

the cure

Music Video for Olivia Rodrigo

Production Design by Liam Moore

Directed by Cat Solen and Jaime Gerin

Olivia Rodrigo's "the cure" is set in an entirely handmade hospital. Directed by Cat Solen and Jaime Gerin, the video depicts Olivia seeking an antidote to her feelings by experimenting on felted human hearts inside the "OR." Here she explores her complex emotions around love and, in the process, finds herself ‘unraveling.’

Throughout every detail of the production of "the cure," Olivia, the directors, and production designer Liam Moore made certain that each decision they made championed artistry first. As a result, the finished video contains handmade everything, from miniatures and animatronic heart puppets to stop-motion animation.

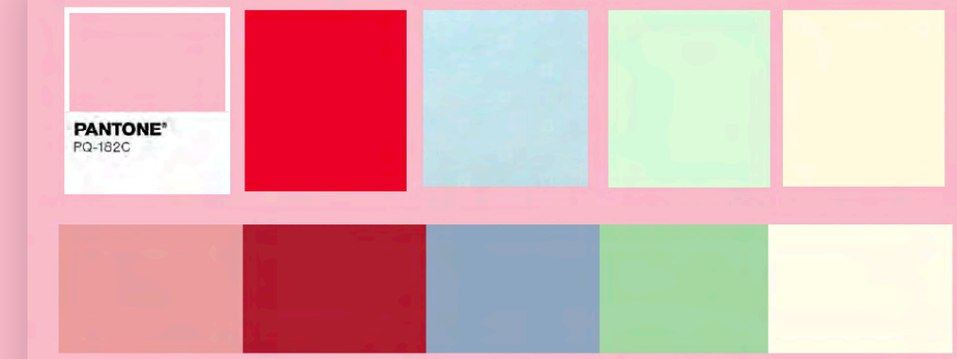
Nearly every surface and object is treated in cardboard and hand-painted, creating a complete world that is both tactile and surreal.

This music video is a love letter to the handcrafted, the tactile, and the power of storytelling.




O R
“It will never be
the cure…”







Mood Boards And Inspiration



RULES FOR THIS UNIVERSE (WIP)

I think while building this world, it's helpful to have some rules to help us edit and curate what the different elements look and feel like. Some materials I feel are worth keeping (metal remaining metal, glass remaining glass) to give a level of depth to the world. Open to ideas and thoughts here, but figured I'd give it a go!

Surfaces (walls, furniture) = Cardboard
Plastic = Cardboard or Clay
Liquid = Thread, yarn
Metal = Metal
Glass = Glass
Screens = Animated
Fabric = Fabric
Wires = Wires
Paper = Fabric

