

# CHARLOTT BOSS

## I'm Mad

Treatment by Jade Mortimer

Produced by colourcast.tv

Music video production for  
Guesstimate GmbH  
Martin Heuser

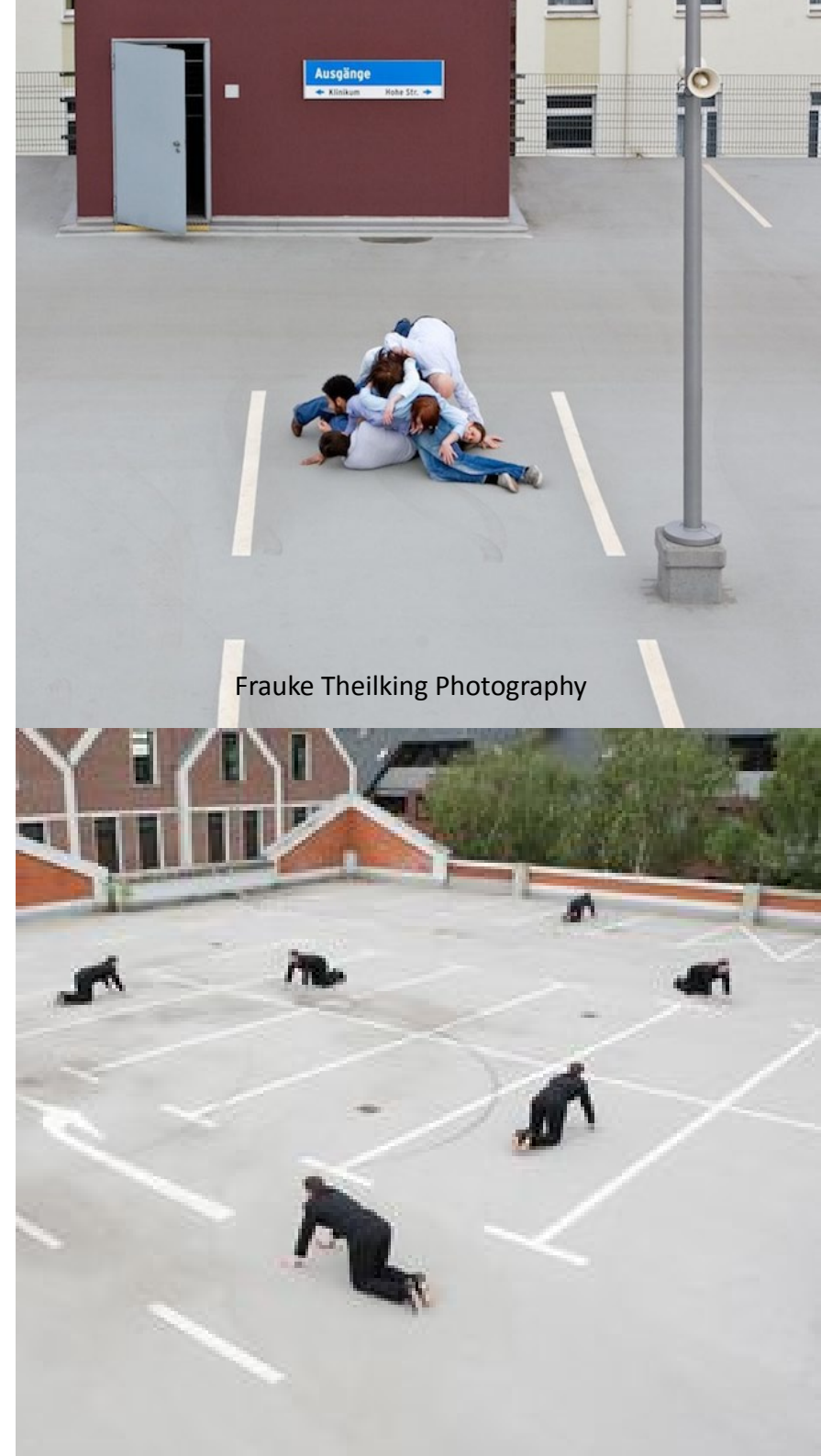
Produced in 02/2016



# Introduction

'I'm Mad' will be a stylish video based around Charlott as a strong female lead and entourage of male dancers. The group will be laid out in odd formations in a visually unique and playfully striking way.

The opening of the clip shows the group of boys piled on top of each other in a giant warehouse location. Suddenly someone juts out an arm or a leg. One by one they get up. Cut: The boys crawl in unison along the lines of a giant car park. Charlott enters the frame singing, while the boys perform a bizarre, geometrical routine behind her.



