RUNWAY

LADY GAGA X DOECHII

A FASHION ART FILM TREATMENT

BY PARRIS GOEBEL

Merman Branded



DIRECTOR'S CONCEPT:

From : PARRIS GLOBAL

THE WORLD IS SET IN A STRIPED BALLROOM SPLIT INTO TWO HALVES. GAGA & DOECHII ARE BOTH SURROUNDED BY THEIR CREW OF DANCERS. 14 DANCERS EACH SIDE DRESSED IN THE MOST CHIC, ECCENTRIC AND ICONIC LOOKS. NOT ONLY IS THIS A FASHION BATTLE, IT IS A RUNWAY DANCE BATTLE. BOTH ARTISTS AND DANCERS ARE RESTRICTED TO THE LINES OF THE ROOM, GIVING THE CHOREOGRAPHY A VERY STRUCTURED, RUNWAY, MILITANT ENERGY WITH A TWIST OF QUIRK AND CHARISMA THAT IS AN EXTENSION OF GAGA AND DOECHII'S PERSONALITY. A FASHION/DANCE COLLISION OF 2 QUEENS

ART CONCEPT:

The Sets are designed so support and enhance the choreography and costumes.

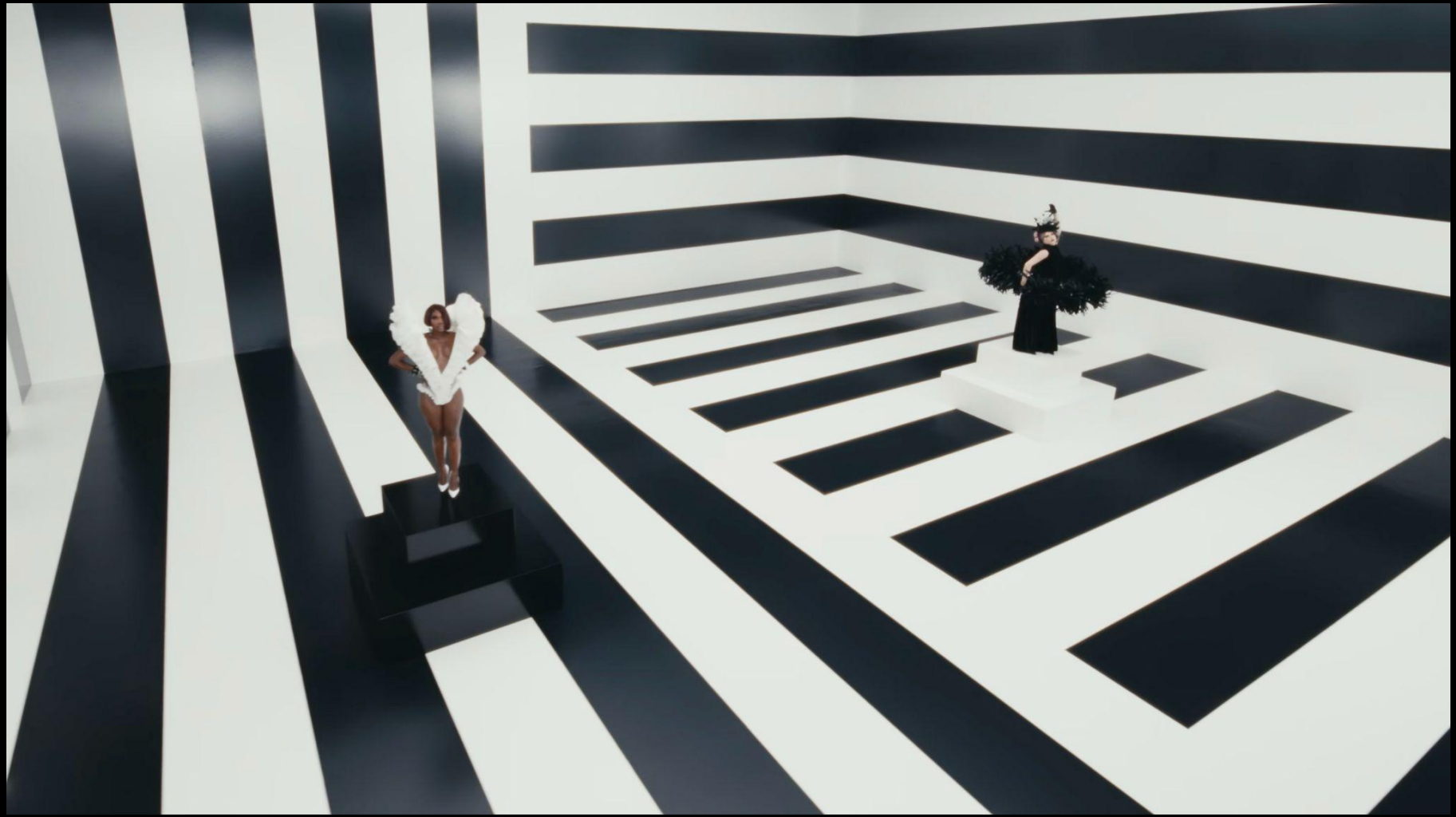
We created four Set Ups:

