



Events

BUG 26

BUG title sequence

Director: Miland Suman
Animator: Miland Suman
Sound Effects: Matthew Reay's drumkit
Original Illustration: Paul Greeno

Michael Jackson – Behind the Mask

Director: Dennis Liu
Production Company: Radical Media
Record Company: Epic
US 2011

Hooray for Earth – True Loves (Cereal Spiller Remix)

Director: Cyriak Harris
Record Company: Dovecote Records
UK/US 2011

Is Tropical – The Greeks

Director: Megaforce
Production Company: El Nino
Record Company: Kitsune
France 2011

Memory Tapes – Yes I Know

Director: Eric Epstein
Production Company: Mssing Peces
Record Company: Something In Construction, Carpark Records
US 2011

Castrovalva – Dream Carpet

Director: Harvey Benschoter
Record Company: Brew
US/UK 2009

White Lies – Holy Ghost

Director: CANADA
Production Company: CANADA/Partizan
Record Company: Fiction
Spain/UK 2011

3 Dreams of Black

Rome – Black
Director: Chris Milk
Production Company: Radical Media
Record Company: EMI
US 2011

U2 – Numb

Director: Kevin Godley
Production Company: Medialab
Record Company: Island
UK/Ireland 1993

Godley & Creme – Cry

Directors: Godley & Creme
Record Company: Polydor
UK 1985

Gavin Friday – Able

Director: Kevin Godley
Production Company: Bikini
Record Company: Rubyworks
UK/Ireland 2011

Chad VanGaal – Peace on the Rise

Director: Chad VanGaal
Record Company: Sub Pop/Flemish Eye
Canada/US 2011

Beardyman – Big Man

Directors: Chris Cairns & Ross McDowell aka Mindpenis
Production Company: isthisgood?, Partizan
Record Company: Sunday Best
UK 2011

Welcome to BUG 26, and our latest survey of the most exciting and innovative new work in music videos – and some more besides – introduced, as ever, by the one and only Adam Buxton.

Tonight we have a feast of audio-visual excellence that amply demonstrates the Evolution of Music Video in its various forms. Of course Adam will also be guiding us through the verdant pastures of YouTube to discover what the commentariat have been saying about our favourite videos. And we are delighted to welcome one of the true masters of the art of music video direction, who began when there really were no rules. We are talking about Kevin Godley, who will be Adam's special guest on stage later in the show.

We start with a video from an artist who also played a significant role in the formative years of music video – but this is a very modern piece for the late Michael Jackson. In fact the video for *Behind the Mask* directed by Dennis Liu could be the biggest crowd-sourced music video made so far. Launched via the Jackson website, it enabled fans to select a number of moves, film themselves and then line up their video with Jackson's own actions on a split-pane interface. A mindboggling 15,000 videos were submitted to the project, from which Liu and his team created a work that includes about 1,600 fans (including a crowd of moonwalking Russians) from 103 countries.

By contrast the video for the Cereal Spiller remix for US band Hooray for Earth's *True Loves* is very much one man's work: iconoclastic After Effects artist Cyriak Harris. This video reflects his fascination with *Powers of Ten*, the classic Charles & Ray Eames film (Cyriak previously made a celeb-based tribute, *Powers of Ramsay*): but this journey from cosmic to microscopic is given a special cubic twist. (Warning: the camera movement in this video may cause some viewers a touch of space-sickness).

Megaforce's video for Is Tropical's *The Greeks* is glorious, hilarious and somewhat disturbing: an utterly compelling transposition of innocent kids' games and gore-spewing cartoon ultra-violence. The animated explosion, blood and guts are by Paris animation team Seven, and the unremitting action is grippingly directed by Megaforce – the Paris-based directing collective. Unsurprisingly the video has spread like wildfire online since its release in late May.

Memory Tapes is the singer Dayve Hawk, and the video for *Yes I Know* is by Eric Epstein, a New York-based animator and composer, who has created a wonderfully atmospheric and melancholy piece featuring some astonishing visual effects. With distress-aged black and white photography the tone is gentle and muted but the video's centrepiece is a disappearing man, whose body starts acquiring ever-widening holes. Surprisingly, all the animation in the video was done in After Effects, with Eric building the man's alternative anatomy in Photoshop, rather than CGI, and using AE's puppet tool.

The video for *Dream Carpet* by Castrovalva – a breakcore/hardcore band from Leeds was actually made a couple of years ago by Philadelphia animator/filmmaker Harvey Benschoter, but has only recently been unearthed by the BUG team. It's a short, simple entertainment on the dangers of gluttony, and being able to resist absolutely anything except temptation.

