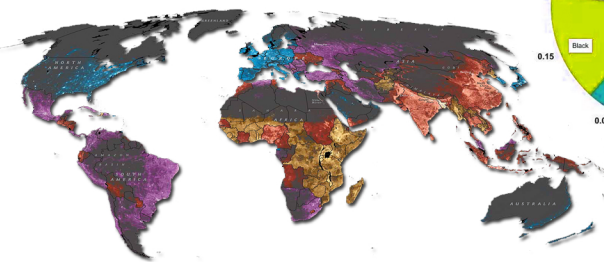
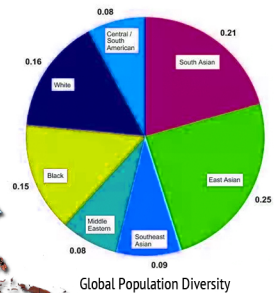


The Bronze Type



Nelly Furtado has a song called **Powerless (Say What You Want)**. In the lyrics she speaks of her career and her experience with the media. Recently we heard conversations about whitewashing in Hollywood. In Nelly's case, she confronts the idea that her skin color was lightened for a magazine cover, and the feeling that her image, remade for public consumption, confronted her own power.

"Paint my face in your magazines Burn every notion that I
Make it look whiter than it seems May have a flame inside to fight
Paint me over with your dreams Is there just what is on my mind
Shove away my ethnicity Without offending your might...
Cause this life is too short to live it just for you."



"Diversity needs to be inclusive, not just fashionable. Speaking about it creatively can inspire appreciation, attention, and action. The 'bronze type' puts that message into the world."

The Bronze Type begins with an industry mood: <http://bit.ly/25a0lkc>
French, Brazilian, Portuguese, Columbian, African-Asian,... the variety is endless, and the moniker inclusive. Though more than 40% of U.S. DNA tests show a Western European/Germanic genotype, the diversity of the population in the U.S. exceeds blonde or brunette stereotypes.

BRONZE TYPE SOUNDSCAPE: <http://bit.ly/1Rj0oP9>

BRONZE TYPE PROMO SOUND: <http://bit.ly/1TETiMD> (intro)

WORLD IMAGE and GLOBAL POPULATION

The bronze type is everywhere in the world -- Asia, the Pacific Rim, South America, the Mediterranean, the Caribbean, the Middle East, Africa and Australia -- but it's just not represented in popular culture by big media. Granted, American demographics are skewed towards the Caucasian influence, more than 70%, but the world's population is underrepresented, and the sense of a global image is missing.

After the symbolic rise of a mixed-race president and African American first lady, no more is assimilation and sublimation the default attitude or perception for what in actuality -- in the context of the world image -- is a majority population, a population made to see itself as a minority. The fact is that we are all shades of bronze. We all fit under the same umbrella. And there is a utilitarian need for these marginalized populations to have an "image" that can be apprehended by the media.

But perhaps, more importantly, is that this image learns to define itself and its values, not stylistically as an alternative aesthetic that exists to be commercialized, but within a broader ethnographic and sociographic context. And that means imaging a group that has specific hardships, values, needs, and goals. That is the work ascribed to a new nomenclature that intends to define and defend this human space.

PRESENTATION as REPRESENTATION

Dive deep. That's the protocol. To speak of the "bronze type" is to see it, to hear it, to go there and experience it - not at first to represent it, but to present it. It looks different. It sounds different. It's a destination journey into the exotic alcoves of the planet where genetic diversity is tangible, evidence of world migration patterns. This is the image of diversity that the series will present, not as a fabricated reality series, but as a living journal following a recognized public figure exploring her or his heritage.

As an example, one of the first-wave supermodels, Naomi Campbell is of African-Jamaican-Chinese heritage. Packaged with a British accent, still an icon, and now an activist of diversity in the fashion industry, Naomi speaks of race in her industry by countering with an argument that designer "aesthetic" often subverts racial equality in employment. But without an aesthetic language, "the bronze type," how can what is considered an aesthetic represent itself inside what is more than a language of types in fashion, in the narrative arts, etc.?

