



# KOFFEE

RAPTURE EP



# APPROACH

A JOURNEY, TOLD IN 4 PARTS, THROUGH THE PEOPLE AND ENVIRONMENTS WHICH INSPIRE THE MUSIC OF KOFFEE.

FIRST OFF - THANK YOU FOR THIS OPPORTUNITY! I HAVEN'T BEEN THIS INSPIRED BY MUSIC IN SUCH A LONG TIME - KOFFEE'S PRESENCE ON EACH TRACK IS SO INSPIRED AND ENGAGING! THE MUSIC INSTANTLY CONJURES UP IMAGERY OF LIFE, PEOPLE, DETAILS, TEXTURES AND COLOURS WHICH SETS THE STAGE PERFECTLY FOR A NEXT-LEVEL COLLECTION OF VIDEOS. I THINK WE CAN CREATE A REALLY ICONIC AND UNIQUE VISUAL LANGUAGE TO INTRODUCE KOFFEE TO THE WHOLE WORLD!

WE'RE GONNA SHOOT ON SUPER16MM FILM, ELEVATING THE AESTHETIC TO THE HIGHEST QUALITY AND GIVING IT THE CINEMATIC BREATH IT DESERVES. MY LOVE OF CINEMA RESOLVES AROUND CAPTURING GENUINE MOMENTS AND LOOKING FOR STRENGTH IN SIMPLICITY - THIS VIDEO FOR MURA MASA IS A GREAT EXAMPLE OF THE EFFORTLESSNESS WE'RE GOING TO CHANNEL.



THESE 4 VIDEOS WILL BE INTERTEXTUAL - GLIDING SEAMLESSLY IN AND OUT OF EACH OTHER AND PAINTING ONE CAPTIVATING PIECE COMBINING A SERIES OF ENGAGING PERFORMANCES, REAL LIFE INTERACTIONS, AND POWERFUL PORTRAITURE OF KOFFEE AND HER HOMETOWN.

KOFFEE'S WORLD FEELS SO CLEAR AND CAPTIVATING THROUGH HER MUSIC, AND I KNOW MY APPROACH WILL MAKE THIS PROJECT BANG ON SCREEN WITH TRUTH AND SINCERITY. PEOPLE ARE CELEBRATING REAL IDEAS AND VIBES, SO LET'S GUN FOR THAT!

