

Delta Heavy - 'Get By' Music Promo 'The Delta Factory' by Ian Robertson

Synopsis:

A pair of latex gloved hands places a vinyl record onto a turntable; 'Get by' by Delta Heavy. Red and black wires from the turntable are attached to a stainless steel 'testing area' with crocodile clips.

As the track starts the hands place classic board games onto the testing area. Once placed down the pieces of the games are animated to become graphic equalizers – visualising the beat of the music. Connect Four, Guess Who, Subbuteo, Jenga, Pick-up Sticks, Rubik's Cubes, Scrabble, Lego men, are one-by-one placed into the test area and 'equalised' to the beat. A green 'PASS' sign is lit after each game is tested; it is then replaced by another.

As the track drops the games are destroyed with workman tools. The Subbuteo men are crushed with a hammer. The Rubik's cubes are smashed into tiny blocks. Pick-up Sticks are snapped in half. The hands then place the rubble into a shallow circular vat and the broken games melt down on contact. The happy Guess-who faces melt away; the smiling Lego men disintegrate into the liquid; the Subbuteo players sink into the abyss.

The process is repeated until we near the end of the track. The vat is now brimming with dark molten plastic. The hands pull down a large press onto the liquid. On opening, the hands remove a vinyl record. This is brought into the testing area and a Delta Heavy sticky label is applied. The record is moved over to the turntable and placed onto the decks.



One Line Pitch:

Classic board games are tested, then destroyed, smelted down and pressed into new Delta Heavy records.

Aesthetic:

- The film will be entirely stop-motion. It will have a naturalistic look in the same vein as Lyrical Spread: <http://vimeo.com/14087564>
- Most of the equaliser section will be shot from above, so as to mimic a digital equaliser. The angles will vary for the destroying and smelting section, ensuring we see the expressions on the faces of the toys.
- Tone: the equalising toys should prove to be a spectacle, however, the mutilation of the games at the drop will provide a darker tone. The smelting down process throughout the film will provide intrigue with a satisfying pay-off in the end as we realise a new record has been created and the cycle begins again.

Scope:

- As to avoid copy-right issues and add another layer of detail, the brand names can be replaced with 'Delta Heavy' logos in the appropriate fonts.
- Rather than having an industrial setting, the film could be set in a kitchen, and foodstuffs are animated and made into a rancid stew that is pressed into Vinyl.