



JMSN "DRINKIN"

TREATMENT BY VISUAL POLLUTION

PRESENTED BY ONE PUSH

CONCEPT

"Drinkin" is a truly soulful party anthem, so we decided to take it to church.

Our idea is to center the video around a group of altar boys who go a little too hard with the sacrament wine. We witness mass from their wasted vantage point, watch one of the boys spit game at an older woman, and tie it all together with JMSN conducting and performing "Drinkin" in front of the church choir like the second coming of Whoopi Goldberg in *Sister Act*.



TREATMENT

We begin with three 14-16 year olds passing a joint and a bottle of wine around. They flip each other shit, cough hard off the joint, etc. The camera is handheld and naturalistic to match the loose energy of the kids. The sequence ends when the bottle gets set down and they all start to pull on albs and chords. They are altar boys.

They enter the church as the service begins, and we see everything from their cross-faded perspective. The kids perform various tasks, holding (and dropping) the microphone for people reading bible passages, trying to light the ceremonial incense, and badly performing communion. We cut between carefully framed, deep focus medium shots and close-ups of the kid's stoned/drunk expressions. Objects and people move in and out of focus at random, and appear at odd, exaggerated angles. We also ramp between super slow motion and a normal frame rate to match the woozy pace of the song.



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All of this is intercut with the church choir where JMSN is going wild, conducting and singing the song as if possessed by the holy spirit. The camera arcs and spins around him, the little old lady at the church organ wilds out on the keys, and the choir sings the “Whoa whoa whoas” of the chorus.

One member of the choir (early forties) is beautiful and mysterious in a Mrs. Robinson kind of way. We film her like an old school movie star with soft focus and a warm halo of light. Our lead altar boy keeps shooting her not so subtle Wendy Peppercorn *Sandlot* glances as she sings. He is clearly smitten.



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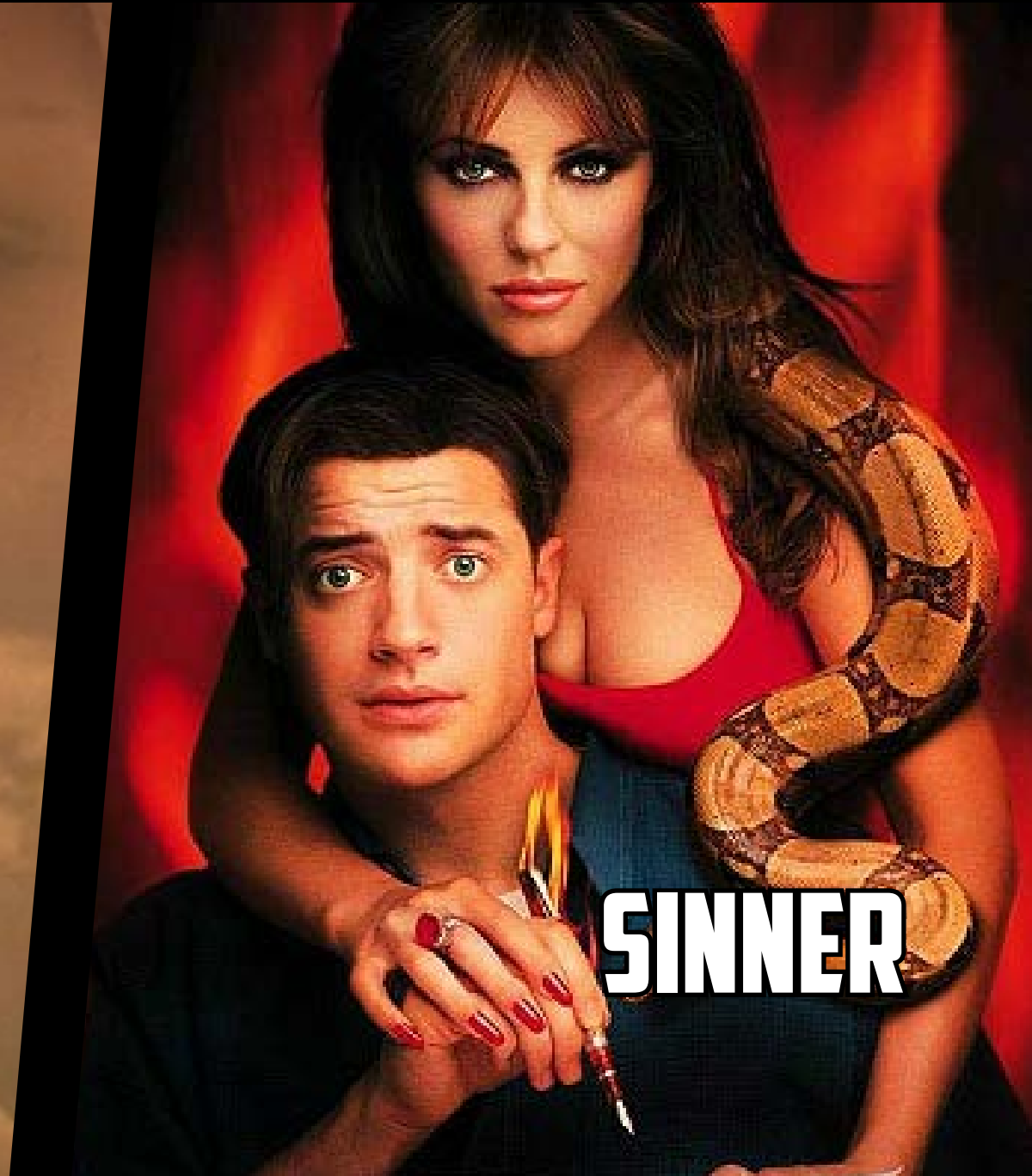
About halfway through the song, we cut to the boys leading a procession around the church. They hold candles and our lead kid swings the thurible back and forth. When the procession starts down the center aisle, the kid breaks away from the group and dances up towards the choir risers. The congregation rises and starts to sway back and forth with the song. This kid can **DANCE**. He is throwing all kinds of moves at Mrs. Robinson and his two buddies stumble along behind him like a pair of uncoordinated backup singers.