The Barcelona-based directing team called CANADA has become something of a fixture at recent BUG shows. And following the videos for El Guincho, Scissor Sisters and Battles, their new one for *White Lies* made it inevitable that their run should continue. CANADA specialises in videos with cascades of non-sequitur, often erotic vignettes, shot in 16mm – so everything looks like it comes from a 70s European art movie. This brilliant video for *Holy Ghost* is less whimsical than others, and some of its astonishing set-pieces are genuinely on an epic scale, even biblical...

Depeche Mode – Personal Jesus (Stargate Remix)

Director: Patrick Daughters

Production Company: The Directors Bureau,
Riff Raff Films

Record Company: Mute
US/UK 2011

Loom

Directors: Jan Bitzer, Ilija Brunck, Csaba Letay
@ Polynoid

Production Company: Filmakademie BW

Represented by Passion Pictures in the UK
Germany 2010



BUG thanks...

Adam Buxton www.adam-buxton.com

Kevin Godley

Bikini Films

www.bikinifilms.co.uk

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SAATCHI & SAATCHI

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For regular updates, check out
www.bugmusicvideos.com
www.promonews.tv
www.twitter.com/BUGmusicvideos
www.facebook.com/bugvideos

Forthcoming events:

BUG @ Edinburgh Festival 25th-29th Aug
BUG #27 – Sept 22nd and 30th. Ticket sales
for BUG #27 will open in early August.
Check www.bugmusicvideos.com for details.

The work of Chris Milk has been also featured regularly at BUG over the past couple of years, extending the definition of what a music video can be. Firstly there was The Johnny Cash Project, where viewers/users could draw over key frames, to help build an ever-changing crowd-sourced video. Then The Wilderness Downtown gave viewers a highly personalised experience, via Streetview and Google Earth, to accompany Arcade Fire. Now Milk is creative director of *Rome*, the concept album by Danger Mouse and Daniele Luppi, and has collaborated once more with Google Creative Lab's Aaron Koblin and utilised new Google-developed technology called WebGL in a new interactive project called *3 Dreams of Black*, where viewers can enter different 'dreamworlds' and then contribute to the dream by building their own 3D models in realtime.

And after this pioneering example of music video interactivity we welcome one of the original pioneers of music video. Kevin Godley was there pretty much at the start, when the promotional music video became a recognised entity. Having been a big pop star in his own right in the 1970s – as a member of 10cc and then Godley & Creme – he and musical partner Lol Creme spotted the potential of this nascent artform. They made some of the most iconic work from the first golden age of music video – including Herbie Hancock's *Rock It*, Duran Duran's *Girls on Film*, and several for their own music, including the still-brilliant *Cry*. Kevin began his solo directing career in the late Eighties, going on to make hundreds of videos for rock's big guns, pop stars and cutting edge new bands alike. In that time, he built a particularly strong relationship with U2, directing some of their classic videos, including *Numb*, *The Sweetest Thing* and creating the visuals for the band's groundbreaking stage shows. His most recent work includes videos for Katie Melua and his old friend Gavin Friday. So Adam will welcome Kevin on stage to discuss and show a few of the highlights from his amazing 30-year career.

Coincidentally we return to the rest of the programme with another music artist who makes his own videos. Chad VanGalen is a singer-songwriter from Calgary, Alberta, and also a richly imaginative illustrator and animator with a penchant for the deeply trippy. In his video for *Peace on the Rise*, two Space Indians visit a new alien world of diverse natural beauty, and mesmerising visuals propel with a narrative that develops a harder edge. Beardyman's *Big Man* is a brand new video by a new directing team operating under the memorable moniker of Mindpenis. They are, in fact, Chris Cairns and Ross McDowell, so this represents the latest collaboration between Cairns and a member of the beatboxing fraternity following his brilliant short film *Neurosonics Audiomedical*. Like that, this involves placing beatboxers heads in new places – in this case upon a very annoying, very spoilt 12-year-old boy.

Patrick Daughters, another director whose work is regularly featured at BUG, has directed another superbly cinematic work for a new remix of Depeche Mode's classic *Personal Jesus* – set in the 18th century. A poor girl has been accused of witchcraft and so a mob of villagers led by self-righteous clerics gather on a stone bridge to subject her to a terrifying ordeal to prove her innocence or guilt. This is a spectacularly mounted affair drawing on numerous cinematic influences, and with a compelling twist. Time allowing, Adam will also be showing a brilliant short film that is very much on a bug-related theme. *Loom* was created by the collective of extremely talented animators based in Germany called Polynoid – and principally directors Jan Bitzer, Ilija Brunck and Csaba Letay. You may never look at spiders the same way again.

So that's our show. We're back here at the BFI in September – but before that Adam is bringing BUG to the Edinburgh Festival for a special show over five nights between 25 August to 29 August. Hopefully see you there...