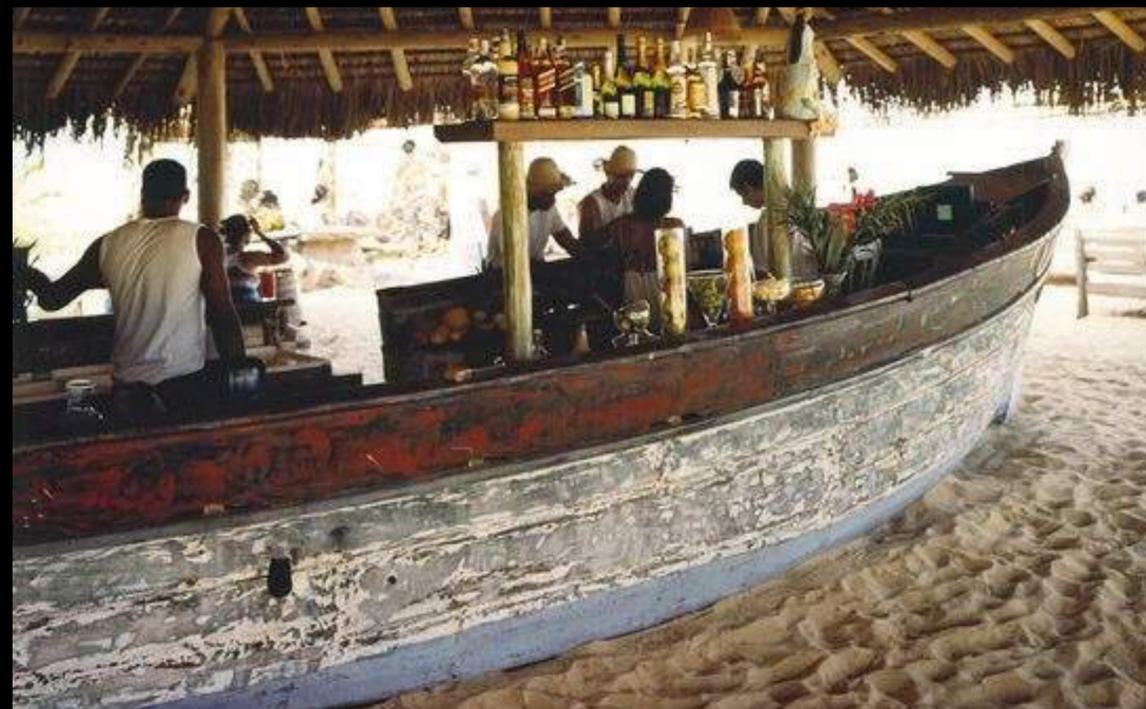
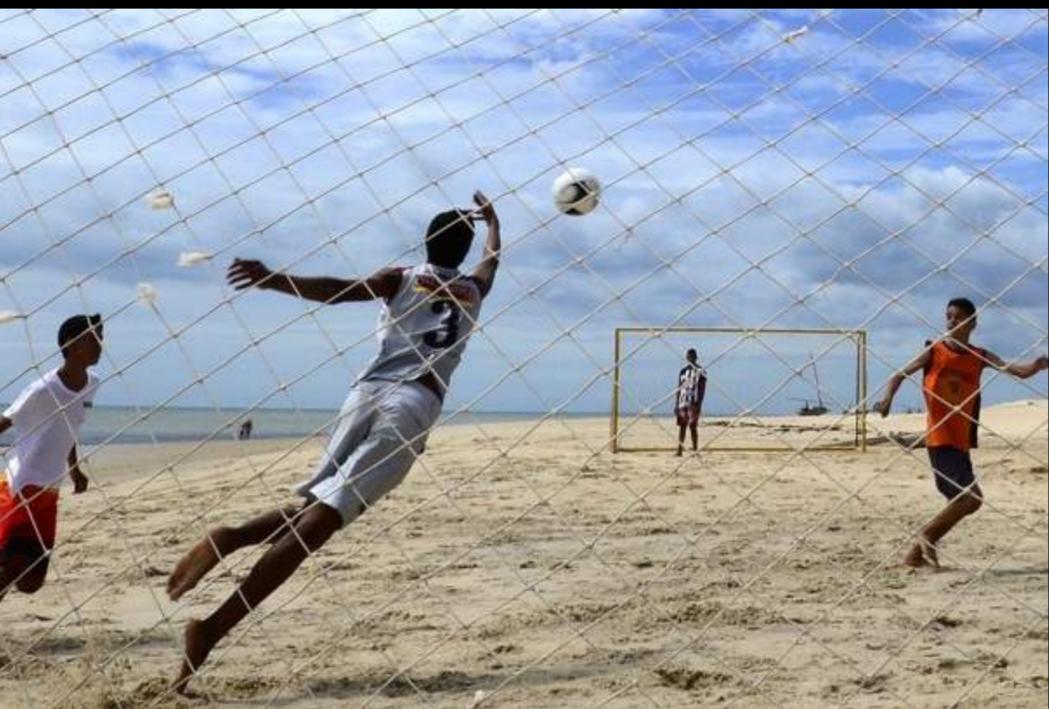
THIS TREATMENT FOCUSES ON RAGAMUFFIN AND THRONE AS OUR MAIN FILMS. I'VE EXPANDED ON IDEAS FOR RAPTURE AND TOAST TO SUPPORT THESE.



# RAGGAMUFFIN

WE'RE CAPTURING THE LANDSCAPE OF JAMAICA THROUGH A SIMPLE YET CLEVER CAMERA TECHNIQUE. THE VID HAPPENS INSIDE AN OLD, CHARISMATIC BEACH BAR GIVING ONTO BLUE SKIES, PALM TREES AND LOCALS IN THE FRAME. THE CONCEPT CONSISTS OF ONE TRAVELLING SHOT GOING AROUND THE BAR MULTIPLE TIMES AND CATCHING KOFFEE HANGING WITH FRIENDS OR CHATTING WITH THE BAR TENDER OR RELAXING IN A HAMMOCK RIGHT OUTSIDE THE SHACK — SHE'S EVERYWHERE AT ONCE IN A COMPLETELY SURREAL AND HYPNOTIC WAY.

