



Reid Atkinson Designs concept paper created exclusively for: **Foster High School 2022**



CONCEPT INTRODUCTION

As we bring new design team members, I have created a list of goals to keep us directed forward as we develop into more mature productions and creative productions.

1. Continue to construct an identity/brand that is musically and visually creative with artistic merit worthy of performance opportunities at the highest level.
2. Create an appropriate product at the appropriate skill range to maximize the standards of excellence through teaching and training by the director team. A standard that will be competitive at the highest levels of 5A schools in the area and state.

Becoming Vincent was born from the idea that the interactive Van Gogh exhibits sweeping the nation could best be experience through the pageantry arts. Additionally, the image of Starry Night has impeded itself in the cultural lexicon of the visual arts. Its swirling aesthetic, bold moon, and mysterious castle at the forefront of the painting capture the imagination in ways few other works of art have.

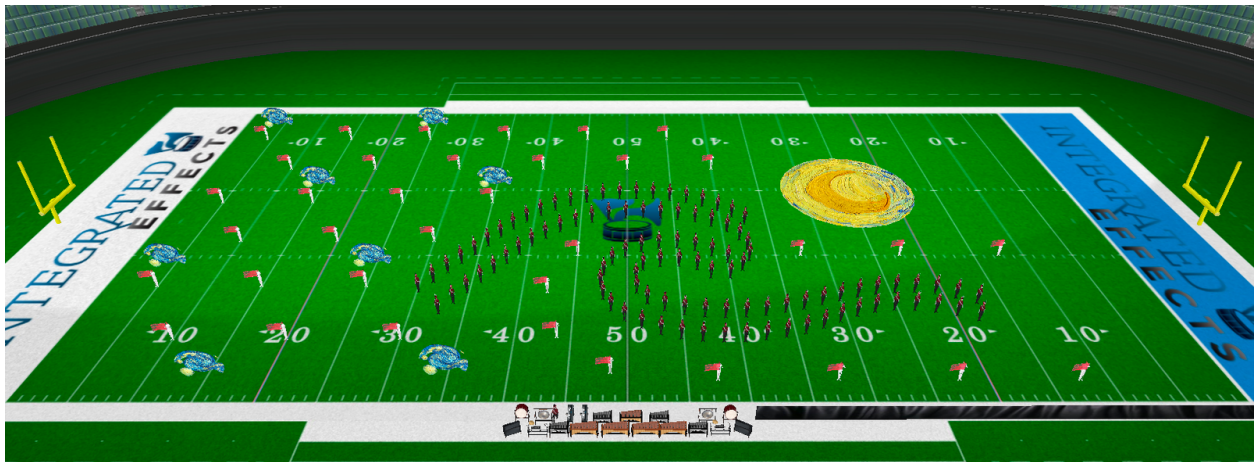
The story of Van Gogh himself is on triumph and tragedy. Like many students who have endured living through the pandemic, Van Gogh struggled with mental health challenges. But in the face of those struggles, beautiful, personal, and magnificent art was made.

“Becoming Vincent” empowers the students to create their own version of this culturally iconic visual aesthetic. They will not only be a part of the painting and bring it to life. Through dynamic props, custom uniforms, and unexpected surprises for the audience, Starry Night will have a modern retelling - one worthy of triumph and celebration.

AESTHETICS

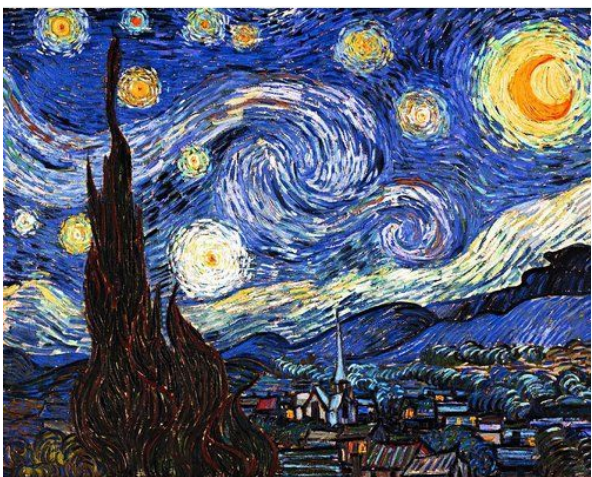
FIELD SETUP

The field setup will consist of 8 circular backdrop/stages (similar in construction to Bluecoats 2019) on one side, a crescent moon staging zone, and front drops. The goal is to instantaneously look like we have created Starry Night on the field.



