



**VICE**

PRESENTS



# So You've Seen New York.

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# THE 5

YOUR  
WEEKLY  
PORTAL  
TO THE 5  
BOROUGH  
S OF NYC.



They say NYC has it all—  
**We're setting out to prove it.**

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**What you've never thought to look for.**

**The 5 is here for the weird and the  
unorthodox, the magic and the grime  
that makes NYC different from  
anywhere else in the world.**

**Let's explore The 5.**





# What.

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**Underground culture of NYC in a way never done before— at random.**

**Drawn-out-of-a-hat style series**

**One part of NYC with distinct character**

**One industry, subculture, job, or activity**

**A team of researchers and creatives come up with topics and locations.**

**Reoccurring host and guest co-host set out to answer the question “Who’s doing what, where?”**





# How.

## Format

Host Driven 30 min show

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**Segment 1:** Starts on a subway car set where our host presents our guest co-host and our topics are picked out of a hat.

**Segment 2:** Hosts go straight to our location and search for the niche group we're looking for. Find our subject.

**Segment 3:** Interview them about what they do and why they do it. Enter their world, watch them do their craft and, finally, participate in it.

**Segment 4:** We come back to our set and recap the show.





Who.

Potential Host

BLOODY OSIRIS

Young NYC fashion icon

Fits underground aesthetic

From New York



bloodyosiris

Following

▼ ...

370 posts

207k followers

54 following

†93 Bloody 93†

★★ my univ3rse , my rules !★★





Who.

Potential Host

Chris Lavish

NYC modeling icon

New York Native



nyclavish

Follow



...

997 posts    30.9k followers    1,516 following

**Intergalactic Tattoo Module** ♦  
Never Under The Influence  
Always Influencing©  
(CHRIS LAVISH) featured on W mag, NY Times, GQ Spain, WWD, HYPEBEAST etc.





# Who Else - Potential Guest

RACHELLE VINBERG



Skateboarder  
Starring in new film  
Skate Kitchen 2018

6IX9INE



New York's hottest rapper  
From Brooklyn  
Hit songs: Gummo, KeKe, FeFe

RECHO OMONDI



NYC creative  
Young rising Fashion Designer  
Distinct personality

OBJ



Star wide receiver  
NY Giants  
Sports Icon



**Episodes**

**Issue 1: Street Bike Racing - Chinatown**

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**Find our subjects in chinatown**

**Host /guest ride a bike**

**Film a race**

**Interview**

**See how bike racing impacts the area**





## Episodes

### Issue 2: Astrology - Bed-Stuy

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Find psychic in Bed-Stuy

Host + guest have their palms read

Interview about their process and when they learned they had a gift

See how the Brooklyn environment fits in with the psychic community





# Why.

Who cares?

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**NYC is a breeding ground for every industry and every type of person.**

**Subcultures are the media focus of the generation. After the old redundant regime of media, the world has broken out into a revolution.**

**Unexpected subtopics will come up through individual stories.**

**The range of our audience has no boundaries:**

- Gen Z
- Old School
- Unfamiliar
- Curious





# Why.

Why Vice needs this show.

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**Vice is looking to tap into the next generation of TV consumers**

**The classic VICE “edge”**

**Topics and personalities that already have a loyal/large young fan base**

**Transfers great to social media**

**Visually stimulating with set, cartoons, dynamic edits, distinct stories**





# Aesthetics And Style Elements

## CARTOON EDITS



Animations throughout the show that simulate a subway ride to the location.

