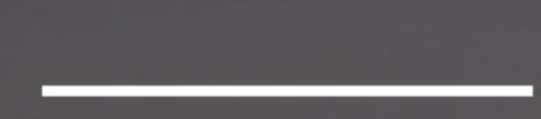


JMSN



DRINKIN'

TREATMENT BY ANTHONY PELLINO



ONE PUSH
DIGITAL CREATIVE

Thank you sincerely for inviting me to contribute ideas to this process and for the chance to help bring Drinkin' to life.

What I love so much about this song is its soul and its character. It's smooth and flowing, yet bold and powerful at the same exact time.

The structure and melody of this song will translate beautifully to a narrative music video.

I have striven to develop this visual not just to supplement a powerful and deserving song, but to multiply its impact and the importance of such a sound.

Bringing this to life would not only be my pleasure, but would be an honor.

I look forward to sharing my ideas with your team.

-Anthony Pellino, Director.

These are some of the key elements that I focused on when writing this visual, they strike me as the fundamentals at the center of the story.

SELF PURPOSE

The internal struggle of knowing who you are, where you belong, and who you should be with.

PERSISTENCE

Being able to identify who and what it is that makes you happy, and fighting through adversity to go and find it.

EMPATHY AS RESPONSIBILITY

Understanding that you have a responsibility to the people you love and how you impact their lives. Understanding that your actions have consequences for those you care about, intended or not.



SYNOPSIS

Our video will be a visual representation of the emotions and journey one goes through when longing after someone you love, and the internal struggles you must climb over to go after and get what and who you want in life.

