

THE WEEKND x FALSE ALARM

BY: AMOS LEBLANC

For “False Alarm” I’m immediately inspired by the low bitrate sounding elements of the track. For me it paints a video game like atmosphere. And I simply want to pay homage to that with the visuals.

Every classic video game has its hero, and The Weeknd, or “Starboy” will be our dark, twisted drug induced catalyst for the video.



The video will feature a marriage of visuals inspired by the lyrics and the album art, and also subtle elements of 90's video game inspiration like Tron, Blade Runner, Michael Jackson MoonWalker etc. for our own fucked up game hero "Starboy"

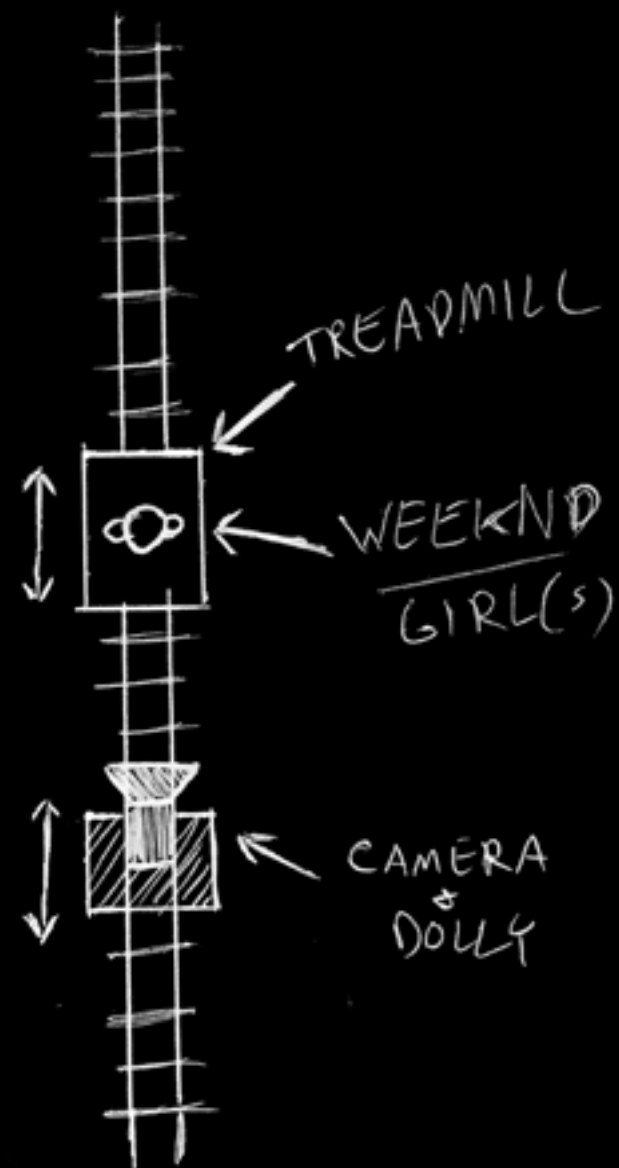
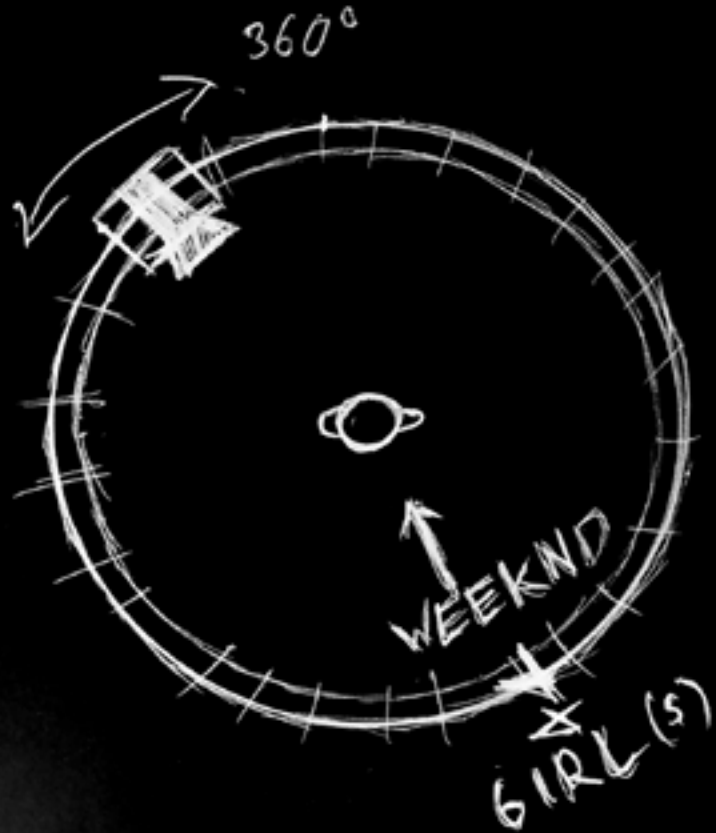
I want to use a technique that memorable videos such as ["The White Stripes - Seven Nation Army"](#), ["Justice - On n' On"](#), and ["Gesafellstein - Pursuit"](#). These videos are so memorable is because they create this endless visual masterpiece that holds your attention almost hypnotically, without cuts or interruption. I want to take inspiration from the style of these videos and create a an entirely new way of executing something that achieves the same hypnotic attention.

