

ROB HARBOUR

TOWER BRIDGE ROAD - LIVE MUSIC VIDEO BRIEF

Brief Title:

London-based singer-songwriter looking to shoot live video to promote single off debut EP & subsequent UK tour.

Public preview brief description:

London-based singer-songwriter & ICMP (Daughter, Foxes, Denai Moore) graduate looking to shoot live studio video to promote first “Hey There Delilah” style confessional single off debut EP with full band at a well-known London studio. Looking to raise profile, attract label interest and secure UK & Europe festival slots. UK PR campaign planned.

BUDGET: £200

Full brief text:

Intro:

Melancholic acoustic singer-songwriter Rob Harbour will be recording Tower Bridge Road, a romantic “Hey There Delilah” style confessional/ narrative ballad full of iconic London imagery and romance.

3 on 4 tracks have already been recorded for the upcoming debut EP 'One of These Days'. In keeping with the band's organic approach in the studio, and keeping in line with the rest of the songs, the song will be recorded live with no/minimal overdubs. This will be the perfect opportunity to capture the band in their element and to record a live video of the band recording this integral leading song at the prestigious KORE Studios in West London.

The full clip of the song will be used to promote this single off the EP. Snippets will be used as teasers in the pre-launch phase, as a pre-ordering tool, and later on (post-launch) to promote UK tour.

KORE studio's spacious and well-lit live room should lend itself very well towards an organic and intimate shooting experience.

The Band:

The ensemble will consist of a 6 piece band as follows:

Rob: Acoustic + Main Vocals
Barney: Bass
Gabor: Drums
Zhu: Cello
Deborah: Backing Vocals
Mike: Backing Vocals

It is important to note at this stage that the band will be recording live as a single unit. This makes the whole recording process more natural and free flowing but at the same time leaves no margin for error. For this reason, a nonintrusive setup will be highly desirable and helpful in allowing the musicians to accomplish the primary goal at hand at the studio.

Aesthetics:

We are looking for an organic and honest non-pretentious take on the band interacting, setting up, tuning and (most importantly) performing the song.

We are looking for someone who can capture the magic of the moment and can create a timeless video that showcases the band's live sound and atmosphere.

Good examples of what we are trying to achieve include The Rescues' intimate and honest interpretation of Teenage Dream, Damien Rice's minimalistic and sublime performance of Volcano, and Bloom Twins' So True, recorded live at KORE Studios (Where we will be recording) (Please See Appendix)

In terms of aesthetics, as per the examples above, we are looking for a classic, timeless saturated grading with up-close and personal shots focusing on details such as musician expressions, fret-board and instrument hand-movement. It would be highly desirable if we could also create the effect of a dolly shot as per the Damien Rice video.

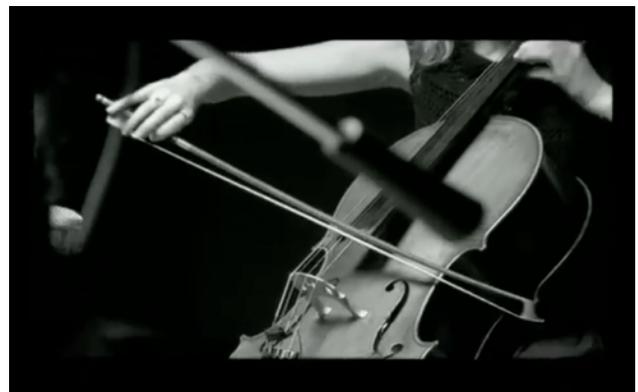
End Goal:

An intimate, organic, professional and industry-standard product that will help in our goal of raising our profile, attract label interest and secure UK & Europe festival slots for 2016/17

Timeline:

The song and video must be recorded by the end of January 2016 latest.

Damien Rice: Volcano



The Rescues: Teenage Dream



Bloom Twins: So True

