

RENAISSANCE THEORY

The Artist as a Modern Polymath



A Conceptual Album Rollout and Creative Direction

By:

Pluto Vision

- Genre Alt-R&B, hip hop, orchestral infusion
- Tone intellectual, cinematic, cultured, avant-garde
- Comparable Janelle Monáe meets Brent Faiyaz meets Basquiat energy
- This artist is positioned as the new renaissance figure, the next generation's "art movement." Every rollout piece frames her as a thinker, painter, composer, philosopher.

Not pretentious... but elevated.

Core idea:

She's not just dropping an album.

She's dropping **a new artistic era.**

Rollout touchpoints:

Announcement Visual:

Lead Single:

Press Narrative:

Campaign Tagline:

"Art is only alive if it disrupts you."

Highlight Idea:

This concept gives you:

- museum visuals
- language around legacy

- high fashion integration
- deep philosophical storytelling
 - rollout prestige

PLUTO VISION ENTERTAINMENT x MAJOR LABEL

Artist Partnership Agreement (Album 5 Era)

Contract Draft High-Level Terms

(Artist: established superstar, 4 albums released, entering Year 9–10 in the industry)

1. TERM & SCOPE

1.1 Term

This agreement covers one studio album (“The Album”) with an option for one additional project, exercisable solely by the Artist.

1.2 Deliverables

One full-length studio album

Creative short film / documentary (optional but incentivized)

Minimum 2 official singles

Visual assets (not mandated, artist retains full discretion)

2. ROYALTIES & OWNERSHIP

2.1 Royalty Rate

Artist royalty: 22 percent of SRLP (superstar premium rate).

+2 percent escalator if the album surpasses 1.5B worldwide streams.

2.2 Masters Ownership

Artists retain full ownership of master recordings.

Label receives a 15-year exclusive license for commercial exploitation.

2.3 Publishing

All publishing and songwriting copyrights remain 100 percent with the Artist.

Label receives zero publishing share.

2.4 Creative IP

All visuals, performance concepts, branding, artwork, and world-building created for this era remain the intellectual property of Pluto Vision Inc.

3. ADVANCE & BUDGETING

Because she is a 4-album-deep superstar, the label understands she no longer needs a “rookie superstar” advance.

But for optics and board sign-off, we keep it realistic:

3.1 Album Advance

10 million (recoupable)

4M to Artist

6M to production/visuals/marketing under Pluto Vision management

3.2 Visual Budget

Up to 8 million, greenlit immediately.

Distributed in 3 phases: Lead Era, Secondary Era, Pre-Release Film.

3.3 Tour Support

Up to 5 million tour support (recoupable against touring revenue share).

Total deal value: 18–23 million, which is VERY real for an artist at this level.

4. CREATIVE CONTROL

4.1 Creative Autonomy

Artist retains full creative control of:

Tracklist

Album direction

Visual concepts

Rollout schedule

Collaborators, producers, writers

Single choices

4.2 Label Limitations

Label may NOT:

Force a single

Alter tracklist

Approve artwork

Approve visuals

Interfere in rollout pacing

All creative sign-off lies exclusively with the Artist & Pluto Vision Inc.

5. MARKETING & ROLLOUT

5.1 Marketing Spend

Label commits to a guaranteed minimum of 12 million global marketing spend.

5.2 Media Strategy

Label agrees to support the “off-beat, legend-making rollout,” including:

No extensive social presence

Media-led narrative

Exclusive events

High-art performances

Global listening installations

Controlled press access

5.3 Priority Status

This release receives priority status across the label’s roster for the duration of rollout.

6. BRAND PARTNERSHIPS

6.1 Approvals

Artists maintain full approval rights for brand partnerships.

6.2 Revenue Split

Artists retain 90 percent of all brand partnership revenue that arises during this era.

6.3 Fashion Alignment

All fashion house partnerships (Mugler, etc.) fall under Artist’s private agency (Pluto Vision), not the label.

7. TOURING

7.1 Touring Rights

Artists retain 100 percent of touring creative control.

7.2 Revenue Split

Label receives zero touring revenue (industry standard for top-tier artists).

7.3 Tour Documentary

If partnered with HBO/Netflix, Artist retains 80 percent of net revenue.

