

KIKO SKY

DUCK OR FLY

A MUSIC VIDEO BY GABRIEL BRIEN

Rap · 3 min 13 · Every frame generated with AI

ABOUT THE FILM

KEEP YOUR HEAD LOW, OR TAKE THE SKY.

A rapper crosses four worlds where everyone plays it safe, and refuses to.

Duck or Fly is a 3 min 13 music video for a fictional rapper, Kiko Sky. The song asks one question: duck or fly? Keep your head low and stay in line, or take the sky. The film turns that question into the rule of every world it visits. In each one, the crowd plays it safe. Kiko doesn't.

Every frame was generated with AI. The artist, the four worlds, the duck, the punk who follows her everywhere and every camera move were designed for this film and directed shot by shot.

3:13

RUNTIME

4

WORLDS

3

CHARACTERS IN EVERY
WORLD

0

FRAMES FILMED

TITLE	Duck or Fly
ARTIST	Kiko Sky (fictional rapper created for the film)
DIRECTOR	Gabriel Brien
PRODUCTION	Crimson Spark Agency, Montreal, Canada
GENRE	Music video · rap · surreal comedy
RUNTIME	3 min 13
LANGUAGE	English
FORMAT	16:9, 1080p, 24 fps, stereo · vertical 9:16 version with animated captions available
COMPLETED	October 2026
TECHNIQUE	Fully AI-generated, human-directed

WATCH THE FILM

crimsonsparkagency.com/videos/duck-or-fly.html

The film's page on our website · 1080p, sound on

SYNOPSIS

FOUR WORLDS. ONE DUCK.

Kiko Sky opens with a little question: are you gonna duck, or fly? Then she walks into a neon 90s fitness club where everyone keeps the same count. A punk with a blue mohawk rows a bathtub as hard as he can and never moves an inch. Her duck trains beside her in a sweatband.

Verse two takes her to a pink-and-black casino where every player has a duck's head. They bet on safe and fold their cards, the punk deals as croupier, and Kiko pushes all in, her duck riding in her bag in a bow tie.

The bridge goes back ten thousand years. In a stone-age cave, the punk is now a caveman who wants to cook a duck locked in a cage. Kiko flicks the latch.

For the final chorus, the stairs hang upside down and the floor is the sky. The duck she freed is now the DJ, the punk is a magician, and Kiko grows wings. She flies off with the duck.



THE FITNESS CLUB



THE CASINO



THE CAVE



THE IMPOSSIBLE WORLD

THE SAFE PATH ISN'T FREE.

Everyone gets asked the same question, usually without words: do you keep your head low, or do you take the sky?

Duck or Fly puts that question in a song and gives it four worlds. In each one, the crowd plays it safe. They row a bathtub to nowhere, fold their cards, stay in the cage. Kiko doesn't. The song never says the safe path is wrong. It says the safe path isn't free, and that every little bird has to pick a side.

The title holds the whole film. A duck is a bird that can fly. To duck is to lower your head. Kiko spends three minutes choosing between the two meanings.

Four worlds in three minutes is a continuity problem before it is a creative one. A generated shot has no memory of the one before it. So every look and every empty set was approved on a reference sheet before the first shot. Three characters cross every world with a new look each time, and each world hands over to the next with an object in the same spot in the frame. The spectacle was the easy part. Making about fifty separate generations read as one story was the work.

I kept the rule I set on Hit Your Mark: sung lines in close-up, cut on the first syllable. And when Kiko sings over a story shot, her face stays out of frame. A face that doesn't move its lips while the voice keeps going breaks the illusion faster than anything.

EVERY WORLD CAN BE IMPOSSIBLE. THE RULES INSIDE IT CAN'T BE.

GABRIEL BRIEN, DIRECTOR



KIKO SKY GROWS WINGS IN THE IMPOSSIBLE WORLD

THE DIRECTOR

GABRIEL BRIEN



DIRECTOR • FOUNDER, CRIMSON SPARK

Canadian filmmaker from Montreal, creative director and founder of Crimson Spark Agency, working where cinema, music and generative AI meet.

He comes from a mixed background in technology, business and creative production, and he makes films outside the traditional studio system.

