



TREATMENT: THE L*O*V*E PROJECT

L*O*V*E
I F F
P P O R T U N I T Y
I S I O N
E N H A N C E M E N T

Log Line

Veteran musician sets out to pay forward the wisdom to upcoming talent from underprivileged communities, in the hope that music can be their escape route, just as it was his.

Synopsis

The L.O.V.E. project featuring Cedric Samson, is a docu-series following Cedric Samson, a Grammy nominated composer and producer as he acts on his passion to pay it forward by nurturing upcoming talent from historically disadvantaged communities. Overlaying the talent's journey Cedric speaks of his own wisdom and experiences gleaned from a life time in the music industry. From having growing up hard in 1960's Yeoville, Johannesburg, to becoming a sought after producer and drummer and struggling with epilepsy in later life. Adding immediacy to the journey will be the opportunity for the talents to perform in a high profile show as a means of kick starting their career.

Structure

The project is envisioned to encompass 4 x 45-50min episodes.

Search

The first episode will follow the journey to identify the individual/groups that Cedric feels have the talent, aptitude and discipline to make an impact. Cedric will travel to various impoverished communities within the Western Cape to hear what they have to offer. Overlaying this story line will be Cedric own back story about how music saved his life allowing him to escape an unhappy home life and become a working musician by the age of 14. The episode will conclude in settling on the a group or individual.