

STUDIO RAIL

S-CAM Station
Captured and Consumed

Do you want
the high life?

Pose it,
Post it,
Sorted.

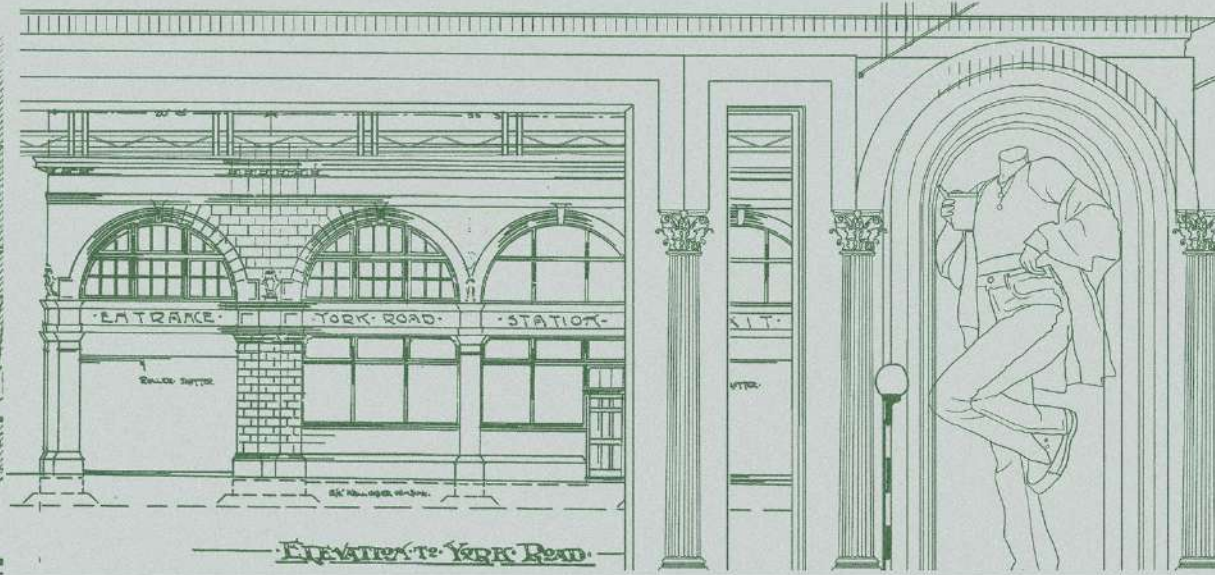
ACT I SET UP

There was a reason why so many people had tried to regenerate York Road station. Since the world was reopened, train stations had become the new shopping mecca - a captured audience with a short attention span and an appetite for convenience. There was an opportunity to profit from the proximity to London's underground through retail, travel connectivity, and living. It only made sense to build up.

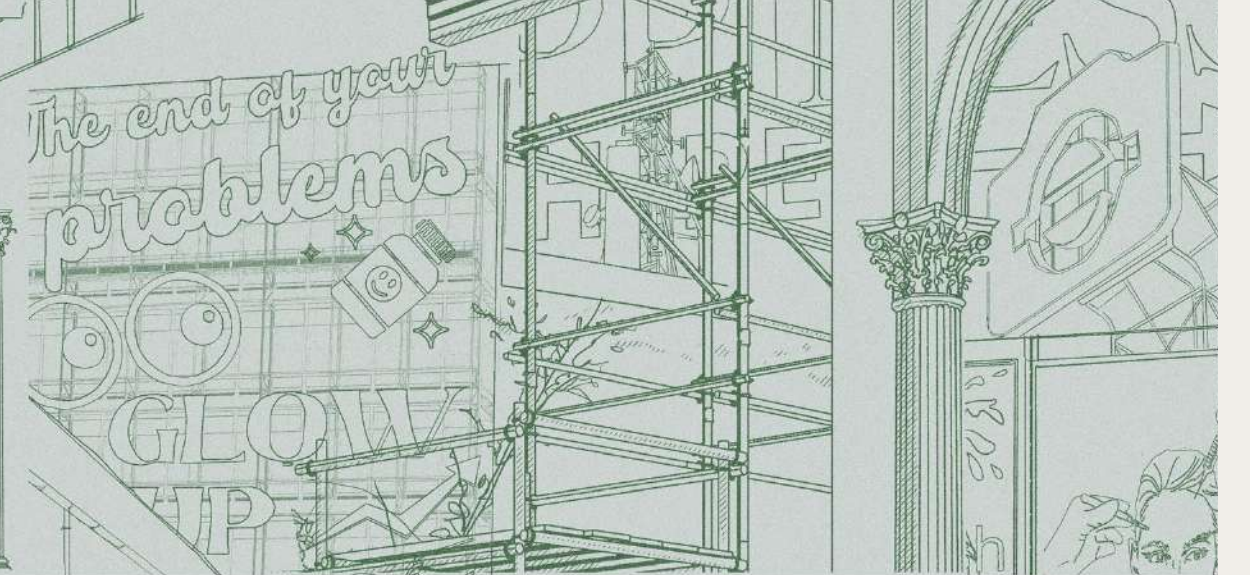
SCENE 1 CAPTURED An obnoxious, iconic, landmark for high networth guests. From the London Aesthetic by original architect, Leslie Green.



SCENE 2 ICON A stage set is revealed, showing a post, post-modern amalgamation of the tropes of social media.



SCENE 3 ARTIFICE The awkward collision between commercial, retail and residential facade. Step outside of the perfect angle.



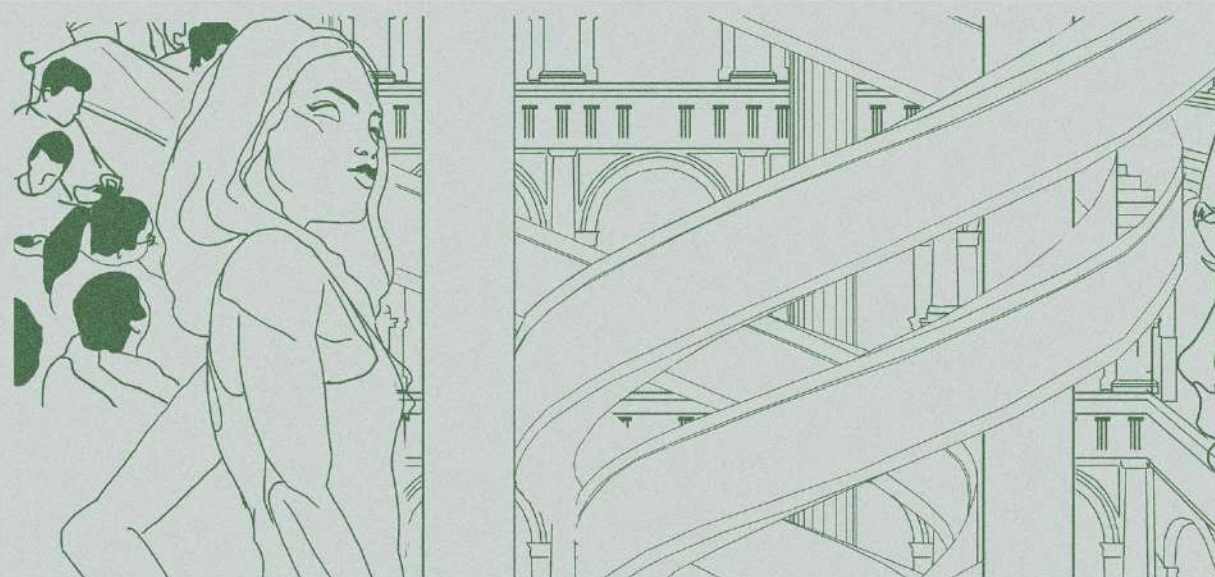
ACT II CONFRONTATION

The fragile floors between the increasingly divided inhabitants of S-CAM Station begin to fracture. While the cost of living becomes unbearable for most, the rich become uncomfortably rich. Here, wealth is always in vogue.

SCENE 4 EXCLUSIVITY Into the station, and a greenwashed climate awareness clashes with the need for bigger, better, now.



SCENE 5 CONVENIENCE Consumers spend money to keep up appearances, with the most influenced changing their aesthetic with each rotation. The connectivity of the revitalised tube station is the perfect opportunity for capitalisation and branding.