Mood Boards And Inspiration





Original Concept Art

Drawings by Mark Antoni Friedhoff

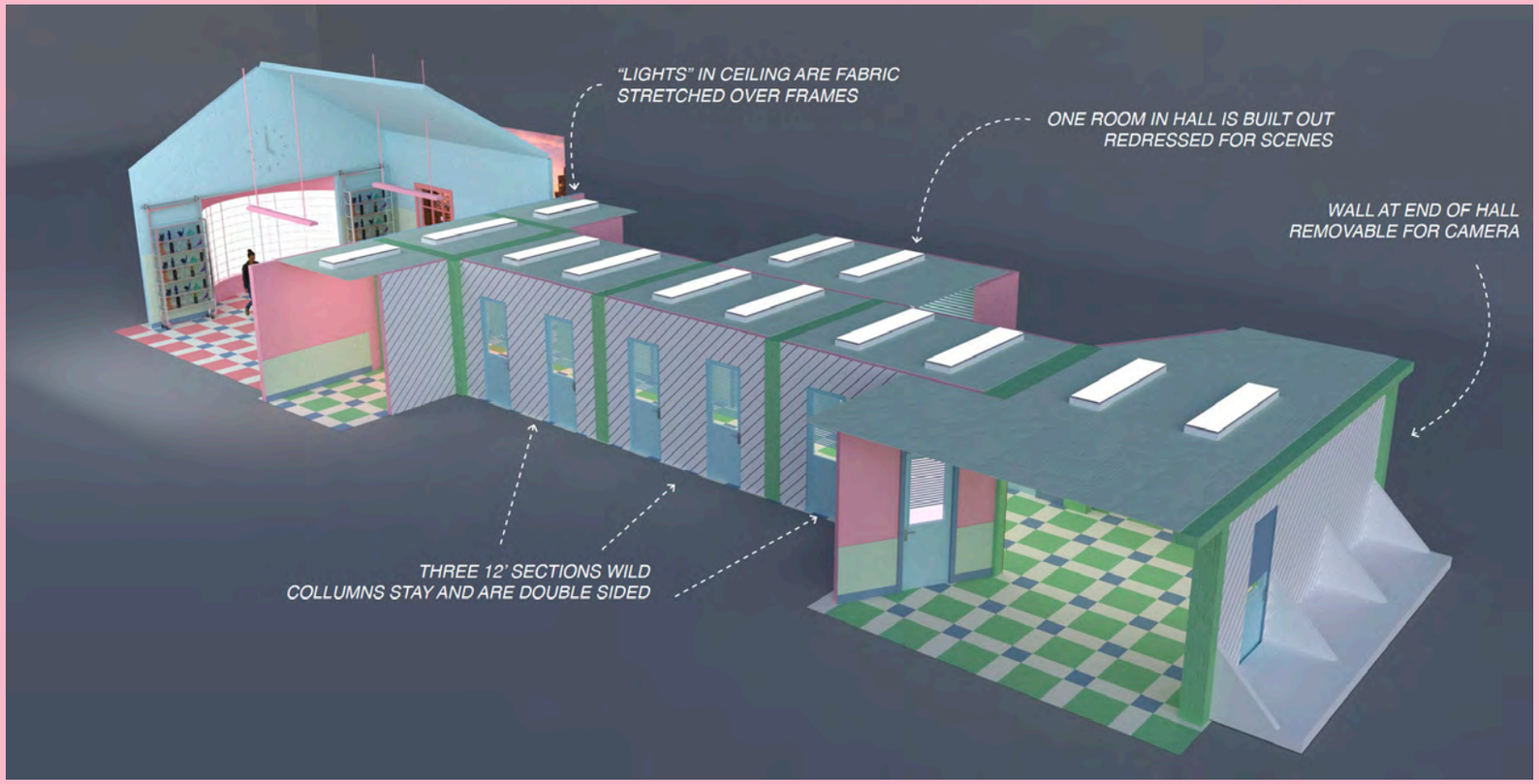


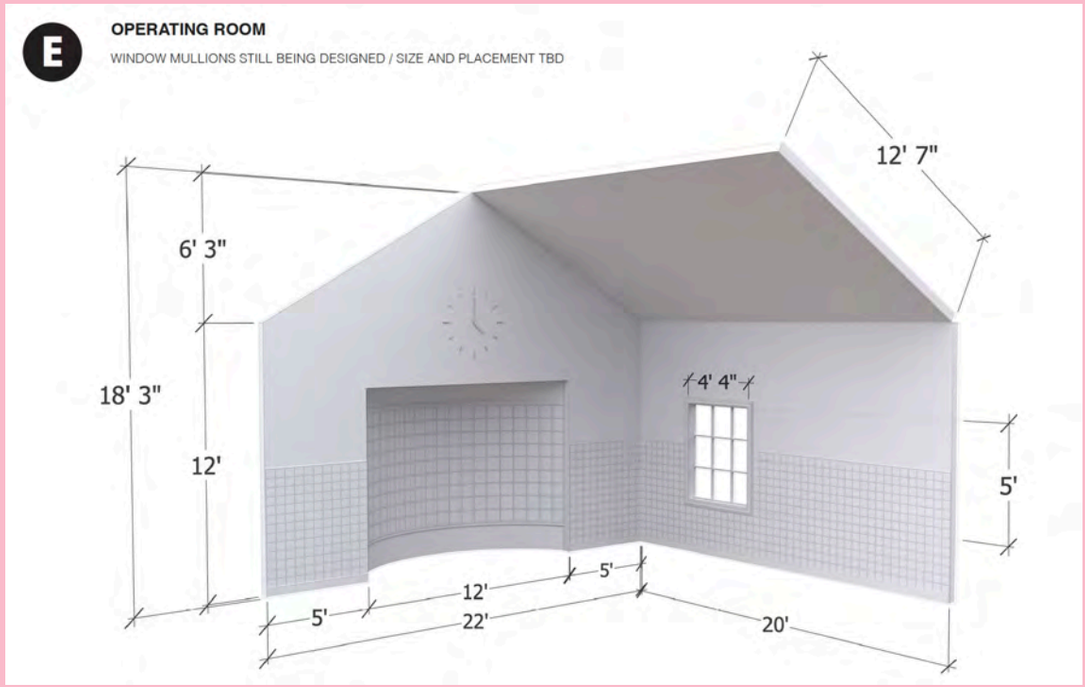


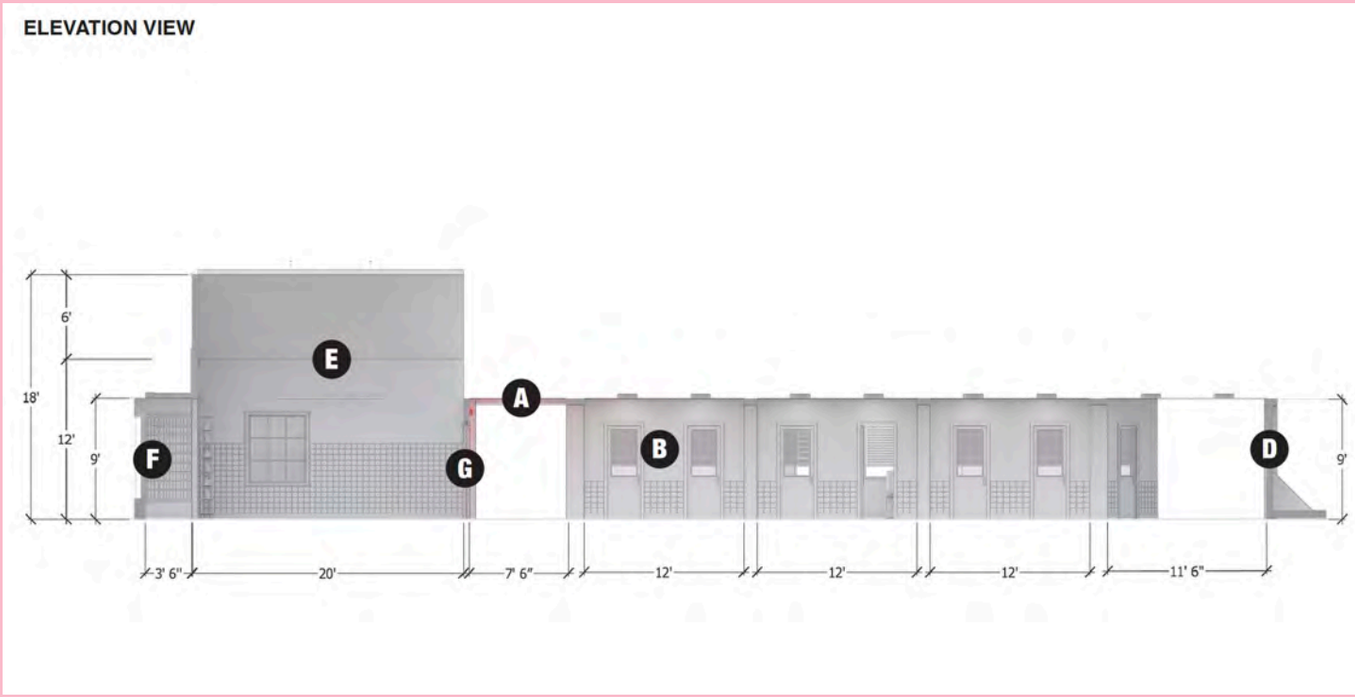


Renderings

Art Director Charles Vargas