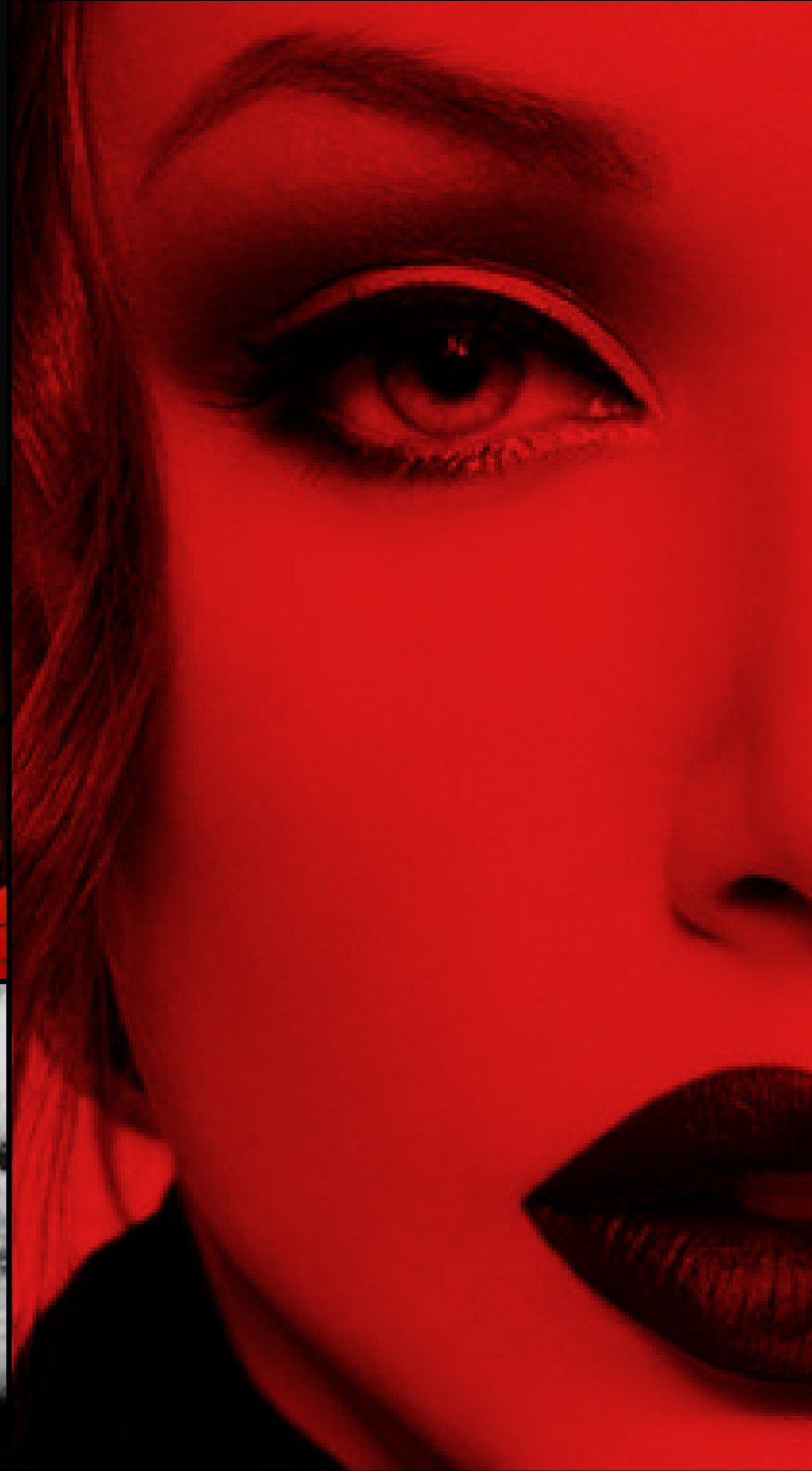
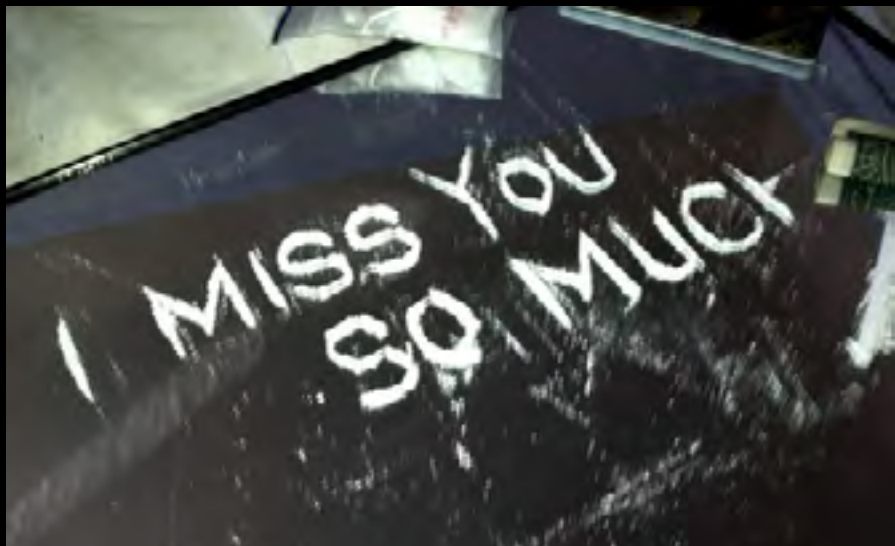


We will build on this technique and not only move forwards or backwards but also Vertically and horizontally as we please. Adding more dimension and creating an entirely new technique. Allowing for an infinite amount of camera movement and new ways of showing performance and character interaction with the camera.

This song about a muse that can't be tamed, has so many themes we can bring out in a unique way. Highlighting the lyrics and themes of the song in the most engaging way, love, sex, cocaine, alarms, dollar bills, diamonds, tasteful (and airable) nudity. We can take this as dark as we want to or think we can get away with. Shooting in a studio environment the possibilities are endless.

NEW CAMERA TECHNIQUES





Sincerely, this would be extremely satisfying video to make together. I honestly had to write this up because I just could not stop listening to the song. Right now this treatment is just a starting point for ideas and visuals to be collaborated and built upon for the video. Thank you, and keep making incredible music,

Amos LeBlanc -