

VERONICA FUSARO

MOODBOARD **MUSIC VIDEO: SLOT MACHINE**

MAI 2024

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## ABOUT THE SONG: SLOT MACHINE

The song is going to be released in August. You can have a listen to the song as well as other (almost) finished album songs [right here](#).

You can have a read through the lyrics [right here](#).

Key lines of the lyrics:

- slot machine, tell me what my life's about
- oh no, help me! Why do I feel so down?

„The pull-to-refresh and infinite scrolling mechanism on our news feeds are unnervingly similar to a slot machine, said [Tristan Harris](#), a former design ethicist for Google who has been described as the closest thing Silicon Valley has to a conscience. “You pull a lever and immediately receive either an enticing reward (a match, a prize!) or nothing,” Harris wrote. (...) Like gambling, which physically alters the brain’s structure and makes people more susceptible to depression and anxiety, social media use has been linked to depression and its potential to have an adverse psychological impact on users cannot be overlooked or underestimated.“ - *The Guardian, 2018*

Throughout the album's storyline, we will use linoleum stamps to create symbols for the singles and for the album as a whole. Each single will have its own distinct symbol. We would love to incorporate these symbols into the music video in some way.

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## VIDEO IDEAS

- **Claps Before Chorus:** Frame the scene with only hands clapping to emphasize isolation and mechanical behavior.
- **Row of People on Phones:** Visualize a clinical, robotic scene with people standing in a row, all engrossed in their phones, swiping up and down to the beat, depicting how technology makes us behave like automatons. —> Maybe copy paste me a bunch of times?
- **Everything, Everywhere, All at Once:** Represent the overwhelming and incessant nature of modern consumption and information overload, as people are constantly engaged with their devices 24/7.
- **Labyrinth:** Symbolize the confusion and entrapment in a maze of endless digital content and consumerism, echoing the feeling of being lost within the spectacle.
- **Scrolling on the Phone:** Illustrate the addictive nature of social media with the act of endless scrolling, akin to the pull-to-refresh mechanism that mimics a slot machine, as highlighted by Tristan Harris.
- **Megaphone for Bridge:** Use a megaphone during the bridge to symbolize amplified messages and the overwhelming flood of information that commands attention.
- **Dancing Like Puppets:** During the chorus, performers dance like puppets with strings attached to their hands, symbolizing control and lack of autonomy. Although they appear to be having fun, their faces show no expression, highlighting the emptiness behind the forced joy.
- **Microphone to Audience at the End:** At the song's conclusion, hold the microphone towards the audience, symbolizing empowerment and the importance of using one's voice as a powerful tool for change and expression.

### Possible References

- **Momo und die grauen Herren:** Reference Michael Ende's "Momo" and the concept of the grey gentlemen who steal time, drawing a parallel to how modern distractions rob us of meaningful experiences and time.
- **The Society of the Spectacle:** Incorporate themes from Guy Debord's seminal work, which critiques the dominance of appearances and images in modern society, turning social relations into mere representations.