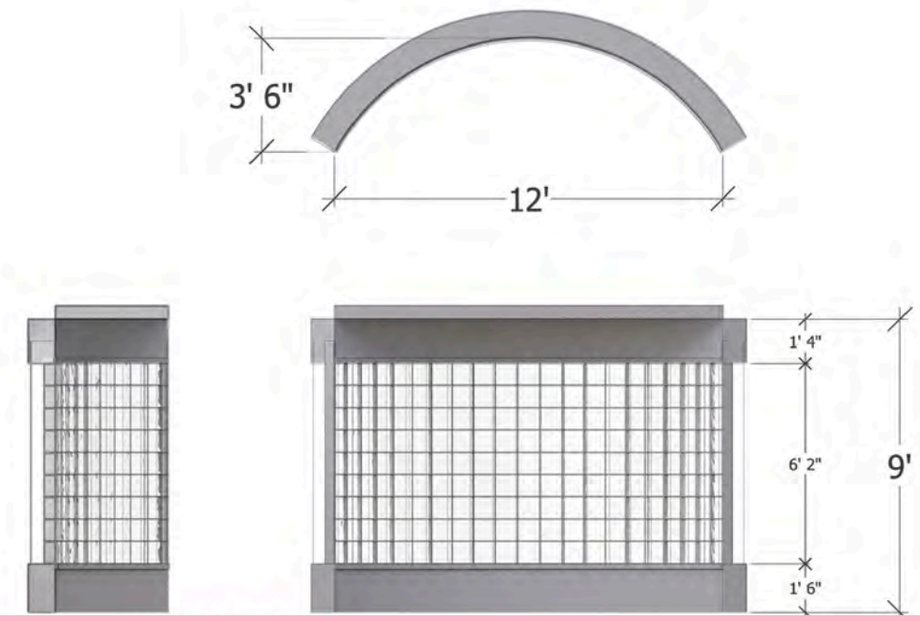
Build Schematics

Art Director Charles Vargas

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"GLASS" BRICK WALL

OPEN TO DIY IDEAS - WE'VE ORDERED SOME TAKE OUT / TUPPERWARE TO TEST EARLY NEXT WEEK



SIMPLE FABRICATION / ALTERATIONS

IN THE OR - WE'D LIKE TWO SHELVES TO BE ABLE TO ROLL ACROSS THE BACK WALL - RAIL AT TOP / WHEELS ON BOTTOM

LOOKING FOR EXISTING TO MODIFY



ALSO LOOKING TO MAKE THIS OPERATING LIGHT FOR THE ROOM.

