



**M1**

CINEMA

PRESENTS

**POP  
EVIL+**

---

**EYE OF THE  
STORM**

MUSIC VIDEO TREATMENT

---

# OVERVIEW

---

Through methodical planning, we want to portray the intense internal struggle “Eye Of The Storm” is all about. A seemingly serene and tranquil outward perception juxtaposed with the intense internal chaos we sometimes put on ourselves. The intense pressures we set upon our lives that put us so close to the edge, while still having to keep our outward appearances.

To encapsulate the feeling and emotion built into “Eye Of The Storm” we plan an overwhelmingly visual statement that brings fans back over and over to rewatch. Filled with painstakingly detailed camera work and mind bending post production, we’ll fill music video with so much eye candy that the fans will immediately punch the replay button.



# VISUAL CUES

---

Using technology and dynamic location selection as our friends, we plan to bring in a few big guns to accomplish our overall goal.

BOLT ROBOTIC CAMERA ARM



BODY MORPHING



PHANTOM CAMERA SLOW MOTION



RAIN ROOM  
STUDIO LOCATION

BRIGHT COLOR  
CONTROLLED  
CLEAN STUDIO  
LOCATION



# IMAGERY REFERENCE

---



• CONTRAST BETWEEN DARK CHAOS + RAIN WITH BRIGHT VIBRANT COLORS •

# CONCEPT

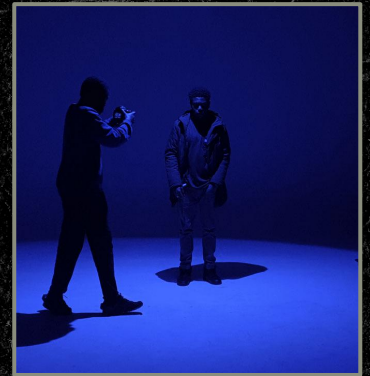
---

As the video opens we hear the intro riff kick in. We fade in to a slow motion pan around Leigh. He's in the rain, it's dark around him with bright white spots shining from side angles. Something doesn't seem right though. The rain is falling upwards...not down. His hands are up around his head as if he's got a deep turmoil within.

Right as the drums kick in, we speed ramp to a massive head bang from Leigh and a pan out from him. The rain is falling down now. For the rest of this bridge riff we start seeing the band members morphing into the same spot Leigh once stood. Utilizing the robot arm, we'll be able to pan around each band member with the same action and morph from one to the other.

The camera pulls into a close up of Leigh, almost to the point where his face fills the entire screen. We slyly transition to Leigh in a bright colored room. We portray the serene bright nature of real life. One that he's gotten so good at convincing everyone he loves is his real mental state. We pan full circles around Leigh as he performs his versus within this bright semblance of a reality he's built.

We transition into back into morphing members within a stark environment filled with rain and bright white side lighting for the pre-chorus.





# CONCEPT

---

As the chorus kicks in, we pan out to find the entire band performing within a “storm”. The setting is the rain room with white lighting frantically flashing creating a chaotic feel of the imbalance within Leigh’s mind. We fill the room with rain, fan generated wind and smoke to build an incredibly tumultuous environment.

With the robotic arm, we plan to pull fast pans and wraparound movements with the Phantom camera to create an almost “frozen in time” feel to the band members to further bolster this hyper reality Leigh has built within his mind.

The song progresses back and forth from a stable light feeling environment to a chaotic storm of reality with the same camera and post production editing to create an immersive environment that many can relate to.

As the song comes to a conclusion and the final bridge riff comes though, and the band members morphing once again...only, halfway through the rain starts to reverse and flow upwards, same as the beginning. Signalling something has changed an may, just maybe he’s broken down the ways keeping him inside this mental reality.