8. PERFORMANCE INCENTIVES

8.1 Chart Trigger Bonuses

\$500K if album debuts #1

\$250K if lead single reaches Top 5

\$250K bonus at 2B global streams

\$1M bonus if album receives Grammy nomination for AOTY

8.2 Long-Term Incentives

If label opts into next-project option:

Advance increases to 18–25M

Royalty rate escalates to 24 percent

Master license shortens to 10 years

9. EXIT & REVERSION

9.1 Reversion Clause

All masters, visuals, and recorded materials revert to Artist after 15 years.

9.2 Early Release

Artist may terminate option period with a buyout fee equal to:

remaining unrecovered balance

plus 5 percent

Very artist-friendly.

10. PUBLIC POSITIONING

Label agrees to publicly position the Artist as:

“A cultural architect”

“Entering her legacy era”

“Pushing contemporary art forward”

“A generational figure in music and visual storytelling”

This is written into the contract as Narrative Protection Language, guaranteeing media alignment.

Visual Philosophy



90's Vintage/Archive Thierry Mugler
The entire era.

Visual Philosophy Cont.

Mugler is the blueprint for a woman becoming larger than life. His 90s couture wasn't just fashion, it was architecture, ferocity, sci-fi elegance, and myth making stitched into fabric. Choosing Mugler as the visual backbone of this era signals a shift from "superstar" to "legend," because his silhouettes embody power that is sculpted, intentional, and unforgettable. The sharp tailoring, exaggerated forms, and dark glamour mirror the artist's evolution: no longer chasing the spotlight, but commanding it through presence alone. Mugler represents transformation, intimidation, beauty, futurism, and control , the exact language this era speaks.

Performance Philosophy



Performance Philosophy Cont.

The performances for this era function as moving sculptures, blending high fashion, orchestral R&B, and architectural staging into a single visual statement. Inspired by Solange's *When I Get Home* and Metatron's *Cube* performances, each set is designed as a geometric installation rather than a traditional stage: tiered platforms, sculptural lighting, monochrome environments, and a live band positioned as part of the artwork rather than behind it.

Movement is intentional and minimal. The artist doesn't perform at the audience, she performs within a space, allowing the environment, the musicians, and the dancers to orbit her like a living gallery piece. Every shot is composed: clean lines, negative space, slow pacing, and choreography that feels closer to ritual than spectacle.

Sonically, the live arrangement leans on warm bass, analog drums, lush strings, and brass, performed with the restraint of a jazz ensemble and the precision of an orchestral pit. The result is a performance style that feels like:

Mugler elegance meets contemporary performance art meets Black music tradition.

These shows aren't tours, they're installations that travel, each one designed to shift the artist further into legend status with a visual language rooted in discipline, structure, and cinematic minimalism.

Sonic Philosophy

This era's sonic identity is future classic: warm, analog, orchestral R&B with avant-garde arrangements, unexpected pauses, and a sense of breath and space. The sound leans heavily into live instrumentation, horns, stacked harmonies, warm Rhodes keys, bass that feels human, not programmed, while still carrying the sleek, sculpted precision of a superstar entering her legendary chapter.

Rhythm is intentional, not busy. The songs move with a measured confidence: drums that snap but don't rush, basslines that pulse like blood, vocal arrangements that feel architectural rather than decorative. Everything is placed, nothing is filler.

The palette should feel like black velvet under stage lighting, blending:

- classic R&B warmth
- experimental jazz movements
- modern, intimate vocal production
- cinematic strings and brass swells
- pockets of silence that feel like punctuation

Ideal Producers & Collaborators (Built Into the Sonic Identity)

These producers match the “elevated, legacy-era, live + experimental” sound:

- Solange’s band + collaborators (John Kirby, Raphael Saadiq, Dev Hynes) for atmospheric, art-R&B arrangements
- Steve Lacy: warm guitar voicings, minimal grooves, analog textures
- Kaytranada: Subtle bounce without losing sophistication
- D’Mile: soulful, textured, luxurious instrumentation
- 18yoman: avant-garde chords with clean, modern polish
- Terrace Martin: jazz horns, sax textures, avant-funk
- Sounwave: moody, architectural, emotionally intelligent production

Vocals for this era are controlled, intentional, low register dominant, not belting for attention but singing with mastery, restraint, and emotional clarity.

The overall sonic goal is simple:

Music that sounds like a woman who knows exactly who she is, and doesn’t need to prove it.

