

TYSON OVERVIEW

We had to art direct the concept, narrative, and aesthetic of TYSON's 2022 EP campaign 'Cherry' for this brief. It was critical to envision our process through the perspective of an artist producing music in 2022. The platform, the artist's vision, and their voice were the primary concerns for this brief.

We had to add depth to her idea and push it beyond its current manifestation, interacting creatively with the future in terms of the Metaverse while ensuring that it is harmonious and authentic to her existing world. We want to make certain that her music reaches new and existing audiences with whom she can connect deeply and emotionally. We wanted it to be a delightful experience to discover her, as an artist and her new songs.



RESEARCH



Direction for the project & Inspiration

Inspiration for TYSON's music video treatment came from iconic painting 'The Birth of Venus'. The composition of this iconic painting by Botticelli shows the rebirth of Venus where she is born from the sea foam, blown by the west wind, Zephyr, and the nymph, Chloris, towards one of the Horai, who prepares to dress her with a flowered mantle. The seascape, stunning for its metaphysical tone and almost unreal quality, is illuminated by a very soft, delicate light. The people welcoming Venus onto the shore can signify the loved ones Tyson talks about in her album Cherry, who nurture and support her. Venus is shown nude, and is thus courageous yet vulnerable.

We see how Tyson herself reflects those qualities when she bravely talks about heartbreak in her songs. Venus is emerging from the water, and so she embodies the power of the sea. Water is essentially femme and we correlate that with Tyson as she evolves into her womanhood.

We also thought of water as the guiding design element; Water came directly from the music itself - from the sounds and the textures of the production (reverb kicks, dissonance chords can be heard throughout). This also goes well in her lyrics, where she is self-reflecting.



Song Breakdown & Analysis

SOUND:

- Multiple electronic music samples
- From 90s : sultry RnB era : therefore evokes a feeling of nostalgia
- Ambient, soulful, low-fi beats
- Slow, laid-back
- Futuristic (Reference - Joyce Wrice : Rocket Science)
- Reverb Kicks : which can be used to be embody some sort of space and distance : a Soundscape
- The entire music takes mellower turns sonically, this can be used to show a dramatic transition.
- Dissonance chords : then they get resolved

VOCALS:

- Emotional, sensitive
- Vulnerable yet courageous
- Sweet and juicy // FEMME : symbolic of cherry

MUSIC AESTHETICS:

- Sexy & Sensual
- Dreamy
- Confident + Vulnerable

VISUALS:

- Futuristic
- Soft light
- Sensual
- Water - flowy

EXECUTION

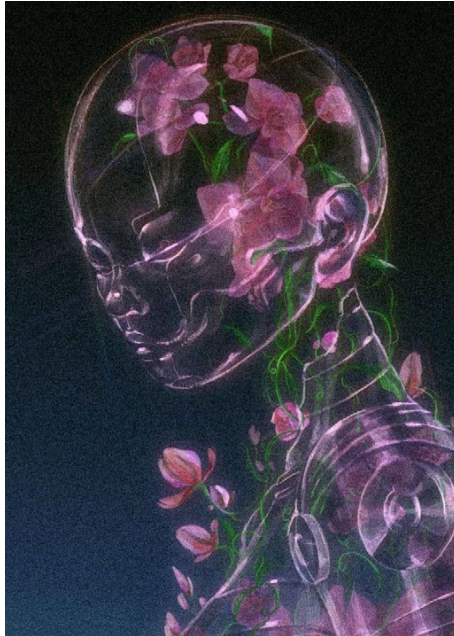
Approach

Futuristic approach :

"What will humans look like in the distant future?"

We asked and pondered upon this question to understand the futuristic approach we can take in the visuals treatment of her music video as well as her styling and costume and create a metaverse for her audience.

