

THE RICHES

Jane's Addiction

Time	Audio	Video
0:00 – 0:02		Layne has aged two or three years since moving to NYC,
0:02 – 0:04		tirelessly working to earn a promotion to Chief Marketing
0:04 – 0:07		Officer. The scene opens with Layne sitting in a company
0:07 – 0:09		boardroom meeting with all chief executives. The men
0:09 – 0:11		appear sinister, plotting with a team of lawyers, thumbing
0:11 – 0:13		through contracts, and writing notes on yellow notepads.
0:13 – 0:15		There are presentations on the board, both in electronic and
0:15 – 0:18		paper form. The men share ideas and discuss proposals, with
0:18 – 0:20		some pointing to figures on their laptop screens & tablets to
0:20 – 0:22		illustrate and support their arguments. The men begin
0:22 – 0:25		disagreeing over the proposals, and tensions begin flaring
0:25 – 0:27		amongst the over-bloated egos occupying the boardroom.
0:27 – 0:29		Layne ignores the executives, and stays focused on several
0:29 – 0:31		graphs, charts & finance reports on his laptop screen that've
0:31 – 0:34		caught his attention. Layne calmly motions the men over, as
0:34 – 0:36		if to say, "Hey, come check this out." The executives pause their
0:36 – 0:38		arguing, and crowd around Layne's computer. Layne points
0:38 – 0:41		at the figures and documents on his screen, swivels around in
0:41 – 0:43		his chair, and makes a proposal to the men behind him. All
0:43 – 0:45		board members in turn grow sinister smiles. They all shake
0:45 – 0:47	<i>I love standin' by the water</i>	each other's hands, shake the lawyers' hands, and leave the
0:47 – 0:50	<i>and just knowin' what it's for,</i> <i>It's alright</i>	boardroom. Layne stays behind as they all exit. He closes
0:50 – 0:52	<i>to swim and sip it,</i>	the door and celebrates alone, pumping his fists & beating
0:52 – 0:55	<i>Let me have a little more.</i> <i>Like my woman,</i>	his chest, overlooking the East River out to Queens.
0:55 – 0:57	<i>like my shower, get them hot</i>	Layne leaves the boardroom as his secretary walks past him
0:57 – 0:59	<i>until they're steamin',</i>	in a seductive red dress, holding files. Layne unashamedly
0:59 – 1:02	<i>Love to find a little spot,</i> <i>nice and shady,</i>	pinches her rotund derrière and winks at her, as he walks
1:02 – 1:04	<i>That's for dreamin' of the riches...</i>	down the corridor in the opposing direction. The secretary
1:04 – 1:06		smiles deviously and shakes her tail, entertaining Layne's
1:06 – 1:09		advances on her walk to the copy room. Layne opens his
1:09 – 1:11		office door, sits in his plush leather chair, kicks his feet on
1:11 – 1:13		his desk, stretches his arms behind his head, and sighs.
1:13 – 1:18	<i>Oh! Tell me where are you hidden?</i>	Layne walks alone down midtown Manhattan streets during
1:18 – 1:20		daytime work hours, wearing a three-piece suit, and holding
1:20 – 1:22	<i>'Cause ready or not, man</i>	a leather-bound portfolio binder. Layne walks into a dusty,
1:22 – 1:23	<i>I'm comin' in!</i>	poorly illuminated, shitty-looking deli / convenience store /
1:23 – 1:25		bodega, obviously under immigrant ownership. Layne
1:25 – 1:27	<i>Into the life!</i>	approaches the clerk, who is wearing a turban, and asks to
1:27 – 1:29		speak with the manager. Layne appears surprised when the
		cashier motions to himself, and mentions he is both the

