

THE DAYS OF RADICAL GRUNGE



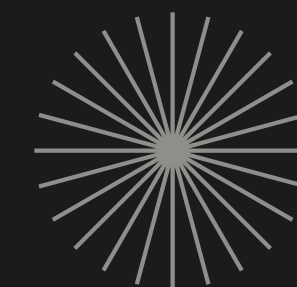
Like a musical Rorschach test – the music's direct, but what they're saying isn't



Born in reaction to the corporate rock, hard rock, and glam metal from the 1980s, alternative rock evolved from the independent music underground of the 1970s. Taking a page from 1960s protest movements and the PUNK scene, the music gave the generation its voice -- and its politics.



TABLE OF CONTENT



01. The Scene

02. The Roots

03. The Context

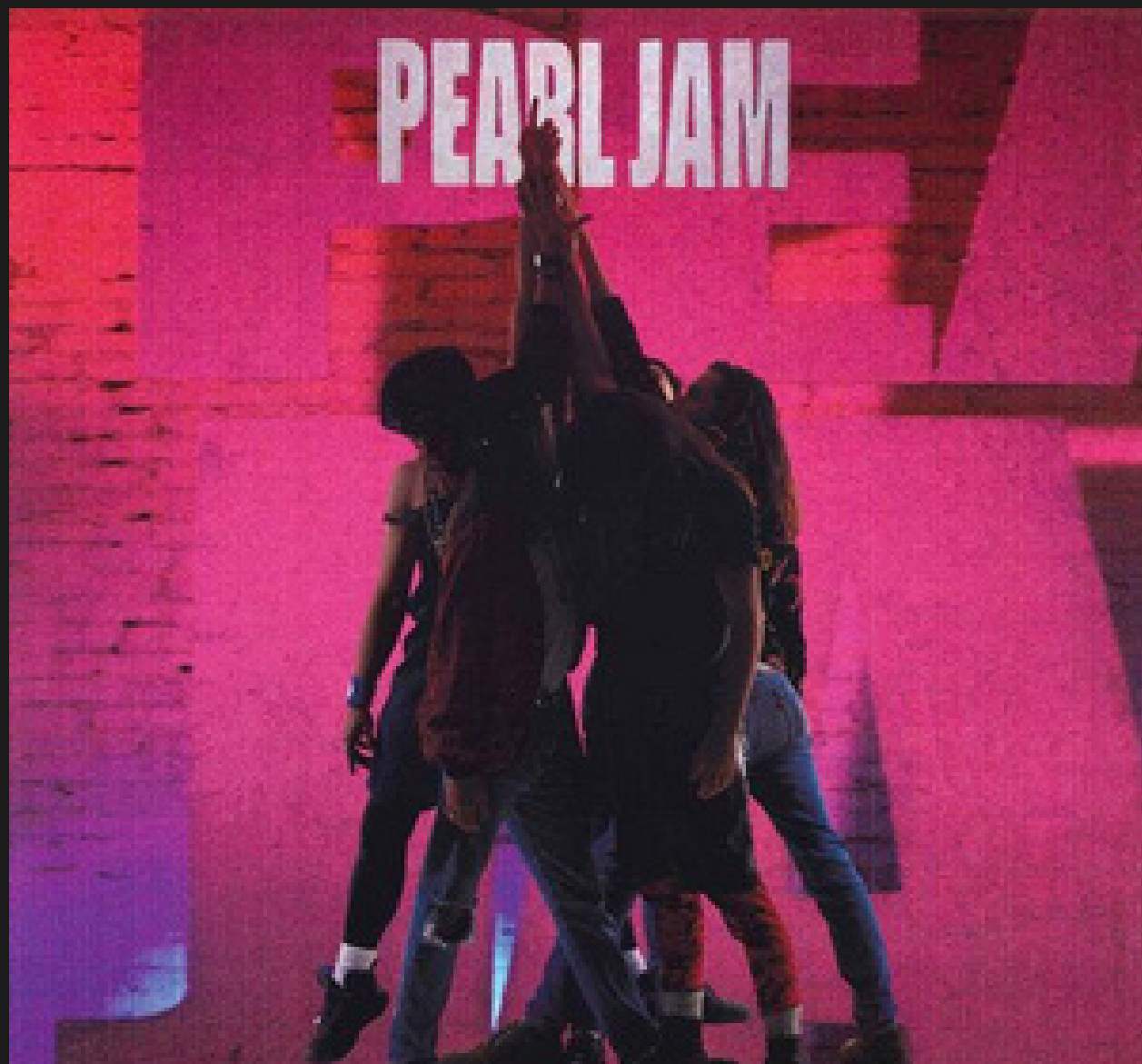
04. Artistic Approach

05. Media Comps

06. Why Us?

07. Dev & Production Team

07. Dream Team



THIS FILM WILL EXPLORE HOW AND WHY THE MUSIC WAS SO IMPACTFUL THEN – AND WHY IT REMAINS RELEVANT TODAY.

