

SQUABBLE
UP



The video for Kendrick Lamar's *Squabble Up* is more than just a love letter to the west coast scene that influenced his music, it's also a rumination on the way we consume, reflect, recall, and consider cultural elements as collective memory and influence.

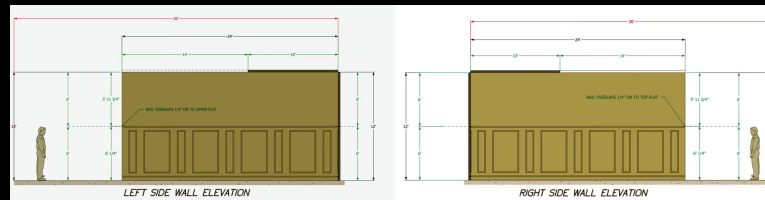
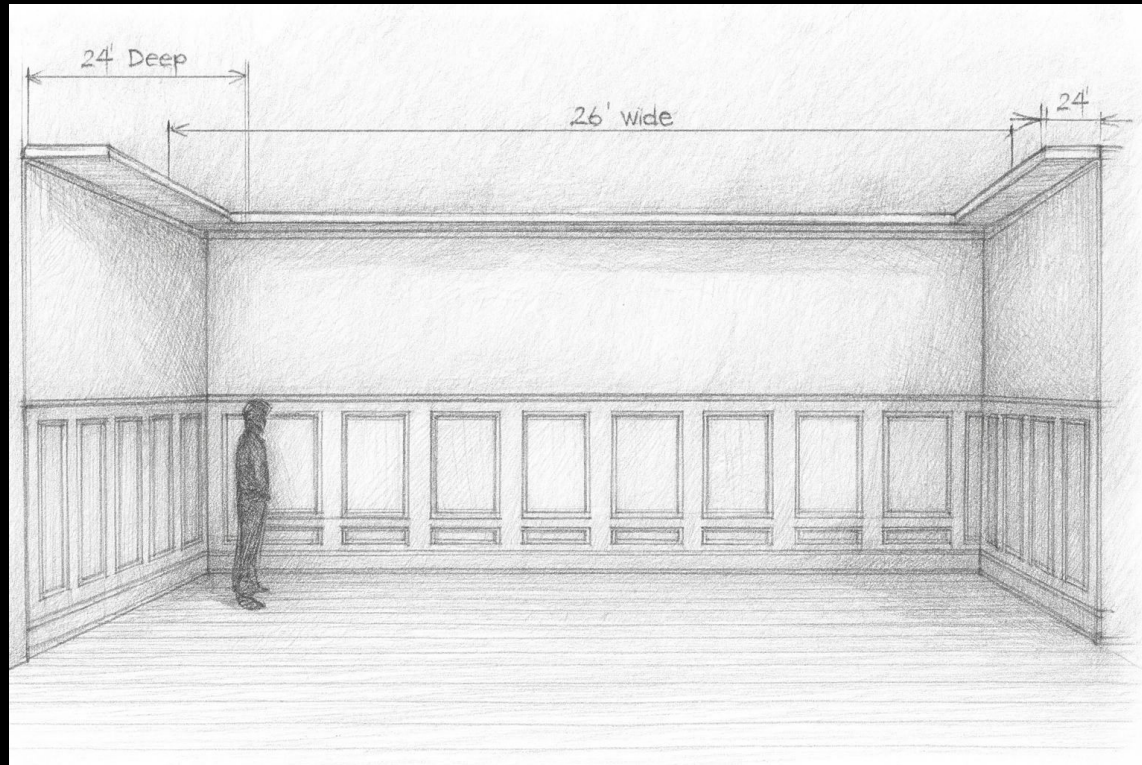
Director Calmatic and I wanted to make an empty room that would act as generative museum of sorts. In this museum there is no permanent collection - it's called up as memory.

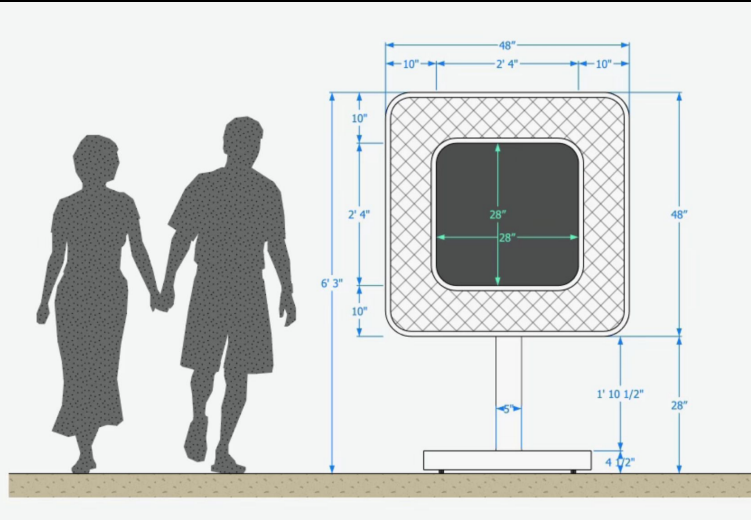
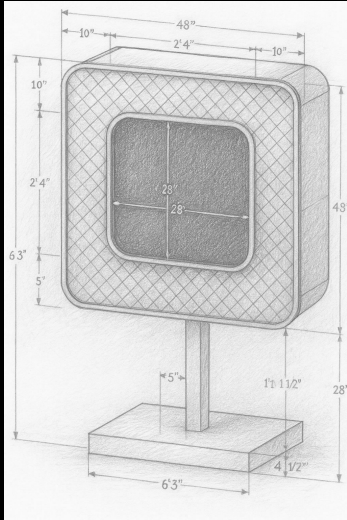
We chose a specifically unsettling shade of green in order to make the set itself an unreliable narrator. Memories are tangible but not reliable, and in this specific era of history we wanted to make a statement on the vulnerability of memories and cultural symbols, on reflection and influence, on museums, and on facts and reality.

