

Under The Influence of Giants

“Mama’s Room”

Label: Island Records
Production: Blink Pictures
Director: Margaret Malandruccolo
Treatment: Dana Fabbro
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The Vibe

At a totally chic LA mansion, Under The Influence Of Giants rocks the party so hard they bring a roomful of mannequins to life. As the out-of-this-world fete goes down, UTIOG’s performs the track all around the mansion. But as day melts in to night a sexy Roller Girl mannequin on vintage 1970’s roller skates gets the vibe, gets animated and sets her sights on the band. Bathed in a palette of saturated colors, the look is clean funky and unforgettable.

The Video

We open on Arron, Jamin, Drew and David as they step from a limo. Glammed-out head to toe we reveal them in a series of quick cuts from polished shoes to razor-sharp suits up to their shades. Another postcard perfect L.A. afternoon, UTIOG stands in front of a palatial SoCal mansion. The mansion’s door opens as the “Butler” a six-foot goddess in Prada beckons them...

...inside where an A-list only, to-die-for party is in full-effect. And we’ll populate it with the hippest cast we want. From SWINGERS-type Sinatra-esque cool-cats to runway angels in negligees and CARLITO’S WAY Fedoraed bad-boys we’ll create a dance party that’s unique, cool and just as funky as the track itself. Did I mention the mannequins? They’re everywhere, dressed to kill. They look like they could come to life and rock just as hard as their living counterparts.

When UTIOG strolls in we’ll catch them in a great slo-mo—low and wide angle from the ground up and totally cued to the track. It’s a larger-than-life “Kings Of The Scene” entrance that pokes a little fun at itself.

We’ll intercut from this out-of-ordinary fete to UTIOG’s performing “Mama’s Bed”. I’d also like to solo them out for some cool performance segments—in way out places. Someone can open a closet door and find Jamin playing drums. Or Aaron can sing lead—from the diving board above the pool. Here and there we’ll just drop in these quirky, unexpected solos to keep the vibe playful, the boys front and center and the energy moving.

During a reprise of “...there’s something missing...” there’s one mannequin that begins to change colors. She’s sexy—even for a mannequin. She wears vintage 1970’s roller skates. As the blue polyurethane wheels pulse with revived color she comes to life—breathtaking, beautiful, coy, knowing. She roller-boogies around the band.

As Roller Girl flirts up the guys, we can drop in some almost subliminal frames of Roller girl with different members of UTIOG—shots of her leading Drew to a forbidden “...mama’s room” or just totally flirting them up with that kind of cute, sexy, disarming and unforgettable charm that’s second nature to a girl like this.

As day fades to night, our mannequins all start to pulse and glow until they’re living, breathing and rocking out the party. Outside, we can aim some colored lights up from the pool to add another layer of mood to everything. The whole time, we’ll keep catching shots of the guys looking for Roller Girl, but hey “...there’s something missing here” and all they get are fleeting glimpses of her as she weaves in and out and around the party then disappears again.

We’ll catch Arron, Drew, David and Jamin from lots of angles and vantage points. Overhead, wide angle, panning, tracking. Different angles will mirror that party energy where there’s something always happening from any given point of view. With Roller Girl, we’ll shoot her in continuous moving shots—a subtly iconic figure that weaves us through the party, reveals the band and keeps this mysterious hint of narrative interest moving just under the track.

As the track progresses we’ll have a few shots where Aaron or one of the guys finally catches up with Roller Girl—but when they find her, she’s a mannequin again. Or did they just wish the whole fantasy in to a existence?. By the end, some lucky guy’s driving off with her, but as he tries to pull her close her arm falls off—she really is just another plastic L.A. chick. Back to UTIOG as they watch her drive off. They can just make out Roller Girl’s face, her plastic, wiggled-head against the door. Her face reflected back in the side view mirror—as she winks at the guys...

The Look

We’ll play with a lot of bright, saturated colors to give this a really high-energy burst of color. The feel will be pop, but the track’s got such an R&B vibe the feeling will be more tounge-in-cheek “Pop”. Casting and styling is multi-type—lots of beauty, lots of glam and tons of style. But original, which means we can create a lot of our own looks

for something that's new and fresh. Aaron, Dave Drew and Jamin can rock everything from glam to retro—once we establish them at the party we can change up their look according to the scene and the mood.