Now we arrive at a fork in the road. Choose wisely...



CHOOSE YOUR OWN ADVENTURE ENDING

SAINT



SINNER

SAINT

Our kid dances up to woman in the choir and extends his hand. She hesitates for a moment and then places her hand in his. They run together towards the church doors as the video becomes our tribute to the ending of *The Graduate*. They escape into the sunlight as the church collectively loses their shit around them.

This daydream is interrupted when our lead kid wakes up. The church service is over and people are slowly filing out past him. He is in the back row of the pews and his two buddies, their lips stained purple from the wine, are passed out next to him.



SINNER



Our kid dances all the way up to Mrs Robinson. She smiles at him and he opens his mouth to say something when- HUUUAGGHHH! The music cuts out abruptly and the kid vomits down the front of his robes. His friend sees the vomit, loses it and also throws up. The third altar boy reflexively reacts with a loud "SHIT."

Stunned silence.

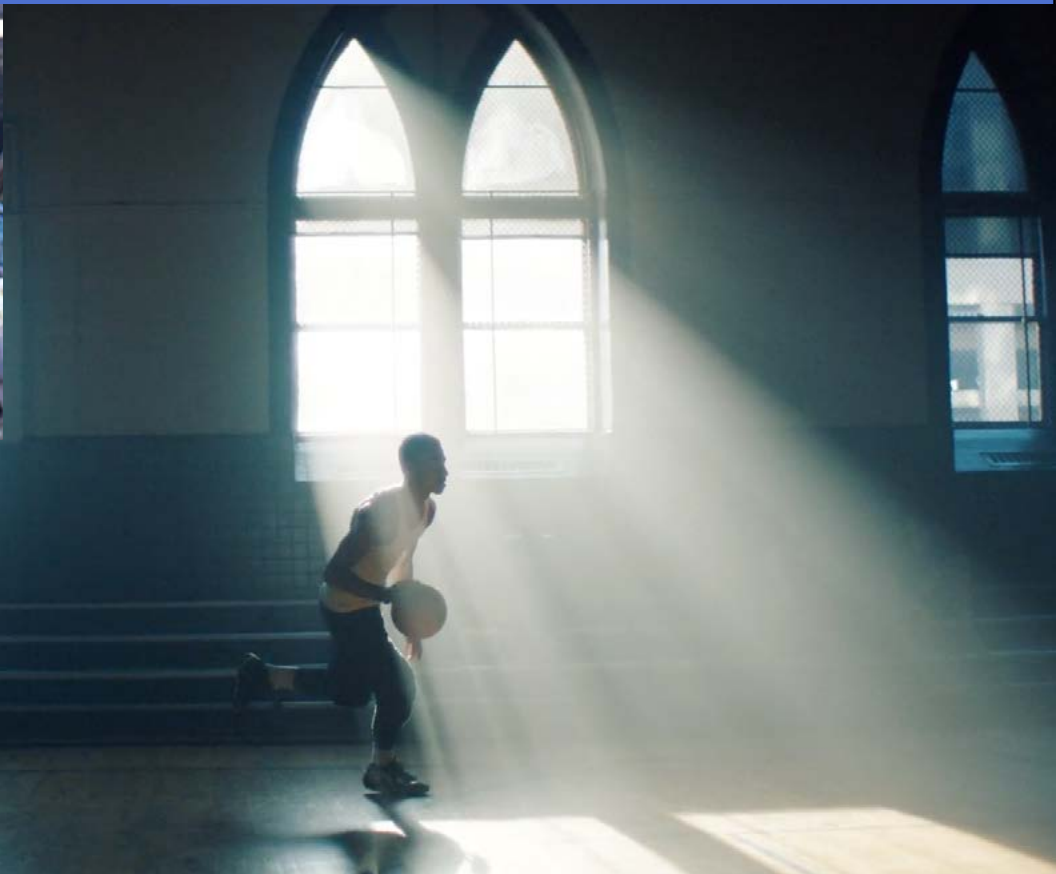
The song kicks back in as the boys turn in unison and make a run for it. The video ends on a super slow motion shot of them sprinting towards the exit as the rest of the church loses their collective shit, chases after them, prays for guidance, etc...

FINAL THOUGHTS

We want to create something that highlights the unique qualities of this song with an unexpected narrative, great characters, and strangely beautiful imagery.

For the boys (and perhaps one altar girl) we would find a diverse group of actors. Their performances will be crucial, so we'd cast for comedic chops and group chemistry. Think, the *Stranger Things* kids post-puberty.

Having JMSN lead the choir will let the video function as a performance and narrative piece simultaneously, and the iconography and architecture of the church will give us plenty to play with visually. We'll fill the frames with richly saturated color, emphasizing deep reds and crisp whites, and use warm beams of light to match the environment to the tone of the song.



**THANK YOU, WE LOOK FORWARD TO HEARING
YOUR THOUGHTS!**

-VP

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