

# Video Brief

'Cold'  
by casablanca

---

# Concept

The song is about the 'fuck-and-go' culture and the NSA approach in the gay world.

I don't want to be in the video. I'd like to have a teenager instead, as a metaphor. The boy is putting on some simple war paint at home (two black strokes using his fingers), and goes out in his suburban town.

**What he does when he goes out has to be decided yet. His behaviour should surely be mischievous and rebellious. Never sexual. There's plenty of space for the directing team.**

The teenager represents the inner child who's scarred, and tries to protect himself from emotional damage. A more creative angle to translate the theme of this song.

The last 30 seconds of the song will be a very long guitar solo. The feeling here is super uplifting and liberating. I can see the boy running in a field or in a wide space, in slow mo.

The very end (after the music has stopped) would possibly be the boy knocking on the door. I'll open the door: I'm the dad. That's my only cameo.



# Style

No playback, just narrative and cinematic.

Basically 'Bros' by Wolf Alice, but with a different character:

[https://youtu.be/TD\\_Q9CxXTto4](https://youtu.be/TD_Q9CxXTto4)

You can see a few screenshots here too.

.....

\* Mostly shot at double speed to get that dreamy feel. There's no lip synch anyway. Happy days.

\* Resolution: 1440p at the very least, in order to prevent YouTube and Instagram from degrading the final quality as per.



# Main Character

In order to avoid any controversy (given the theme of the song), we could use an 18 year old who looks much younger.

As long as the boy looks like 14-15 max, that's cool. No concerns if we go this way.

The boy's vibe could be chavvy and working class. 'Black and White Town' from The Doves offers some good examples.



---

casablanca

[Instagram](#)

[YouTube](#)