



MADONNA . LIVING FOR LOVE

J.A.C.K

WANDA

W

PRODUCTIONS

A close-up, symmetrical view of a woman's midsection wearing a black corset with red polka dots. The background is a vibrant, solid red. The image is mirrored across a vertical axis.

INTRO

We'd just like to tell you how much your request means to us. Writing up this treatment really means the world to us because Madonna is an artist that we deeply admire.





CONCEPT

Madonna is a star. Her presence on screen is simply captivating and mesmerizing. We want to keep that emotion fresh and create a video that is pure, elegant and intense.

The camera will be untamable in its face to face with the artist, showing the ardor of a wild animal, more precisely a bull's.

A prowling animal, smelling the air, circling its prey, ready to charge. We are going to orchestrate a savage choreographic game between Madonna and our camera.





In a very sleek and sober décor, a red platform, covered with sand, set up in a huge warehouse / studio

Madonna is going to engage the matadors' risky business.

It is all about flirting with danger, brushing the beast, twisting one's body in a sensuous and unimaginable way and then withdrawing oneself at the last moment (she will be secured with cables), while tension is reaching its climax.



A group of dancers will appear on stage on a regular basis. They will be donning masks. The sexual, beastly tension will reach its boiling point. That chaotic tribe will try to make the artist give in, yet Madonna will prevail, empowering the stage.





At the end, on a stage fully covered with flowers, Madonna will leave the ring as a glorious winner.

This [video](#) has deeply inspired us for this music video.



CHOREOGRAPHY

MADONNA

Madonna is going to deliver a combat against the laws of gravity, defying danger in its proper essence.

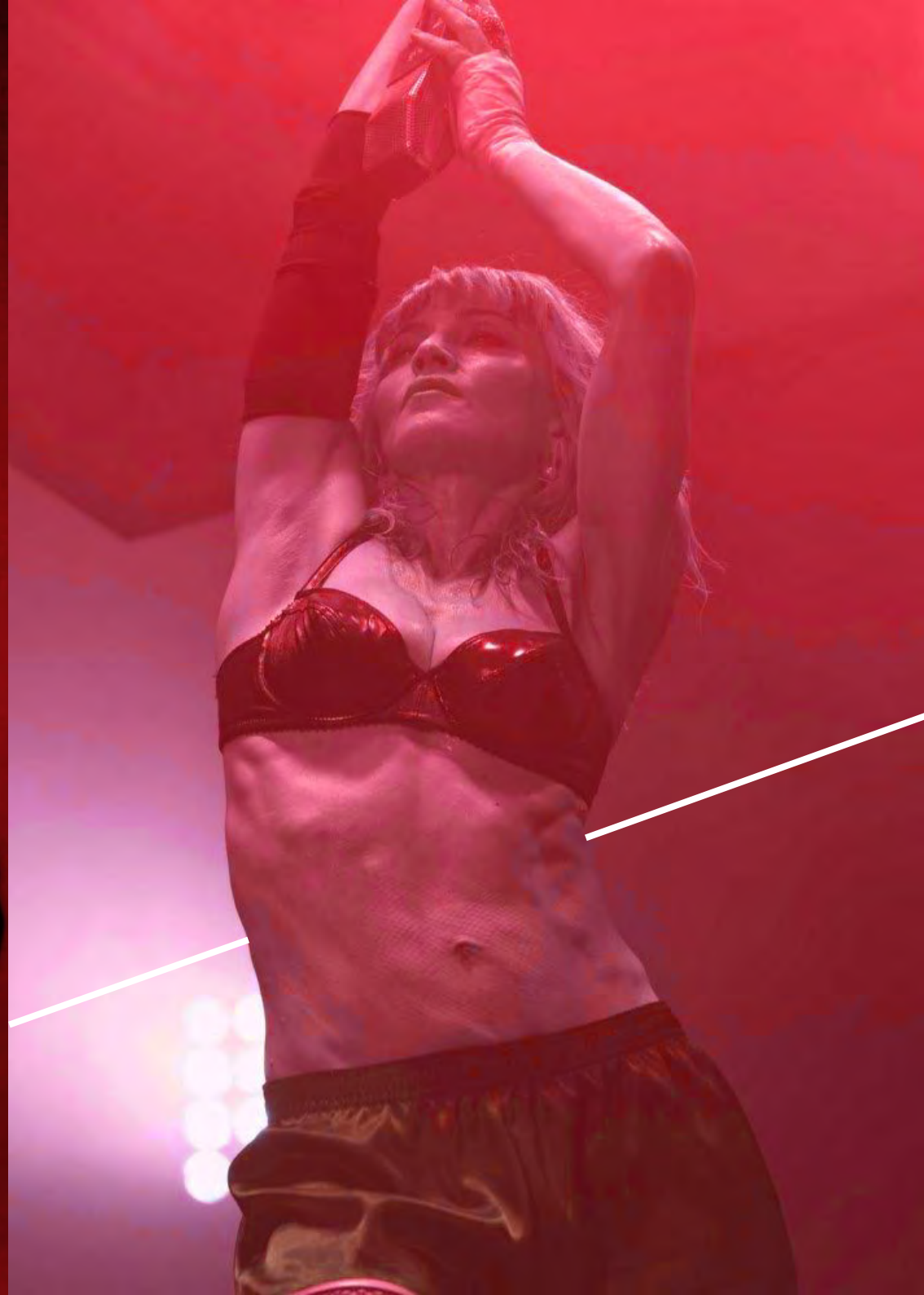
The whole choreographic game will be about performing contortion, dramatic sidesteps and slips, as close as possible to the camera