Frauke Theilking Photography

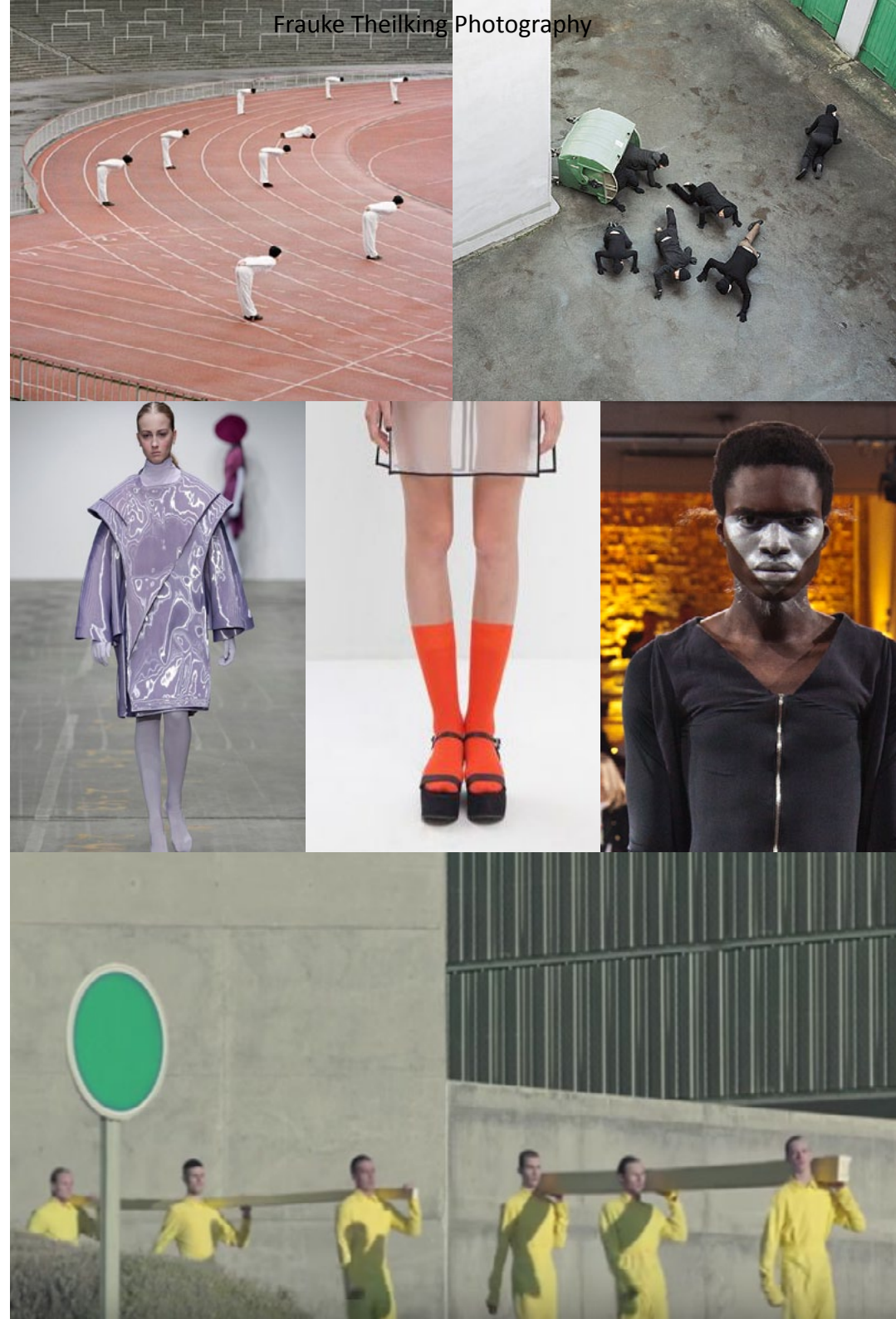
# Style

The works of photographer Frauke Theilking, whose series Ready, Steady, Go uses humans in weird uniformed formations, will be the visual starting point for this video.

This video is a visual journey into the topic of 'breaking out', 'being loud' and 'being different'. Similar to Theilking, the locations will provide geometrical patterns, which the dancers will sometimes comply with, yet have an urge to break out of. The dancers will be styled identical, stylish, and colourfully.