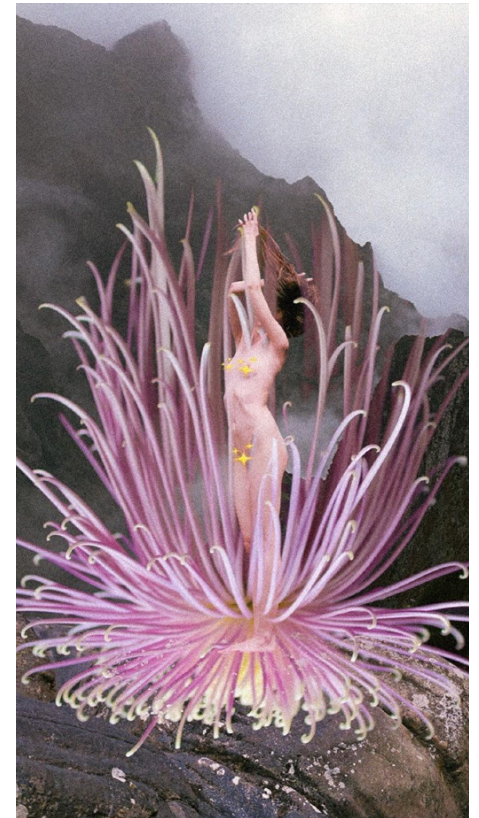
The initial styling idea was to use hyper-futuristic styling elements and creating a hybrid morphed being that resembled futuristic human anatomy. It focused on using obscure looking flowers to create gills, or eye extension; Making use of prosthetics; Using pearls, lace, net to create face masks. But later in the development we realised that it might come off as a little gothic if we push the boundaries too far with the futuristic approach and hence we decided to tune down of the styling visuals and props and keep it more naturalistic and earthy.



Styling

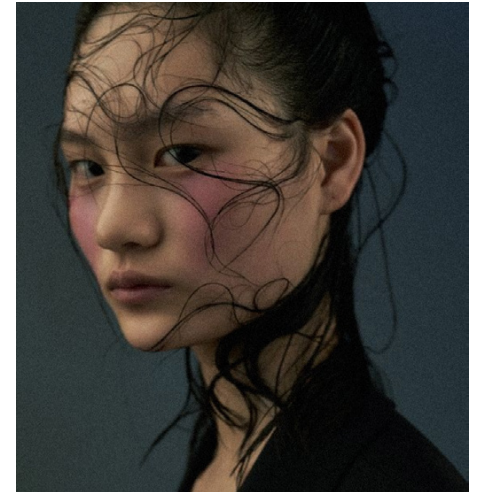
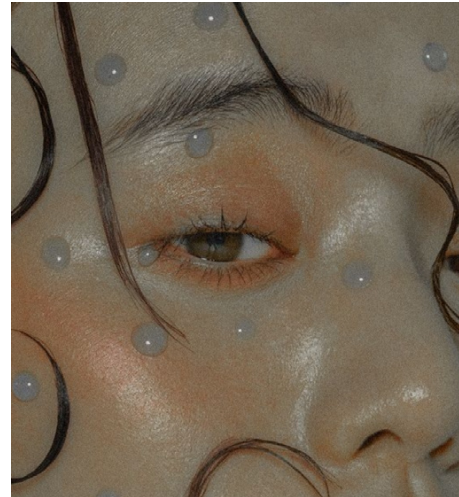
We wanted futuristic tech combined with soft dreamlike translucent drapes for her look in the music video.

One of the inspiration for the look was the Thierry Mugler Spring/Summer 1989 show, titled 'Atlantes,' took place at Paris Fashion Week. Inspired by the deep seas, a group of models in jumpsuits with fish gills on the hips emerged as futuristic sea creatures. Jacket necklines were cut in the shape of waves, fins were attached to sleeves, and peplum waists were made from transparent plastic. A swimwear section rendered in silver, shades of blue, and water print, was complete with fish gill detailing and fin-shaped bracelets. Sleeves of dresses came attached to the bodice, whilst pulling down hems revealed jagged pockets reminiscent of shark teeth lined with colourful fabrics. The final segment of the collection saw the likes of Jerry Hall and Linda Evangelista emerging as exotic fish in white and silver sequinned bodysuits with fin-like earpieces. The ears were accessorised throughout with pointy earrings enveloping the whole earlobe, and hair was sculpted into shell-like shapes.



Costume

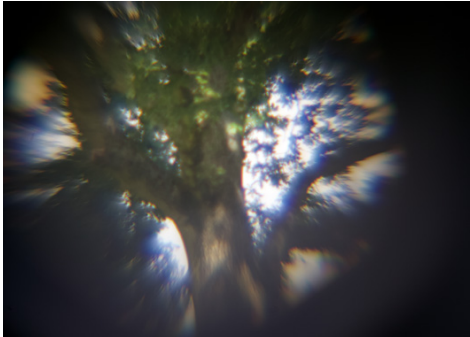
The garments we sourced for TYSON's look were designed by Elisa, who goes by the brand name Dreaming Eli. The translucent drapes, the fluid outlines and rippling patterns give the impression of the ebb and flow of tides. The nude colour palette hints towards modest nudity, reflecting Venus as shown by Botticelli, and she is yielding the power of the water.