that will come and brush the artist, caress her, tease her and eventually charge her. Madonna will lock her eyes into the animal's and she will perform a unique dance. Her extraordinary abilities as a performer will keep the suspense building and the crowd breathless until the end of the song.





To achieve that, Madonna will be secured with cables. This technique will allow us to do some unimaginable movements, to hold her body as if it was levitating and get a mesmerizing choreographic ballet.





CHOREOGRAPHY

DANCERS

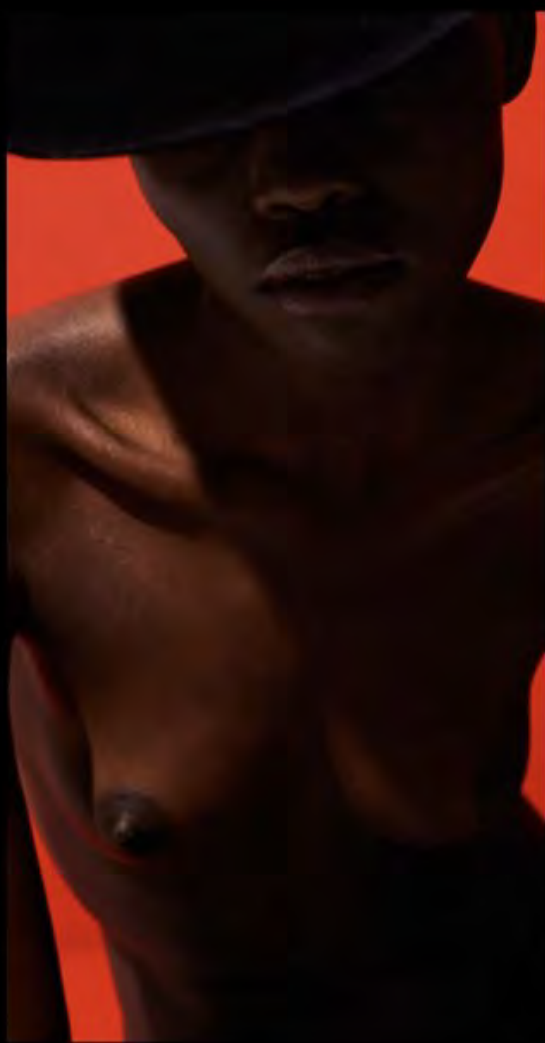
On a regular basis during the track, dancers will be emerging on stage. They will be donning masks representing bulls. They will appear in different choreographic formations during the song. At times, they will only be visual objects, creating perfectly synchronized waves with their bodies, within a single carnal breath, standing at the feet of the platform, in a flawless graphic figure.



CAMERA

As it was previously mentioned, the camera will be an active participant in this film, somehow an actress of the story.

It will embody the beast which Madonna is going to play throughout the song with.



It will be fast, performing movements on a very wide scale, allowing us to be both very far from the singer and to be able to touch her in a few seconds only. It will be mounted on a crane and cables in order to perform those movements.

The camera will prowl around the stage then charge at a furious pace toward Madonna as if the scene was filmed from an enraged beast's POV. The camera will brush her dangerously, flirting sensually with her body, sneaking under her legs, scraping her shoulders, her neck... and Madonna will only be able to avoid it at the last moment performing sublime and impossible choreographic moves.