PEOPLE I LOVED HER CHEMISTRY WITH SEANI B IN THE BIG YARD FREESTYLE FOR BBC 1XTRA. I'D LIKE TO FEATURE HER FRIENDS FOR A REAL AND RELAXED ATMOSPHERE. IDEALLY WE'D ALSO GET SOME LOCAL LEGENDS IN HERE SUCH AS CHRONIXXX AND PROTOJE. WHILE WE TRAVEL WE'LL ALSO BE WITNESSING PASSERS-BY IN THE DISTANCE, SOME OF THEM WALKING IN AN OUT OF THE SHACK TO GET DRINKS.



# RAGGAMUFFIN

AS WE TRAVEL THRU THE BAR WE'LL COME ACROSS AN OLD TUBE TELEVISION SET SITTING BEHIND THE BAR. ON THE TV SET — A MONTAGE OF THE B ROLL FROM OUR SHOOT. THE ENTIRE TIME I'LL HAVE A SMALL CAMERA ON US CAPTURING THE BTS OF THE PROJECT IN SUBTLE AND SPONTANEOUS WAYS, EX. OUTTAKES FROM THE OTHER VIDEOS, SNIPPETS OF KOFFEE PERFORMING, ETC.

VIDEO ENDS WITH KOFFEE AND HER FRIENDS VIBING, TALKING AND LAUGHING AND JUST BEING THEM RELAXED SELVES SITTING OUTSIDE THE SHACK. WE TRACK PASSED THEM AND END ON A CALM BEACH OVER LOOKING THE WAVES AND THE OCEAN. IT'S ALL THE PERFECT VIBE, AND HYPNOTIC TO WATCH. WE'LL INTEGRATE AMBIENT SOUND HERE FOR ADDED DEPTH AND TEXTURE. THIS CALM AND CHILL AND LAID BACK ATMOSPHERE WILL CONTRAST WELL WITH THE TRACK'S FAST PACE.

