

**Alvays - Party Police**

“The Alvays Moniker”

Amos LeBlanc, SEPTEMBER 4th, 2014



## INTRODUCTION

Performance style music videos are classic and the most basic form in which bands promote their music. They give audiences an aesthetic and personality behind music. They depict the subtleties of the performers, how they project themselves and ultimately how they want to be perceived.

I would like to re-imagine Alvways as a band, in-fact represent them with a single person. We will create a new idol and personality a singer-songwriter under the moniker Alvways.

What if lead vocalists Molly Rankin's voice took form through the body of a prepubescent boy. A 13 year old of pseudo prodigy that's taking the indie scene by storm...

## OVERVIEW

The task at hand is to create a new idol under the name Alvways and a music video for their breakout single "Party Police". With that, viewers unfamiliar with Alvways will be completely dumbfounded at this young boy's ability to write lyrics, sing and carry himself as a mature musician. At his age, this song would be very emotional and impressive for the audience to take in.

It is of utmost importance it has to be 100% convincing that this boys voice can be masked as Molly's. Without a shadow of a doubt people that are unfamiliar with Alvways as a band MUST believe that this kid's voice is what we are listening to.

## BELIEVABILITY

Pop and indie idols are complex, creative, rare and individuals. So to "design" a new one has to be done meticulously and with care. If this boy is able to write lyrics and music at this caliber he would also carry and dress himself accordingly.



**WHAT HAPPENS IN THIS PERFORMANCE VIDEO:**

Singer and songwriter Alvays thinks of himself as a creative person with good ideas and a fresh perspective on music culture. He loves the pop and rock videos, because he'd be ignorant not to. His video pays homage to the classics while bringing his vision to the table. It takes form in a performance video splashed with subtle tongue and cheek irony specific to his situation as an exceptionally young and budding artist.

Acknowledging the fact that he is impressively young, his video will emulate his current lifestyle, just like Madonna's videos emulate her lavish and fantastic lifestyle. He chooses for his video to take place at his house, during a small party he's throwing. He's 13 so you can imagine it's pretty tame with a mixture of adults and other kids of his age range.

His friends are his backup dancers; full choreographed dance sultry yet understated and true to the charming tones of the song. This atmosphere points out that he is aware of his age and the tropes that come with it, but delivered in such a way that makes him out to be mature and creative.

Another scene could be in his bedroom. At his bedside as he delivers an alternative performance element, again acknowledging parental figures are a part of a young boy's life. Replacing a classic solo "lonely" performance seen in classic videos, this scene has the unique presence of a parent, suggesting that before the years of adulthood you are never truly alone and have your guardians to watch over you.





### CHARACTER REFERENCE

These portraits of a young boy embody the complex and mature image our idol will embody. Visually I see our character as a blonde English looking boy that looks and carries himself like rock legend Joy Division frontman Ian Curtis.



**FRIEND & BACKUP DANCER REFERENCE**  
European / English School Girls





## CONCLUSION

The goal of this video is to use familiar elements of classic performance video and pop icons in a completely unconventional manner. The classic style of performance videos is an extremely effective and proven formula of video. I hope to show people a completely new idea of what can be done with this style. This video creates an icon and an image in an unconventional way for indie music. Through character, presence and style... this video aims to be one of a kind while simultaneously creating a piece that is compelling and watchable. We are hitting a very precise note by inventing a personality, their image and re-appropriating a bands song with a new imagined personality.