PHASE 1: THE REINTRODUCTION (Weeks 1–2)

Tone: Off-beat, inaccessible, cinematic, high art.

1. Black and White Announcement Film Exclusive to Her Website

A monochrome short film opens with the artist seated in the back of a town car weaving through the city at night. No dialogue. No narration. Just score.

She enters a grand music hall and sits anonymously in the audience. An orchestra performs to an empty room, except for her.

Halfway through the performance, she rises slowly, walks down the aisle, and ascends the stage.

In a single, deliberate gesture, she removes the outer layer of her clothing, revealing sophisticated, sensual undergarments and stockings. She climbs onto a grand piano, viewed from an aerial crane shot as the orchestra swells into an eerie crescendo.

The screen cuts abruptly to black.

A lo-fi beat begins.

Album release date appears.

Uploaded exclusively to her website, now functioning as her only social platform for this era.

Her public socials will be inactive except for major announcements.

This immediately signals a shift:

She is ending direct parasocial access to transition into “legend status.”

PHASE 2: THE FIRST WAVE OF MEDIA DISRUPTION (Weeks 2-4)

2. Controlled Silence

For a full week she says nothing. The internet debates the trailer.

3. The First Statement

After seven days, she posts one message:

“See you Thursday night on Fallon.”

No context.

4. Jimmy Fallon: Full-Episode Takeover

She is the only guest.

She performs the lead single without it being released (power move, she needs to be seen as a bold risk taker)

instantly recognizable as a hit.

Musically: Deja Vu meets a full orchestra.

Immediately after her performance, the song drops on DSPs.

The internet explodes.

She is officially controlling the narrative.

The single debuts at #3 on the Hot 100 with 300+ points.

5. Press Flood

Articles from:

- Billboard
- TIME

- New York Post
- Variety
- Rolling Stone

This era uses media as the megaphone. Not the artist.

6. Arabian Vogue Cover

US Vogue is intentionally skipped, it's "too safe."

Arabian Vogue provides prestige and edge.

The feature positions her as an architect, not just a performer.

Mentions:

- New producers:
- Full creative control
- Embodiment of art
- Reflection of her past eras
- Cementing herself in own legacy
- New singlehood narrative (intentional, mysterious, exclusive)

She wears Mugler, a deliberate foreshadowing of her becoming the new face of Mugler ahead of the upcoming endorsement.

PHASE 3: NARRATIVE BUILDING THROUGH DISRUPTION (Month 2)

7. Micro BTS Drops

After major milestones (trailer, Fallon, Vogue, Mugler announcement, Grammy Performance, Pop Ups etc), a 3-minute vlog-style BTS clip is uploaded to her website and remains live for 24 hours only.

Purpose:

Humanize, but maintain exclusivity.

8. Documentary Setup

A full documentary will drop post-album, but small BTS windows are breadcrumbs.

This begins cementing her public identity as a cultural architect.

9. Paparazzi Stunt in NYC

She's "spotted" arriving for a label meeting, holding a book and laptop titled:

"The Anatomy of a Cultural Reset — by [Her]."

She looks polished, expensive, and intellectual.

Twitter eats it alive.

This becomes her first unmediated post this era, strategically burning the narrative in her favor.

10. Mugler 51st Anniversary Event

She attends as the newly announced face of Mugler.

This appearance alone becomes a press cycle.

PHASE 4: THE GRAMMYS & CULTURAL DIVIDE (Mid-Month 2)

11. Grammy Performance

She wasn't nominated due to a quiet prior year, but she's booked to perform the hit lead single.

The performance blends R&B sensuality with orchestral avant-garde.

She lays across the piano, interacting flirtatiously with orchestra men.

Classic media attacks:

"Mockery of high art."

Urban + contemporary media praises:

"A career-best performance."

A cultural war ignites. PERFECT.

12. Viral Press Moment

Leaving the Grammys, paparazzi ask if she thinks her performance was "too much for the art."

She responds calmly:

"If it upset you, you weren't the audience. Art moves forward, not politely."

NYT turns this into a think piece:

"Is art too anchored to progress?"

She gains institutional weight.

PHASE 5: LEAD SINGLE MUSIC VIDEO DROP (48 hours after Grammys)

13. Cinematic Masterpiece

Caption on her website:

“More high art for your displeasure.”