SET UP 1: THE BALLROOM

SET UP 2: MANNEQUIN
GAGA + DOECHII MANNEQUIN SISTERS PERFORMANCE SHOT

SET UP 3: CONVEYER BELT BATTLE
GAGA + DOECHII JUDGE RUNWAY
DANCERS PERFORMING ON CONVEYOR BELT

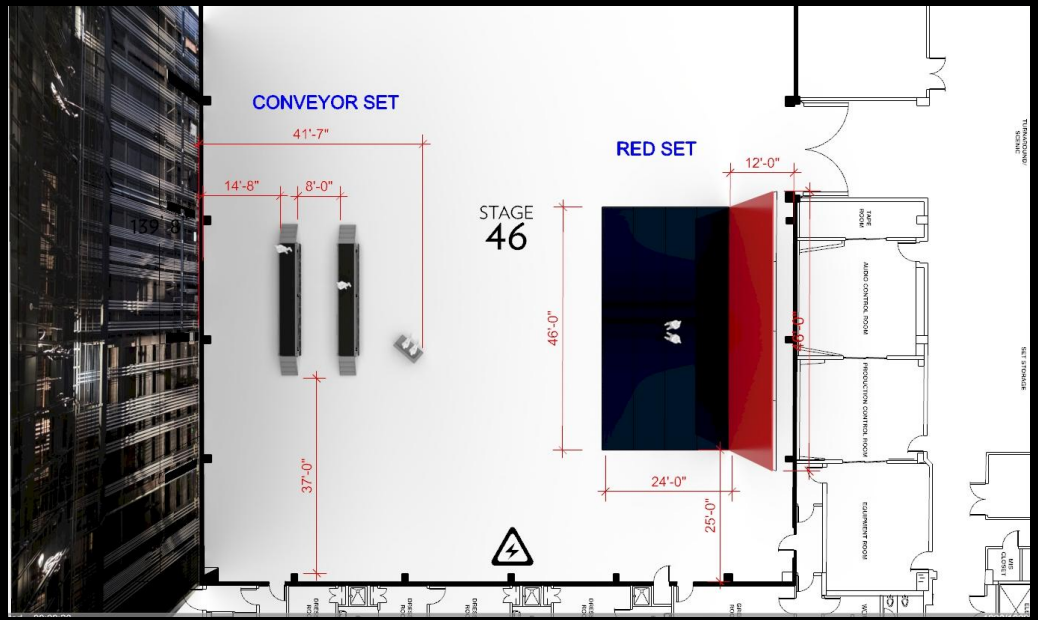
SET UP 4: TWINS
LG + DOE CONNECTED BY FASHION CATWALK
SET DESIGN TBD