## SUBWAY SET



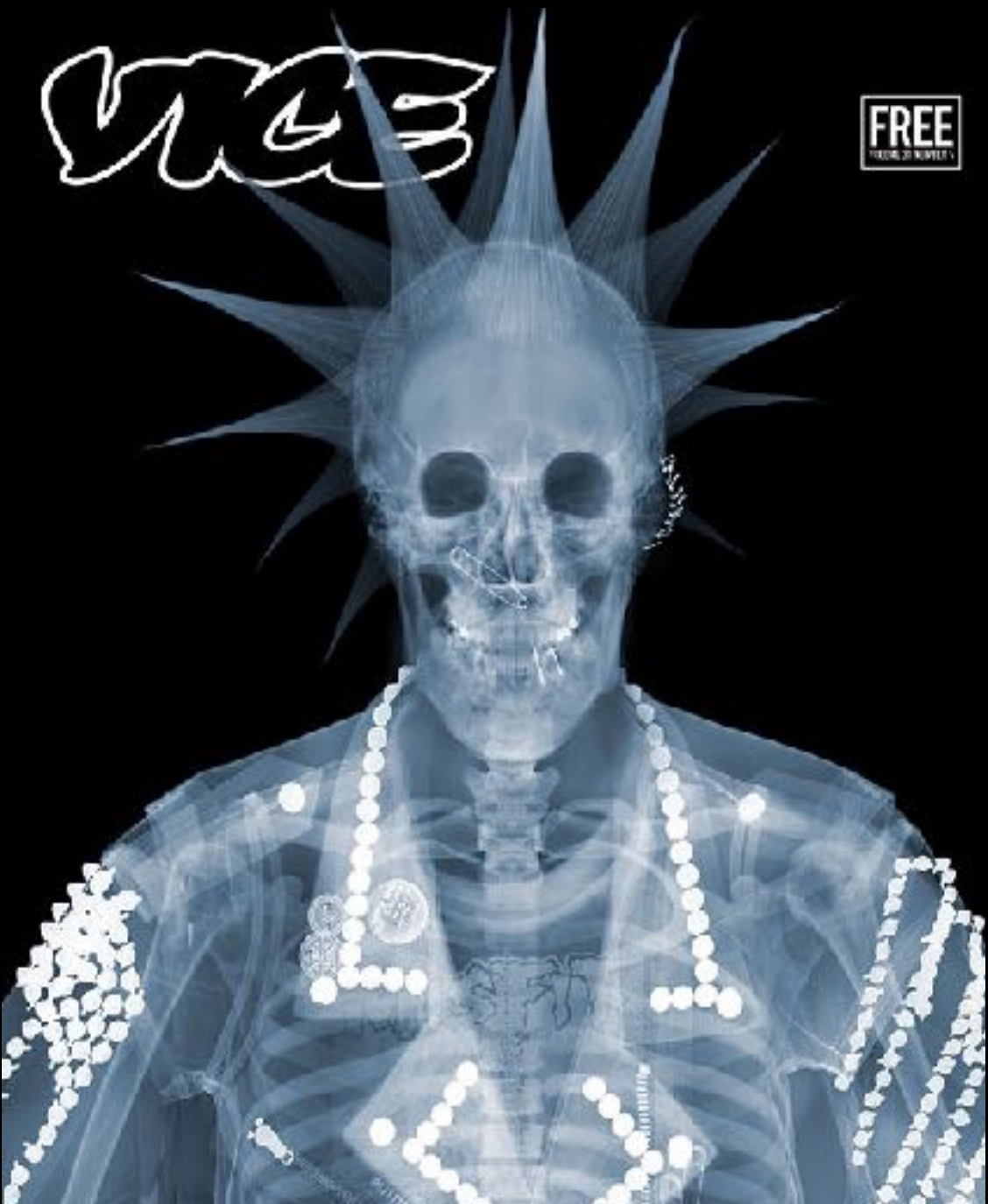
Home base is an extracted subway car in the studio - the subway connects all of NYC together

## HIP-HOP UNDERGROUND



Hip-hop is the wave and we need to embrace it. Also it can provide a soundtrack.

## MAGAZINE



Episode 1 = Issue 1  
Vice started off as a magazine o  
were going back to our roots



# **Watch For The Closing Doors—**

**Why the Subway?**

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**The place that connects all of NYC.**

**The infrastructure of the entire city.**

**The place where high class and low class meet.**

**The place where all NYC residents rub shoulders.**





# **Thank You.**

**TYMIR JONES  
DEVIN KASPARIAN  
HUGO GRINDLER  
SEONG PARK**