BLAME FIRE



PETITE NOIR

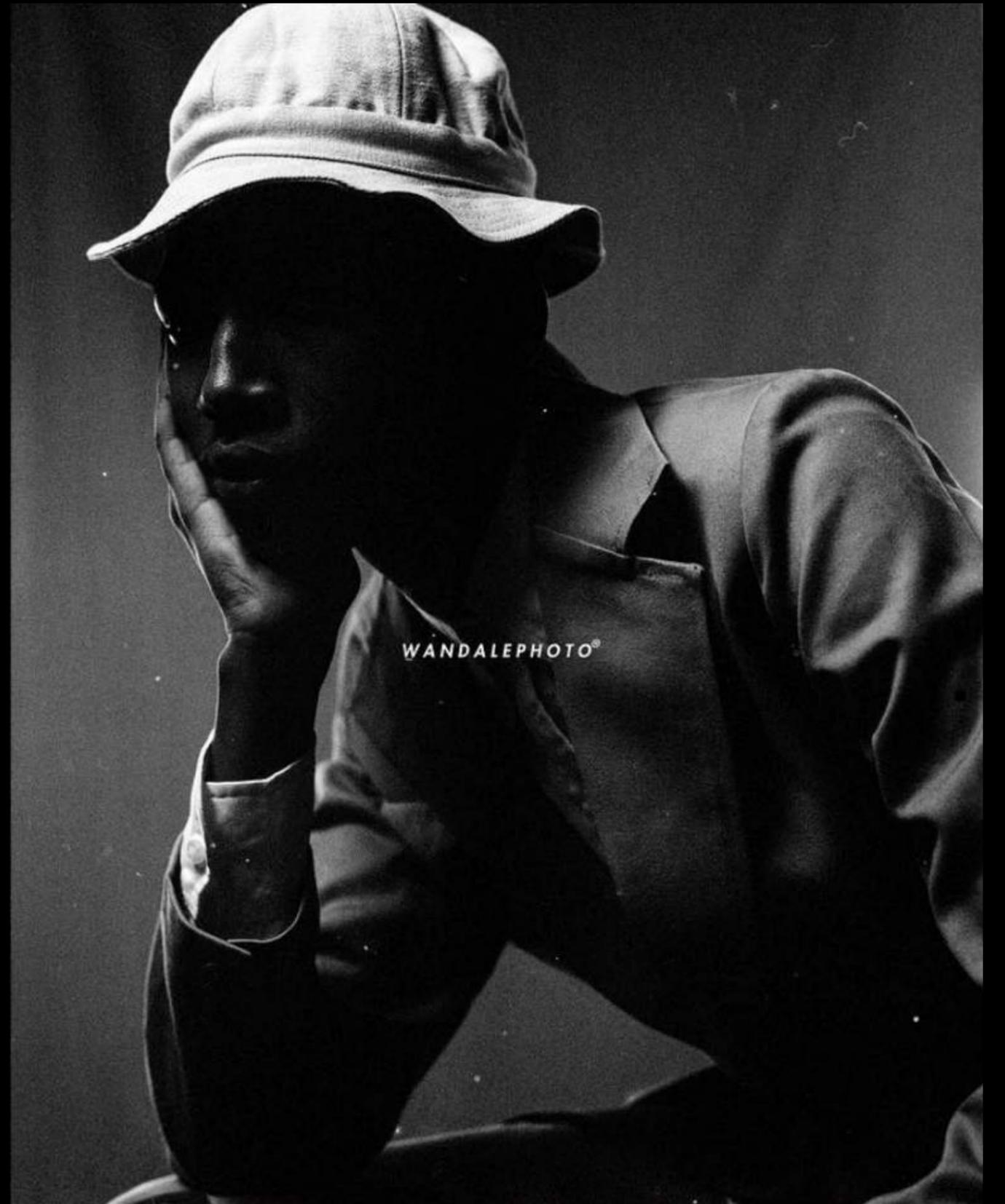


# W Z O A T F

KOFFEE SITS IN THE BACK SEAT OF A CAR WITH HER FRIENDS, SHE'S RESTLESS, STUCK IN TRAFFIC — 'THRONE' PLAYS QUIETLY IN THE BACKGROUND ON THE RADIO. THIS SCENE FROM Y TU MAMA TAMBIEN IS A GREAT REFERENCE FOR THE TONE AND MOOD - SINGLE TAKE THROUGH A WIDE ANGLE LENS, MAKING THIS INTRO FEEL EPIC.

KOFFEE CAN'T DEAL — SHE STEPS OUT, AND THE TRACK DROPS AS SHE MAKES HER WAY ON FOOT THROUGH ALL THE STATIONARY CARS.

WE FOLLOW HER THROUGH THIS MAKESHIFT TRAFFIC ALLEYWAY AS THE SONG BUILDS. SHE BEGINS TO PERFORM TO CAMERA FROM THE FIRST VERSE, UNEXPECTEDLY. ALL AROUND HER LIFE CONTINUES; PEOPLE ARE HONKING AND STEPPING OUT OF THEIR CARS, FRUSTRATED. WE'RE USING THESE CUTAWAYS TO PAINT A PORTRAIT OF THE COMMUNITY SHE EXISTS IN. FOR INSTANCE I'M SEEING A TALL GOOD-LOOKING GUY LEANING INTO THE WINDOW OF A CUTE GIRL'S CAR, FLIRTING - SHE'S DISINTERESTED. LET'S BRING THESE DETAILS TO LIFE !



AT 00:30 KOFFEE CROUCHES BETWEEN CARS — FEELING INTIMATE AMONGST THIS CHAOS — AND WE CAPTURE A DOPE PERFORMANCE FROM ALL ANGLES. AS SHE GETS BACK UP, WE BEGIN TO SLOWLY REALIZE EVERYONE IN THE FRAME IS LEAVING THEIR CARS, AND FOLLOWING BEHIND HER IN A SURREAL, BEAUTIFULLY PHOTOGRAPHIC, PARADE DOWN A JAMAICAN ROAD. EVERYBODY IS COMING TOGETHER, AS ONE. WE'LL END ON A MASSIVE DRONE SHOT SHOWING A HUGE TRAIL OF PEOPLE CELEBRATING THE MUSIC !

WE'LL INTERCUT THIS SCENE WITH A PERFORMANCE SEQUENCE OF KOFFEE SAT ON THE HOOD OF A CAR DRIVING DOWN THE SAME, NOW EMPTY STREET. SHE'S PERFORMING TO CAMERA IN THIS DYNAMIC SETTING WHICH WILL CUT WELL WITH THE MORE PROGRESSIVE ESSENCE OF THE MAIN SCENE.

I'D LOVE TO REFERENCE AMA LOU'S FILM FOR DDD HERE AS I LOVE THE EXACT WAY SHE'S NAILING ABSTRACT NARRATIVES. ANOTHER GREAT REFERENCE IS MALAMENTE

THIS WILL BE A VISUALLY POWERFUL INTRODUCTION TO OUR MULTIPLE VIDEOS WHICH WILL KEEP THE VIEWER IN A TRANCE.