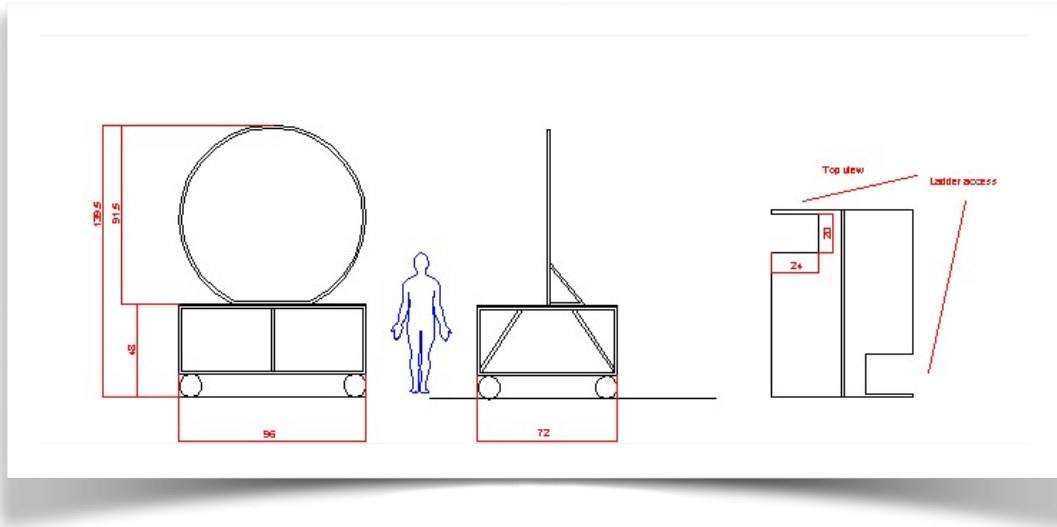
AESTHETIC DEVELOPMENT

The goal is to play on the expectations of “another Starry Night” show and then flip the aesthetics to a reimagined version of the painting (both in design and color). The example below shows how that might be achieved.



PROPS

The props, constructed by A-M Designs include a rounded back-drop with a stage zone for feature moments and level opportunities. One side would include the more traditional Starry Night Aesthetic and the other side would include the more modern, colorful Starry Night Aesthetic. A series of steps would lead up the side. The prop would be covered using similar colors to the displayed aesthetic and would provide opportunities for equipment storage/transitions. The circle would be removable for transport.



COLOR GUARD COSTUMING

For costing, this year, I'd like to look at using Creative Costuming. Their designers work really creatively in this proposed aesthetic and offer potential "reveal options" that could enhance the aesthetic change (like the one seen below) without requiring uniform piece removal. Like last year, the cut should be elegant and graceful. I'd prefer a dress (full or half) as we can use that fabric in interesting ways throughout the show.

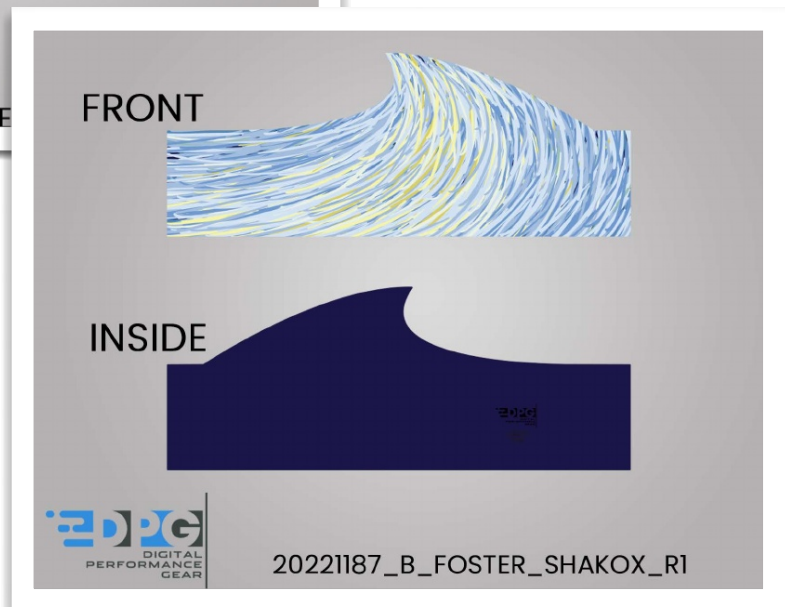
In addition the costume would include a color change reveal during the "Funky Vincent" portion of the production (see below).



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WINDS COSTUMING

Printed through Digital Performance Gear to take advantage of the shipping proximity, the custom top and shako wrap would be derived from the swirls and and thick brush strokes of Starry Night. By using the swirl in a diagonal pattern, it gives the uniform a sense of a traditional sash but with a modern marching look. The shako would be lighter in color and enhance the structure of the proposed shape with its bold brush stroke idea. There would not be a plume for this costume.