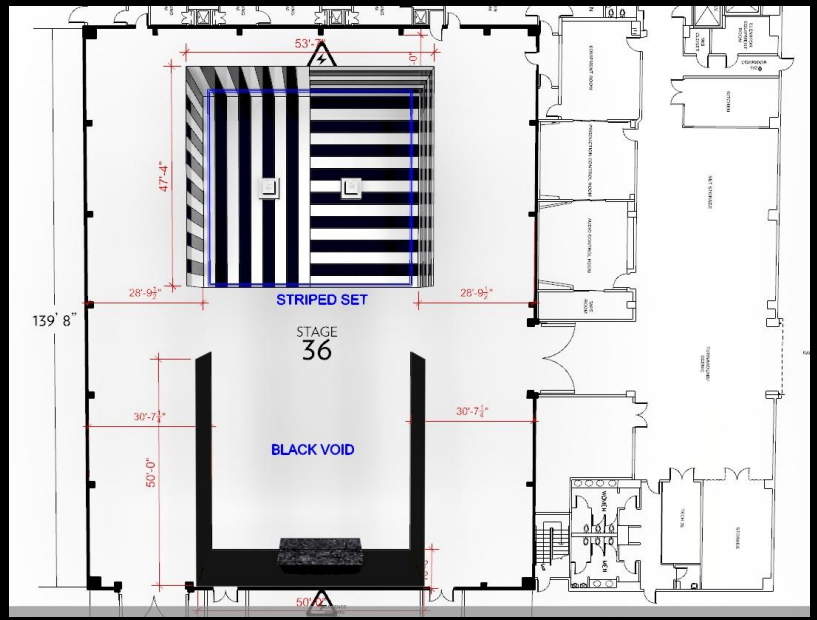


SET UP 1: THE BALLROOM CONCEPT



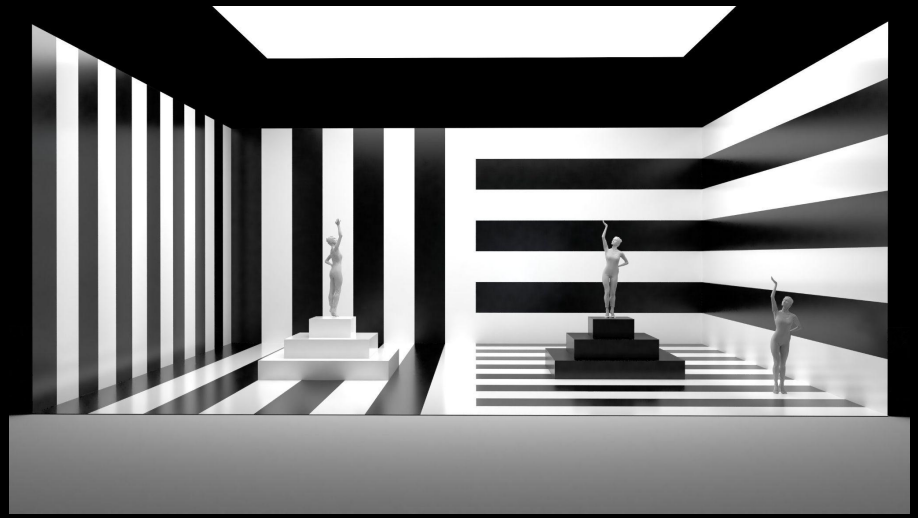
STAGE PLAN

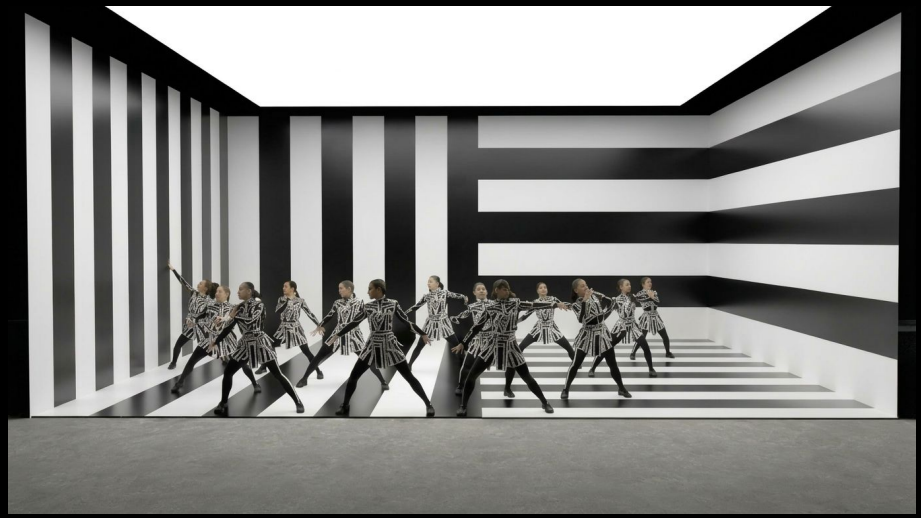

CONVEYOR SET
41'-7"
14'-8"
8'-0"
RED SET
12'-0"
STAGE
46
46'-0"
24'-0"
25'-0"
37'-0"
AUDIO CONTROL ROOM
PRODUCTION CONTROL ROOM
EQUIPMENT ROOM


