

The piece lasts 10 minutes approximately (this may expand or contract). 4 performers in Zoom formation (2x2). Performers close to the camera – close-ups mostly, most likely tighter than the average Zoom shot. If there's any money in your budget for ring lights, that would be great, just to improve the overall quality of the images:
https://www.amazon.co.uk/s?k=ring+light+laptop&ref=nb_sb_noss_1

The group is split into one Apologiser (Josh), and three Exercisers (Caitlin, Ed, Tim).

Basic schema:

Three performers – the Exercisers - work independently through their own series of face and neck exercises. Performers do not look into the camera while they're doing the exercises. Performers should be slightly angled away from the camera, staring off-camera.

From time to time, the Exercisers freeze during an exercise, hold the freeze for a few seconds, then turn to face camera, look directly into the camera, and simply stare into the camera for 5 to 10 seconds, before pivoting back to where they were and resuming their exercises.

Josh – The Apologiser – spends at least the first 3-5 minutes of the performance loitering in the rear of the space he is in, rehearsing and preparing for his apology. He can make sounds/movements, but he's a shadowy presence. At some point after the 3-5 minute point, Josh moves to his camera (whether laptop/phone etc), picks it up and moves somewhere else with it. He then performs his apology.

Apology:

The Apologiser needs to construct and perform an apology. In this context, The Apologiser is an influencer who needs to atone for their misdeeds, which could range from being moved to a VIP area at Coachella that their friends weren't allowed access to; selling an appetite-suppressing lollipop which made their fans sick, etc etc etc. This can be a combination of various pre-existing apology videos, or a newly-designed apology.

The opening section of this video features reality show contestants competing to make apology videos for non-existent crimes, and gives a good summation of makeup, lighting, camera angles for the genre:
<https://www.youtube.com/watch?v=AGL7ealeXpw&t=572s>

Playlist of YouTube Apology videos:

https://www.youtube.com/watch?v=NYVmWxitVSQ&list=PLYFBNOmIBp3GC1H7XveKZav9Ry0-w_1Gy

(Josh – if you want to make a supercut of lines from apology videos, and lip sync to them as your performance, that could be interesting.)

Exercises:

Start by watching this playlist of face and neck exercise/massage videos. You will need to fast-forward through the videos to get to the exercise bits – they often start with a lot of chit-chat:
<https://www.youtube.com/playlist?list=PLYFBNOmIBp3ESuBCw6TQmWA3FGqKrXp1z>

Each performer should compile their own list of favourite exercises from watching the videos. This will be a personal thing. It will probably be related to your own feelings about your face and neck, having had to observe them in a way no human should over Zoom for the last 8 months.

If your recommendation algorithm serves up some other videos and you want to watch those also, go for it. The crucial thing is that each performer has enough exercises to last approximately 10 minutes.

If you want to do some exercises with props (jade rollers are in right now), that's fine. There are some hard-core facial exerciser rabbit holes you can go down (<https://jawzsize.com>, <https://thebeautyeditor.com/products/face-trainer>), but that's not necessary.

The goal is that each performer has a list of exercises they can work through, with the same confidence and focus that someone who does yoga regularly has working through a sun salutation.