Picture This

Conservative politics is increasing in power. Conformity and consumption are celebrated. Everyone is being groomed to be a part of corporate America.

And popular music swims in superficial songs and ideas with big hair themes from groups like Poison, Scorpions, Skid Row, Quiet Riot, Def Leopard – who are doubling down on the inane. There's not a lot of nuance with songs like "Girls, Girls, Girls."

The Stage is Set

The contrast between what was popular commercially and what was being developed in the garages of the Pacific Northwest becomes more pronounced. Mudhoney's "Touch Me I'm Sick" and "Generation Genocide" mingle with songs like "Polly," Nirvana's condemnation of misogyny.

And the culture and its expression of youth as we know it changes forever.

THE SCENE

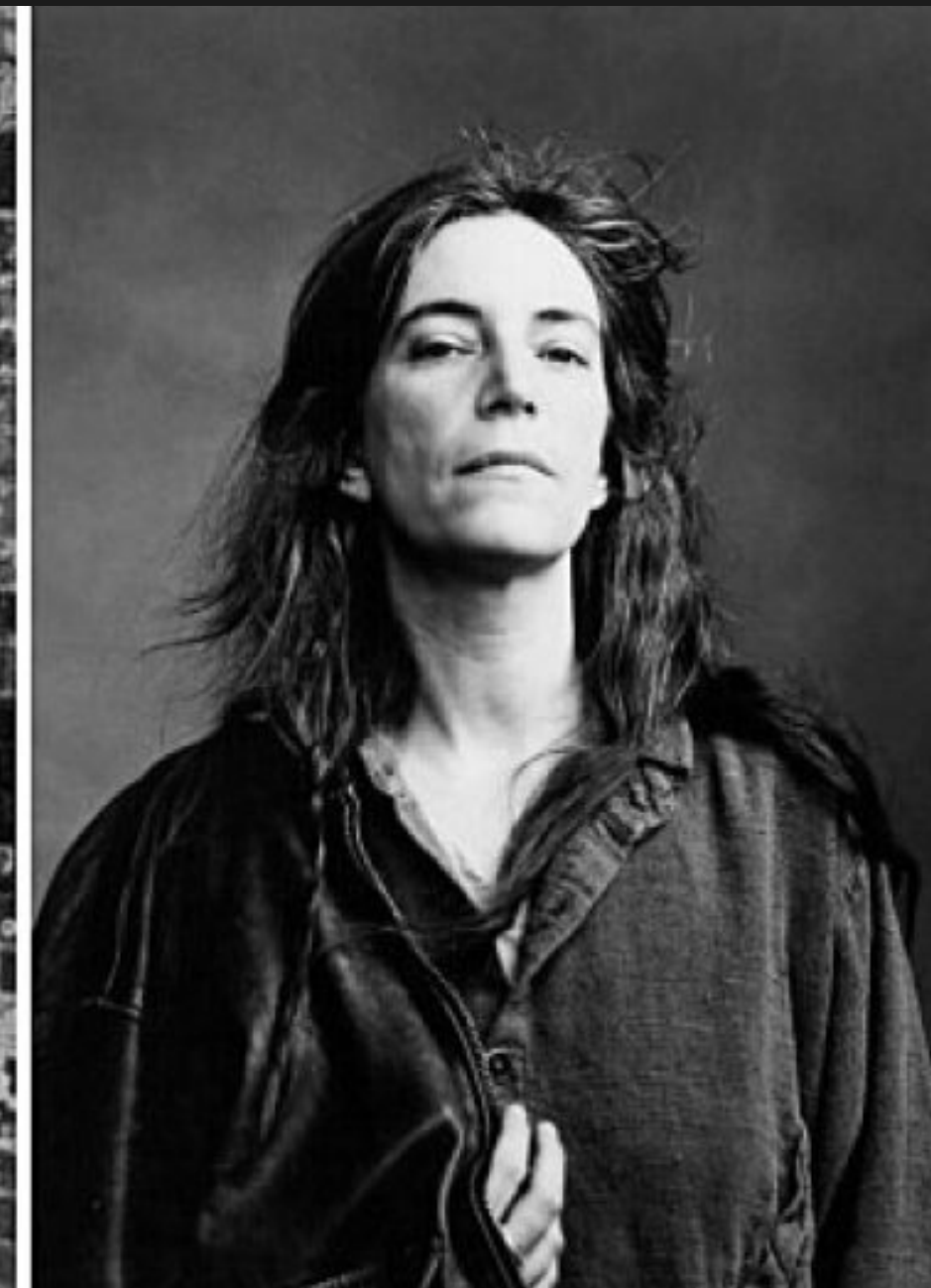
THE ROOTS

LAYERS OF THE CAKE



The nascent punk rock scene of NYC in the 1970s -- Television, The Ramones, New York Dolls -- morphed into a mixture of social narrative and poetic observation, helmed by artists like the Velvet Underground and Patti Smith.