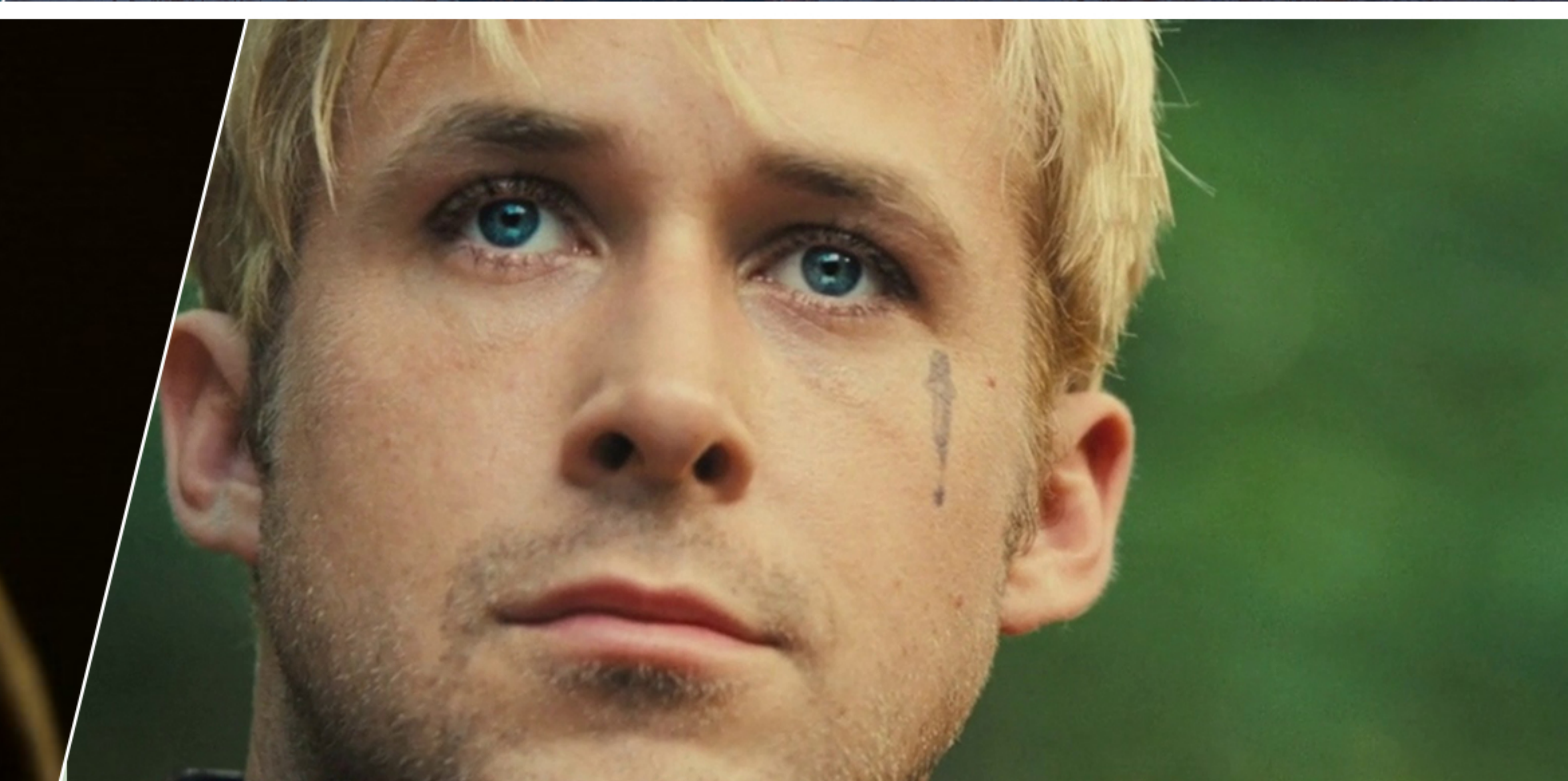
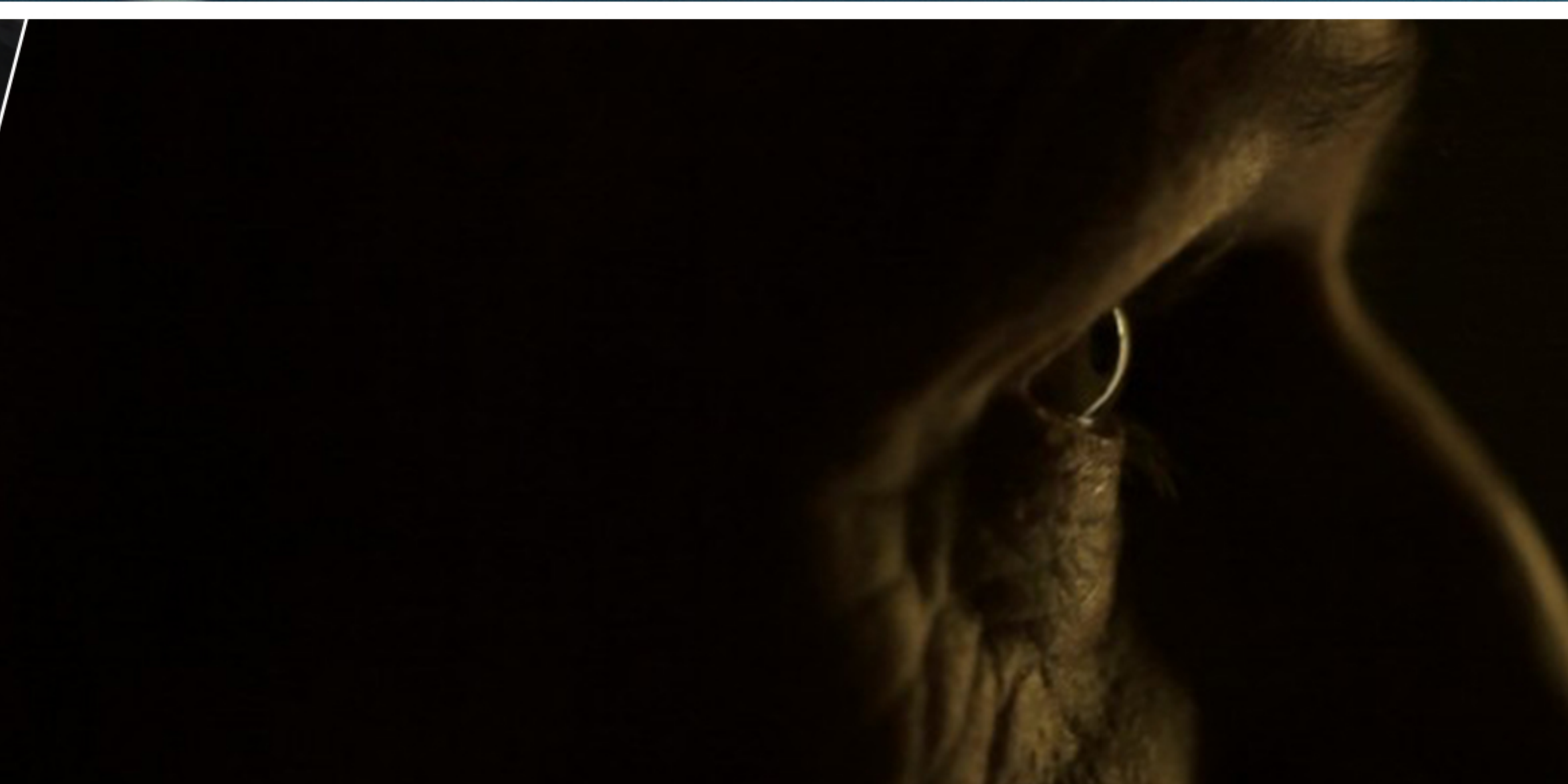
Our video will tell this story with a textured swagger, never becoming too somber or too cool, but floating in between these two aesthetics.



