Lincoln Music Vldeo

Artist: Afternoons

Track: Say Yes

Director: Andrea Giacomini

The Concept:
Gorgeous portraits of everyday people in the midst of urban and suburban sprawl taking the time to express their love and messages in an unconventional way.

Overview:
Eye-catching, poignant, and at moments, funny, the video follows representations of the average person as they move through different landscapes. The viewer is treated to a visual rendering of the lyrics, which are handwritten onto placards. Each character will have a different message to convey to the audience. The reveal at the end shows the characters are not isolated individuals communicating only to the viewer, but that there is a person to whom that these characters have been expressing these words of love. As the pairings of characters (sign bearer + receiver) go beyond the usual couplings found in romantic love, this reveal broadens the scope of the song from strictly romantic to one of universal significance.

The Video:
The video opens with close ups of the Lincoln driving trough different locations. After a few measures, we jump cut to reveal various locations (exterior and interior) that represent urban sprawl—the initial feel is displaced, isolated, and impersonal, then jumps cut to various other characters and placed walking towards their destinations.

As each character reaches their destination, they face the camera, and hold up large placards with handwritten words in his/her hands. As song swells to first pre-chorus, each slowly begins to flip through their sign cards, revealing short messages that indicates their dreams and hopes in their life.

Interspersed throughout the video will be shots of the Lincoln continuing to drive to a destination we don't know yet.

Three quarters of the way into the song, we reveal that the individuals holding the signs are not directing the phrases idly for the camera/viewer, but that they have been holding those signs up as messages to specific opposite people—mother to child or vice versa, police officer to perp, Homeless person to a rich man (see below for additional possible pairing options).

As the finale, the video reveals the driving Lincoln destination. There a beautiful girl coming out of the Lincoln will hold a sign that says "YES" to his boyfriend, which is standing next to an older vintage car.

Possible combinations (which could go either way):
Child/Mother
Bus driver/passengers
Homeless person/rich man
Perp/police officer
Waitress/customer
Solider/Middle Eastern person
Hooker/pimp
Stripper/customer
Gay couple
Postal service/resident
Cleaning person/employer
Gardner/employer
Disabled person/caretaker
Magician/audience
Possible locations:
Coffee shop
Strip club
Bus stop/Interior of Bus
Side street
Rooftop
Open market

Budget

Budget Estimate

This video will be shot using the RED camera, which has a very low cost and deliver a great film image alike and outstanding resolution.

Description	Quantity	Unit Price	Cost
Production crew & camera cost	1	$2,000.00	$2,000.00
Talents	1	$1,000.00	$1,000.00
Post Production cost	1	$1,500.00	$1,500.00
Props/Make up & Hair	1	$800.00	$800.00
Locations & permits	1	$1,000.00	$1,000.00
Insurance (3%budget)	1	$225.00	$225.00
Extra (food,etc.)	1	$500.00	$500.00
Car/Transportation	1	$400.00	$400.00
		Subtotal	$7,425.00
		Tax 0.00%	$0.00
		Total	**$7,425.00**

Andrea Giacomini - Director

Hailing from Ascoli Piceno, Italy, Andrea Giacomini has spent the last 3 years in New York, Beijing and Los Angeles working as both a filmmaker and photographer. His innovative work with Converse, Firefox and Panasonic, as well as videos for Fatboy Slim, Teargas & Plateglass and Gnarls Barkley, received recognition with the LA Film Festival, Raindance, HD Fest, Nashville International Music Festival, Rebelfest, Dixv MVWire and SXSW Click to name a few.

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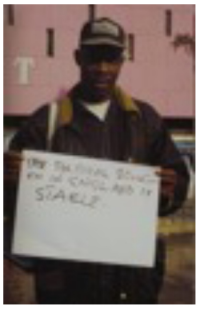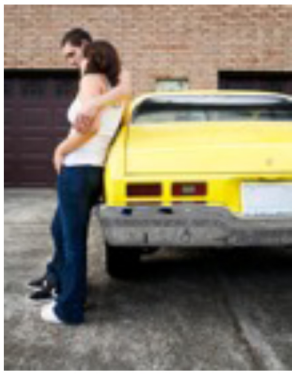
Mood Board