Hair & Makeup

We wanted her skin to be dewy wet, with maybe pearls or droplets, giving the impression that she may have merged from water or forever has a sheen layer or water surrounding her (suggesting she may have morphed with water as well)

The hair is gelled and glossy. The contours of her forehead are styled with twirling and curled jelled hair, reminding of tree roots and give her a very mystical and fantastical feel.



Environment : Her Sanctuary

Her environment is 'cherry'. We thought cherry is a poignant symbol of the environment - not only a physical space but also the people surrounding her - a metaphor for her safe space, as cherry is her family name. It is rooted in her 'self', which has made her evolve into the woman she is today.

We decided to shoot in the KEW gardens as we were particularly inspired by the greenhouse. The greenhouse had this dampness, warmth and inviting atmosphere, which shields you from the outside world - everything that we heard in the music.

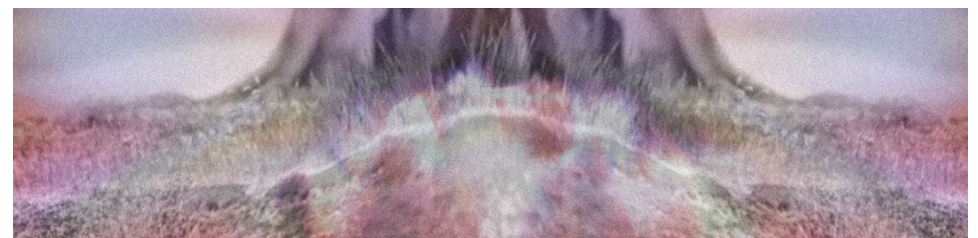
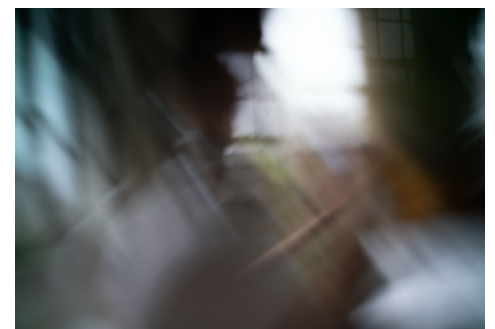
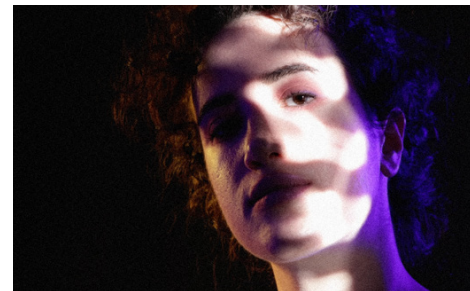
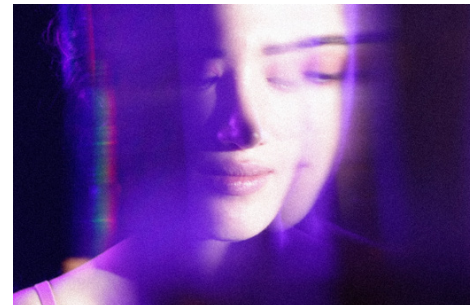
Optics & Visuals

Inspirational elements we wanted to mimic in the visual treatment :-

- FLOUROSCENT
- GLOW
- GRAIN
- HAZY
- 90S ANALOG VIBE

Refracted Optics:

Water is a visually exciting material, it manipulates light in a way which creates dynamic effects. We wanted to play with this in our visual outcomes through the use of optical or reflective materials such as prisms, textured glass, mirrors and lenses which emulate the lively properties of water.



Individual Contribution

- Aditi Srivastava – Research for the album narrative, Styling, Costume research and resourcing, Direction for the Trailer video, Model and external collaborators Co-ordination
- Elena Videva – Tyson Branding, Album Cover, Website prototyping
- Lilli Mathod – Styling, Costume research, environment research, Website, Videography and editing for the album trailer, Direction for the trailer video
- Piyush Patil- research for the album narrative, Album cover and Branding research and prototyping, Research for Website Merchandise, Management, Planning and Organization for the project
- Yasemin Nergiz – Album narrative research, Modelling for trial shoot

External Collaborators

- Simren Vernon – Model for the Shoot
- Abhinav Bhandari – Photographer
- Léna – Makeup artist
- Elisa – Costume Designer
- Kew Gardens



OUTCOME

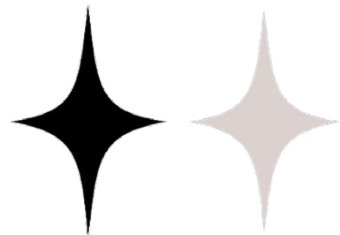
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Branding : TYSON Logo

The TYSON logo is a modern take on the early 2000's gothic typeface aesthetic, referencing the artist's music inspirations. Through that we also created a symbol to represent her - which is used throughout website, merchandise and album.



ch

cherry

'Cherry' Album Logo

We wanted the 'Cherry' logo to reflect the environment of the sanctuary and the feel of music.