1:29 – 1:32	<i>Into the life!</i>	manager and owner of the struggling convenience store.
1:32 – 1:34		
1:34 – 1:37	<i>Into the life of riches...</i>	Layne opens his leather binder, revealing an iPad and several
1:37 – 1:39		laminated documents, with pie charts & graphs. The two of
1:39 – 1:41		them have a conversation, and although he's confused and
1:41 – 1:44		defensive at first, the Middle Eastern owner grows happier
1:44 – 1:46	<i>Stretching</i>	& more excited as the discussion progresses, as if Layne were
1:46 – 1:48	<i>out in the sun, like a</i>	doing him a favor. After continued talk, and Layne further
1:48 – 1:51	<i>cat in the window,</i>	gesturing around the shop, the owner shakes Layne's hand,
1:51 – 1:53	<i>Hillside changing color, as I'm</i>	and signs his contract on the storefront counter.
1:53 – 1:55	<i>watching shadows throw.</i>	
1:55 – 1:57	<i>I'm laughing that is rich,</i>	Layne leaves the bodega and pulls his smartphone out of his
1:57 – 2:00	<i>Puts my stomach into stitches,</i>	pocket to call the office. In no time, a company-branded
2:00 – 2:02	<i>Early bird, from a perch,</i>	delivery truck pulls up at the location. Two truck drivers get
	<i>looking down,</i>	out, unload an enormous 'magic paintbrush,' and hand it to
2:02 – 2:05	<i>Can see all the world's riches...</i>	Layne, who picks it up and immediately paints over the
2:05 – 2:07		store's awning, giving it a stunning rebrand. Layne heads
2:07 – 2:09		inside and begins painting over everything, cleaning up the
2:09 – 2:12		entire store, reorganizing and relabeling all the products;
2:12 – 2:14		giving the shop a much cleaner, crisper, corporatized feel,
2:14 – 2:19	<i>Oh! Tell me where are you hidden?</i>	with attention to detail. Layne then pulls out a laptop in
2:19 – 2:21		front of the owner, opens up his store's website, and paints
2:21 – 2:22	<i>'Cause ready or not, man</i>	over it, gorgeously rebranding & redesigning the entire site.
2:22 – 2:23	<i>I'm comin' in!</i>	
2:23 – 2:26		The owner is overjoyed. Layne goes outside and proudly
2:26 – 2:28	<i>Into the life!</i>	holds the door open for a stream of customers entering a
2:28 – 2:30		business that previously showed no signs of life. Layne goes
2:30 – 2:33	<i>Ohh-ohhh! Into the life!</i>	back inside, where the turban-wearing owner is smiling,
2:33 – 2:35		watching his son ring up a short line of customers. The
2:35 – 2:37	<i>Into the life of riches...</i>	owner writes Layne a check, and gives him a 'pound-it.'
2:37 – 2:40		
2:40 – 2:42		Layne walks across the street to a decrepit burrito joint on its
2:42 – 2:44	<i>Never looking</i>	last legs, also appearing run down and hopeless. Layne buys
	<i>over my shoulder again</i>	lunch, and asks the cashier to speak to the owner, who is
2:44 – 2:47		again a depressed Latino immigrant. Layne points across the
2:47 – 2:49	<i>I want to buy my time</i>	street, asking if he remembers what the bodega looked like
	<i>and finally own my fate</i>	previously. Layne pulls out his iPad & the same documents,
2:49 – 2:51		and proves himself responsible for the turnaround of the
2:51 – 2:54	<i>If you tell me no,</i>	convenience store. The owner invites Layne into his back
	<i>then I really must insist</i>	office, where the two continue their discussion. Though he's
2:54 – 2:56		distinctly hesitant at first, Layne is able to win the owner
2:56 – 2:59	<i>And when the hunt is over,</i>	over. He signs Layne's contract on his desk. Layne walks
	<i>kiss me on my</i>	outside, grabs the most attractive woman within reach, and
2:59 – 3:01	<i>LIIIIIIIIIIIIIIIPS!</i>	attempts to make out with her in broad daylight, unabashed.
3:01 – 3:03		The angry, repulsed woman shoves Layne off her.
3:03 – 3:05	<i>KISSES!</i>	
3:05 – 3:08	<i>OHHH-OHHHH!</i>	Layne calls the office, and has another 'magic paintbrush'
3:08 – 3:10		delivered on the spot. Similar to the convenience store,

3:10 – 3:12		Layne paints over the entrance awning, the restaurant, and the website, while also replacing his illuminated menu boards
3:12 – 3:15		with LCD screens. The two gentlemen watch customers
3:15 – 3:17	<i>So let's</i>	pour in, as the pleased Latino owner smiles and cuts Layne a
3:17 – 3:19	<i>talk about our plan, you can</i>	check. Layne repeats this process multiple times, walking
3:19 – 3:22	<i>count it's gonna work. Carry on,</i>	into hopeless-looking small businesses all over Manhattan,
3:22 – 3:24	<i>feel immortal at the</i>	Brooklyn, Queens, and the Bronx, making the sale, signing
3:24 – 3:26	<i>risk of getting hurt</i>	the contracts, and rebranding their companies.
3:26 – 3:29	<i>I'm prayin' that it rains, so someday</i>	The screen splits into sixteenths, to encapsulate each of the
3:29 – 3:31	<i>We'll be sowin', living through</i>	small business types, in no particular order: pizza joints;
3:31 – 3:34	<i>a little pain, no complaining</i>	bagel delis; bars; restaurants; fashion boutiques; bakeries;
3:34 – 3:36	<i>as we're training for the riches...</i>	beauty salons; parking garages; gyms; liquor stores; smoke
3:36 – 3:38		shops; real estate agencies; car washes; dry cleaners; etc.
3:38 – 3:41		Layne walks into an investment firm, burdened and weighed
3:41 – 3:43		down by massive burlap sacks stuffed to the brim with cash.
3:43 – 3:45		An agent rushes over to help Layne, and carries one of the
3:45 – 3:50	<i>Oh! Tell me where are you hidden?</i>	sacks back to his desk. The agent opens his bottom desk
3:50 – 3:54		drawer, which is laid with sod. Both men dump cash into
3:54 – 3:59	<i>Ohh-ohhhh! All of a sudden,</i>	the drawer, pour water over the money, and close the drawer.
3:59 – 4:03	<i>there you are.</i>	Layne puts on his sportscoat, pops his shoulders into place,
4:03 – 5:44	[redacted]	checks himself out in a mirror hanging in his agent's office, points finger guns at himself, and winks.
		[redacted]