

Unique Message

Example

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- Social Science Identity

Cinematic Modern Pop Rock Opera With Social Commentary

- Core Values

As a society, our technological self is developing much faster than our spiritual, social self. We are the 12 year old who's been handed the keys to a Lamborghini. We are the toddler who's been handed a book of matches in room full of dynamite.

Social Science is on a mission to bring our spiritual, social sides to a level that is above and beyond that of our technological side. We feel we can achieve this by doing the following:

- Creating the best relationship with ourselves and each other (Be the fuck nice to yourself and each other)
- Exploring ways to better support ourselves and each other (You are not alone, we can do this together and come out winners)
- Bringing back old fashioned values (apply grandma wisdom. Society as a whole is a bunch of rowdy self serving teenagers who need to heed the advice of their elders)
- Promoting more authentic expression of ourselves and each other (Think... "this little quirk of mine, I'm gonna let it shine." or "Ridding ourselves and others of the mask we hide behind.")
- Bringing cinema and social commentary to rock music for a deeper, richer and more unique sonic and emotionally enriching experience (an enriching sonic journey of hope)

- Target Audience

The 30 - 45 year old eclectic music lover who spends a lot of time in their own head, seek intellectual stimulation and contain a higher level of empathy than most. A person who appreciates and seeks out the Ah-Ha moment. A person who knows they are a bit left of center, has come to terms with it BUT doesn't go out of his/her way to disguise it in many, more public circles for fear of being looked down on. a person who seeks and enjoys the company of others but has learned to love being alone immersed in a book or project.

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They are annoyed by close-minded people but compelled to learn more about them and try opening their mind.

His/her music library would include artist like Ben Fold, Pink Floyd, Midnight Oil, Queen, Primus, Muse, Peter Gabriel, Thomas Dolby, Emerson Lake And Palmer, Tom Waits, Leonard Cohan, Florence and the Machine. His/her video library would contain performances with the like of the Blue Man Group, *Cirque du Soleil*, George Carlin, Game of Thrones, Dr. Who, Bowling for Columbine, An Inconvenient Truth.