THINKING 48" DIAMETER - SPOKES CAN BE ATTACHED AT THE TOP

LIGHTING ELEMENTS TO BE PROVIDED BY SET DEC

CAN SET ANGLE - DOES NOT NEED TO BE ADJUSTABLE

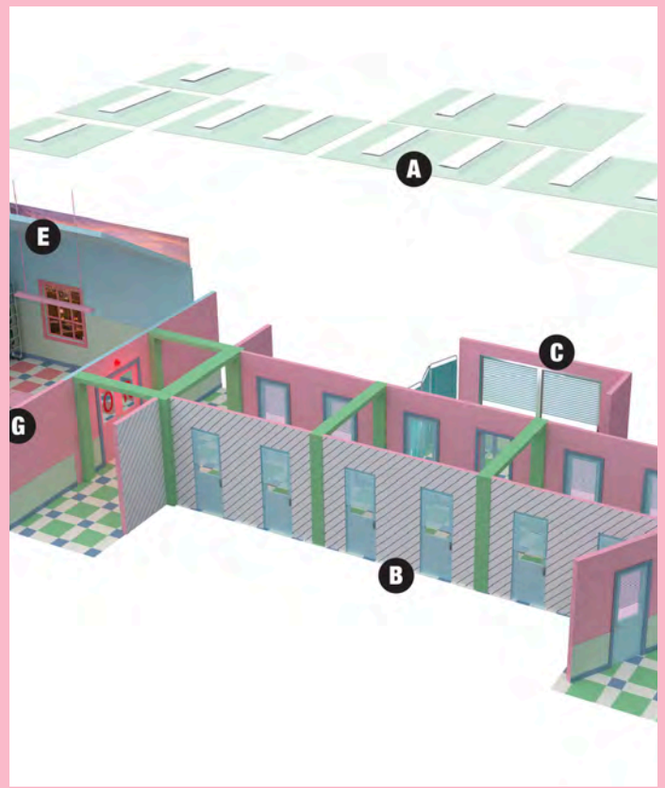




VIEW OF HALL WITH THE THREE WALL PIECES REMOVED

COLUMNS SUPPORTING THE CEILING AND WALLS STAY, FINISH OUT THE BACKS FOR CAMERA.





Build Schematics

Art Director Charles Vargas

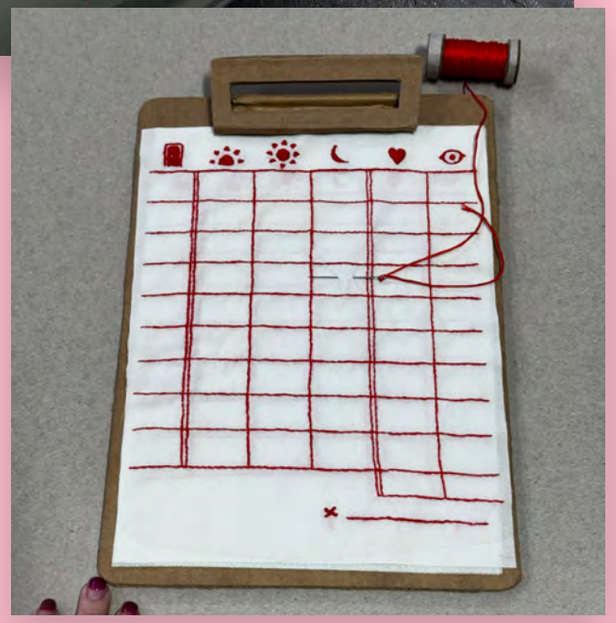
“I’m unraveled…”