But of course, on a less conceptual level, it's also just a love letter to Los Angeles, where Kendrick, Calmatic, and myself were all born and raised.

Thank you for considering this submission.

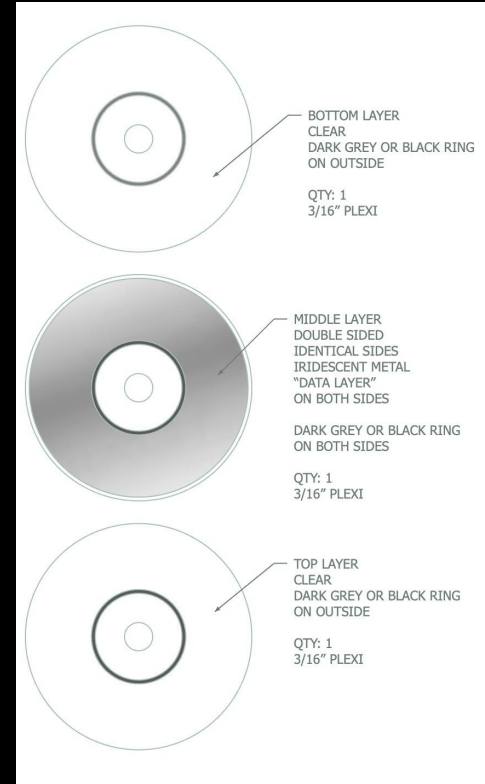
-Carlos Laszlo





Back

6ft Diameter

Front

MATERIAL:

0 080" SHEET ALUMINUM

LEGEND:

HIGHWAY GOTHIC D

LAYOUT:

BACKGROUND:

LEGEND: White

BORDER: White

4 1/2" CORNER RADII

FRONT ELEVATION2 1/2" PERFORATED
SQUARE STEEL POSTS

ALTERNATE PROPOSALS:



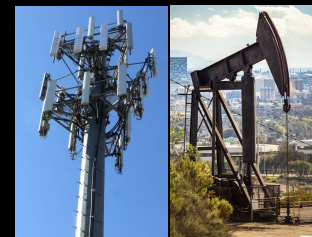
Dairy Mart (Inglewood)



Maverick's Flat (Leimert Park)



Tam's Burgers (Compton)



Power Pole / Cell Tower / La Tijera Oil Thingy



Snooty Fox (MLK & Western)



Crenshaw Mall



Vision Theater / ART + PRACTICE (Leimert Park)



Watts Towers



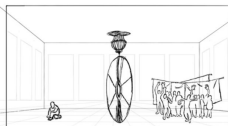
strip mall sign



Sample Scene A



Closeup of someone mourning at a candlelight vigil. A giant floating DJ Quik CD shines behind him.



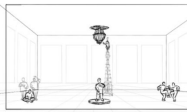
Cut WIDE. We reveal more of the scene. The CD spins shining a disco like light around the room on the right we see a 90's ditch party in East L.A. We also see a kid in the back corner facing the corner.



Cut to the back corner we see the kid on a tricycle facing the wall. We realize it's the kid from Menace to Society. The kid on the bike has his head turned away so he doesn't see the scene behind him.



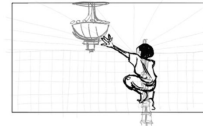
Sample Scene C



In a WIDE shot, we set the scene. On the left and right are two sets of gangmembers. On the left an old school photo of first generation Bloods comes to life. On the right some modern day homies holding hands dancing. Maybe some dudes "Hoover stompin". Someone is on a pedestal in the center. In the background we see the Watts tower with what looks like a kid climbing to the top.



On a CLOSEUP three gang members on the left throw up their sign maybe their hands and faces are blurred out. Deep in the background, one of our talent is on the pedestal with the Watts tower behind them.



Cut to a MEDIUM shot at the top of the Watts tower. We reveal a young kid has climbed to the top trying to touch the chandeliers reaching as far as he can, shielding his eyes from the bright light.



Now on the other side of the scene, on CLOSEUP we see the homies dancing holding hands and "walkin". In the background our kid is still at the top of the tower.



