

SYSTEM OF A DOWN

Presentation Outline

1. Introduction: Background and Biography

2. AUTHORSHIP / POLITICS

3. "B.Y.O.B."

TEXT: "B.Y.O.B."-Lyrics

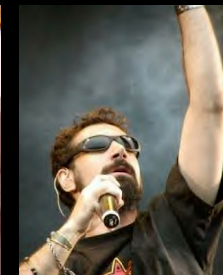
STRUCTURE: Video Analysis

FORM, PERFORMANCE, IMAGES

4. A Cultural Phenomenon

SYSTEM OF A DOWN

Introduction



Name

Serj Tankian

Birth date

August 21, 1967

Birth Place

Beirut, Lebanon

Occupation

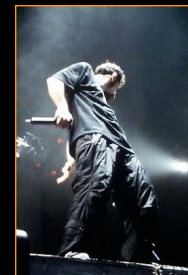
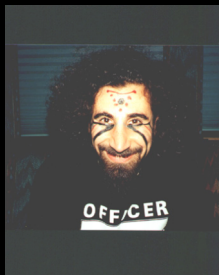
Vocals, Songwriter, Composer, Keyboards

Pre-band Occupation

Information Technology field, Marketing

Personal Projects

Serjical Strike Music label, SerArt, Axis of Justice.





Name

Daron V. Malakian

Birth date

July 18, 1975

Birth Place

Hollywood, California, USA

Occupation

Guitarist, Composer, Songwriter, Vocals

Projects

EatUrMusic Music label.





Name

Shavarsh S. Odadjian

Birth date

April 22, 1974

Birth Place

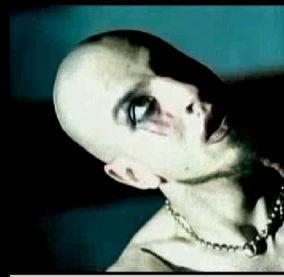
Yerevan, Armenia

Occupation

Bassist, DJ and Music Videos Director

Pre-band Occupation

Banking, DJ





Name John H. Dolmayan

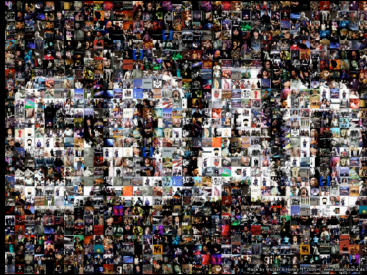
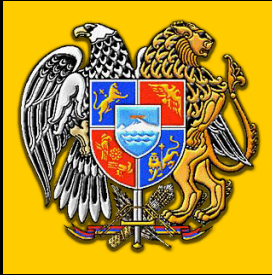
Birth date July 15, 1973

Birth Place Beirut, Lebanon

Occupation Drummer

Pre-band Occupation Gas Station clerk





SYSTEM OF A DOWN

AUTHORSHIP / POLITICS

"We're artists for the sake of art. And our expression is pure and natural in terms of where it comes from. [...] If you just let whatever expression there is come out – it might be socially viable, it might be political, romantic, humorous, a personal narrative, a philosophical thought, whatever it is – if it's pure and it just comes out and you leave it that way, I think it's more potent. I think it's more real." (Tankian)

"We don't have any rules, any laws. It's art. If you're gonna put any rules, regulations, you'd have never had your Picasso, Salvador Dali or any of these people in art. It goes the same with music. If you put any rules or regulations on yourself then you're gonna accomplish something that's generic. Usually the artists that interest people are the ones that take chances." (Malakian)

"[I want] to affect art, to do something that kind of contributes to art. Not just follow the trend or something like that. Something that kind of helps. Something that helps it evolve, you know? That's still my dream today. I've never lost that." (Malakian)

"If you follow your heart and you follow your path, then you'll always be safe with anything that you do, including art. (Tankian)



**"Daron [Malakian] is a true artist. He doesn't really live in the world. He lives in a bubble and the bubble is filled with music. All he does is listen to music and play music all day every day. He's got no interests or hobbies or social life or any of those things.... I'm not saying it's healthy, but it makes for good music."
(Calenderlive)**