The typeface used gives a fairytale/mystical feel with the curves of the letters reminding of tree roots - representing a narrative in itself, already immersing you in the story told through the music.

The 3D chrome treatment of the type further emphasises the artist's connection to water, again focusing on refraction and reflection.

ALBUM COVER

The album cover incorporates all of the important elements of the sanctuary, with the images directly reflecting the storyline – front cover image is mysterious and refracted – we just see pieces of her face, and through

her gaze your are pulled into this magical, safe space. On the back cover you see her in full – showing her evolution in full. Vulnerable, confident and worldly.

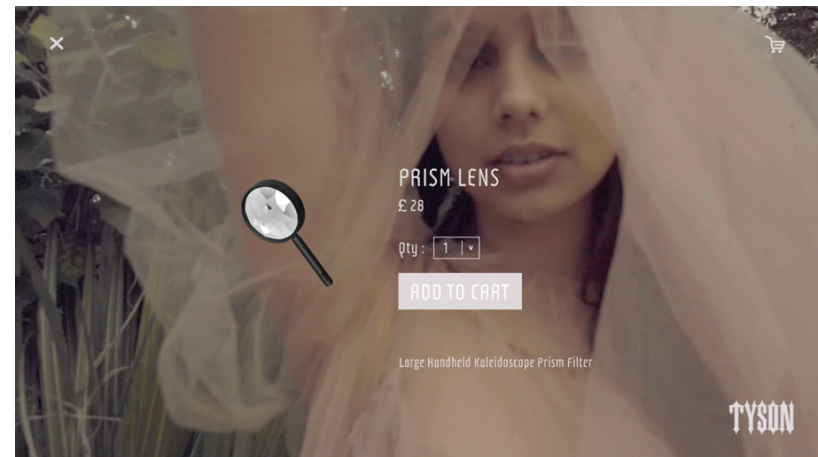
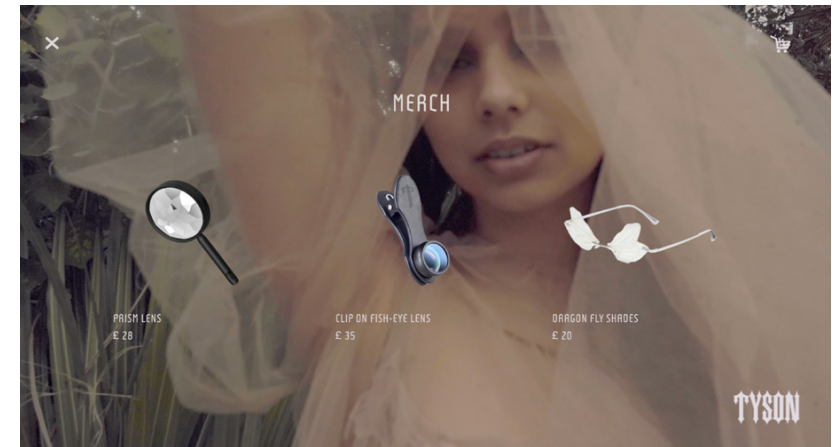


WEBSITE & MERCHANDISE

We see TYSON's sanctuary as a metaverse we invite audiences to navigate through. We propose this to be accessed through her webpage, where you can read her stories, watch her live/ virtual shows, discover her musical journey and take a tour around her habitat. Our aim was to create a virtual space where her online following would want to spend their time. Click [here](#) to watch a short mock-up video of the website.



For the Merch we wanted to take elements from the environment and how we created it, for the audience to physically include themselves into the narrative such as dragon fly specs to prism lenses which they can use on their phone.



VIDEO TREATMENT



Album synopsis

We interpreted the album name "Cherry" as her space of self reflection, growth and security. This safe space/sanctuary represents TYSON's surrounding environment which nurtures and supports her to become the woman she was always meant to be.

TYSON takes the audience by the hand and guides them on this journey, navigating through the complexities of life's relationships.

