

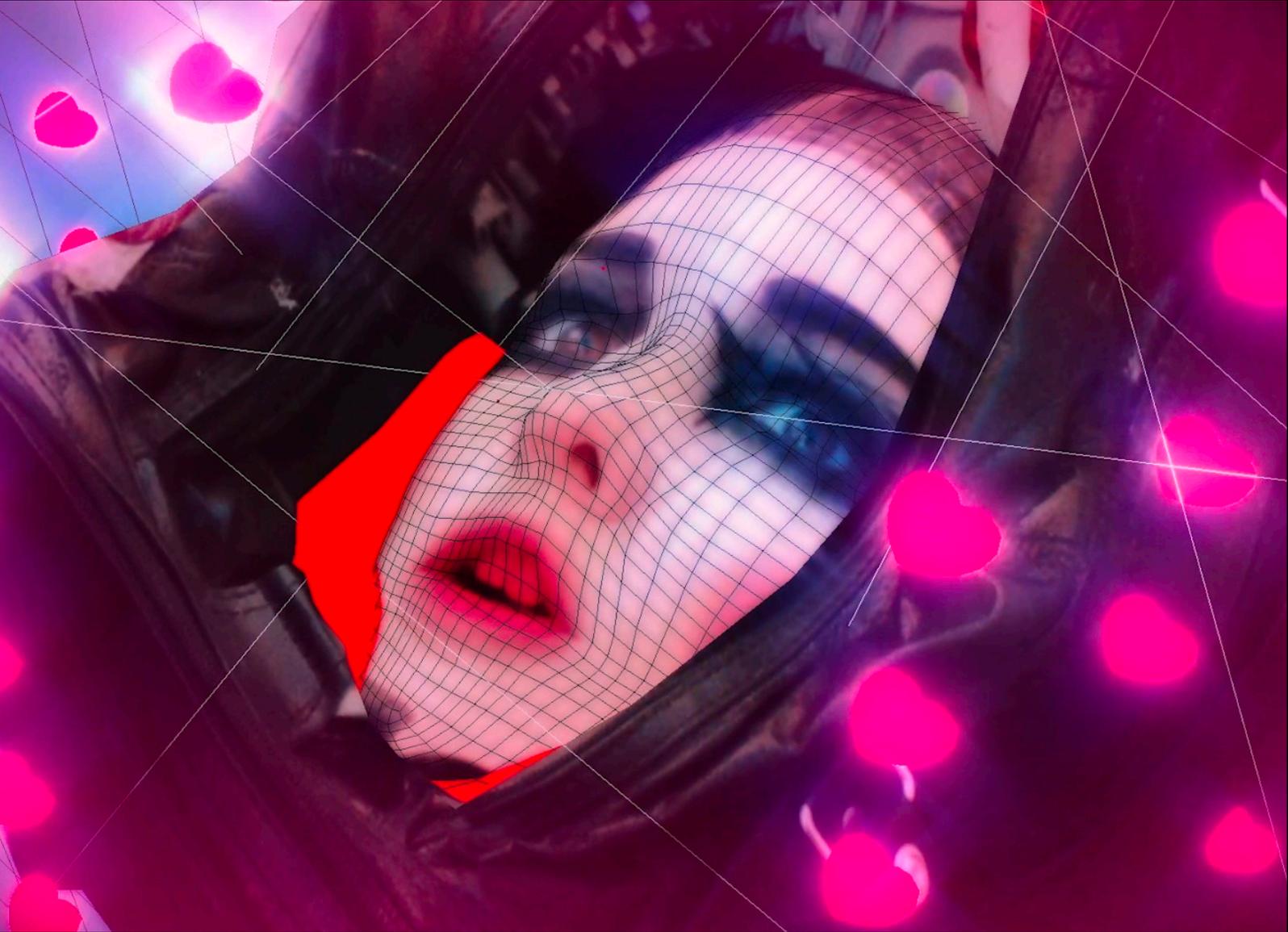
# Geneva Jacuzzi's Casket

Directed by Chris Friend

Country: US

Year of production: 2021

Genre: Music Video, Experimental,



## Synopsis

The idea and concept of the music video "Geneva Jacuzzi's Casket" revolves around the story of Kate Shaw, a woman dealing with a high pressurised situation in a futuristic world where AI intelligence is the norm and where the pursuit for emotions and pleasure have become commodities to control and hack. As Kate Shaw has to deal with an urgent pressing matter she is also challenged by her personal AI assistant who had to be decapitated in order to reset its programming and heal it. As she is reunited with her preserved body the assistant succumbs to an evil side ready to take over and turn against its master.