**"Our music has always been urgent, critical and questioning, and that still remains.
"We've always done what we wanted to do, myself and the band, what's in our hearts socially, politically, musically. The Armenian genocide is a personal issue; it's not political." (Tankian)**



SYSTEM OF A DOWN

B.Y.O.B





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STRUCTURE –Video





INTRO (b/w filter)

mid-tempo (intro)



MARCHING SOLDIERS

(steps = drum beat)



PERFORMANCE (red



MARCH + PERFORMANCE

(cuts = rhythm breaks)



fast rhythm



fast



ENTRANCE (green filter)

mid-tempo
(mass/band)



DANCING

(contrast =



SPECTATORS

mid-tempo (cuts)



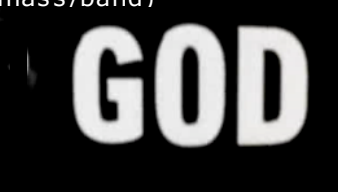
OUTDOOR

fast (contrast
mass/band)



„FREEDOM!“

(emphasis)



SOLDIER CLOSE-UP

fast/mid-tempo (cuts)



„ASSIMILATION“



FLAG



INDOOR

mid-tempo



CROWD/CLOSE-UPS



„BLAST OFF!“

(emphasis)
crossover)



(soldier/partyer



STRUCTURE – Audio/Video



Warning
Adult content,
be at least 18 y
to enter this sit



SYSTEM OF A DOWN

TEXT

Why do they always send the poor

Barbarisms by Barbaras
With pointed heels
Victorious victories kneel
For brand new spankin' deals

Marching forward hypocritic and
Hypnotic computers
You depend on our protection
Yet you feed us lies from the tablecloth

Everybody's going to the party have a real good time
Dancing in the desert blowing up the sunshine

Kneeling roses disappearing into
Moses' dry mouth
Breaking into Fort Knox stealing
Our intentions

Hangers sitting dripped in oil
Crying freedom
Handed to obsolescence
Still you feed us lies from the tablecloth

Everybody's going to the party have a real good time
Dancing in the desert blowing up the sunshine

Everybody's going to the party have a real good time
Dancing in the desert blowing up the sunshine

Blast off
It's party time
And we don't live in a fascist nation
Blast off
It's party time
And where the fuck are you?

Blast off

It's party time

And we don't live in a fascist nation

Blast off

It's party time

And where the fuck are you?

Where the fuck are you?

Where the fuck are you?

Why don't presidents fight the war?

Why do they always send the poor?

Why do they always send the poor?

Kneeling roses disappearing into
Moses' dry mouth
Breaking into Fort Knox stealing
Our intentions

Hangers sitting dripped in oil
Crying freedom
Handed to obsolescence,
Still you feed us lies from the tablecloth

Everybody's going to the party have a real good time
Dancing in the desert blowing up the sunshine

Everybody's going to the party have a real good time
Dancing in the desert blowing up the sun

Where the fuck are you?

Why don't presidents fight the war?

They always send the poor

They always send the poor

Additional LYRICS

P.L.U.C.K.

A whole race Genocide,
Taken away all of our pride,
A whole race Genocide,
Taken away, watch them all fall down.

Revolution, the only solution,
The armed response of an entire nation,
Revolution, the only solution,

We've taken all your shit, now it's time for restitution.

[...]

The few that remained were never found, (Never want to
see you around)

All in a system of

Down.....Down.....Down.....Walk Down.....

TENTATIVE

[...]

Where do you expect them to go when the bombs fall?

Where do you expect us to go when the bombs fall?

[...]

SOLDIER SIDE

Dead man lying on the bottom of their grave
Wondering when Savior comes
Is he gonna be saved

Maybe you're a sinner into your alternate life
Maybe you're a joker, maybe you deserve to die

[...]

Maybe you're a mourner, maybe you deserve to die

[...]

Welcome to the Soldier Side
Where there's no one here but me
People all grow up to die
There is no one here but me

ATTACK

[...]