SYNOPSIS

We open on a young man and woman laying on a bed in a messy apartment lit by a bright sun outside. The guy lays slightly on top of the girl. Our camera pushes into the room and closer to our characters. In an instant, we match cut away from this scene to our young man now laying in a ditch, pushing his head in to kiss the woman we saw before. But, she is not there. We pull out to reveal that our man is now wearing dirty and ripped clothes, as if homeless. And we pull out further to reveal that our ditch is in the middle of a hazy forest. It seems dreamlike, surreal; a hint of mysticism. The man wanders the forest, disoriented, dizzy, clearly feeling ill. As our man wanders the forest, we also intercut shots of him and the girl hanging out; hugging, kissing, sharing cigarettes, alcohol etc. in various locations and settings. These will appear to the viewer not as flashbacks, but foggy memories flowing in and out of our narrative like a chopped up stream of consciousness.

Eventually, the man finds his way out of the forest and we stop intercutting the memories of him and the girl. Outside the forest, the man finds a small gathering not too far away from the forest. It looks to be a neighborhood concert party. It is not a large gathering, 20-30 people in a backyard while someone performs. The artist performing is JMSN, and he is singing Drinkin' to the small party. Our man proceeds to walk towards the party and he enters it freely. Nobody seems to notice, and nobody seems to care that he is there.





SYNOPSIS

As he continues through the space, he tries to interact with people but to no success. People don't just ignore him, it as if he does not exist. Nobody makes eye contact with him, and nobody responds to anything he tries to say. When he physically touches people, the partygoers' bodies react to the physical momentum, but they do not acknowledge that something has hit them.

Our man takes a seat, and he sees the woman from the beginning of our video across the yard dancing with another man to the music. He gets up and tries to interact with her, to no success. He stands in between them dancing, he taps her on the shoulder, talks in her face and of her companion but nothing happens. The woman and her new man just continue dancing. After a few moments our man grows so frustrated that he punches the other guy in the face. He falls down from the force, but does not feel the pain, does not react to what just happened, and neither do anyone else. He and the girl continue dancing.

Our man turns around and begins to hysterically run out of the party. The camera follows him from behind. After a moment, it spins around to follow him from the front and we reveal that the party behind him is now empty, as if everyone disappeared instantly.



SYNOPSIS

Our man is now distraught and confused. He wanders through an old town and sees an older man having a cell phone conversation. He sees this as a moment to test just how invisible he has become. He runs up to the older man and hits the cellphone to the ground. He then picks it up and throws it as far as he can. Instantly, the older man just goes and runs and picks up the phone and continues his conversation as if nothing happened, not acknowledging our lead character at all. He decides for one last time to try and be noticed...

He runs back up to our older man and kicks him as hard as he can between the legs; but nothing happens. The older man just nudges from the momentum of our lead's foot, and continues on his way.

Distraught as ever, our lead goes to a liquor store and shoplifts a bottle, knowing nobody is going to see him anyways. He then finds a local bar and walks in. Immediately upon entry, he grabs a guy's bottle and breaks it over his head. With beer pouring down, the guy just grabs another beer and continues on as if nothing happened. He walks by the band that is playing for the bar and it is JMSN once again.