Rating: Good

## Idea

The idea and concept of the music video is profoundly connected with the development of cybernetics, robots, AI and such advanced technology that allows the successful creation of half human, half machine assistants. The social implication of such advanced technological pursuits would unavoidably create friction with the usual norms and start affecting the way people would perceive and relate to emotion and behaviour. The complex idea and an elaborate backstory of "Geneva's jacuzzi's casket" uses every means possible to mesmerise and shock, confuse and hypnotise. Targeting the receptors of our subconscious side rather than the logical centre, the music video becomes a bombastic sensorial journey of machines and futuristic utopias.

Rating: Very Good

## Script



Experienced from a detached position the music video is not following the usual and conventional type of narrative but rather focuses on the subliminal. In consequence, the symbolism is explored in the erratic and captivating visual side. As the viewer immerses himself into the music video, the connection and story that emerges from the experience will be a unique and highly personal one. The freedom of not following a coherent story line combined with a highly

elaborate back story that is merely hinted at or feebly suggested reveals a challenging yet somehow cathartic experience as the brain is forced to let go of it's need of the ordinary and of the well known and invited to release the subconscious to work its magic.

Rating: Good



## Cinematography & Editing

The cinematography and editing side of the music video “Geneva Jacuzzi’s Casket” is nothing less than impressive making full use of its elaborate and crafty animations and inserting wonderfully unbalanced shots into a whimsical, overloaded explosion of colour and juxtapositions. The senses are bombarded as only a music video highly influenced by the 80’s pop music could. What this unconventional and brave experimental achieves with both its intricate processed cinematography and razor sharp editing is an intoxicating amalgam of pigmentations, visually crowded imagery and distinctive shots, all meant to draw us in a world as compelling as it is mystifying.

**Rating: Very good**

## Acting

Starting from the interesting fact that all characters in the music video are in fact performed by the same person, is without a doubt aiding with the sci-fi elements of the music video and touching upon the idea that as people we have different sides and they can all be shaped by society as it happened in the case of Kate Shaw. There is a wonderful sense of the character's emotional and internal turmoil emerging throughout the project and the challenge of portraying a humanoid has been compellingly achieved as well with a more detached and cold demeanour. Undeniably, the original costumes and flamboyant make-up contribute to a degree to the authenticity of the impersonation of the characters but non the less, the versatility and commitment to the story contribute to a very accomplished and diverse performance.

**Rating: Very Good**

## Rating:

### Sets

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As with many of the specific elements of production, the sets, costumes and all animation designs are truly over the top in the most outrageous and mesmerising way. There is ingenuity and incredible imagination employed throughout the project in a feral unleash of colour, futuristic animations, geometry, overlapping lights and special effects.

**Rating: Excellent**

### Music

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As one of the main focal points of the project, the music in Geneva Jacuzzi's Casket has an extravagant and enchanting sound. With intense 80's and 90's pop influences and a slight techno vibe the music builds the perfect atmosphere for the manic visuals and the tangled story of Kate Shaw. The utterly fabulous sound and original atmosphere ooze confidence and nonconformism, creating the perfect setting for the surprising and independent vibe of the music video as a whole.

**Rating: Excellent**

### Film Ending/Array of Meanings

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"Geneva Jacuzzi's Casket" ending could be labeled as confusing as the beginning. And whilst this could be easily perceived as frustrating, one must also accept that it is precisely the point and aim of the video. With all the focus on the music and the visuals, the story becomes more of a fluid and unique aftermath of the immersive experience of the music video. With many elements of the narrative only suggested, the viewer has to make its own choices as to how the story ends and what happens. It is the true power and magic of the music video. The story of Kate Shaw and her humanoid assistant gone wrong, is left entirely into the hands of the viewer in terms of contemplation and interpretation. With a real focus on the sensorial experience the array of meanings and purpose remain deeply connected to the viewers responses and own subconscious filters.

Rating: Good



### Directing & Director's Vision

It comes as no shock that director Chris Friend is not your most conventional film maker. With a declared love for quirkiness, the psychedelic and the abstract, his desire to create a challenge for the conscious cinematic experience emerges clearly in the experimental music video "Geneva Jacuzzi's Casket". Leaving nothing to chance, his involvement in all of the aspects of the project, from the hectic story, the passionate collaboration, the intense music, the incredibly skilled animation (just to name a few), Chris Friend manages to create a truly atypical music video, exploring futuristic ideas, incredible music and eccentric visuals.

**Rating: Very Good**



## Final Conclusions

“Geneva Jacuzzi’s Casket” directed by Chris Friend offers an inspiring insight into the power of detail and the unconventional. It condenses with its fearless approach and infinite imagination a combination of artistic visuals and passionate music in order to create a spectacular, unique and psychedelic experience.

The music video reflects and reveals the complexity of being human, whilst purposefully bombarding all the viewers senses on a conscious and subconscious level.

And whilst arguably, it will raise a few eyebrows, there is no denying it is a highly intense, interesting and provoking watch, one meant for the seekers of the out of the ordinary.



Reviewed by

Ioana Dorofte