This dove-tailed with **the cultural backlash from the politics of the 1980s**, as the punk underground in Los Angeles exploded. From there, the alternative sound emerging from the Pacific Northwest (PNW) took punk's velocity and attitude and bottled it, capturing the disillusionment and angst of Gen X, expressing their frustrations through distorted guitars, raw vocals, and introspective lyrics.



THE ROOTS

THE CONTEXT



It was a full-on rejection of crass commercialism, of glam and hair rock.

Influenced by the 1970s heavy metal sounds from Black Sabbath, Led Zeppelin, and AC/DC, punk transformed into an alternative, expansive form of itself -- Grunge

AND IT GREW

While grunge was gaining momentum in Seattle, alternative rock was also making waves in other parts of the country. R.E.M., The Pixies, and Sonic Youth emerged as unlikely voices, blending elements of punk, post-punk, and indie rock with their own points of view -- musically and lyrically.

- *“Staying true to our youth and our voice – that in itself was kind of revolutionary.” - Mark Pickerel, drummer, Screaming Trees*



THE CONTEXT



THE WORLD THEY'RE IN

THE EXPLODING PNW MUSICAL LANDSCAPE

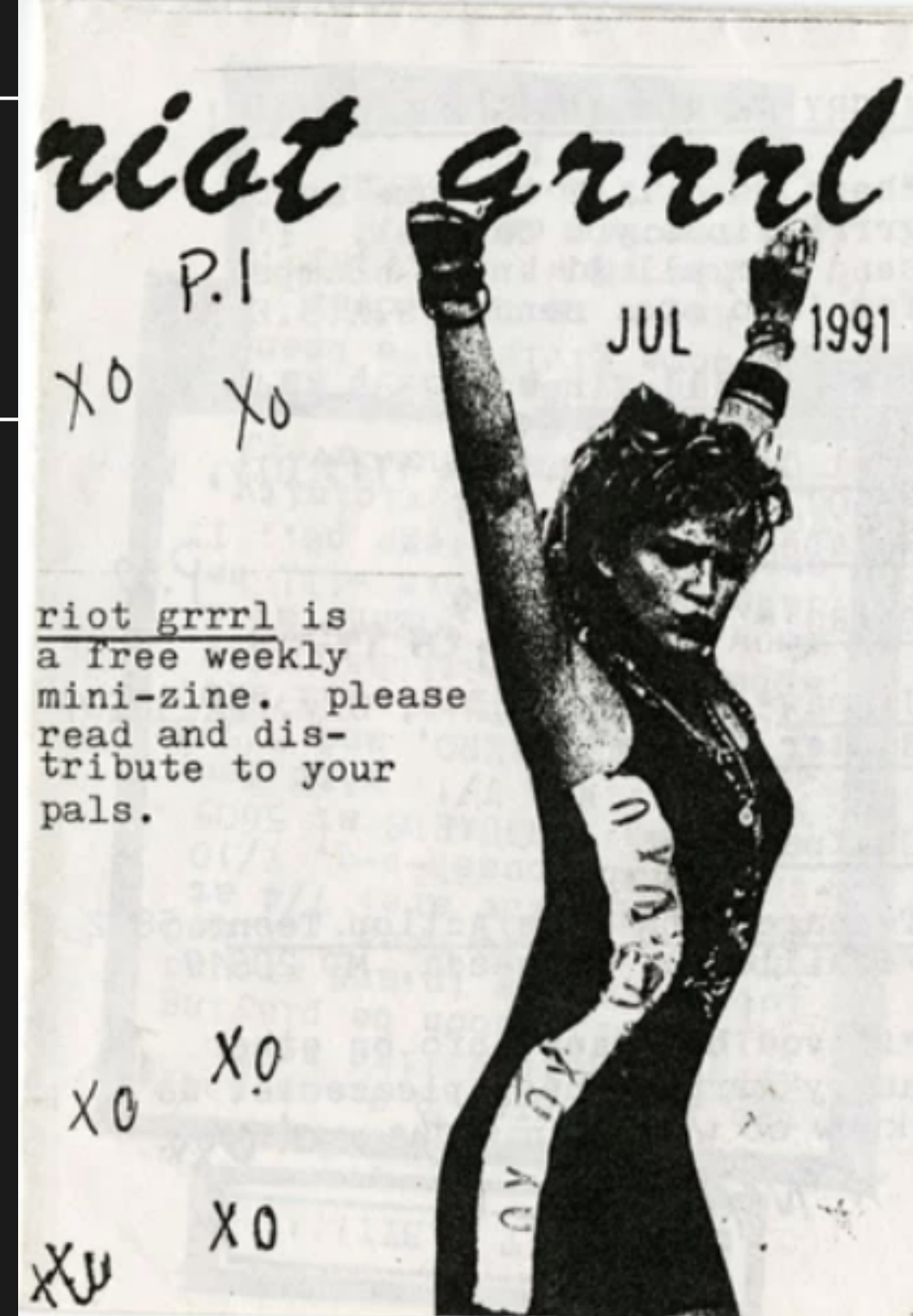
- Mother Love Bone/Temple of the Dog
- The Melvins
- Green River/Mudhoney
- Alice in Chains
- Soundgarden
- Sleater-Kinney
- Nirvana
- Pearl Jam
- Tad
- Riot Grrrl bands
 - L7
 - Bikini Kill
 - The Gits