# RAPTURE

CONTRASTING EVERYTHING WE'VE DONE SO FAR, RAPTURE TUNES IN ON A TRUE INTIMACY WITH KOFFEE HERSELF. SHE PERFORMS BETWEEN TWO LIFE SIZE POSTER PORTRAITS FLYPOSTED ON A SHABBY WALL BEHIND HER - THIS COULD ALSO BE A GREAT WAY TO TIE IN OTHER PROMOTIONAL MATERIALS, LIKE ALBUM ARTWORK.

MY IDEA IS TO BUILD ON THIS ONE LOCATION. CHECK OUT THE PERVIOUS REFERENCE OF GREEN TEA PENG. I LOVE THE WAY SHE'S WEARING EXACTLY THE SAME OUTFIT IN REAL LIFE AND IN THE PICTURES. THIS FEELS GENUINE, WE'RE ALLOWING HER TO LOOK STRAIGHT DOWN THE CAMERA AND GIVE US HER BEST - WITH NO DISTRACTIONS.



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KODAK PORTRA 400

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# TOAST

TOAST HAPPENS WITHIN A MORE PRIVATE SPACE. I WOULD LIKE TO FOCUS ON A FEW INTIMATE STORIES, ONE IS BETWEEN A YOUNG COUPLE, ANOTHER IS TWO KIDS AT SCHOOL MESSING ABOUT CUZ THEY'RE BORED, ANOTHER IS A RELATIONSHIP BETWEEN A FATHER AND HER DAUGHTER. THERE WILL BE LOOSE NARRATIVES WITHIN THEIR STORIES - ALTHOUGH I'M MOSTLY LOOKING TO CAPTURE A VIBE, MOMENTS OF LOVE, OF COMPASSION, OF BONDING.

WE'LL INTRODUCE KOFFEE WITHIN THESE NARRATIVES, USING THESE ENVIRONMENTS AS AN UNEXPECTED BACKDROP FOR HER PERFORMANCE. IMAGINE OPENING ON A GROUP OF KIDS IN A CLASSROOM AT SCHOOL - TO THEN PANNING RIGHT TO REVEALING KOFFEE SITTING AT A DESK IN THE BACK OF THE ROOM, PERFORMING TO CAMERA. THIS TECHNIQUE WILL BE RECURRING THROUGHOUT THE VIDEO, WHETHER IT BE IN A CLASS ROOM, AT THE DANCE VENUE WITH THE COUPLE OR AT HOME WITH DAUGHTER AND FATHER.

I LIKE THIS IDEA OF INTERTEXTUALITY BETWEEN THE PERFORMANCE AND NARRATIVE, MIXING THE TWO, BUILDING ON THE CHARACTERS AND ESTABLISHING KOFFEE AS THIS OMNIPRESENT BEING, LOOKING DOWN AT A SERIES OF EVERYDAY EVENT'S UNFOLDING, AND HOW IT AFFECTS THESE PEOPLE.

MY INSPIRATION STEMS FROM THE LYRICS - IN CONTRAST TO THRONE, WE'RE NOW CRAFTING A WARM, SOFT, POETIC, AND INTIMATE TONALITY CAPTURING THE TRACK'S MESSAGE OF FEELINGS BLESSED AND BEING THANKFUL.



ALL IN ALL I'D LIKE TO THANK YOU FOR THIS AMAZING OPPORTUNITY TO CREATE A PIECE THIS BIG AND ICONIC !  
IM SUPER EXCITED TO MAKE THIS PROJECT AS BOLD AND ORIGINAL AS THE TRACKS THEMSELVES. AS WITH  
EVERYTHING I DO, I'D LOVE TO WORK CLOSELY WITH KOFFEE AND COLUMBIA TO REALLY GET THIS RIGHT.  
MY GOAL IS TO FILL OUR VIDEOS WITH IMAGERY AND STORIES THAT'LL STRIKE THE VIEWER'S IMAGINATION, WHILE  
ALL THE WHILE STAYING TRUE TO WHO KOFFEE IS. THESE ARE FIRST THOUGHTS, AND I ALWAYS THRIVE ON BEING  
COLLABORATIVE WITH ALL THE ARTISTS I WORK WITH !  
THANKS A LOT FOR READING AND I LOOK FORWARD TO HEARING YOUR THOUGHTS !

OUTRO



**MERCI!!**

**(BY XAVIER DAMASE)**