Prop Fabrication

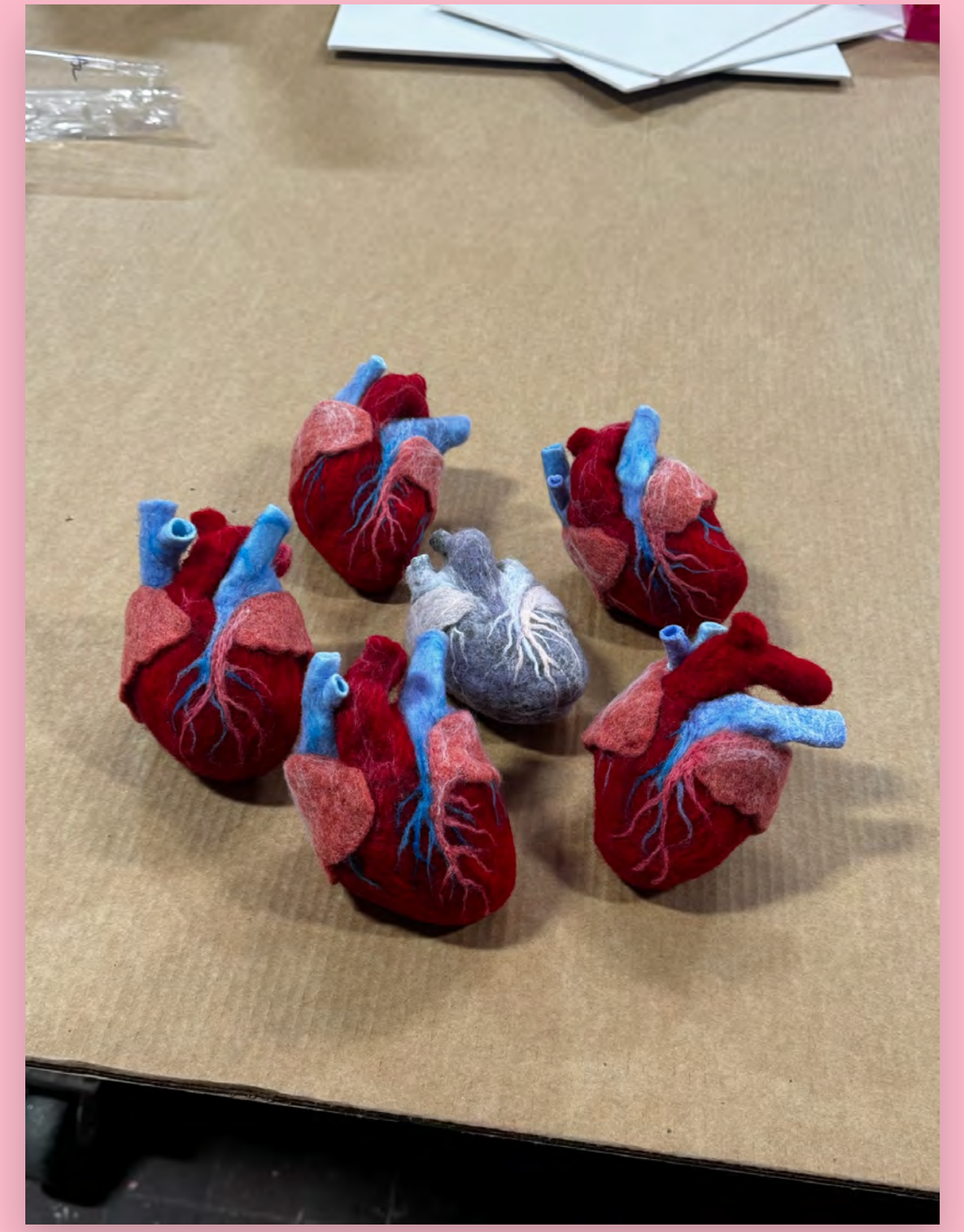
Countless props and set decoration were individually handcrafted with a mixture of recycled materials and other crafts. Sara Paquette and her team put great care into each detail, making sure that although this was all handmade, it was done with a great deal of care and precision. This included cardboard blinds, hand stitched checklists, cardboard machinery and equipment, and hand felted hearts.





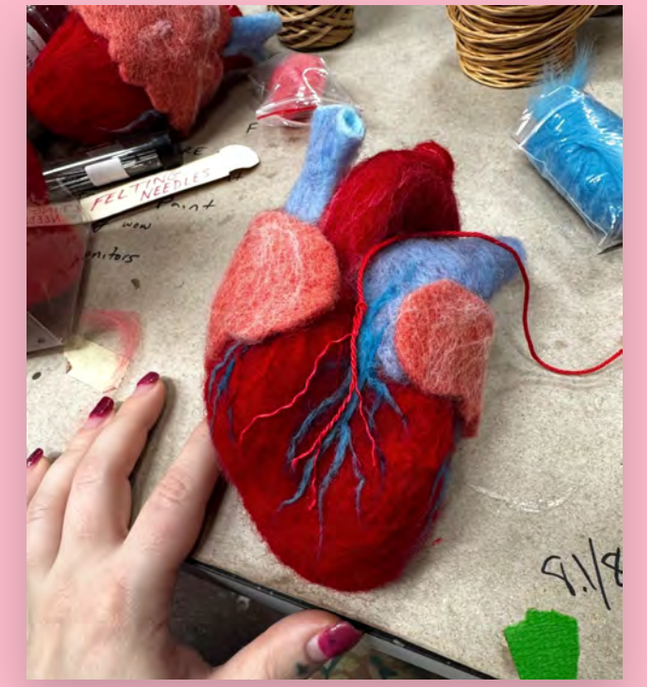
Prop Fabrication - Cardboard Guitar/Mic/Amp

Prop Fabrication Sara Paquette











Prop Fabrication - Hand Felted Hearts

Prop Fabrication Sara Paquette











Prop Fabrication - Miniature OR

Prop Fabrication Sara Paquette







Prop Fabrication - Syringe

Prop Fabrication Sara Paquette

“I got toxins in my bloodstream,
you tried hard to suck 'em out…”