Duck or Fly is his second music video, after Hit Your Mark. He directs a fictional rapper across four worlds, with one rule for all of them: the worlds can change, the characters can't. Every look locked on a reference sheet, a song mapped measure by measure, an object cut between each world, and a shot-by-shot review over three versions.

His short film Last One, the first film of the Lolly series, won the Grand Prize at AI Independent Montreal and Best Technical AI at the Ai & Robots Film Festival in 2026. In October 2026, he was interviewed by Global News on the place of artificial intelligence in art.

THE TECHNOLOGY IS THE INSTRUMENT. THE INTENTION, THE RHYTHM AND THE PERFORMANCE ARE DIRECTED BY A PERSON.



THE CAST

Three characters cross every world, each with a new look per world. Twelve looks in total, every one approved on a reference sheet before the first shot.



KIKO · FITNESS CLUB



KIKO · CASINO



KIKO · CAVE



KIKO · IMPOSSIBLE WORLD



THE DUCK · FITNESS CLUB



THE DUCK · CASINO



THE DUCK · CAVE



THE DUCK · DJ



THE PUNK · ROWER



THE PUNK · CROUPIER



THE PUNK · CAVEMAN



THE PUNK · MAGICIAN

KIKO SKY

The rapper. Bored, confident and charming, whatever the room throws at her. An orange sweatband and green glasses at the gym, pink and black at the casino, a bone in her hair in the cave, a purple hoodie, a gold chain and wings in the impossible world.

THE DUCK

Her sidekick, with attitude in every frame. A sweatband at the gym, a bow tie in her bag at the casino, a bone in his feathers in the cave, headphones and purple shades at the turntables.

THE PUNK

Same blue mohawk in every world, always angry about something different. A rower in a bathtub, a croupier, a caveman, a magician.

FOUR WORLDS, ONE VIDEO

01 ONE QUESTION

The song asks duck or fly, so every world follows the same rule: the crowd plays it safe and Kiko doesn't.

02 FOUR WORLDS

One world per part of the song: a neon 90s fitness club, a pink-and-black casino, a stone-age cave and an impossible world.

03 REFERENCE SHEETS FIRST

Every look and every empty set approved before the first shot: the face, the full outfit, the colours. That is how the punk at the casino is visibly the punk from the bathtub.

04 CHARACTERS THAT TRAVEL

Kiko, her duck and the punk cross every world with a new look each time, so four worlds read as one story and not four videos.

05 THE SONG, MAPPED

The isolated vocal mapped line by line, measure by measure, to the tenth of a second before anything was generated. Each sung shot starts on its first syllable.

06 THE LIP-SYNC RULE

Three sung moments per verse and chorus, in close-up, five seconds max. Over story shots, her face stays out of frame: from behind, from far away, or only her hand on the latch.

07 OBJECT CUTS

Each world hands over to the next with a shape in the same place in the frame: a speaker cone becomes a slot reel, a poker chip becomes a flint, smoke opens on the floating stairs.

08 CHECKED, THEN REVIEWED

Every shot checked on paper before generation: who touches what, entries and exits, scale, outfit colours. Three edit versions reviewed shot by shot. The third was approved as is.

PRESS MATERIALS



10 STILLS AVAILABLE IN 1920×1080 · © CRIMSON SPARK AGENCY

CREDITS

DIRECTED BY	Gabriel Brien
PRODUCTION	Crimson Spark Agency
ARTIST	Kiko Sky
SONG	"Duck or Fly", original song written for the film
CHARACTERS	Kiko Sky, the duck, the punk

AVAILABLE ON REQUEST

FILM	1080p master with sound · download link on request
VERTICAL	9:16 version with animated captions
MAKING-OF	"Four Worlds, One Duck", article
IMAGES	10 stills, 12 character portraits, logo
INTERVIEWS	English or French



PRESS & SCREENING REQUESTS

Gabriel Brien · gabriel@crimsonsparkagency.com

Watch the film: crimsonsparkagency.com/videos/duck-or-fly.html

Press kit online: crimsonsparkagency.com/duck-or-fly-press-kit.html