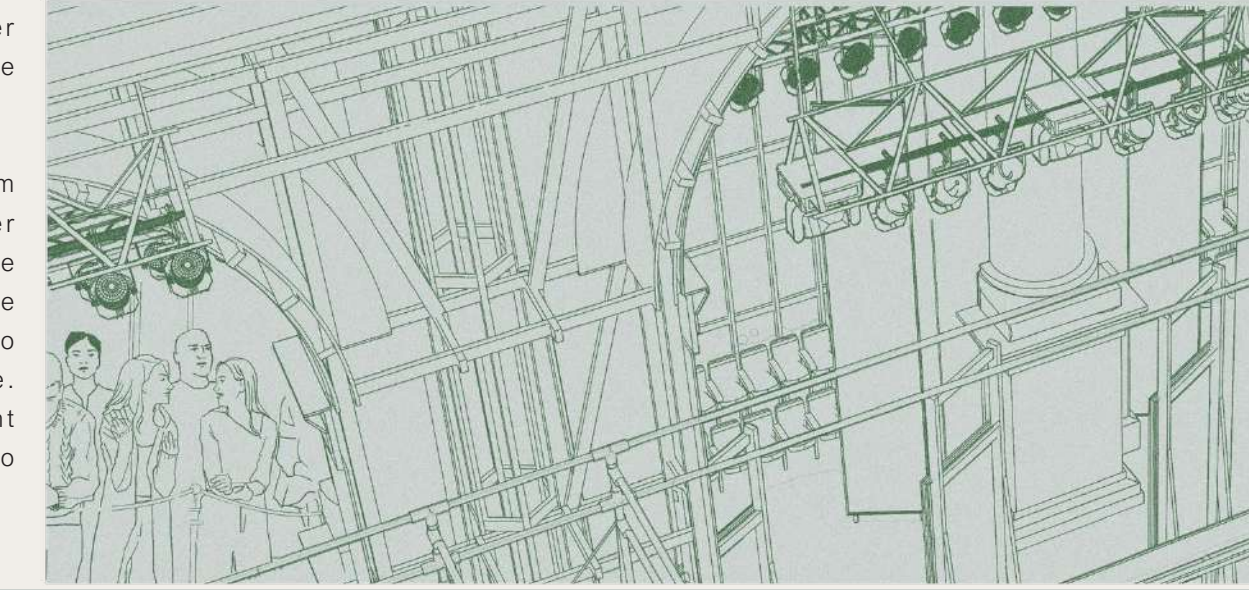


SCENE 6 NOTORIETY As we chase popularity through cycles of trends, the protagonists produce themselves into waste products in a bid for notoriety. Essential services are transformed into commodities, and opportunities for self promotion override conscious consumerism.

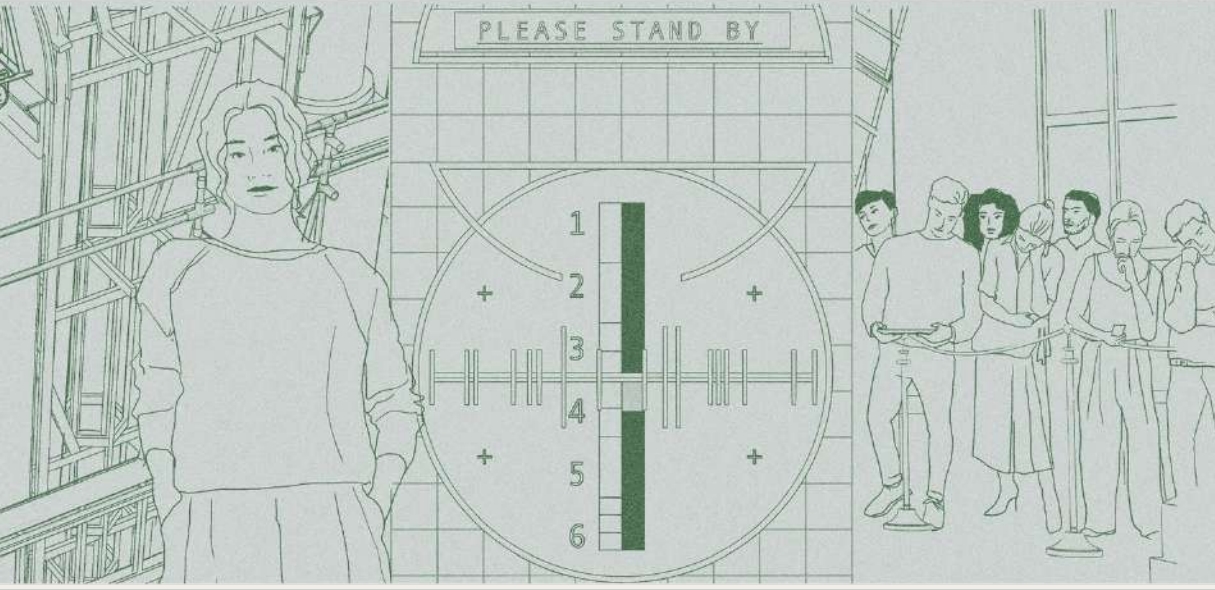


Marie has a glow up to fame and becomes the poster girl for S-CAM Station. But she remains oblivious of the systems that underline her, and that everyone else is left feeling guilty that they can't afford her expensive brand of sustainability. The lines between authenticity and illusion blur, leaving her questioning her own identity and the value she places on external validation.

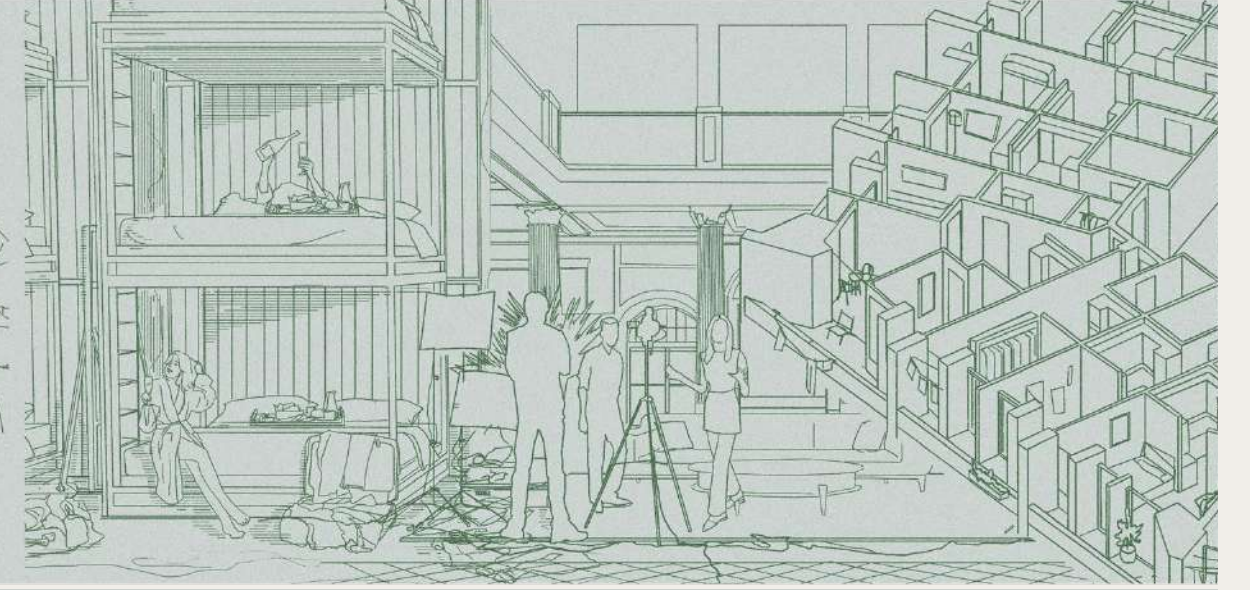
SCENE 7 EXCESS Social housing is a required sacrifice, and performative heroics disguise the class divides that exist.



SCENE 8 NARCISSISM The platform performs as a perfect stage set, when the angle is right. The backdrops of the ultra rich appear to be democratised, This pixelated separations obscures any lack of craftsmanship, keeping costs down and profits high for S-CAM.



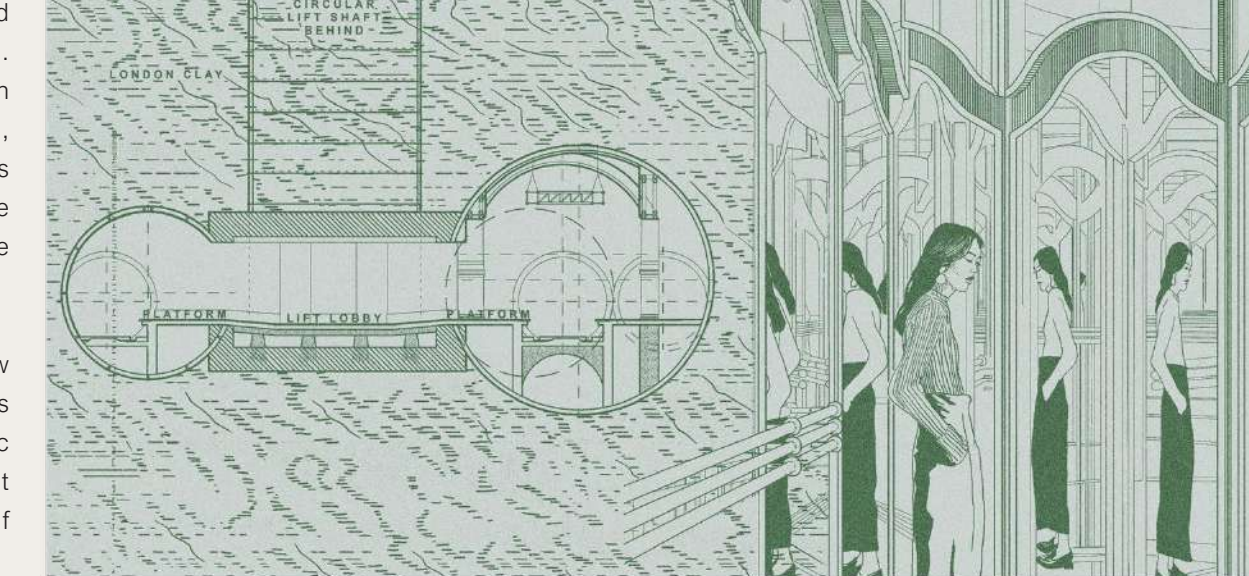
SCENE 9 CANCELLED Exploitation is revealed and a boycott against the tower makes room for a new iteration of over consumption.



