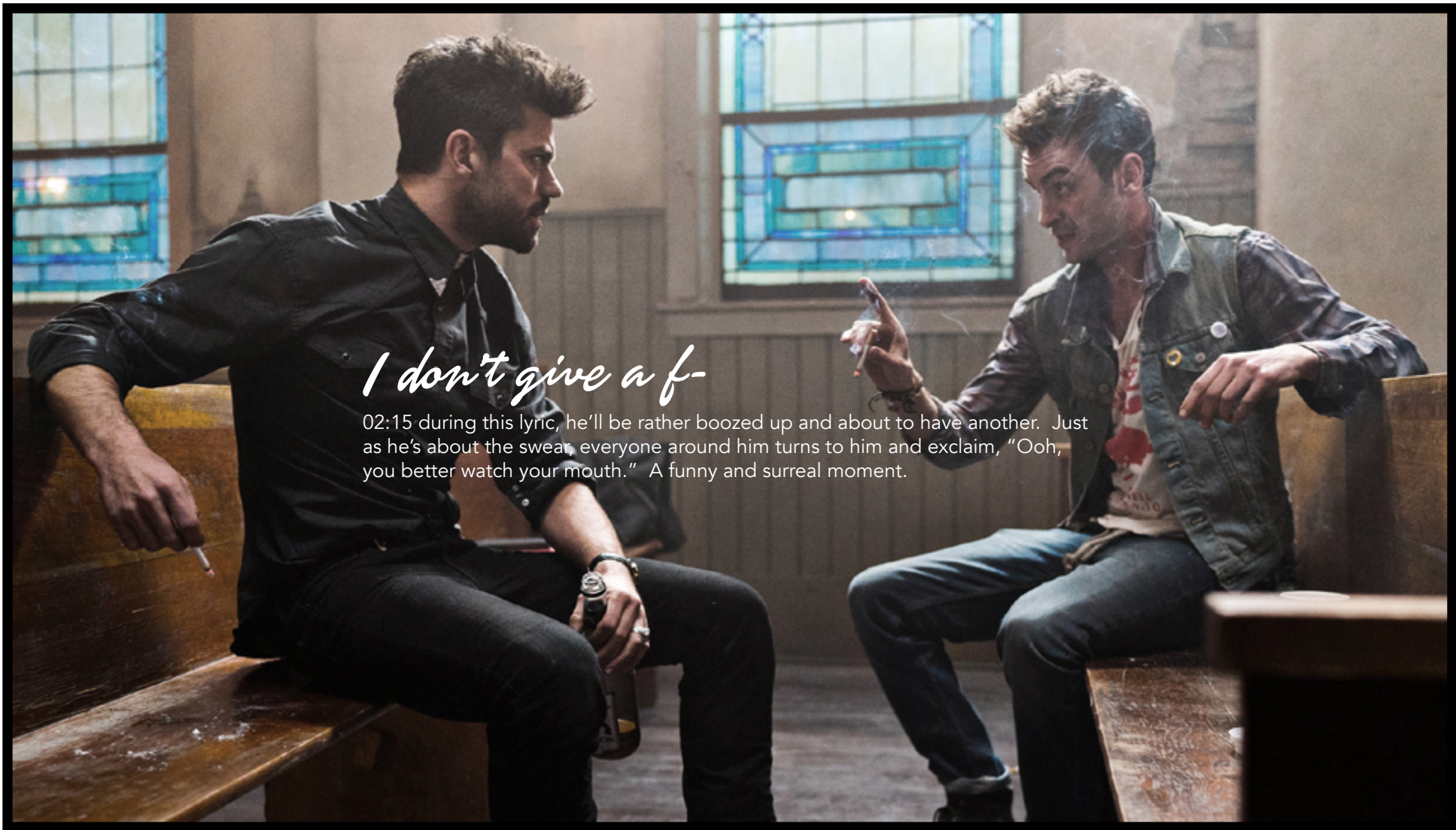


Part One

We see Jmsn arrive in perhaps a quirky and unique fashion as the drum roll rattles off. When the first snare hits we bring out the funk. Jmsn dances and lets loose his soul while singing to us. We follow as him visits a variety of odd characters stashed away in the pews. He strays down the aisle like he's on a brewery tour, just one sample after the other. And each one get's more complex and crafty ranging from a flask all the way to a full whiskey barrel.



GROOVIN'
EXAMPLE



I don't give a f-

02:15 during this lyric, he'll be rather boozed up and about to have another. Just as he's about the swear, everyone around him turns to him and exclaim, "Ooh, you better watch your mouth." A funny and surreal moment.