THE CHANGING WORLD

- 1984 - Ronald Reagan & Margaret Thatcher elected
- 1986/1987 - Savings & Loan / Stock Market collapse
- 1989-1992 - The Presidency of George H.W. Bush
- 1989 - Fall of Communism in Eastern Europe
- 1989 - Tiananmen Square
- 1990 - The End of Apartheid
- 1991 - The Collapse of the Soviet Union
- 1990-1992 - The Breakup of Yugoslavia
- 1991 - The Gulf War
- 1999 - WTO Protest, Seattle

FILMS

- 1987 - Wall Street
- 1989 - Weekend At Bernie's
- 1990 - Pretty Woman



THE CONTEXT



WHAT WE'LL SEE

Embracing experimentation and pushing the boundaries of traditional rock music, bands dove head first into social and political commentary, and exploring their inner angst mixed with youthful disdain and irony.

Countering interviews and social commentary with archival newsreel footage - Unlocking the messages, intentions, ideas and thoughts behind the music

- What they stood for became obscured, and they became reframed/re-packaged.
- Distortion & contradictions became alternate narratives, amplified through MTV and mainstream media. How the truth was re-purposed for mainstream consumption.
- Exploring the importance of the moment - In their own words



FILM TONE

- Thought-provoking
- Edgy
- Energetic
- Complex
- Unconventional
- Experimental
- Ironic

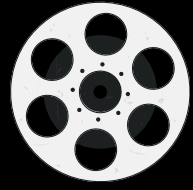
*I'm the man in the box
Buried in my shit
Won't you come and save me, save me?*

- "Man in the Box" (Alice in Chains)



VISUAL REFERENCE





DOCUMENTARY FILMS

Seattle Scene – 4-part music documentary produced by Imagine Entertainment for streaming on MGM+ * *in production*

American Hardcore: The History of American Punk Rock (1980-1986) (2006, Paul Rachman, dir.)

1991: The Year Punk Broke (Dave Markey, dir.)

Hype! (1996, Doug Pray, dir.)

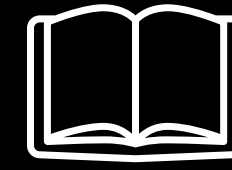


FEATURE FILMS

SubPop biopic (Mark Ford, dir.)
tentative title: "Empire Records"
* *in development*

Reality Bites (1994)

Singles (1992)



BOOKS

World Domination: The Sub Pop Records Story by Gillian G. Gaar

Our Band Could Be Your Life: Scenes from the American Indie Underground, 1981–1991 by Michael Azerrad

This is Your Brain on Music by Daniel Levitan

Corporate Rock Sucks: The Rise and Fall of SST Records by Jim Ruland

Lamestains: Grunge, Sub Pop and the Music of the Loser by Nicholas Attfield

MEDIA COMPS

WHY THIS TEAM?