ACT III RESOLUTION

The pixelated filter that disguised the obscene consumerism, waste, planned obsolescence, and constant surveillance glitches. For a moment, the exploitation of the industry is revealed, martyred by Molly who leads a coordinated boycott. Marie becomes a scapegoat for the oligopoly of S-CAM industries.

SCENE 9 CANCELLED Exploitation is revealed and a boycott against the tower makes room for a new iteration of over consumption.



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But somewhere, a shiny new iteration of S-CAM's greed is waiting, wrapped up in plastic packaging, as they adapt to monetise the new era of conscious consumers.

ACT 1
SCENE 1
CAPTURED



Marie
Public Figure

131 Posts	3.1m Followers	12 Following
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An influence maker for a new generation. Marie leads the industry with more hope for compassion in consumerism, promoting only brands that gift her products that align with her inclusive values, but never quite in touch with those who follow her....

Liam
Photographer

87 Posts	2k Followers	93 Following
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Photographer at S-CAM Station, in Candid Captures. Liam understands angles, and how to get things to sell. He builds the narrative of brands, but is becoming increasingly frustrated with having to choose between genuine intentions and profit.

Molly
Cleaner

42 Posts	561 Followers	389 Following
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Molly is trying to be her best self in the new luxury highrise. Currently living on the 27th floor in a social housing studio flat. She has ambitions to make it big and live the highlife with her daughter. Having access as a cleaner to more exclusive levels has its perks.

Hannah
Aspiring Influencer

821 Posts	3k Followers	1.2k Following
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Hannah is part of the captured audience. Tonight she's booked to stay in the Penthouse experience on her credit card. She hopes to use the exposure and mixing with other up and coming guests to boost her popularity. A savvy investment.

Helen
Senior Designer @ S-CAM

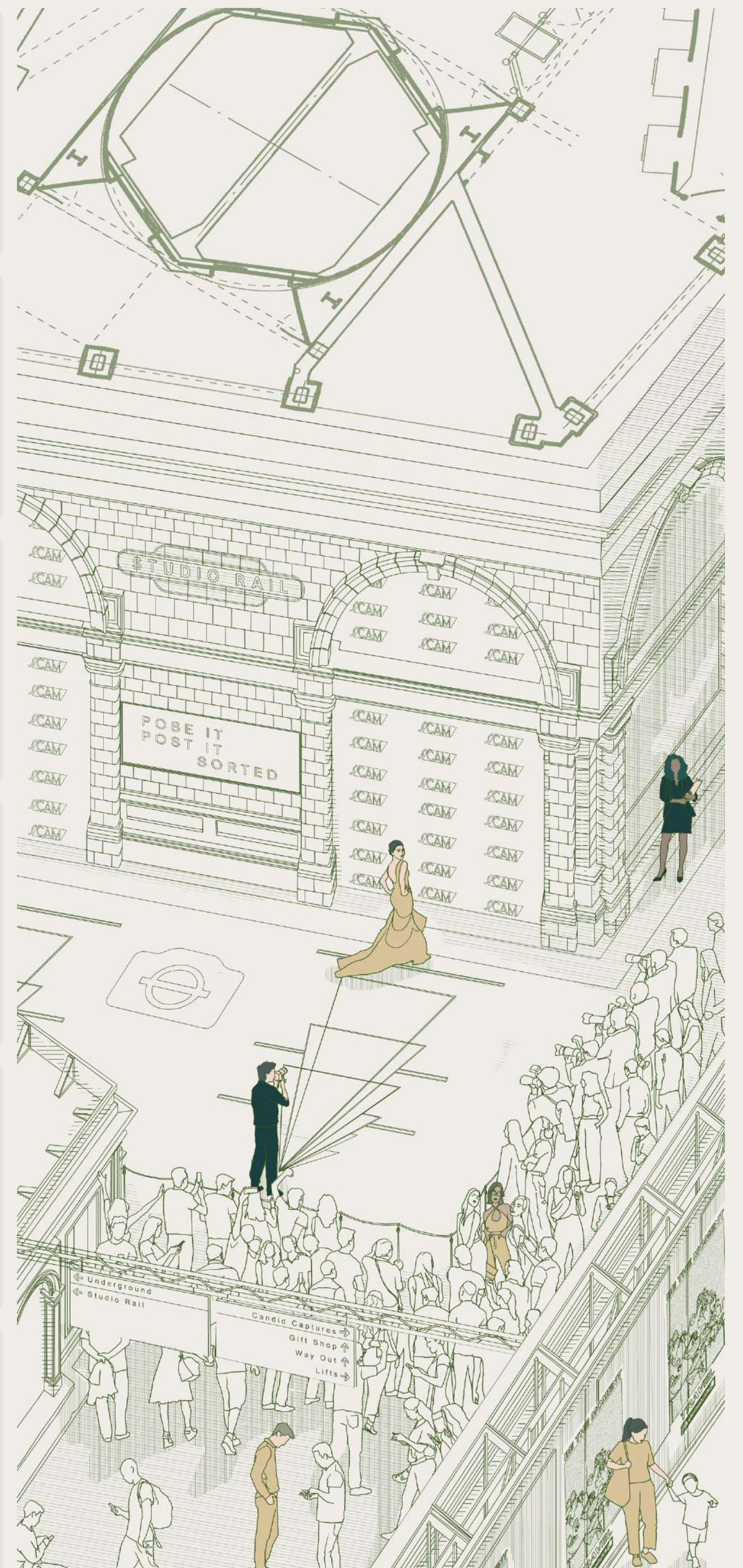
312 Posts	12k Followers	297 Following
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Helen runs the design department, where new backdrops are produced to keep studio rail fresh. She sees her work as democratising access to otherwise unattainable environments.

John
Local Resident

27 Posts	29 Followers	36 Following
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John has watched the verticalisation of the area from his bedroom window. He needs to move his young family out of the city for financial security. The development is absurd - he can't understand why no one else can see the shoddy scaffolding holding it together.



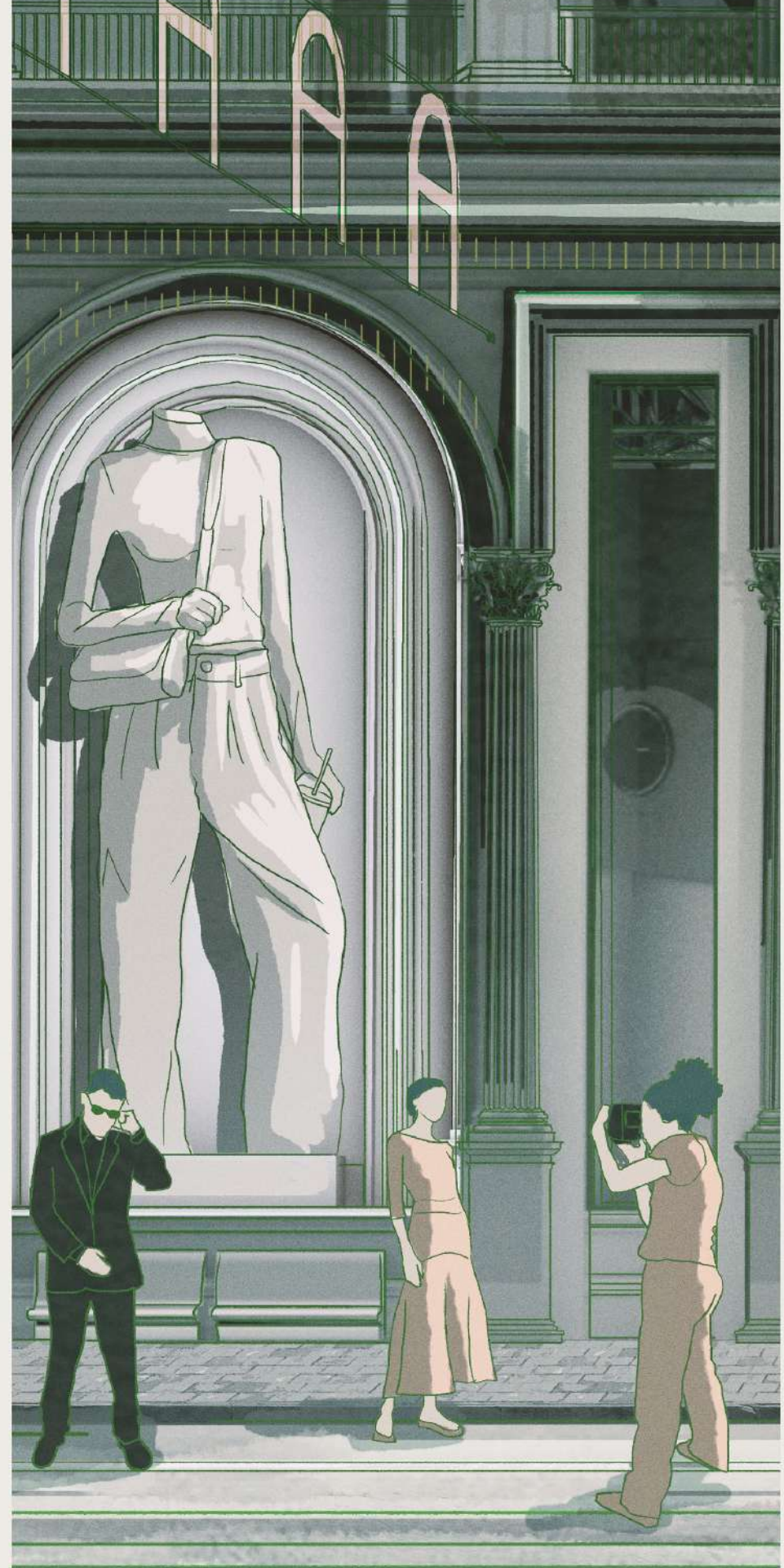


Marie was surfing the tide of a new generation, and she aspired to be the current that pushed it along. Her brand ambassador status allowed her to sweep past the insane line of wannabe influencers. Hashtag sponsored.