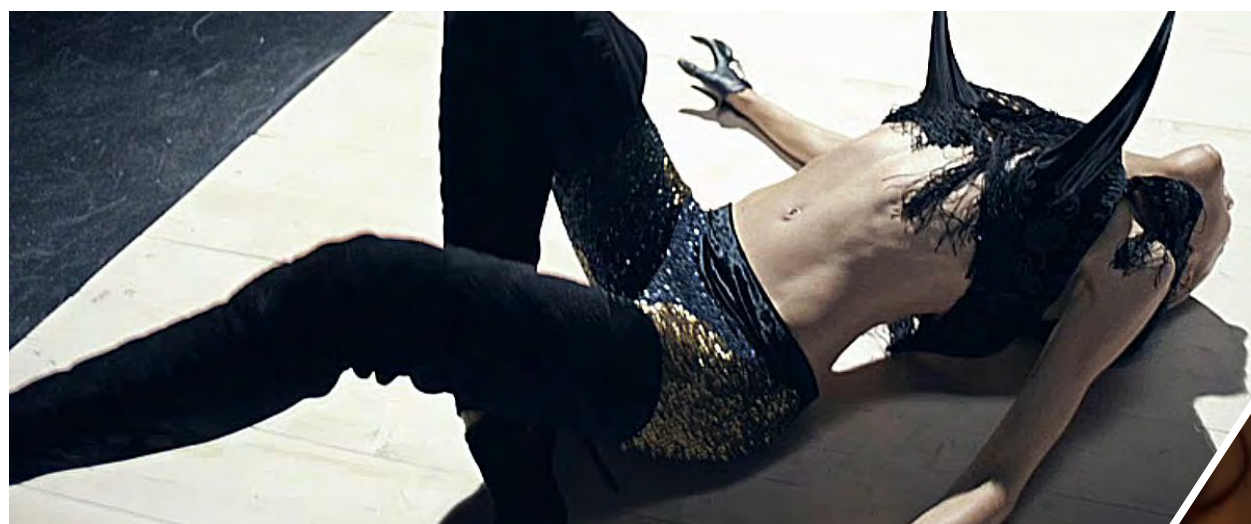


STYLE

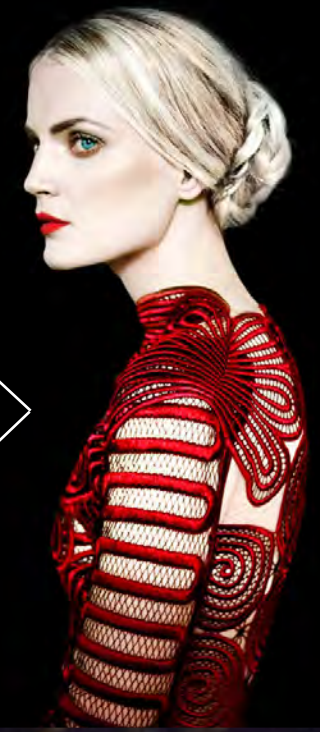
MADONNA

Madonna will sport different outfits during the song.
Her style will be inspired by costumes worn by the matadors during corridas yet there will be a modern touch to it.
The embroidery, the brocades, the fabrics and materials will be revamped.





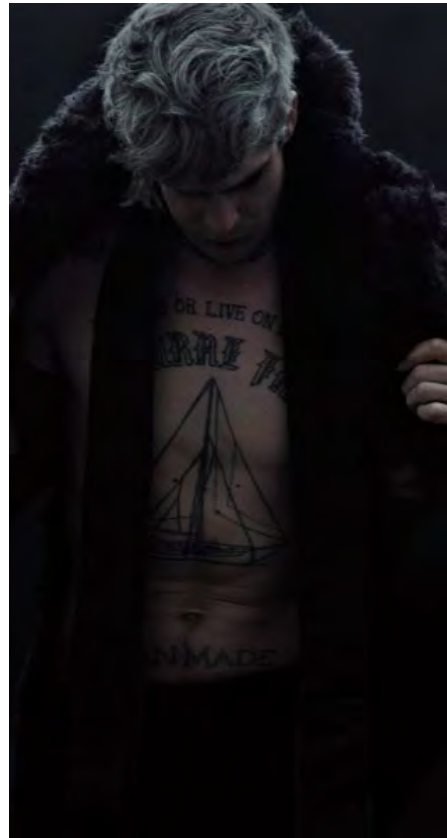
We will find our inspiration within the typical shapes of those costumes: harnessing, overly belted waists, shoulder pads, very tight pants, armors, adding some nails to bring something fresh and modern, edgy, halfway between BDSM and warrior harnessing. The esthetics of this film is crucial; we are going to make a film with an intense and powerful artistic direction. It must be conveyed through the force of costumes, their full majesty.



STYLE

DANCERS

They all will be wearing the same costume, like a dance crew, they will don masks, *a combination of combat gear, horned beast and bondage.* Leather will be entangled with metal; the dancers' face will never be fully visible.