This video contrasts the trailer entirely.

Visual:

- She orchestrates chaos like a maestro.
- Cueing dancers with her fingertips.
- Controlling lighting with one wrist flick.
- Conducting the orchestra with a glare.

Ends with a Greek chorus motif as musicians surround, critique, obey, and dissolve into her world.

14. BTS #2 Upload

Grammy rehearsals + video prep 24 hours only.

PHASE 6: SECOND SINGLE & VISUAL STILLNESS (End of Month 2)

15. Silence, Then a Piano Teaser

Black-and-white video on her site:

She plays the piano, singing with a siren-like eeriness.

Screen cuts to black; new single release date appears.

The single is dark, seductive,

Think Beyoncé Drunk In Love + 6 Inch + The Weeknd.

16. No Music Video

To keep the rollout off-beat, the second single drops with no visuals.

Instead:

Zane Lowe Apple Music Exclusive interview shot in a high-art, non-studio environment.

She halts her visual momentum on purpose.

The absence becomes a spectacle.

PHASE 7: VEVO LIVE: THE ORCHESTRAL SESSION

To reinforce the new sonic direction and deepen the narrative arc, the artist performs a VEVO Live special featuring two full performances of the new singles paired with orchestral re-interpretations of her classic hits. This is positioned as her “sound evolution statement”, a bridge between her decade-defining legacy and the new high-art chapter she’s entering.

The staging is minimalist and elegant, using a chamber orchestra, stark lighting, and couture styling to highlight vocal precision and musical maturity. The release is promoted as an elevated live experience that reframes her catalog through the lens of this era’s darker, more luxurious sonic identity.

PHASE 8: LISTENING PARTIES: THREE CITIES, THREE INTENTIONS (Month 3)

Locations

- Los Angeles: Walt Disney Concert Hall
- New York: Underground NYC tunnel turned art/nightlife installation
- Paris: Louvre Cour Carrée private evening installation

Purpose + Audiences

- LA: Artistic Intention

Critics, composers, musicians, directors.

“Understanding the architecture of the project.”

- NYC: Cultural Relevance

Industry, influencers, tastemakers.

“Her place in the current cultural moment.”

- Paris: High Fashion & Legacy

Global luxury houses + international press.

“Positioning her within the artistic canon.”