The lifestyle that this job afforded Marie was worth the constant scrutiny. She was a public figure, and the houses, the holidays, her personality, were all part of her brand.

But when the daily news condemned her a climate criminal, she decided it was time to put a stop to the hate comments. Studio Rail- the tube station that reached the sky was the perfect backdrop. She would represent its green aesthetic and trend forward focus to be seen as a conscious influencer.

It wasn't Marie's fault that it turned out the way it did. But what came from necessity turned to greed. And the consequences are still playing out.



ACT I
SCENE 2
ICON

HEY!

OVER HERE!

SMILE!

LOOK HERE!

MOVE ALONG, YOU'RE NOT SPONSORED. YOU HAVE NO JURISDICTION

HEY!

HOW ARE YA?

Who is that?

Not sure, it might be that girl with like 3 million followers.

Oh, lets get a photo with her.



I suppose it's like any business - they've got to maximise profit.

It could bring money to the neighbourhood.

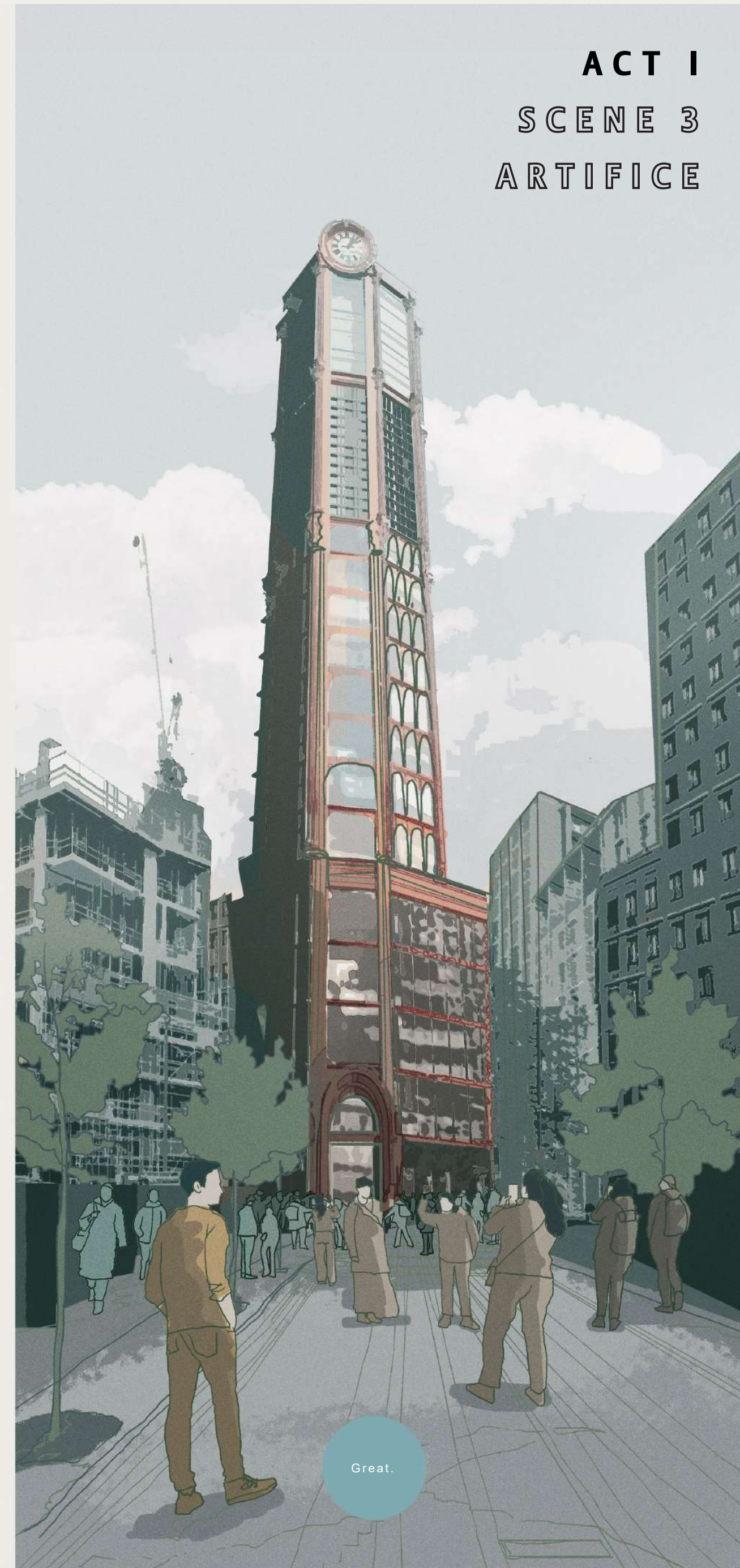
... but I can't see the sky.



John felt stuck. With a baby on the way and an unstable job in the city, their little family could barely make rent. The luxury development drove property prices even higher, forcing them to move away for financial security.

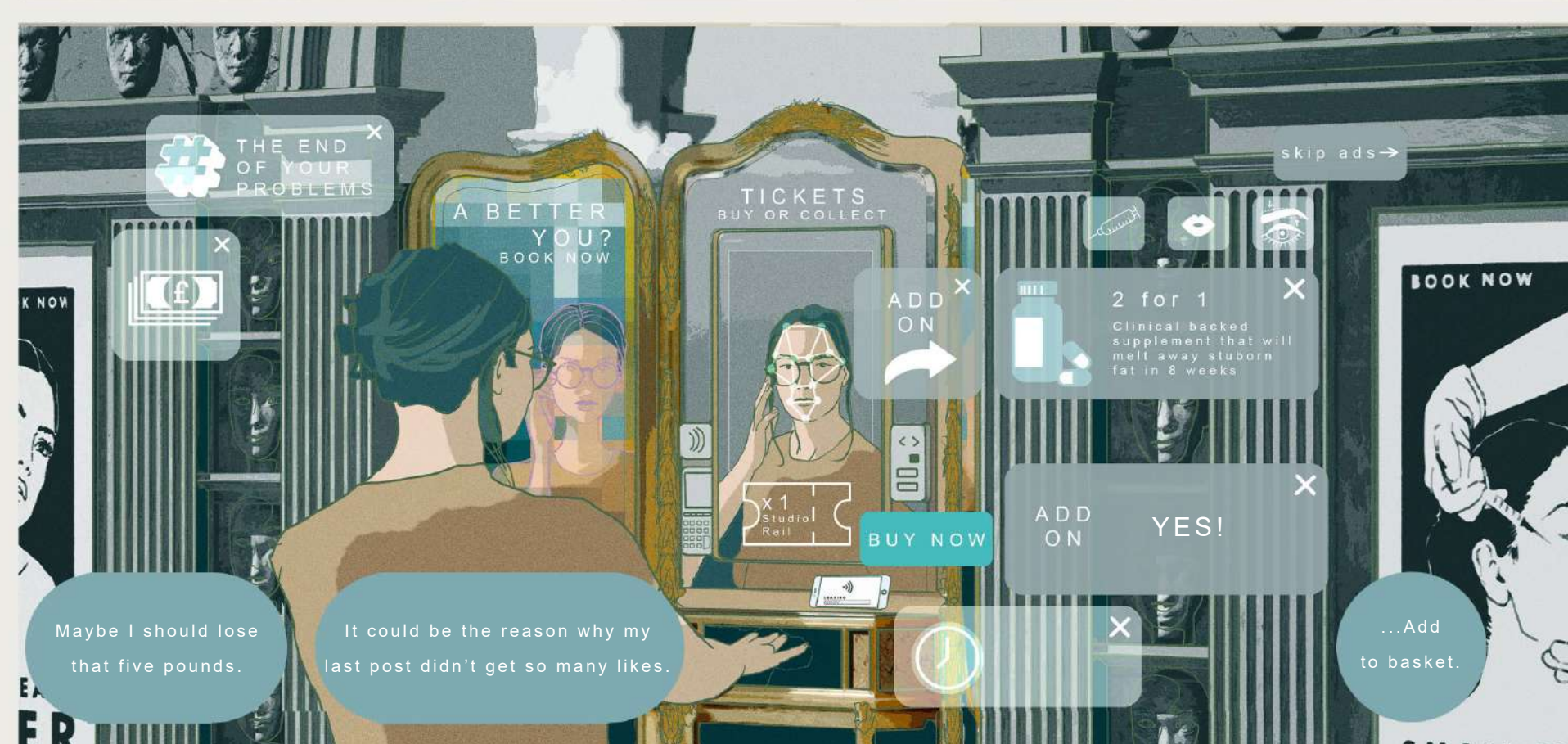
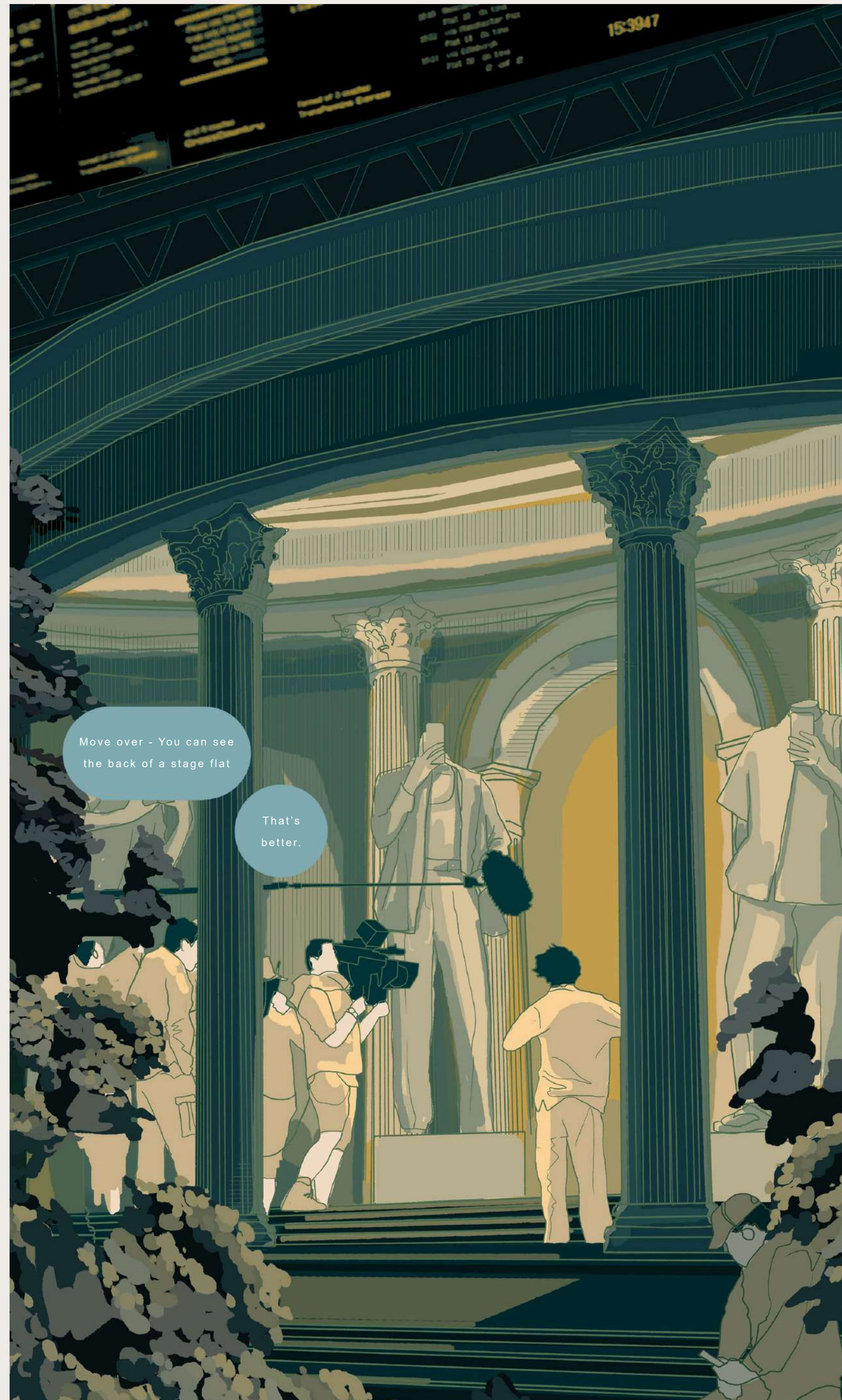
He tried to tell himself he just didn't get it, walking past the crowds outside the new skyscraper. It was unnecessary, with King's Cross just down the road, the Piccadilly line already connected you with hundreds of shops in minutes.