SOURCE MATERIAL

Primary Source Material

[Vincent](#)

[Serenada Schizophrana: Mvt 1](#)

[Symphonic Metamorphoses: Mvt 3](#)

[Angelica \(Claire De Lune\)](#)

Arrangement/Sound Design Models

[Treatment of pop song \(like Vincent\) in orchestrated manner](#)

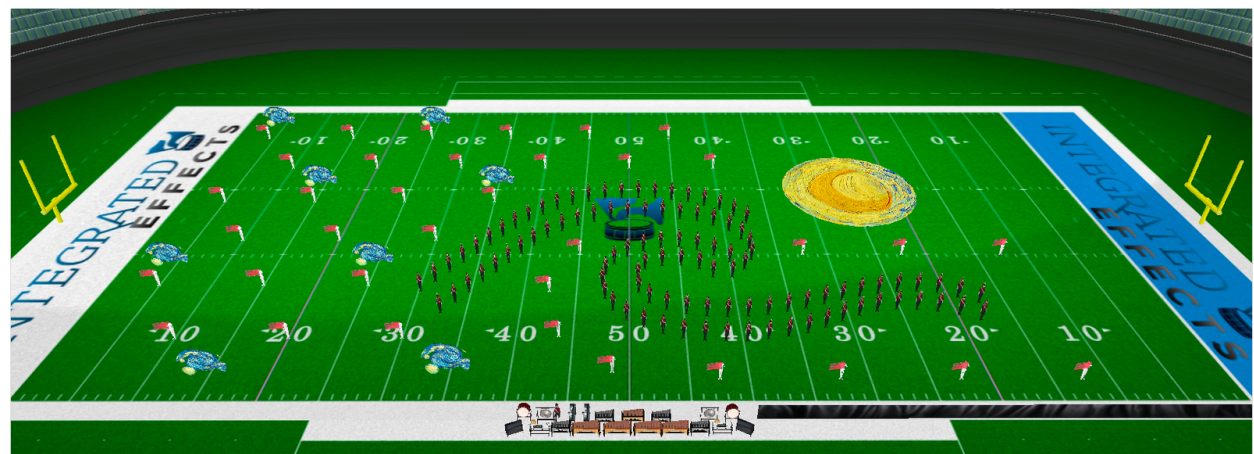
[Quirky, modern feel for Funky Vincent](#)

SHOW PACING AND AESTHETIC DEVELOPMENT

The advantage of being able to commission a show, versus using previously commissioned work, is it gives us much more flexibility in the construction and structure of the show. As such, this show has developed into a more through-composed, episodic show versus the traditional Opener/Ballad/Closer structure. So, rather than thinking about it the show in terms of movements, its best to think of it in terms of episodes or events. Each are inextricably linked and will flow into the next one (allowing for applause points, of course). Please note, all time stamps below are GENERAL and should be thought of as a +/- 15 seconds. The total time of the show, however, should fall at 7 minutes and 30 seconds.

OPENING STATEMENT (20-30 sec)

We are going to come out of the gates swinging. Immediate impact that sources from Claire de Lune and Vincent. The idea is to quickly establish the traditional "Starry Night" aesthetic that we will play in for the next episode. Ideally, the winds are drilling/holding in a way that reads like the spiral in the middle of the painting and the CG is filling up as much negative space as possible to enhance the Starry Night aesthetic.



ON THE VERGE OF INSANITY VINCENT (1 min 45 sec)

In the realm of emotions we will explore, this is where the majority of the conflict/dissonance/angularity will happen. Sourced from Serendada Schizophrenia, this will be the opportunity to highlight soloists, small ensembles, etc. Drill wise - an opportunity to be more textural in smaller groups, visual layers, etc.

At the end of this episode, it will need to build in intensity as focus starts driving towards the moon area. It should feel like its almost reach a fever-pitch and then BAM...it all stops with focus now at the moon. Band is connected in someway to the staging area, CG is surrounding and on it.

LUCID VINCENT (30 sec)

Sourced from Claire de Lune (Angelica - Lamb), this serves as a hinge to reimagine the aesthetic. This should, initially, feel like what will be a tradition setting of Claire de Lune. But the feel will be up-ended when a CG member pulls the moon image (printed on cloth) and runs with it through the band and S1. This will serve as a catalyst for the aesthetics change with the S1 props turning to reveal a more modern aesthetic.



FUNKY VINCENT (90 sec)

Sourced from Vincent, this will dovetail out of Claire de Lune. This is an opportunity to continue to play with different textures. Rather than feel angry/dissonant...it should feel quirky and playful. Percussion and electronics will play a much larger role during this portion. Check out Chutzpan as a sound and mood aesthetic direction.

TENDER VINCENT (120 sec)

Sourced from Mvt III of Symphonic Metamorphosis, this movement should feel almost tender. It is an opportunity to display aesthetic beauty from the Color Guard in the more modern Starry Night Aesthetic.

JOYFUL VINCENT (75 sec)

Sourced, again, from Vincent, this will be arranged in a manner that is joyous and celebratory. It should build into a grand "company front" - esque moment. As an example of how this may be achieved, click the first link in the "Arrangement/Sound Design Model."

This moment will be accompanied by a final tarp pull from the FSL that resembles a color version of the tower from the painting. Alternates/shadows should be filling negative space spinning cloth (ribbon) in an explosion of color.

