

MONCRIEFF

YOUNG MEN

Music Video Brief

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THE SONG

Young men is a song that talks about mental health and suicide in young men and in particular a young men in Ireland and small towns. It is energetic hopeful song that makes the listener want to go out and drive to nowhere.



I have known (personally or through a friend) five men who have taken their own life. Growing up in small-town Ireland, men's mental health was never something that was talked about, depression and anxiety feel like they're seen as made up symptoms only weak people experience.

As a man, If you have a problem, you just have to man up and deal with it or failing that, as is so common in my area, all problems were pushed down and drowned with pints, joyriding, drugs, fighting and other destructive behaviour. As a result, young men have become experts at camouflaging there problems, often until it's tragically too late.

THE GOAL/MESSAGE

The goal create a juxtaposition between how these young men express themselves in a group setting, (by hiding their problems through hypermasculine lad culture behaviour) and how they behave when they are alone in their own head and problems.

Through this juxtaposition, We can convey the message that, behind the uncivil and irresponsible behavior that many young men engage in, there is often one or more individuals in a group man who is silently slipping off the deep end, losing battle with himself and no one knows it.

I want to show that behind all the reckless behaviour and laddish exterior lies a vulnerable, emotional human being who feels trapped in the psycho-emotional cage that culture in Ireland and many other parts of the world have built for young men



REFERENCES

Joji: Glimpse of Us

<https://www.youtube.com/watch?v=NgsWGfUlwlI>

Great use of real amateur footage of real guys acting out/manic reckless behavior mixed with subtle tender scenes

Sam Fender: Dead Boys

<https://www.youtube.com/watch?v=FcO8uV2n3Ys>

Great use of more symbolic shots to portray the feelings of isolation/dispair

The Blaze: Territory

<https://www.youtube.com/watch?v=54fea7wuV6s>

Amazing cinematography (especially rooftop rave and running to the beach scene) - shows the brotherhood of young men

Maverick Sabre: Glory

<https://www.youtube.com/watch?v=hRi2hZsSJ1k>

Great documentary style

POTENTIAL LOCATIONS

Abandoned Ard - Ri Hotel

- Derelict hotel with views of waterford city from the roof



Red Iron Bridge - Waterford

- Abandoned bridge - significant in the area as many people take their lives from this bridge