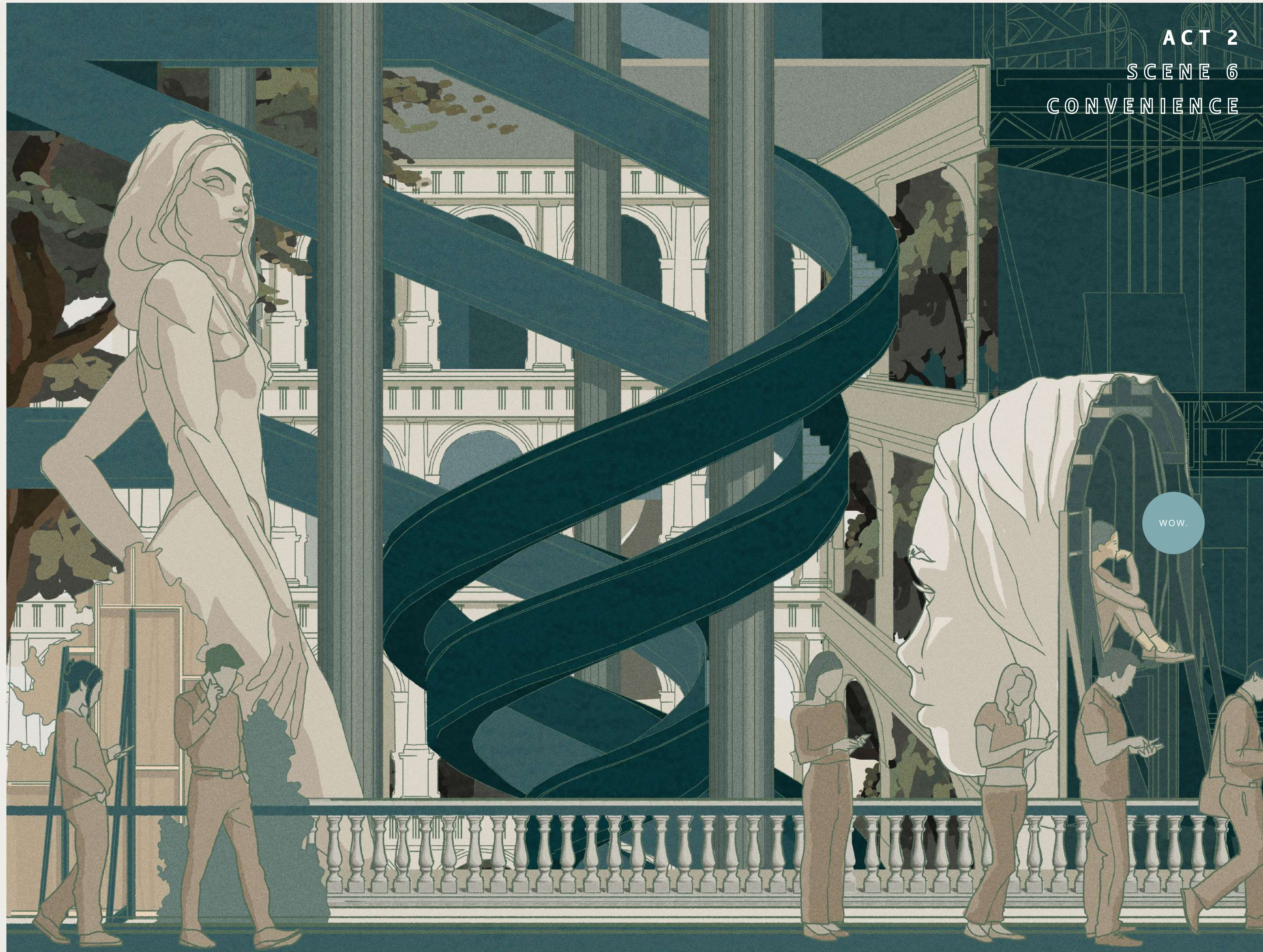
The redevelopment of York Road Station had always held him at arm's length. There was no evidence of its obvious success reaching his neighbourhood. Its fake stone facades awkwardly collided with commercial London and John's residential streets behind. A bizarre caricature of traditional values - durability, and timelessness, but all John could see was the rushed scaffolding that tied the facade together.