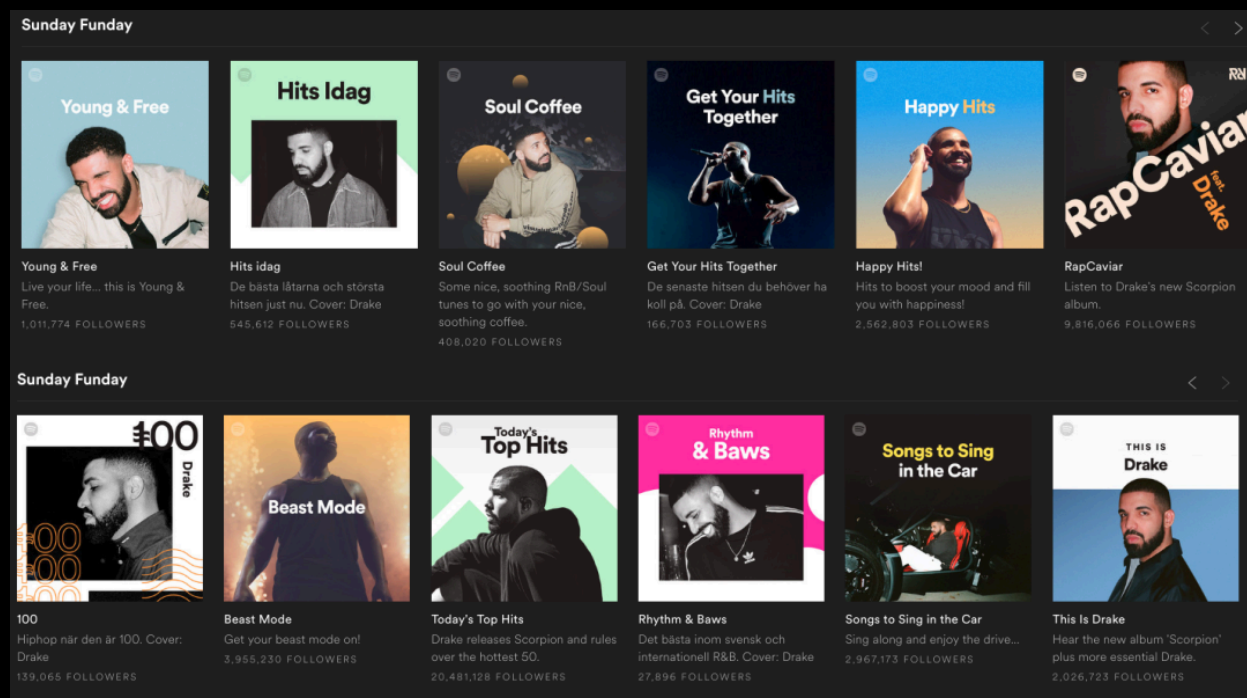


Details

- Red carpets
- Exclusive visuals for each location
- Live Q&A
- Emotional, human quotes used for narrative push

Phase 9: Spotify Partnership

- To support the rollout’s prestige direction while maximizing reach, the album secures a Spotify editorial and experiential partnership designed to amplify storytelling rather than rely on traditional promo.
- “The Making Of...” Audio Short Series
- Spotify releases a 5 episode audio mini-series within the album page, featuring
 - commentary on the Mugler influence
 - sonic direction insights
 - producer cameos
 - orchestral session clips
- This positions the album as a craft-driven body of work.
- Exclusive “Spotify Live Studio” Session
 - She performs stripped-back versions of two album tracks and one legacy record
- Global Playlist Priority
- Guaranteed placement across:
 - New Music Friday
 - R&B Rising
 - Are & Be
 - Black Butter-type alt-R&B lists
- A bespoke playlist takeover themed around “The Evolution of a Legend”
- Premium Homepage + Canvas Rollout
- Billboard-style homepage banners paired with bespoke animated Limited Spotify Fans First Box
- A high-fashion collectible (poster, sheet music cover, or photo print) delivered to top listeners, designed as an artifact of the era.



Overall Intent

The Spotify partnership pushes her into cultural prestige mode while still giving her streaming strength and global reach. It bridges fine art with modern platform dominance, completing the era's conceptual world.

PHASE 10: GLOBAL BILLBOARD REVEAL (Day Before Release)

At exactly 11AM local time, tracking projections for each song are displayed on billboards in 14 major cities.

Track breakdown by region:

- 1–3: LA / NYC / Miami
- 4–6: Atlanta / Houston / Chicago
- 7–9: Toronto / Montreal / DC
- 10–12: Paris / London / Barcelona
- 13–14: Madrid / Johannesburg (or Tokyo)



PHASE 11: ALBUM RELEASE (Month 4)

Critical Reception

- Metacritic: 84
- Pitchfork: praises artistic direction
- Billboard: “career milestone”
- Forbes: “back with a vengeance”
- Rolling Stone: “Student of the game”
- The Fader: “A bold Invitation into the future”

Phase 12: SNL Performance

She performs 3 tracks:

- The lead
- The second single
- The newly chosen official third single

Radio + playlisting push begins after week two. Give the album time to breathe.



Phase 13: World Tour Announcement (65 Dates)

Announced the morning after SNL.

Projected \$85–100M gross.

Regions:

- US
- Europe
- South America
- Australia
- Africa (1–2 shows)

Tour design should mimic the entire musical concept of the era.



Debut Numbers

- 190K SEA streaming units
- 85K pure sales
- 275K debut total
- #1 album
- heavy promo and playlisting per the spotify deal guarantees these numbers or better

Phase 14: Post-Release Trailer

The documentary is a premium HBO Max feature chronicling the eighteen-month creation of the era, from label summits and orchestral recording sessions to Mugler fittings, world building meetings, and the emotional cost of reinvention. It follows the artist balancing superstardom with real life, while shaping a legacy defining album.

Scheduled to premiere just before the world tour (4–6 months).

This approach, direction, creativity, and execution form a decisive blueprint for elevating her next era. It modernizes her brand architecture, sharpens the narrative, and delivers a commercially potent yet culturally rich body of work. Above all, it positions her not just as a superstar, but as a decade deep, legacy defining artist entering the next tier of her career with intention, vision, and authority.

- Pluto Vision