Charlott will be dressed in a futuristic boxy dress, matching socks, and geometrical painted face, and the dancers will be style similarly in male versions. The dancers will be set in various comical positions, complimenting, yet also contrasting their environment.

Frauke Theilking Photography



Charlott appears extremely strong and bold as a performer. 'I'm mad about the way you move' represents a certain dualism: While she is fascinated by the uniform dance routines of the male dancers, she also enjoys picking boys out and making them 'go mad' with herself.

There is no doubt: She is in charge! The madness, as expressed during the chorus, features expressive dance routines in the style of Wayne McGregor (filling the entire frame) and ultimately culminates in excessive head banging.

Charlotts trademark head banging is a vital part of the choreography. Although the setup and positions of the group is rigid and uniformed, the chorus features a certain 'breaking away' with wild energy and movements, to then go straight back to the uniformed positions.

The choreography is bold like Charlott and plays with the forced order and weird uniformity of the group. For reference see **Victoria Hanna - The Aleph-bet** song, particularly from time 01:40, and the head shaking at time 03:04. (<https://www.youtube.com/watch?v=Bl1epz3tSSA>)

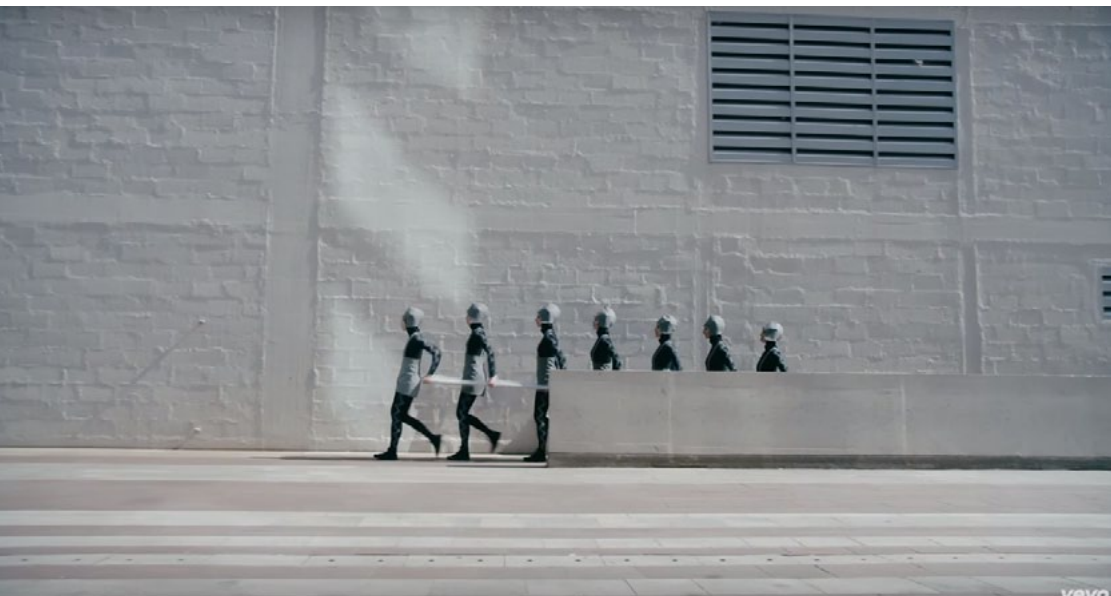


# Filmic

The weird choreography and uniformity of movements will be complemented by the use of editing. Similar to Victoria Hanna's video movements will be sped up to create a surreal effect, with lots of jump cuts.

The focus is on the jerky, odd dance choreography, that is playful and humorous. Camerawork and editing act to support the sense of 'order' versus 'breaking out'. While mostly kept static, the camera frequently crosses the line, disregards the rules of angles and violates every other rule there is in the book. Indeed, we 'go mad'!

Uniformity of the boys is also referenced well here in video for  
**Chemical Brothers – Go** video (<https://www.youtube.com/watch?v=LO2RPDZkY88>).  
And also the futurist video for **St Vincent – Digital Witness** (<https://www.youtube.com/watch?v=mVAXUMuhz98>)



# Locations

The main location for 'I'm mad' will be a large empty warehouse – we are currently looking at shooting in the former Heizkraftwerk Mitte. White tape will be used to create Zickzack lines on the floor with minimal artificial lighting. In contrast, we will shoot on the top deck of an empty car park in Berlin Mitte and a playground with wonky lines around Badeschiff.

# Summary

I think we will make this video look stylish and cool, and capture Charlotts strong and bold performance within the video. And have some fun too!

Thanks for reading.



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