ACT I
SCENE 3
ARTIFICE

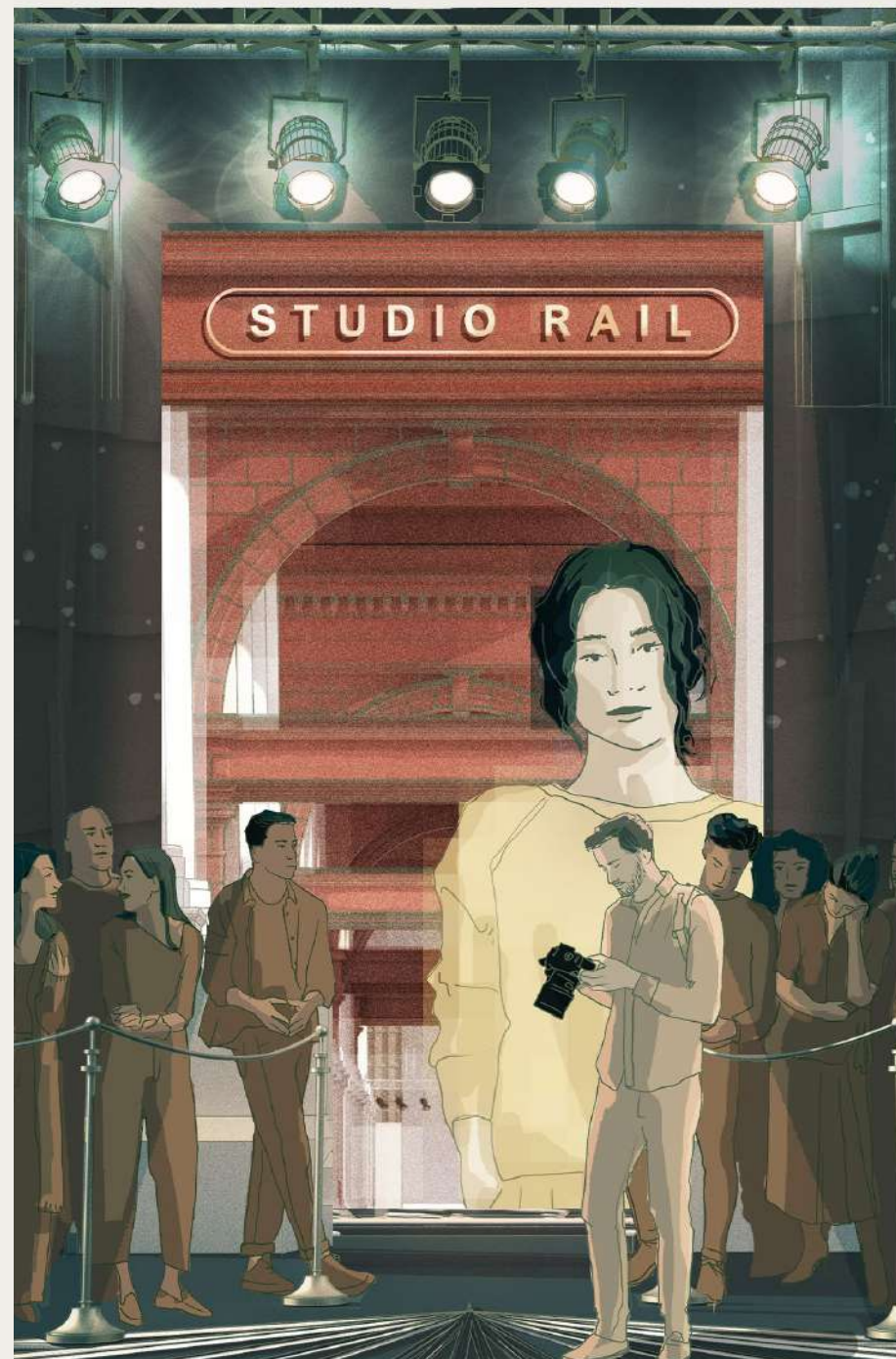
Great.





Marie smiled in anticipation of the dopamine hit of buying a new outfit. She stopped by the grab-n-go-kiosk for an eco-conscious, trend led pick-me-up. Under the surface, Studio Rail just felt empty. But an overwhelming hope for more humanity in the industry kept her engaged - and it helped that they paid her salary.

In that moment, in that queue, all that was separate and solid amalgamated, uniforms of the same face, the same clothes, the same apartment. Pristine, greige spaces underlining all signifiers of wealth.



ACT 2
SCENE 7
NOTORIETY

I didn't recognise her at first, has she had something done?

hmm? Oh, I don't know...

I'm just saying what everyone is thinking.

I love how she just doesn't care what she looks like...

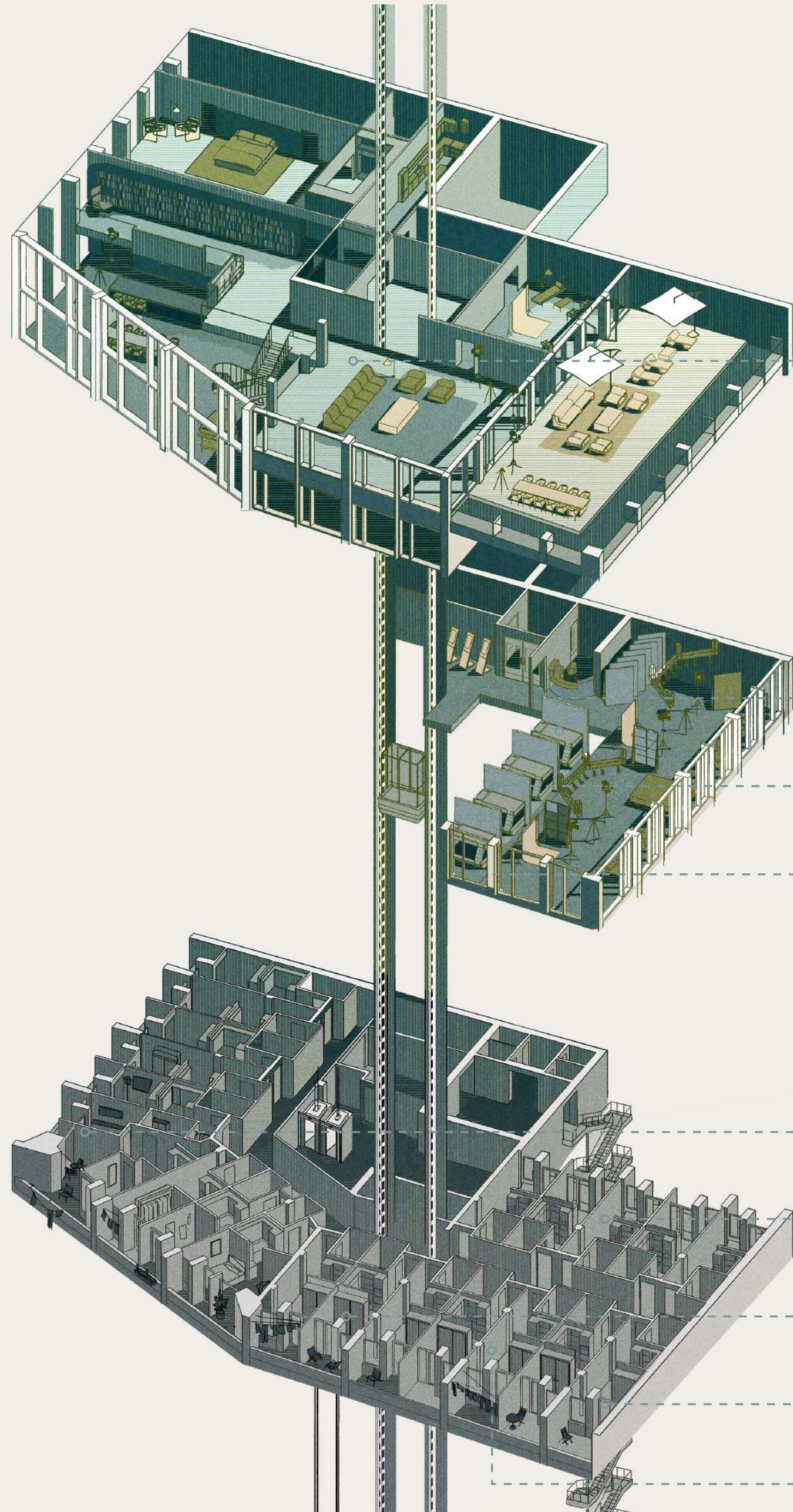
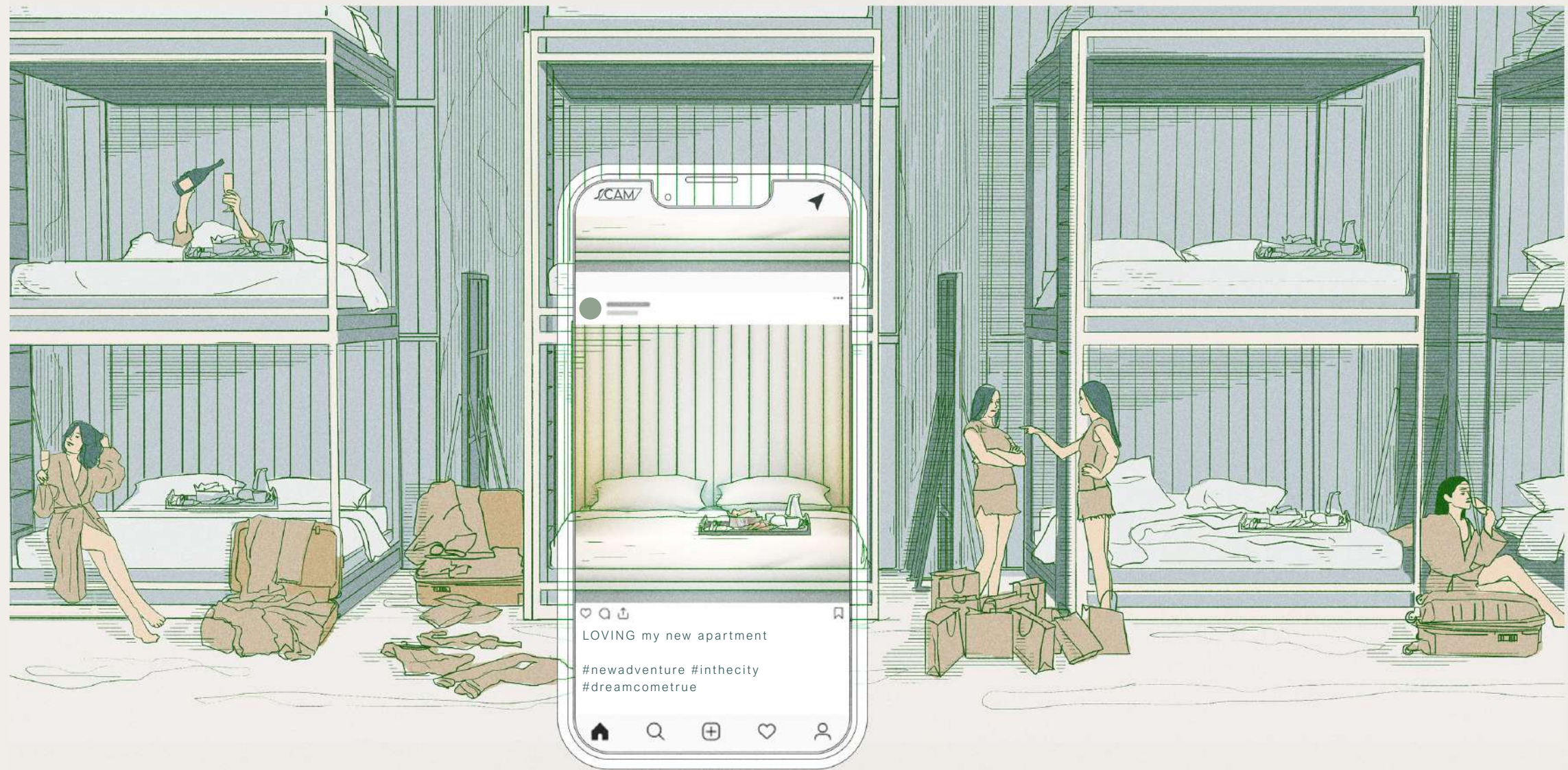
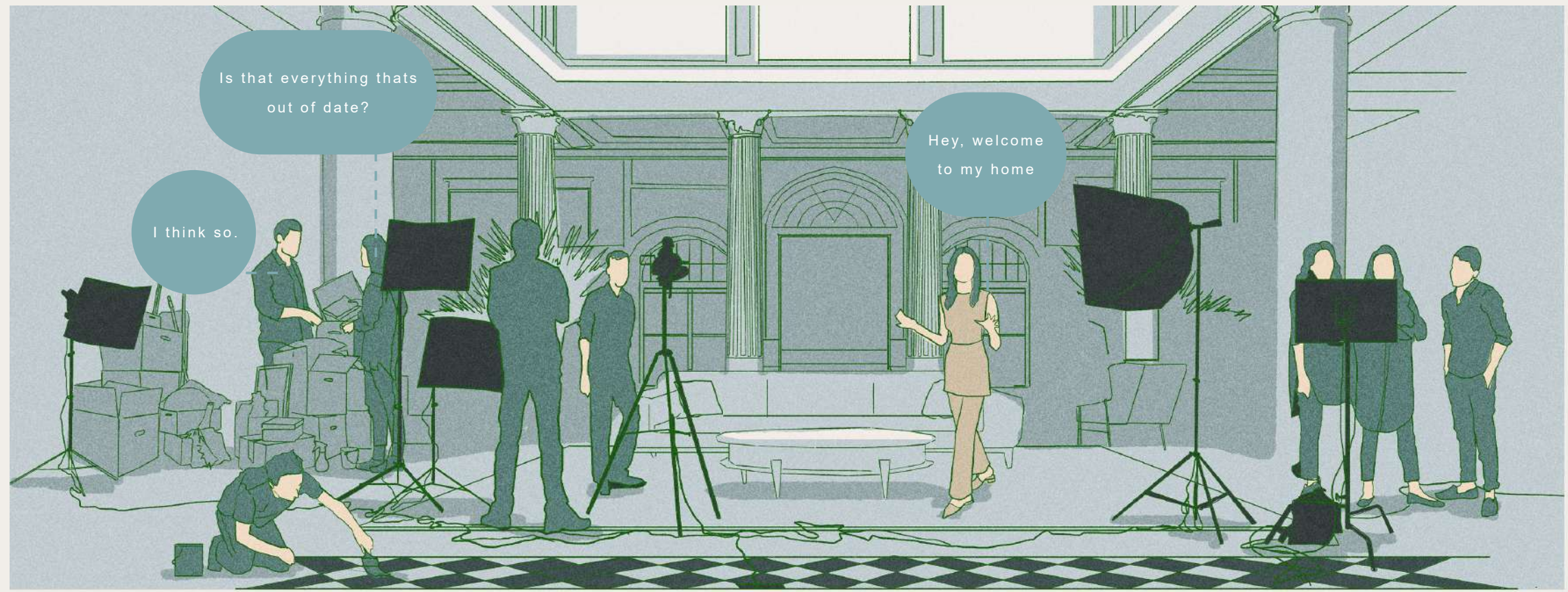
It's like, really brave for her.