53'-0"
47'-4"
28'-9½"
STRIPED SET
28'-9½"
139' 8"
STAGE
36
30'-7¼"
BLACK VOID
30'-7¼"
50'-0"
50'-0"

ART CONCEPT RENDERS:

The Ballroom is designed for performance. It needed to accommodate 26 dancers. The platforms were designed for performance and reconfiguration.





SET UP 1: THE BALLROOM

Installation









SET UP 2: MANNEQUIN

GAGA + DOECHII MANNEQUIN SISTERS PERFORMANCE SHOT





SET UP 3: CONVEYER BELT BATTLE



MATERIAL TESTS.

"The scenic design uses heat formed plastic, the design is inspired by latex rubber fetish wear. Integrated ambient misting creates controlled moisture along the walls, giving the impression of a, sweating skin that reflects our strobe lighting effects.



SET UP 3: CONVEYER BELT BATTLE

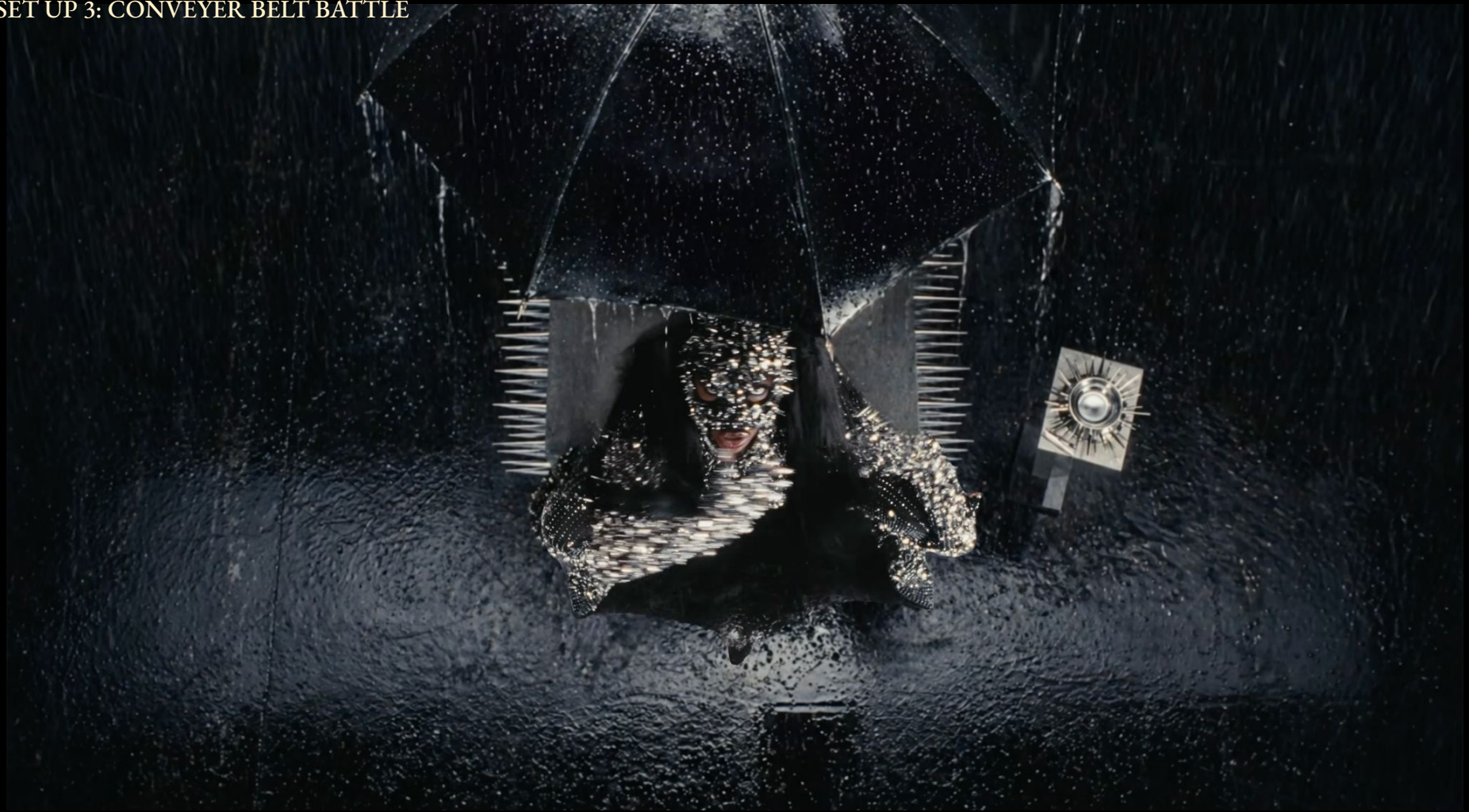
GAGA + DOECHII JUDGE RUNWAY DANCERS PERFORMING ON CONVEYOR BELT



SET UP 3: CONVEYER BELT BATTLE



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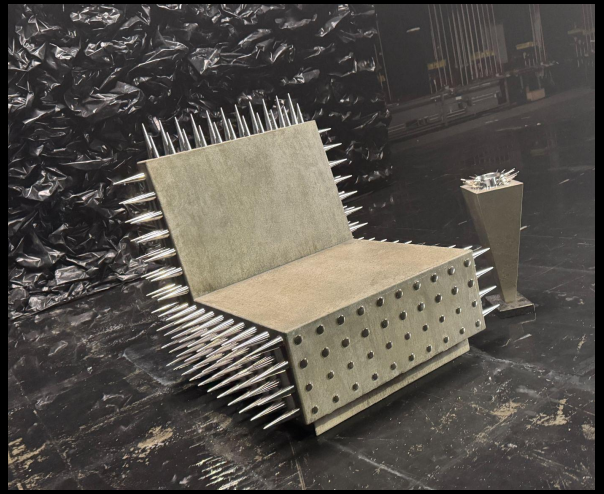