DECOR

There will be 2 decors within the décor.

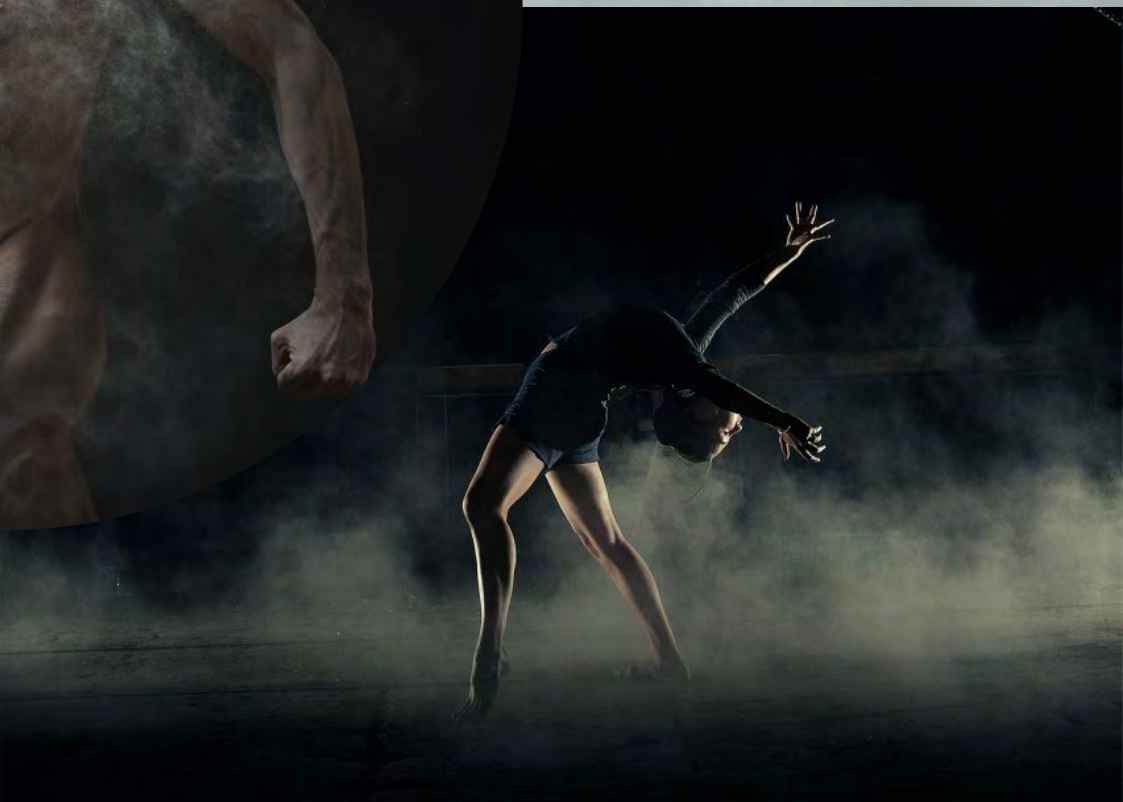
In the middle of the set, there will be a red platform, surrounded by curtains of the same color. The platform floor will be sandy, covered with red pigments, each movement of Madonna or of the dancers' will pick up some red dust.

In a tight shot of the singer, the frame will be completely red

so that it will create some epic images conveying both incredible strength and sensuality, somehow concealing the singers' face with that powerful color.







When the camera will widen its frame, it will capture the décor in its wholeness. We will then realize that the red platform is set up in a humongous warehouse/studio setting. The bull dancers will emerge for the first time around the platform, looking like animals stepping from the shadows.

The vastness of the location will even more emphasize the majesty of Madonna's performance

giving its real mythical dimension to the dance and the staging of this fight for survival.





LIGHT

For us, the film esthetics is one of the key points of this film. We'll pay particular attention to the lighting. Directional flash of light onto the artist, very sharp and neat light focused on her face

to sublime it to the max

shadow dropped to the floor for the star and the dancers, the light will be very photographic.



When the camera will develop its amplitude, this photographic light will evolve and turn into something very cinematic. It will then create a nest-like bubble of light around the red platform; the light will be dimmer in the surrounding décor, just like an ambient light in the shadow of the immensity of the place.



THANKS!

We are really delighted to share this treatment with you and would like to thank you so much for looking through our vision for this amazing adventure. We hope you find the journey as blissful and intense as we have imagined it and that we will be given the opportunity to collaborate with you on this project. If you have any question, please don't hesitate to contact us at:

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