This wasn't the most meaningful job Liam had taken, but it would definitely pay the bills.

Couture operates to build a narrative, most of these produces won't see the light of day in the shops above him. The exclusivity of supply and demand was the quantum physics of the fashion world; it became more attractive the more it costs.

He was convinced the hall made the whispered judgements clearer - faceless gossipers behind scenery and lights. It definitely made them more brave to speak their minds.





ACT 3
SCENE 8
EXCESS

UNIT PRICE £20 million
FOLLOWERS 2 million
STATUS mega-influencer

UNIT PRICE £400 a night
FOLLOWERS 124k
STATUS mid-influencer

UNIT PRICE \$400 a night
FOLLOWERS 240k
STATUS macro-influencer

UNIT PRICE £400 a night
FOLLOWERS 189k
STATUS mid-influencer

UNIT PRICE £1.5k pcm
FOLLOWERS 21k
STATUS micro-influencer

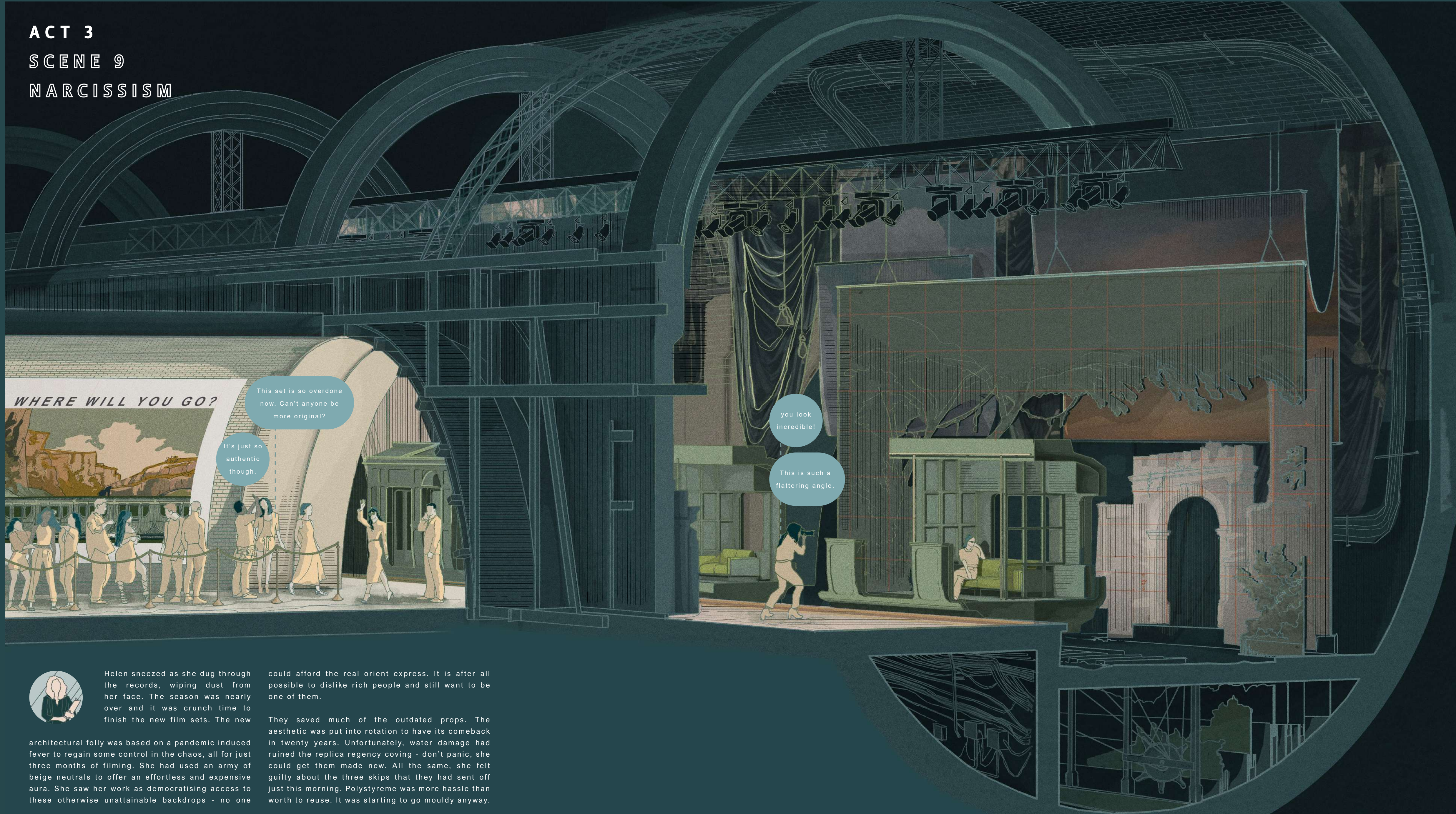
UNIT PRICE £1.2k pcm (social housing)
FOLLOWERS 1.8k
STATUS micro-influencer

UNIT PRICE £1.2k pcm (social housing)
FOLLOWERS 2k
STATUS micro-influencer

UNIT PRICE £1.5k pcm
FOLLOWERS 18k
STATUS nano-influencer

UNIT PRICE £1.5k pcm
FOLLOWERS 4k
STATUS nano-influencer

ACT 3
SCENE 9
NARCISSISM



This set is so overdone now. Can't anyone be more original?