EXPERIENCE

- Experienced filmmakers, working musicians and industry leaders - We get it
- A team who has lived it and been there

CONTACTS

- A film by insiders, with credibility
- Existing relationships built on decades of trust and respect

CREDIBILITY

- Generational peer creatives - We are them
- Deep knowledge of the music and its history

MARIA COLLETTE SUNDEEN

PRODUCER



Maria Sundeen is a writer, director and producer -- including work as the Associate Producer for the award-winning documentary "The Great 14th: The 14th Dalai Lama In His Own Words" with Frame of Mind Films, and as Producer for the climate justice hybrid film "Save Yourself" for Gamechanger Films, currently in post-production. Her 2011 short film, "The Once & Future Bride," showcased at the Cannes Film Festival.

Her career in the music industry includes working with the seminal punk rock label SST Records and as the co-founder, backing vocalist, and keyboardist for the Bay Area punk-pop group TWO STICKS. She has worked with a variety of labels and artists for film soundtracks -- including the skateboarding documentary "Canvas", the feature film "Everlasting", and the award-winning shorts, "Lifeless" which was recognized for its musical score, and "Lola" where she negotiated an original song for the film.

Mark Pickerel



Mark Pickerel is a singer/guitarist and an active session musician based in the Pacific Northwest. Best known as the original drummer for the alternative rock band Screaming Trees, he's also recorded with Mark Lanegan, Neko Case, Steve Fisk, Jim Carroll, Piegonhed, and Brandi Carlile, as well as his own band Truly with former Soundgarden bassist Hiro Yamamoto and singer/guitarist Robert Roth. He also appeared on the Nirvana rarities compilation *With the Lights Out*.

In 2004 Pickerel formed a singer-songwriter project called Mark Pickerel and His Praying Hands, celebrated for its eclectic mix of indie rock and Americana elements. Their latest LP, *Rebel in the Rearview*, was released in 2021.

As a former employee at SubPop and manager for the SubPop store in Seattle's SEATAC airport, his knowledge of the industry and the music history in the Pacific Northwest has made him a valuable source of information. He has been involved in many films and books about the region and its music.

Dez Cadena



Dez Cadena is an American punk rock guitarist and singer. He was the vocalist and rhythm guitarist for the punk band Black Flag, played lead guitar with the band Misfits, and was previously a member of Redd Kross, Twisted Roots, and Ella and the Blacks. He appeared on Hüsker Dü's 1984 double album, *Zen Arcade*, and also toured with ex-Guns N' Roses bassist Duff McKagan's solo band to promote the album *Beautiful Disease*. He's founded a spectrum of musical groups, including Vida and DC3, and is currently playing and recording with the band Dondo.

Long-considered a punk rock icon, Cadena champions integrating musical styles and genres so music stays relevant and truthful. His background and experience make him a powerful and credible witness to the punk music scene in California and beyond.

Brian Long



A long-time music industry professional, Brian Long's career began as a producer for Spin Magazine's syndicated radio shows. He did radio promotion at the venerable SST Records; started his own Ringers Lactate Records; founded Astralwerks Records, and was General Manager at Caroline Records.

He was previously an A&R executive at Geffen Records and MCA Records, and set up Australia's Modular Records for business in the US. During this time, he spearheaded the re-release of the catalog of revolutionary Afrobeat artist Fela Kuti on Knitting Factory Records, and was instrumental in the release of FELA! Original Broadway Cast Recording and records by Seun and Femi Kuti.

He founded Yes Know Management in 2002 and developed an eclectic roster featuring Louisville's VHS Or Beta, Sweden's José González and his band project Junip, and New York City's Radio 4, O'Death and The Juan MacLean, !!!, and High Hives. In 2015 he merged his company with the Knitting Factory to create Knitting Factory Management.