Fashion is not the only industry that needs new conceptual tools to harness the power of human diversity. It's a question of creating a bigger box, around the existing box that most of the world's population is forced to squeeze into. By emphasizing variation -- that there are many types of bronzes, just as there many types of ethnicities -- and that the bronze type is indeed a broad type, is to create a sense of majority value. How this value is articulated is the journey of the series.

SHOW FORMAT

This is a special series that follows an actor, model, musician, professional, or public figure, each episode, to capture a portrait of the new type. The Bronze Type is a cause that presents known personalities, within a broader social context, to defend a set of values that qualify equal representation. The pilot episode introduces the meme and its significance, which will be articulated by each of the individual portrait episodes of the "bronze type."

The Bronze Type

TREATMENT



SCRIPTED FORMAT: The Bronze Type

DURATION: 30/(60) Minutes

GENRE: BioPic Specials w/ Docu-Journal Series

FRANCHISE EXTENSIONS: K’TV App / Video Channel
Lenny Letter
Other grassroots activism

MISSION / INTROSPECTION

When presenting the “bronze type” it is important to discuss how ethnicity and nationality is a wider basket than race. Because racial identity is divisive, genetically speaking, and we are derivative of mixed ancestral heritage today, there is an opportunity to put a flag on a new intellectual territory that is inclusive. What is the “bronze type?” How it is descriptive sociologically and aesthetically, and as part of the unique trajectory this series will take to explore a social meme that may have enough cultural relevance to be considered a new trope in fashion, or in cinema, where conversations about limited diversity (variegation in casting) have recently been topical. Spoken and visualized, this direct address functions as a creed, mantra, or new myth that will be promoted throughout both the specials and the series towards discovery of what such a moniker might be able to accomplish. There is already a history of “bronze types,” and this is where we will begin -- in particular, leaning toward a discussion that is gender bent, since this core demographic anchors the channel.)

LOGO / BUMPER

A single iconic image in motion graphics, that naturally represents the sunkist bronze type, in the form of the fertility goddess, who is in many forms a woman we already know.

BREAK

MEME / MESSAGE

Bronze people. Faces and places. Bodies in motion. A look at the feral side: poverty, dearth, the less glam mythos that already may represent the bronze type, which perhaps to some degree is an operative that is historical, not forward looking. The mean streets become more refined, full of the surfactant that mass advertising and brands wash streets with, through the taxation of marketing, a collective dream that ends in a pile of garbage.

The bronze type needs to be responsible for a lot more than equal participation. It needs to transcend the profit motive and create a better world altogether. All of this then counter-pointed to an idealized, more limited representation in fashion and popular media, as we move indoors to an interview with Naomi (alt. bronze heroine, Nelly, Oprah,...) illustrating the type, yes, but nevertheless a crushing iconography already succumbed to the weight of another stereotype: the model, the celebrity, etc. “What kind of woman are you....?”

BREAK

BIOPIC / DOCU-JOURNAL

So, this is a “story” that must be told. Each biopic another piece of the puzzle. And slowly the puzzle pieces will make a bigger picture. It’s a journey that some people have already been on. And one that some are on right now. And so it invokes the idea of a community. But one that is penned by each of the heroines, by her hand, with her eye, from her point of view.

Nelly and Naomi are two pieces of the same puzzle. And, obviously, Oprah is another. But it would be misleading to think that skin type and gender must be conjoined. So perhaps it is necessary in the same way that education and class opportunity are cofactors, to align the expression of one’s genetic material towards how a person manufactures self-image.

As a compound narrative that must be told one woman at a time, and since for the moment the bronze type is gendered, we will underwrite a feminine subjectivity, with the subject of the biopic or docu-journal also deciding what parts of whose story to tell: a woman in control of the making of her own image.

Also, while the biopic is based on a public figure, the docu-journal is a social format, using open submissions, telling the viewers’ story from an everyday perspective.

BREAK

CULTURE / MARKET VALUE

The Bronze Type is a merchandising category, a color space, a geographic presence, a history, and a life experience. And it’s now a special series on OWN that can empower women with new language and identity, an inclusive identity that supports diversity by creating a media presence with a self-defined value.

BREAK

END CREDITS

A bronze goddess sparkling in the sun.