

SCIENCE OF LOVE

TRAPDOOR SOCIAL



"SCIENCE OF LOVE" MUSIC VIDEO TREATMENT

1. CONCEPT

Trapdoor Social walks into a gingerbread house. Inside is a full-fledged energetic party with robot-like characters.

The house will feature various scenes in each room - a surgical operation, a Russian roulette game, a piano performance, and finally a band performance. The party scene inside is very much like the Echoplex. Young hipsters, diverse, trendy people fill the crowd. The band splits off into various directions and the camera follows Skylar as he navigates the hallways.



Skylar passes by a room where a surgical operation takes place. Robots are operating on the drummer and guitarist. The surgical tools are made of candy, and the surgical marks are drawn using whipped cream.

He walks past a second room where a game of Russian roulette takes place. Merritt wanders around in this room and later joins in the game of Russian roulette.

Skylar walks into a room with a piano surrounded by sleeping robots. As Skylar plays the piano, we cut between various scenes- the surgical operation, the game of Russian roulette, and Skylar's piano performance itself.

The robots in Skylar's room awaken. One of them starts taking notes while the others start assembling a device. It is revealed that the device is a lottery wheel that resembles a gun cylinder. The robot taking notes turns his paper over to the camera, revealing two pieces of a broken heart. Cut to the operation table and each side of the broken heart is tattooed onto the band members' chests. That is, the drawing of the broken heart is the tattoo.

Back to Skylar and the gun cylinder lottery wheel is assembled. One of the robots spins it. Cut to Merritt, who is in the middle of a game of Russian roulette. He takes out his candied gun and aims it at the dealer. The other robots around the table draw their guns, aiming at Merritt. Defeated, Merritt then points the gun at his forehead. The gun cylinder wheel, in Skylar's room, slows to a halt. It looks as if it's going to stop at a bullet, but continues just enough to reach the next empty slot. We cut back to Merritt, who pulls the empty trigger.

These sequences - the drawing that later becomes the tattoos, and the lottery wheel that later decides Merritt's fate, are designed to signify Skylar's purpose to the rest of the band to the make the video more cohesive.

The rest of the video is a band montage- the band plays amongst jumping people and robots.

Video ends with an exterior shot of the gingerbread house.

2. STYLE BOARDS - ROBOTS

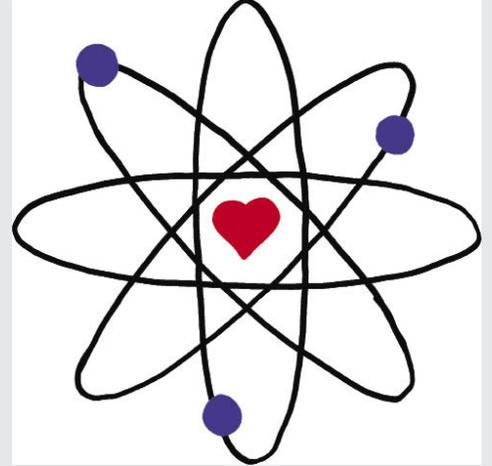
I've spoken to Joe Kennedy, who is an amazing costume designer working on The Mindy Project. He has access to the Disney, Warner Brother's and Universal costume departments and is interested in the project if you guys like his work. His initial thought was to create something like the Tron costumes for the robots. I told him if we could take out the lights on the costume and just have the black suit (save cost).



2. STYLE BOARDS - PROPS

To tie into the candy exterior, I think some elements of the inside should be candy themed. Here are some concepts I made off the top of my head.





The lottery wheel that determines Merritt's fate. On the right, some ideas for the tattoo drawing. I think it should be simple and tie into the song title, "Science of Love."

4. STYLE BOARDS - BAND MONTAGE & PEOPLE

I'm envisioning young, hip and trendy people, like the crowd at the Echoplex. I think the band shouldn't be in costume, but should dress similarly. Maybe a big fur coat, head bands, and wigs, but I don't think we would need to make new costumes for the band (save cost).



5. STYLE BOARDS - COLOR

The entire video will have a blue wash to give the vintage instagram look.