It's just so authentic though.

you look incredible!

This is such a flattering angle.

WHERE WILL YOU GO?

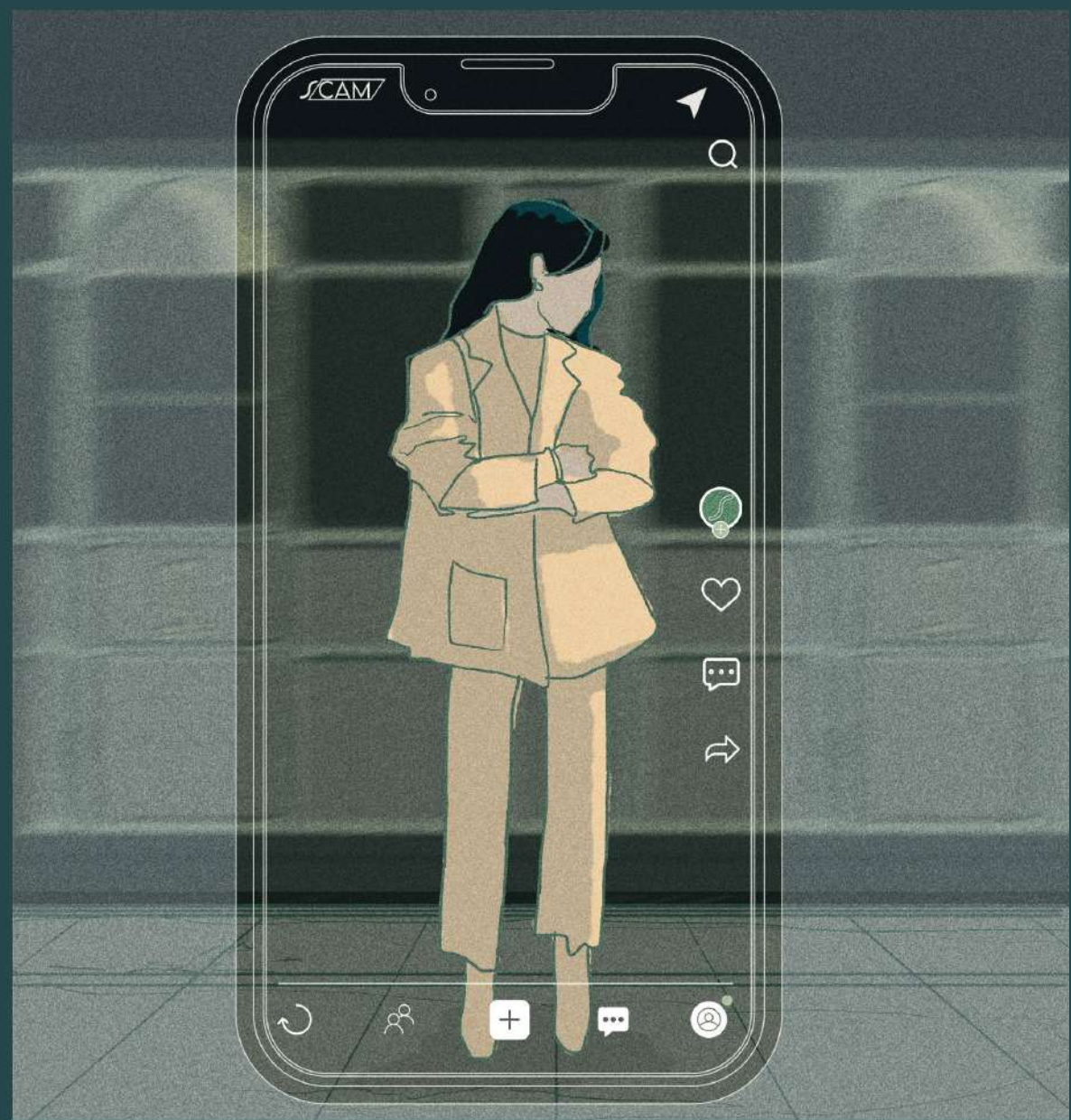


Helen sneezed as she dug through the records, wiping dust from her face. The season was nearly over and it was crunch time to finish the new film sets. The new

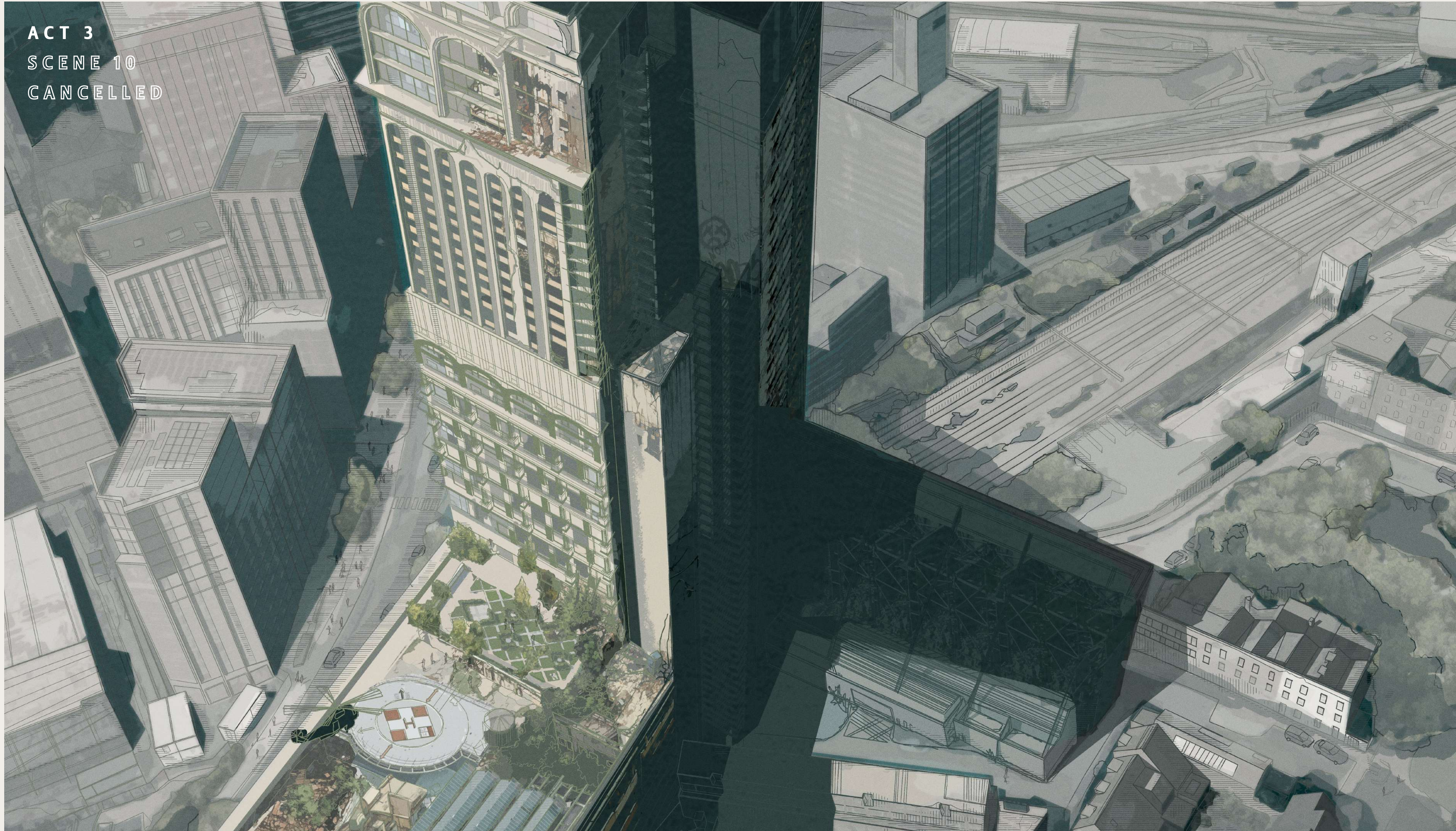
could afford the real orient express. It is after all possible to dislike rich people and still want to be one of them.

They saved much of the outdated props. The aesthetic was put into rotation to have its comeback in twenty years. Unfortunately, water damage had ruined the replica regency coving - don't panic, she could get them made new. All the same, she felt guilty about the three skips that they had sent off just this morning. Polystyrene was more hassle than worth to reuse. It was starting to go mouldy anyway.

architectural folly was based on a pandemic induced fever to regain some control in the chaos, all for just three months of filming. She had used an army of beige neutrals to offer an effortless and expensive aura. She saw her work as democratising access to these otherwise unattainable backdrops - no one



ACT 3
SCENE 10
CANCELLED



Even the elite surveying from their watchtower didn't see the downfall on the horizon.



When the poster girl for S-CAM station broadcasted comments ignoring the exploitation of workers and extreme segregation, a coordinated boycott exposed the tower.

Molly became a martyr for the uprising; she can support her family on the royalties from viral videos of her outrage.

Marie, on the other hand, is probably not going to find anywhere to make as much as she made at Studio Rail, but spends her time as a marketing consultant for up and coming content creators. Authenticity always sells, especially when you're lying through your teeth.

You might think that was the end for the established institutions of Media and Marketing, but having millions in reserve allows you to be a little more reactionary when times get rough.

And still today, somewhere, all those souvenirs are gathering dust. Waiting to be discovered and flogged for 10x their original price... As a vintage collector's item.