Our lead sits at a table; and begins to drink from his bottle.

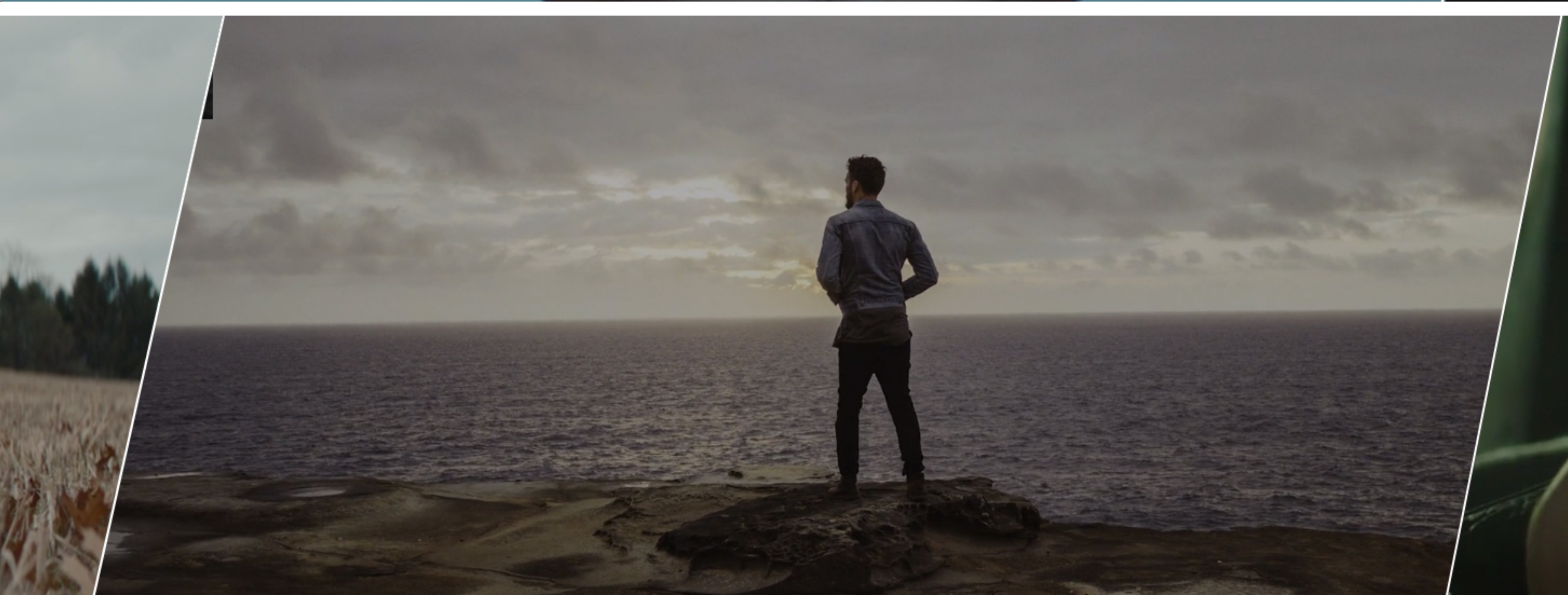
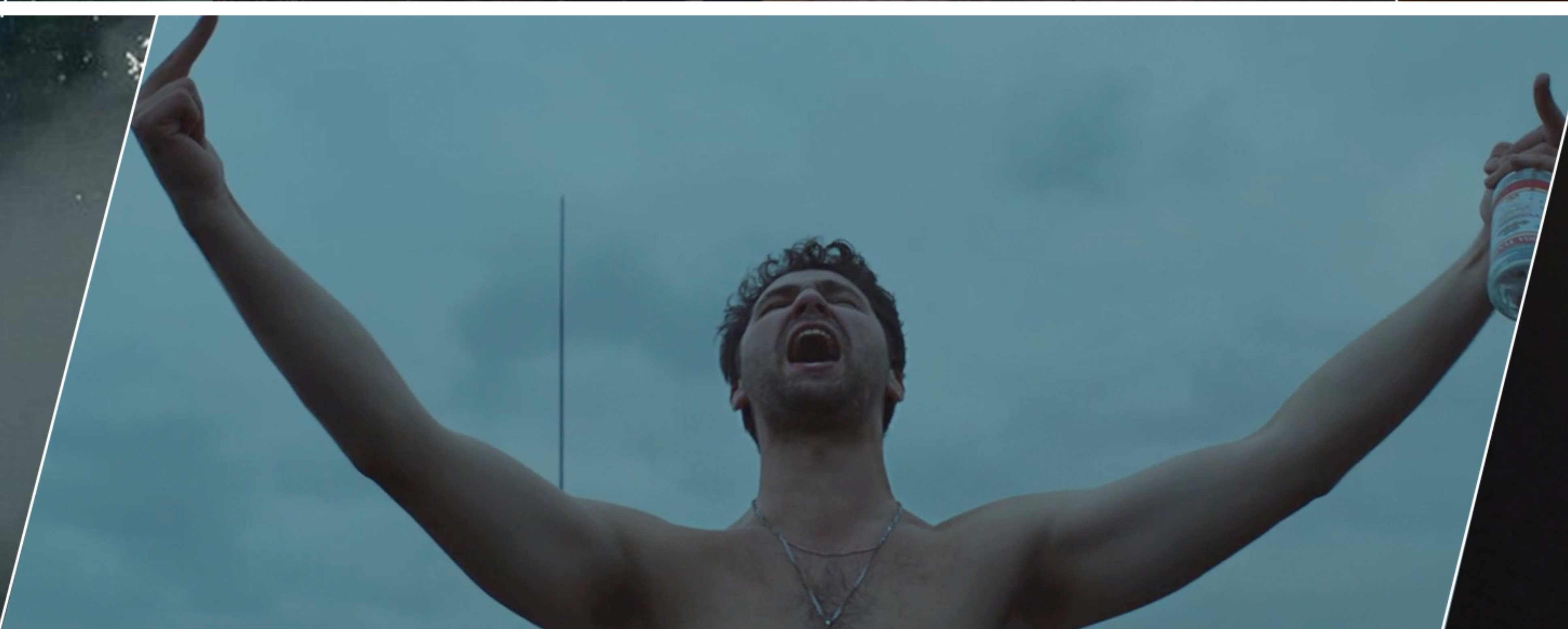
SYNOPSIS

