

Diamond Dogs Music Video Narrative

Tagline:

You're trapped inside the dystopian Diamond Dog City with other Freaks that have been trapped. The Diamond Dogs are hunting the city to find the Freaks before they can escape to their Utopia, Freak City.

The Story (FINAL DRAFT)

It is a sunny, clear day in Barnes, London. You walk along Church Road and enter **Olympic Studios** to record the album Diamond Dogs. As you enter, you say hello to the **band members** and enter the **recording booth**. The booth is decorated with artworks by Edvard Munch, Peellaert and Bowie's original sketches that are taped onto the wall. You sit on a stool and put on your headphones, all outside sound is blocked out, leaving just white noise. As you look at the artworks on the wall, your vision starts to blur, the colours begin to merge together, and you feel slightly disorientated.

As your vision starts to return, you see you're sitting at a **Bar**, with a drink placed in front of you. The bar is dingy and slightly dirty, filled with cigarette smoke and a strong smell of alcohol. Joining you in the bar are **strangely dressed people** drinking, dancing, and chatting. These people are called "**Freaks**". The Rebels of Society. As you look around the room you notice a **crowd of Freaks** around a stage, where a **Rock band** are getting ready to perform a song. The **crowd** starts to cheer as the lead singer shouts "This ain't rock'n'roll, this is genocide". The crowd continues to cheer, and the band starts to play "Diamond Dogs". As the band sing the end of the first verse, gunshots fire, causing a window and some bottles behind the bar to smash. The **Freaks** begin to run out of the door next to the stage, which prompts you to run out with them as there's no other route to escape.

You run out of the Bar onto a **cold, dark street**. The song continues to play and echoes through the street. The **Freaks** are running away from the Bar, jumping into random doors and grates in the ground. You look behind you and see a **group of people** coming towards you, with a cloud of fog surrounding them. The **people** march up the street, grabbing the **Freaks**, putting bags over their heads or dragging them into the shadows. **The people are The Diamond Dogs**.

As you continue to run up the street, **The Diamond Dogs** and the cloud of fog gets closer to you. A **Freak[1]** is standing on the corner of an ally, and tells you to go that way and hide, pointing down the **dark alleyway** to a door at the end. You do as they say and run towards the door. As you approach the door, another **Freak[2]** opens it and quickly pulls you through.

You fly through the door against some railings and notice you are on the **top of Manhattan Chase**, overlooking the Diamond Dogs city. You turn around and notice the door you came through is now a broken-down elevator, so there is no way off the building. Also, on the roof, is a dressing table and chair. On the table there's bright makeup, a red jumpsuit on a hanger and a doll's head dressed in an orange wig. You look around the roof for a way off the building and see a **black cat** sitting on the railings wearing an eyepatch. Next to it is a zipline rope and a sign that says "This way to Freak City". You walk to the rope, grab it, then swing off the building and land on the street.

The Street you land on is **Liberty Street**. The street is covered in rubble and boarded up shops, and faint red streetlights that flicker in the darkness. Further up the street you see a silhouette of a **woman**. You walk towards her and notice she's a **Freak**, wearing a Dali Brooch. Her face turns fearful, as the street begins to fill with fog and shadows of **The Diamond Dogs** start to appear. She tells you to quickly hide and points you to an **old abandoned TV Shop**. You run into the shop, the door shutting behind you, it's dark and you're alone. Suddenly, the TVs on display in the shop switch on, showing footage of **people in Diamond Dog city without faces**, wandering around like zombies. You look at the biggest TV in the shop and see the lady outside. The fog gets thicker and **The Diamond Dogs** surround her and put a bag over her head. They remove the bag and she looks in your direction, **her face is missing**. You look towards the shop window and see everything outside is covered with fog. **The Diamond Dogs** stand outside the shop waiting for you, their red eyes glowing like diamonds. The music is still playing, and the speakers in the shop begin to pour out fog. As the room begins to fill with fog, a **Freak[3]** slams open a door behind you telling you to run that way. You run through the door, onto an **empty street**, leaving the **Freak[3]** behind. You're alone again. The street is bare, but the brick walls are covered with posters of eyes, making you feel like you're being watched. The sky is suddenly bright and magical and swirling with lights. In front of you is a river, and a giant Escalator going up into a giant ball in the sky. You walk towards the escalator and find yourself at a **crossroads**. In front of you is the escalator, to your left and right are **rioting Freaks** marching towards you, and behind you **The Diamond Dogs** are approaching. All paths are blocked apart from the one straight ahead. You step onto the **escalator**, slowly travelling up into the sky, looking back at the riots unfolding as you leave Diamond Dog City.

As you get higher on the escalator the sounds of rioting become distant and the song becomes louder again, now up to the third and final chorus. You enter the **ball in the sky**, and you're surrounded by planets and stars. After floating through space you arrive at the top of the escalator. You walk through a selection of **rooms made up from optical illusions**.

You see a door open at the end of a long-checked corridor and escape from the madness. As you walk through the door you see **Halloween Jack** holding a dog on a leash at the end of a promenade. Behind him is Freak City. You walk towards him, seeing your reflection either side of you, and he steps off a platform and walks towards you. With a slight smile, he places his hand on your shoulder. To your surprise, he lifts his hand to his face and removes it, as if he's removing a mask of skin. He reveals himself as a Diamond Dog. Tilting his head slightly to the side, he continues to stare, as everything around you turns dark and cold. It was all a trap, you're still stuck in the Diamond Dog world. White noise starts to pierce your ears once again and your vision starts to crack. Lines roll down in front of you like an old TV, and the space in front of you begins to merge forming the 1984 hallucination. It swirls around you as you get pulled out of the VR experience.

SCRIPT BREAKDOWN

Locations

- Diamond Dog City

- Dystopian city controlled by The Diamond Dog Group
- Reflection of 1970s Manhattan, and George Orwell's 1984
- Everyone is controlled by the Diamond Dogs, they're always watching everyone (1984)

- Freak City

- Bowie runs the city
- A place where all the freaks can be themselves
- Utopia for the Freaks

Set List **KEY**

- Olympic studios recording booth
- 70s rock bar
- Bar Street
- Chase Bank building rooftop
- Liberty Street
- Abandoned TV shop
- Poster covered alleyway with Crossroads
- Giant Escalator
- Optical Illusion Rooms
- Rooftop overlooking Freak City

Character List **KEY**

- Bowies Band members for Diamond Dogs (In real life)
- Background Freaks
- Faceless Background Freaks
- Rock Band Freaks (3/4 people)
- Prompt Freaks (3 people that direct you through the story)
- Black Cat with eyepatch
- Faceless Freak Woman (starts off normal, Diamond Dogs take her face)
- The Diamond Dogs
- Bowie in Freak City
- YOU (Design Bowies a NEW persona)

Visual Inspirations

- Peellaert illustrations
- 1970s Manhattan
- Gotham
- 1984 – George Orwell
- Freak – 1932 film produced by Tod Browning
- Escher
- Edvard Munch