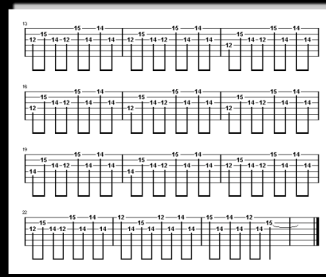
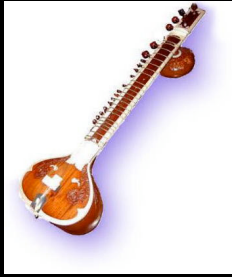
Raising your flags along polluted coasts .. Dreaming of
the day that

[...]

With Pesticide, We Attack
All the years of propaganda
We shall Attack

[...]

Attack all the homes and villages
Attack all our schools and hospitals
You attack all the rapes and pillages



SYSTEM OF A DOWN

FORM



SYSTEM
OF A
DOWN

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IMAGES / PERFORMANCE

LIVE PERFORMANCE



Now playing - SOAD live in London (Astoria): „The Sultans of Swing“

PRESS & PROMO PICTURES



CD COVER ARTWORK

SYSTEM OF A DOWN



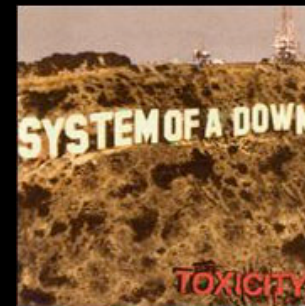
MEZMERIZE

SYSTEM OF A DOWN

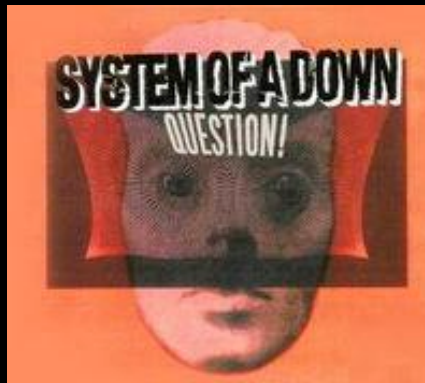


HYPNOTIZE

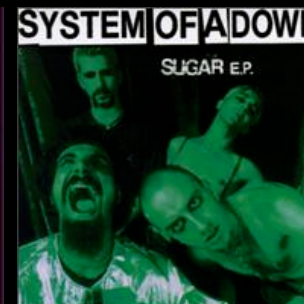
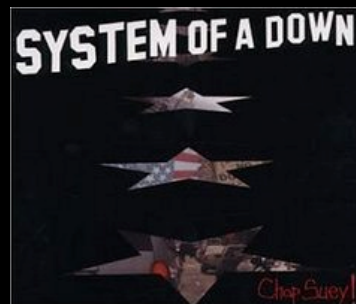
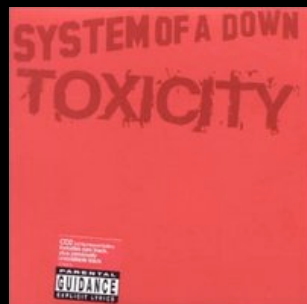
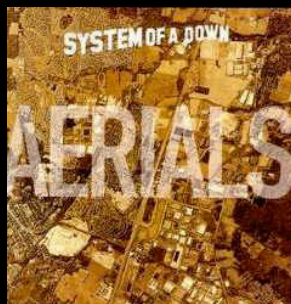
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Album Artwork 2005 – 2002 – 2001 – 1998



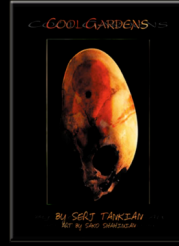
CD Single Artwork by Vartan Malakian



CD Single Artwork until 2005

MAGAZINE COVERS





SYSTEM OF A DOWN

A Cultural Phenomenon



Now playing - SOAD with Arto Tunkboyacian: „Arto“ (from TOXICITY, 2001)

„Announce your anthems on the ceiling...“

„There is so much interesting art out there that is not embraced by our consumer culture, that it's a shame.“

-- Serj Tankian