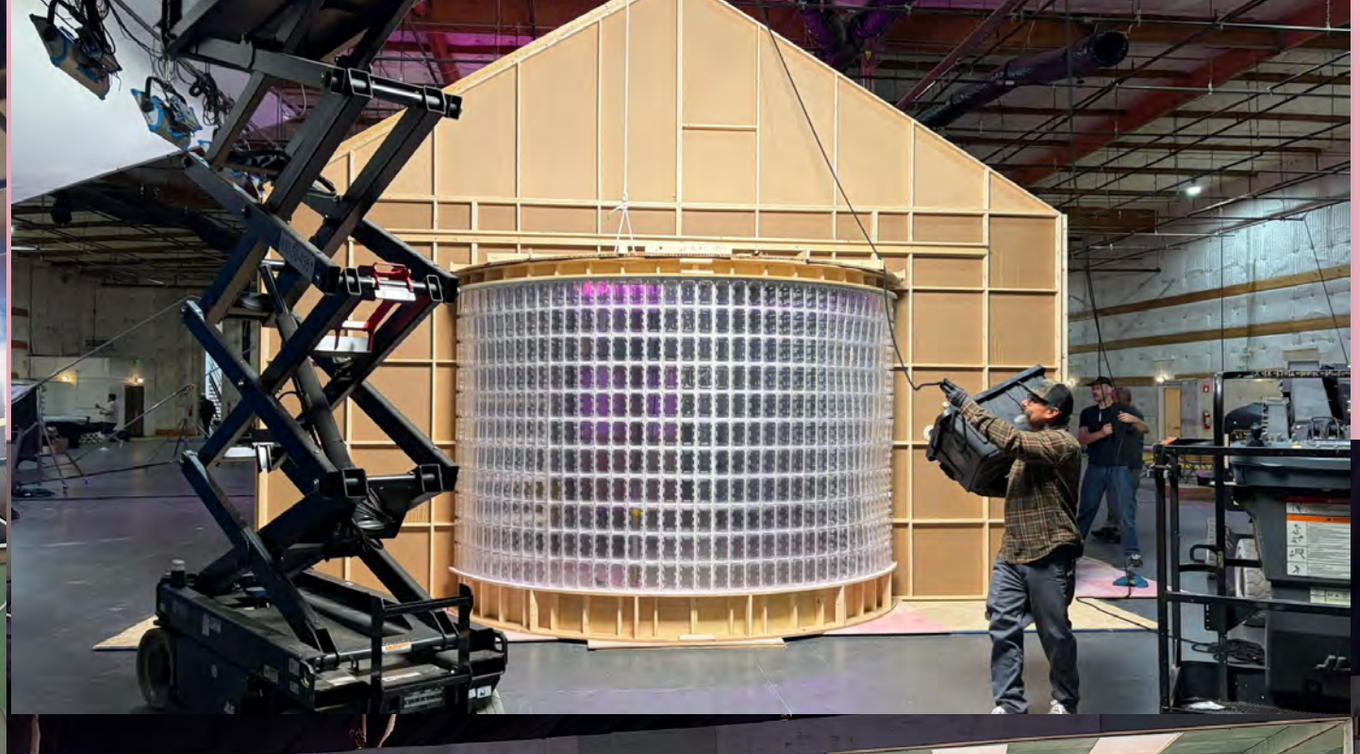




Set Construction

The magic is in the details: each of the floor tiles and all the cardboard wall pieces were hand cut and painted. The glass brick wall in the "OR" is comprised of more than 300 takeaway containers, and the center spoke of the light hanging above was made from a cookie tin.









Construction Progress

Set Shop LA Fast Sets

“Why can't you
come stitch me up?”



BTS Photos

BTS Photos

BTS Photos

BTS Photos

BTS Photos


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the cure

Production Design by Liam Moore
Directed by Cat Solen and Jaime Gerin

Art Director - Charles Varga
Set Decorator - Piper Riley
Art Coordinator - Adi Mizrahi