

LONDON, WHEN ARE YOU GONNA FEEL LIKE HOME?

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KEY CAMPAIGN MESSAGES

- WHAT IS HOME?
- BELONGING AND BEING OUT-OF-CONTEXT
- IMMIGRANT ISOLATION
- IN-BETWEEN + DUALITY
- ESCAPISM
- HYPERINDIVIDUALISM

ASSETS

- 2 VIDEOS

AESTHETIC

- DIY INDEPENDENT WITH RAW AND AUTHENTIC FEEL
- SHOWCASING REAL RELATABLE FEELINGS THAT EVERYONE THAT LIVES IN LONDON HAS FELT
- GRITTY/BLURRY BUT WITH MODERN FASHION/SURROUNDINGS/LIFESTYLE
- DIGITAL CAMCORDER/ VHS/ 35mm

IF I GAVE U MY DREAM VISUALISER



LOCATION: london

REQUIREMENTS: videographer + 2 cameras?

EMOTION:

the guilt of leaving so many things behind and missing out on stuff all the time as an expat/immigrant

movement through the crowd reflects isolation and determination, even while surrounded by people trying to do the same

STYLING:

- casual modern alternative

- suitcase overflowing

CONCEPT:

- me trying to cut through/navigate a crowd in london

- shot 1 from the back: me carrying a heavy and big suitcase with clothes falling off it in the middle of a crowd in London. The suitcase represents the guilt of leaving so many things behind and missing out on stuff all the time

- shot 2 from the front: me holding the camera with a stick (or without) and another hand holding the suitcase getting increasingly tired throughout the video singing. Common feeling to everyone living in London: tryna get to where you want but having to navigate through a crowd and want to showcase that stressful and frenetic emotion.

- so shot 1 you see the things I'm leaving behind and in shot 2 you see my emotion and lostness and restlessness.

- "I don't know who gets to roll the motherfucking dice" would be cool if clothes are thrown all over me and the suitcase exploded, representing the guilt exploding when I start thinking about all the things I'm missing out and start listing them "like missing first steps and my brother grow, you know I always hug my grandma scared it's gonna be the last hug"

- dice being rolled/ thrown + hands shaken representing the negotiation you accept when entering our kind of lifestyle - a lot of sacrifices in exchange for your dream.

DEAD END VIDEO



Shot 1

LOCATION: london

REQUIREMENTS: videographer + treadmill

EMOTION

london makes you run around all the time and busy, with the illusion that you are moving but no matter how fast you run you seem to always be in the same place. dead end is when I realise that I've been running all this time but never moved or evolved at all, only to then run into myself as we always do when we stop running.

blurriness/motion / dark/claustrophobic

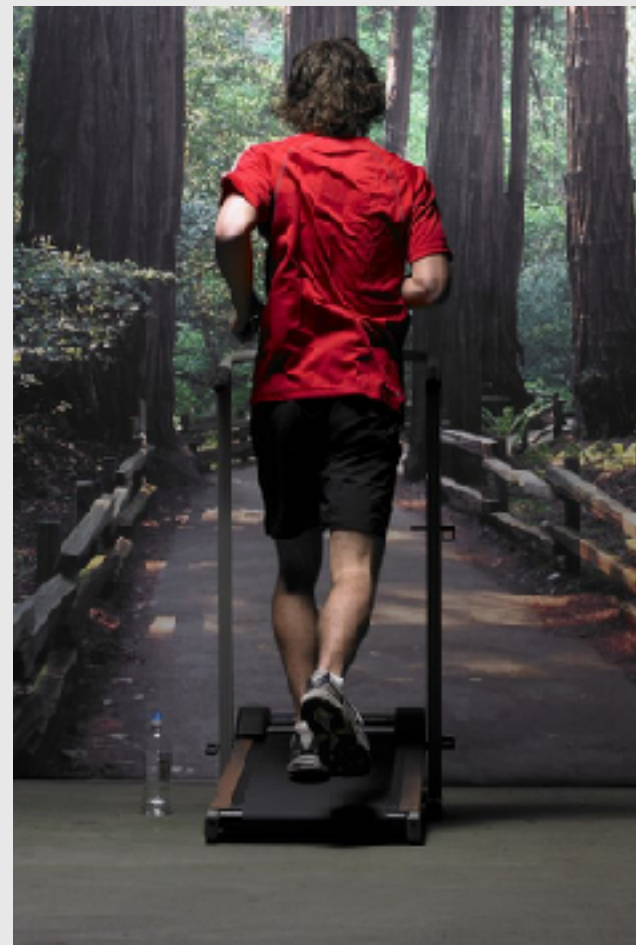
POSSIBLE CONCEPTS:

1. In a dark alley running on a treadmill. So for the first part of the visualiser you only see me running with a city view behind me but as the video unfolds, you see I'm running into a wall on a treadmill. Something on wall representing myself/reflection. I start sweating more and more and give up in the end. I stop running away from me. Probs lay on the floor or decide to grab whatever represents me.

Someone is throwing things at me, like socks whatever and I keep throwing them away (representing thoughts that I don't wanna have so push everything away and keep running - escapism)

2. London makes you feel like you are on a treadmill all the time. Shot of me running on a treadmill in different parts of London (my room)/ next to the river.

3. Visualiser of me running on a treadmill and end of the video you realise that's in a studio - like mkgee/dijon vibe.



Shot 2



NARRATIVE ELEMENTS

NYLON GUITAR

represents my sense of meaning

during the sea it's when it starts breaking and at the end of tune is fully broken

washing machine starts to heal so will tape up the cracks of the guitar



TREADMILL

represents my sense of urgency

london makes you run around all the time and busy, with the illusion that you are moving but no matter how fast you run you always in the same place

dead end is when I realise that I've been running all this time but never moved or evolved at all



DICE

represents the luck and destiny that you don't get to choose that either benefits you or fucks you over

If I gave you my dream: "I don't know who gets to roll this motherfucking dice"

Ninguém: "is it much to ask, for just a little talk, with the one who rolls the dice? Cause he's stealing all my light"



SUITCASE

represents the sacrifices and guilt an immigrant faces

wherever you go you carry the weight of the guilt of leaving everything behind

sometimes you are able to organise it but other times it all explodes and comes out and gets messy