The girl walks into the bar with the man she was dancing with. Her, him, and their friends share a night together. Drinks, shots, pool, music. A normal night out. As the bar begins to clear out the girl grows more intimate with the guy. Our lead does nothing and can do nothing, because to everyone else, he is just invisible. He sits there, and the memories of him with the girl begin to fill his mind as he slowly breaks down.

As the guy and the girl get more drunk, they grow closer. He tries to make his move but the girl resists. He grows more aggressive and eventually brings his friends over. At first it seems like a joke, but it begins to become a bit overboard. Our girl clearly becomes uncomfortable, and she tries to push away.

The bartender starts to walk over, but our lead cannot take it anymore. After seeing his ex be put into this situation, he snaps. He takes a pool cue, snaps it over one of the guys' head, and then sucker punches the aggressor and beats him down until he cannot get up. But this time, our lead is noticed by everyone. JMSN stops playing the song, the bartender pauses in his tracks and everyone just looks on in shock.

The girl stands there in shock staring at our lead. Not in sadness, not in relief, just general shock. They stare at each other in silence in front of the whole bar. They inch closer to each other, and our video cuts out, leaving their interaction up to the viewers' interpretation.



EXECUTION

Utilizing flowing camera movements combined with wide framing and intimate close ups, we will create an experience for the viewer that is engaging from shot to shot. As if we are moving from painting to painting, each shot will be selected to ensure it is progressing our narrative. Framing will be present, precise and purposeful.

Taking advantage of handheld techniques, our audience will be brought into the mind of our characters. The juxtaposition of ambiguous tight frames and wide open shots will contrast our two worlds fo flashback and reality to allow our piece the rom to breathe between both worlds.



Old-world inspired muted colours
and dirty textures.



COLOR PALETTE

I would like to thank you very much for allowing me to contribute my ideas to this piece. I look forward to any thoughts, ideas, or critiques you may have of this visual, and hopefully the chance to bring this narrative to form.

Best,

- Anthony Pelino, Director.