SET UP 3: CONVEYER BELT BATTLE













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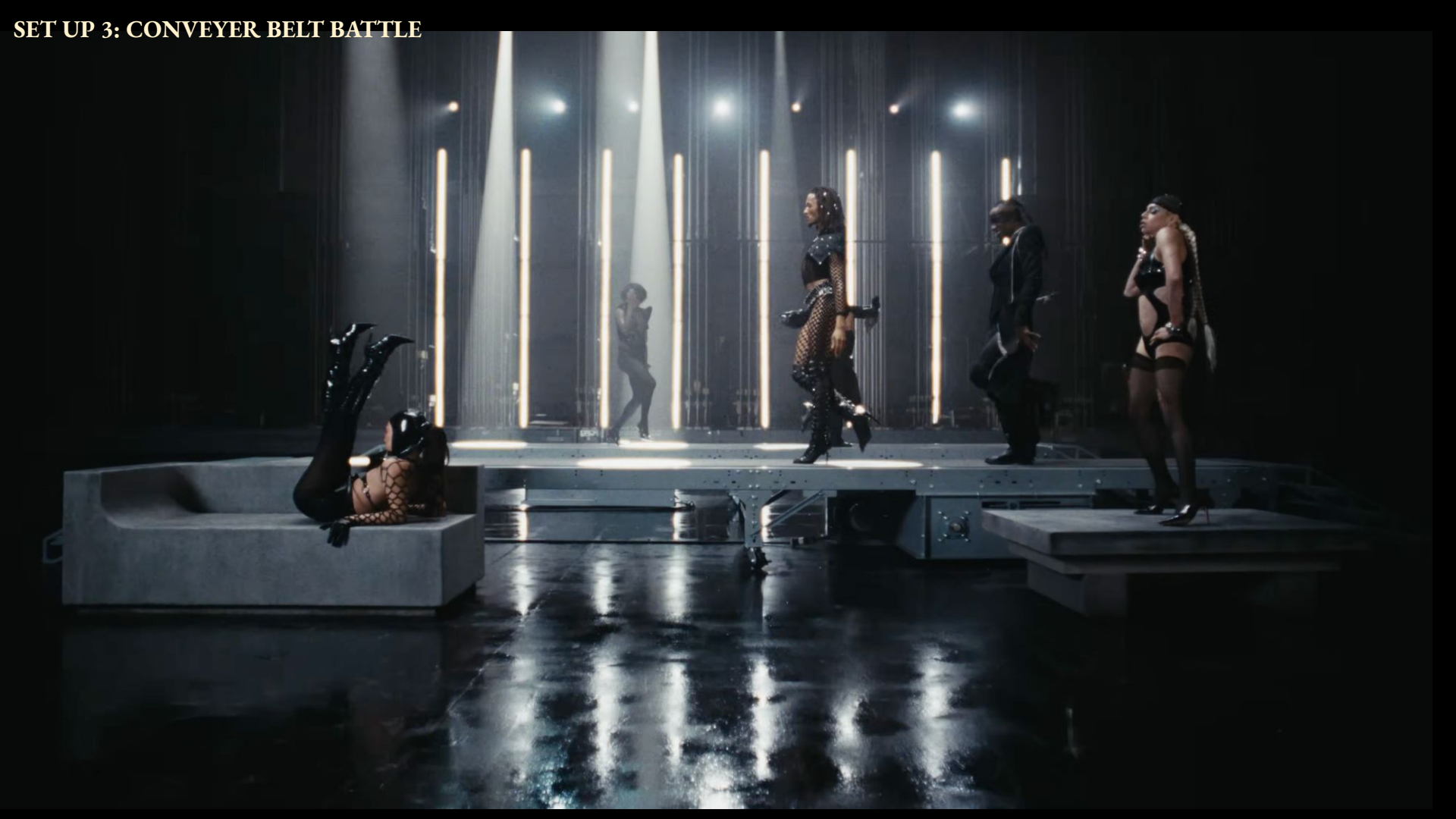
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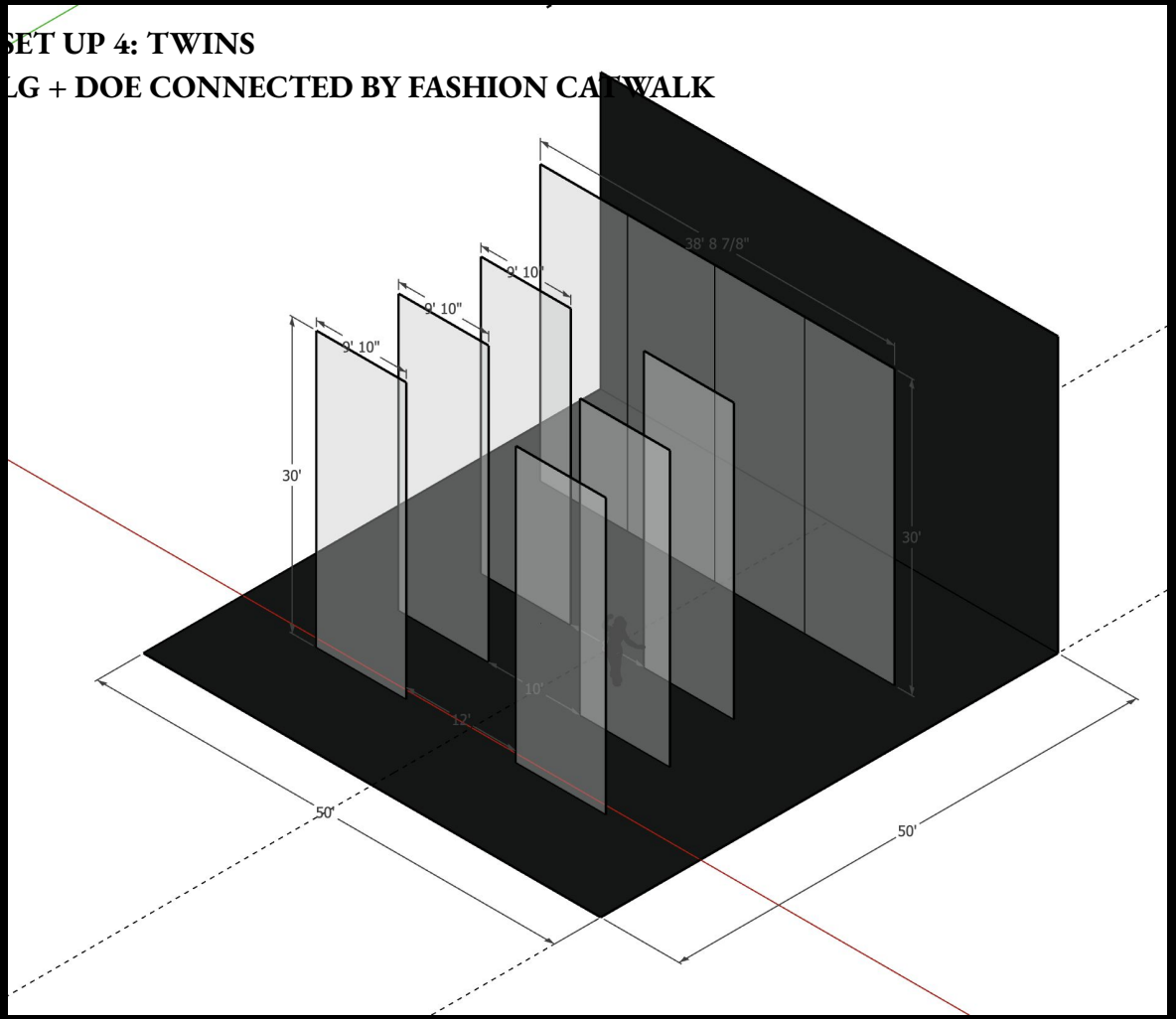