Susan Silver

Manager, Alice in Chains - Former Manager, Soundgarden

Bruce Pavitt / Jonathan Poneman

Co-Founders, SubPop Records

Corin Tucker

Co-Founder/Guitarist, Sleater-Kinney

Kathleen Hanna

Lead Singer, Bikini Kill

Jerry Cantrell

Guitarist, Alice in Chains

Gary Lee Conner

Co-Founder/Guitarist, Screaming Trees

Guy Maddison

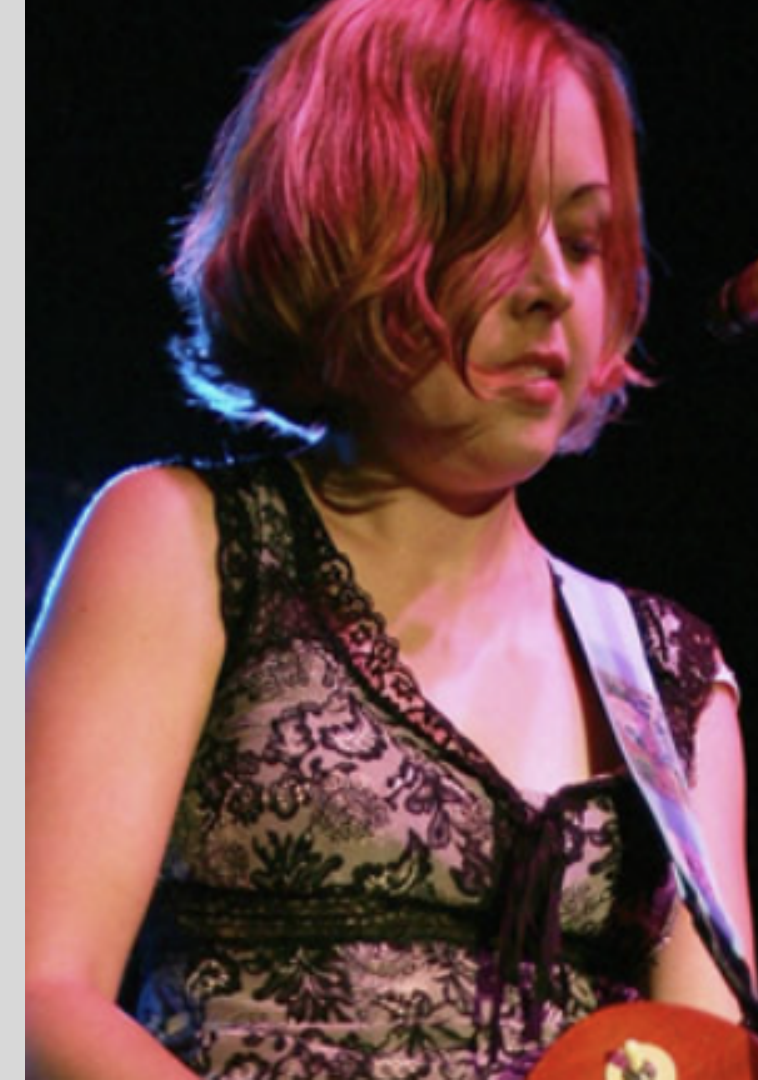
Guitarist, Mudhoney

Butch Vig

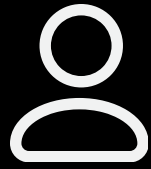
Producer & Musician, Garbage

Steve Fisk

Producer & Musician, Pigeonhed



KEY COLLABORATORS



DIRECTOR

Morgan Neville

- Muddy Waters Can't Be Satisfied (2003)
- Search and Destroy: Iggy & The Stooges' Raw Power (2010)
- 20 Feet from Stardom (2013)
- Keith Richards: Under the Influence (2015)

DIRECTOR

Karen McKann

- Nightmare on Everest (2017)
- Rock and Roll (2018)
- The World According to Jeff Goldblum (2019)



CINEMATOGRAPHER

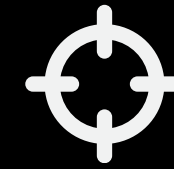
Nicola b Marsh

- The Gift (director Thom Zimny) **the Johnny Cash documentary*
- Pearl Jam 20 (director Cameron Crowe)
- Troubadours – The Carole King/James Taylor Story
- 20 Feet from Stardom (2013)

CINEMATOGRAPHER

Sara Kinney

- The World According to Jeff Goldblum (2019)
- The Stroll (2023)



EDITOR

Kevin Klauber, ACE

- Pearl Jam 20
- 20 Feet from Stardom

EDITOR

Hank Corwin

- The Tree of Life (2011)
- Jimi: All is By My Side (2013)
- The Big Short (2015)
- Winning Time: The Rise of the Lakers Dynasty (2022)
- The Creator (2023)

DREAM TEAM

The Days of Radical Grunge - Deck

CB CB

NERVEBREAKERS

315

OM FUG

315

We're children of the bad revolution-

~Lana del Rey

www.museworks.tv
mcs@museworks.tv

(323) 333-5439
PO Box 2374, Los Angeles, CA 90078