



play airways treatment - guns'n'roses - better

This project marries two insanely popular, viral subjects; cats and pop culture. The angle, is to collect film and broadcast examples (films, advertisements, rap videos), recontextualise them via edit, and to play with Chinese stereotypes from a western perspective. Conversely, the latter half of the piece will play with American stereotypes from a non-western perspective. Both will be laden with footage of cats, intercut with pop culture imagery of people doing the same things. During the choruses and solo, the scene will explode into off-the-wall animated matter, heavily treated to match the album artwork.

The aim is to combine 'serious' popular images of the 80s and 90s, and intercut them with cats doing similar activities, in a very lighthearted way. Added along, is a main character who springs to life in the choruses, adding a ridiculous off-the-wall quality that will help push this further into viral territory, hook the viewer into watching the whole film, and contrast heavy handed imagery with absurd humour.

This project is inspired by the trend recently to sample images, advertisement and films of the past, and recontextualise them with new purpose.

moving reference

Two Weeks - Grizzly Bear

<http://vimeo.com/4677779>

A video edit by JT Helms to the Grizzly Bear track, takes its footage from the original film *Le Ballon Rouge*



A Music video using Breakfast Club footage

<http://www.youtube.com/watch?v=nP54fW5DBS4>

A similar approach, however this time using footage from *The Breakfast Club*, to a track by *Fallout Boy*



Ramona Falls - I Say Fever

http://www.youtube.com/watch?v=Ga0ohgZfVqc&feature=player_embedded

This example shows the style of cutout that will be applied to make the cat move, and also the feeling of how he moves; slow and paced, to explosions of hyperreal movement



Independent Woman played by kittens

http://www.rathergood.com/independent_woman



Our character, taken from a real amateur viral competition, coopts an already popular thread and will insert the result, this video, back into the cultural stream covertly.

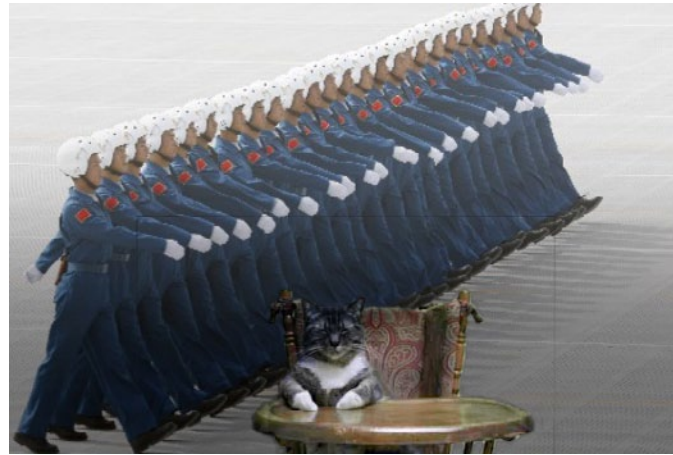


“They just thought I’d know better”.

Open on a dimly lit scene, reminiscent of a newsroom, in the moment before the lights come on. We can nearly make out a figure, sat at a table. The background is a wall, being projected on; subtle twinkling stars and a sun rising slowly. The scene slowly builds ambient colour and lighting, to pace with the song.



30sec - drop Suddenly, the screen is awash with projected images of chinese propaganda films, intercut with (composited) scenes of armies of cats, marching in army-like rows. Our main figure is now illuminated by the projection, and we see he is a cat, asleep at a table; dinner plate with its spaghetti half eaten; red wine half drunk; spectacles off and dangling around his neck. The scenes projected continue on; mini narratives of love, enjoyment, pain, sorrow, and nationalism, as commonly portrayed by the west, play out. People bow to each other; two cats retracting on their hind legs seem to do the same. A scene of work camp tents; a scene of cat houses.



1.10 - chorus In the first bridge, the cat character sleepishly opens his eyes, blinks a few times, and looks at us, dazed and confused. The chorus drops, and a Maoist roundel drops into the scene, framing the cat. Gilded leaf appears on his sides. A microphone emerges from the table. The cat becomes hyper-animated, performing the chorus to us the viewer, as though he were a hyperanimated feline Axel Rose. The background becomes heavily treated psychedelic patterns, and cutout montage from the album artwork.



1.25 - verse 2

As the chorus finishes, the cat calms down in his seat again, and dozes off to sleep. Imagery continues to play behind him, however now moves on to american type footage of the same vein. Rap videos from the 80's splice with army recruiting ads splice with bimbettes skiing, all the while intercutting with scenes of cats doing the same things.



2.10 - chorus2

As with the first chorus, the cat again wakes up, this time to be surrounded by Uncle Sam Americana. A stars and stripes hat is lowered onto his head, a podium erects in place of the table, a bullhorn is lowered for the cat to belt out the lyrics once more.



2.22 - 3.20 - solo Building on the chorus, the cat now grows more arms; one pair holds a Les Paul guitar, another holds a pair of Vic sticks. This new, mutated multicat now performs the solo. A flash of edits fill the screen behind, now sourced from every walk of life.



3.40 - solo2 continuation?

4.00 - nah nah nah After the manic energy of the chorus, the multicat at some point adopted a Chinese military hat. It sits largely on his head, and covers some of his face, the brim casting a shadow over his eyes. The scene is bizarre but cute. From the darkness on his face, a pair of luminescent eyes peek at us intently. The projection dims, and plays the same scene from the beginning, in reverse now; the sun setting. The light on the cat dims, and silhouettes a figure with an overbearing military hat. The scene is reminiscent of a newsroom in the closing moments.