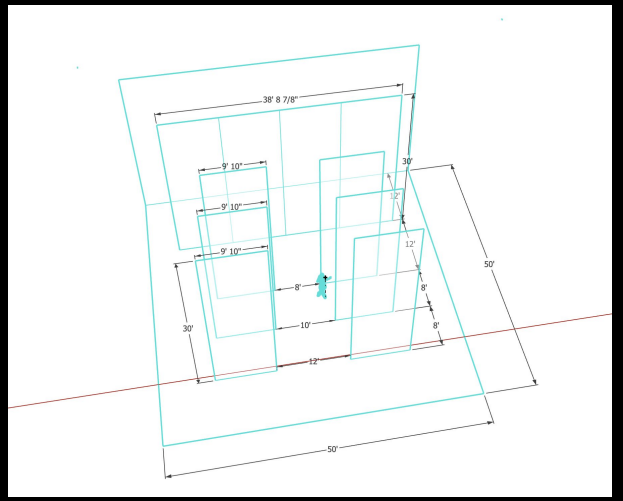
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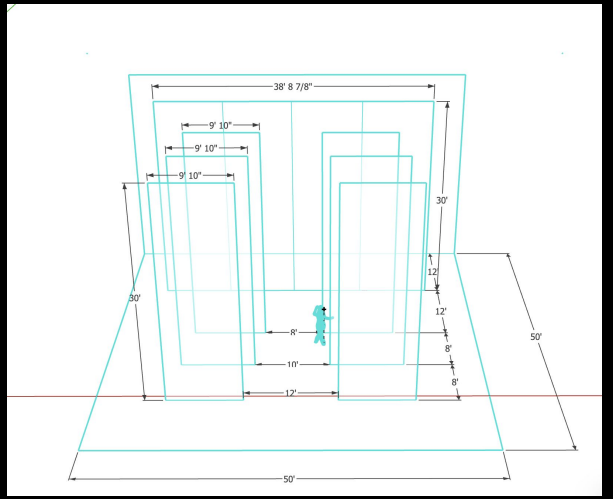



SET UP 4: TWINS
LG + DOE CONNECTED BY FASHION CATWALK

SET UP 4: TWINS
LG + DOE CONNECTED BY FASHION CATWALK











SHORTLIST

BEST MUSIC VIDEO

RUNWAY

Lady Gaga x Doechii

Merman Branded

Parris Goebel

RUNWAY

Production Designer:
Freyja Bardell

Art Director: Mundo Enriquez

Assistant Art Director: Steve Hardie
Assistant Art Director: Kim Pinola
Decorator: Christy McIrwin
Lead: Francesco O’Brien
Props: Vincent Pearson
Construction Coordinator Rudy Nieto
Scenic: Sydney-Cavanaugh-Pellow
Set Construction: Vision Scenery
Speciality Prop:There You Have It 3D
Filmed at TVC Studios, Los Angeles, CA