Part Two

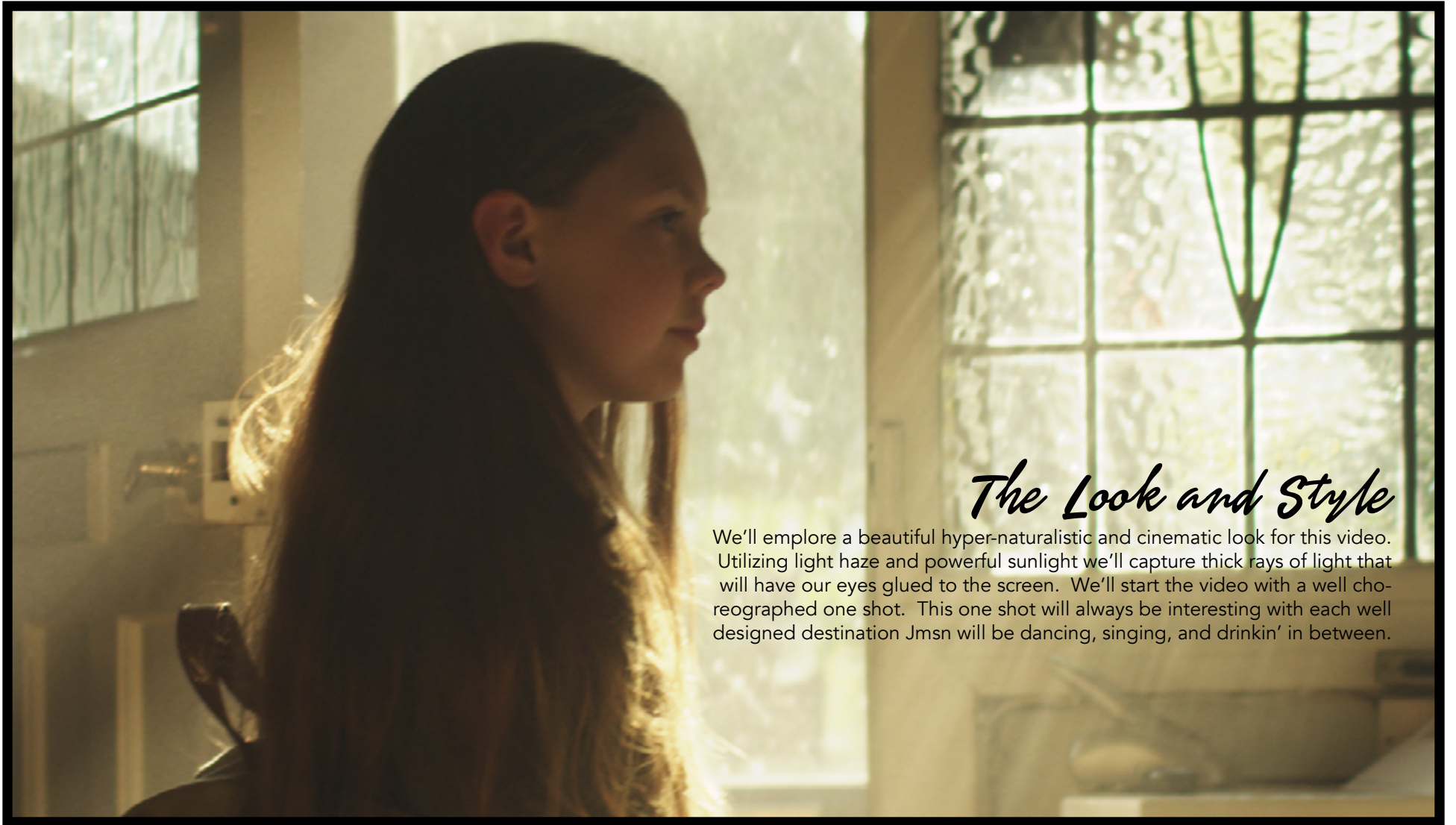
He reaches the pastor at the front and kneels so that he may indulge in some communion wine, of which he swigs plenty. Then him and the organ player dip into the back room where they mix up a bootlegged alcoholic concoction of stuff that'll put hair on your eyeballs before making them go blind. They each take a large swig that looks like it punched them in brain. Jmsn stumbles out and back down the aisle. As if everything kicked in at once, he stops and falls backwards.



Part Three

Before he hits the ground, he suddenly is hovering. He ascends up through the roof, through the sky, through the stars, until he reaches a giant astral creature. Some kind of giant floating eyeball with a weird mouth. This floating god-like creature picks up the last few 'spoken word' lyrics. "...do that shit. If it's drinkin'..." We float in visual beauty and oddity as Jmsn and this creature go back and forth.

*This creature will be handbuilt with wacky love.



The Look and Style

We'll explore a beautiful hyper-naturalistic and cinematic look for this video. Utilizing light haze and powerful sunlight we'll capture thick rays of light that will have our eyes glued to the screen. We'll start the video with a well choreographed one shot. This one shot will always be interesting with each well designed destination Jmsn will be dancing, singing, and drinkin' in between.





The Location

I couldn't get the image of a beautiful and classic (a little shabby too) southern church out of my head when listening to this song. Maybe it's the organs, but it just feels right.



Wirework and the Void

An essential part of pulling this off is some complex and fun wirework. When Jmsn levitates out of the church and into the astral plane we'll have him rigged up on wires (which we'll digitally remove) to lift him off this earth. The second location will be a black cyclorama sound stage that will act as our void in which Jmsn meets the giant eyeball monster. Alternatives to the wires will be a large green pillar which we can also digitally remove though it's effect will not be as awesome.



Thank You

I look forward to drinkin' with you

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